

Video — YouTube

Lights, Camera, Action!

By utilizing YouTube, you can put your cattle in the spotlight.

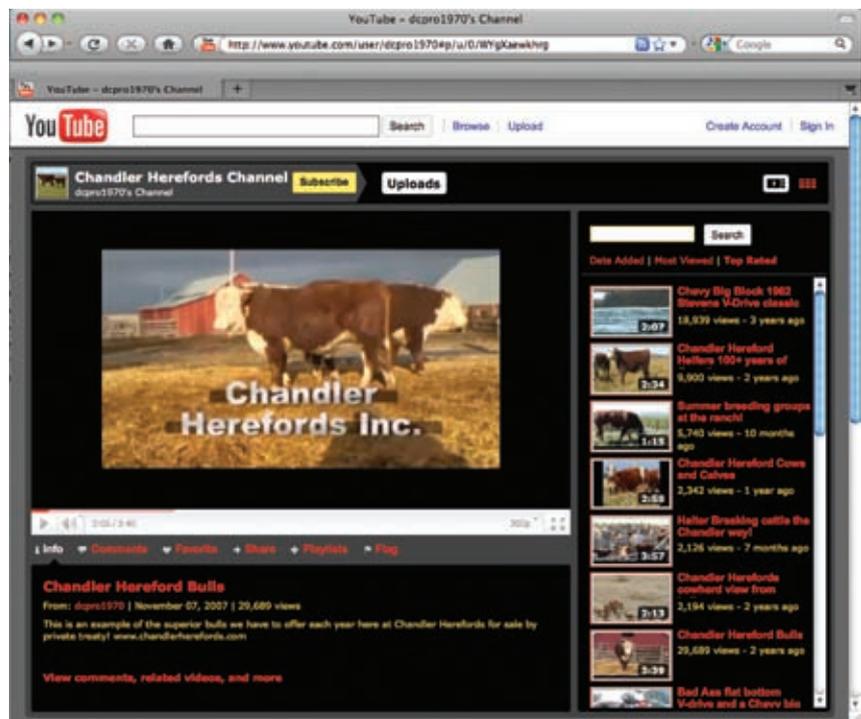
by **Christy Couch Lee**

With the click of a mouse, millions of people around the world can view the latest news-making video of dancing cats, music videos and how-to videos on knitting and aerobics. But, for cattlemen who utilize the site, YouTube can be a powerful marketing tool.

YouTube is an online video community founded in February 2005, according to the Web site. Every minute, 20 hours of new video is uploaded to YouTube.

Through YouTube, users can upload and share video clips on www.YouTube.com and across the Internet through Web sites, mobile devices, blogs and e-mail. In addition, these YouTube videos can be embedded into Facebook pages,

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— Duane Chandler

blogs and other Web sites.

Duane Chandler with Chandler Herefords Inc., Baker City, Ore., says the site has opened a new channel of marketing for the ranch.

Chandler Herefords currently features 15 cattle videos on the Chandler Herefords YouTube Channel. Since the ranch began its account in September 2006, its videos have received more than 128,000 viewings.

“The cool thing about the Internet and YouTube: it eliminates the big players,” Chandler says. “It doesn’t matter how much money you have. It gives the smaller guy a chance to show his cattle.”

Eliminating the distance

Chandler purchased a high-definition camcorder a few years ago, when a

customer needing several bulls called.

“He was far enough away that he couldn’t make it here to view the cattle,” Chandler says. “So, I bought the camcorder, videotaped the cattle and uploaded the file to a YouTube account for him to watch.”

Today, Chandler continues to carry the camcorder with him as he works on the ranch. He records groups of bulls for sale and examples of the

quality genetics they offer, he says.

“When I think it’s something interesting, I make a video,” Chandler says.

He says few customers find the ranch originally through YouTube, and most often, initial contact is made through its Web site or by word of mouth. However, he says, the site offers a unique marketing opportunity.

“Once you make a contact, you can direct customers or potential customers to your YouTube videos,” Chandler says. “When they can see the cattle moving and in their own world, it can be beneficial. It can be a tool in making the deal.”

However, in order for YouTube to be an effective tool, Chandler recommends following a few guidelines.

Projecting your message loud and clear

Before you start recording videos for YouTube, Chandler recommends educating yourself on video formats and basic video editing software. He says it’s critical to purchase a camcorder that will allow videos to be shot from a distance in order to not disturb the cattle. In addition, he says, video files require large amounts of computer hard drive space. So, prepare accordingly.

The first step in utilizing YouTube is establishing an account and “channel,” or homepage. On your channel, you can provide details of contact information and a general description of your farm or ranch. You also can customize the video featured on your channel, among other features.

In order for potential customers to locate your channel through the site’s search engine, Chandler says you must also tag videos with keywords your customers will use while searching.

“If you send customers to your videos, it’s one thing,” Chandler says. “But, to be found without people knowing about you, you need keywords.”

Chandler recommends using as many keywords as relevant to the video. Some examples are “cattle,” “beef cattle,” “Hereford cattle,” “Hereford bulls” and “Hereford heifers.”

YouTube also features a rating system — with five of five stars being the best. The more ratings your videos receive and the higher those ratings are, the higher your videos will appear in searches.

Although YouTube can be a great source of entertainment, don’t underestimate its marketing power. By featuring your cattle in motion, you can place your operation in the spotlight. **HW**

How to get started:

- Visit www.youtube.com
- Click “Create Account” at the top right of the page.
- On the “Get started with your account” page, provide required information, including username, location, postal code, date of birth and gender. Read the terms of use, then click the “I accept” box.
- On the “Do you already have a Google account?” page, either enter your Google account information, or create a new Google account by entering your e-mail address and creating a password. Click “Sign in” or “Create new account and Finish,” depending on the appropriate method for your sign-in.
- You will then be directed to your home page. From here, you can customize your “channel,” upload videos and locate friends through your e-mail accounts and Facebook. **HW**

