

## YouTube marketing

Last January during the opening session of the 2011 Consumer Electronic Show, the CEO of Verizon Wireless stated that 50% of the traffic on the internet at that time was video. That statement, however, was before 4G and slightly ahead of the building wave in portable computing devices called tablets.

••• Looking back, 4G (fourth generation) networks regardless of the particular vendor (AT&T, Sprint, T-Mobile, or Verizon) are essentially ten times faster than 3G networks. Speed (also referred to as bandwidth) is critical when it comes to efficiently sending and receiving large amounts of data, namely video.

Tablet computers provide an easy-to-use and easy-to-see computing platform that addresses a size gap between 5 inches and 15 inches in screen size. Let's face it, for some, watching a video or reading a book on an iPod or smartphone (even a big smartphone) is hard to do. Tablets change the display and user interface game.

When you combine 4G Mobile WiFi with tablet computing, the result is a more user- friendly viewing opportunity. More tablets and faster network speeds enable more opportunities for video.

Erik Qualman (author of Socialnomics) states that "YouTube is the second most popular search engine in the world." By the way, Citibank used YouTube to showcase its future branch strategy. ABA Banking Journal ventured into the YouTube space by posting videos from the CES 2011 and again this year. The Copper River Group has YouTube videos on our website and we will be adding more.

YouTube is a force to be acknowledged on the net and it is a place that the digital native goes when looking for just about anything that can be viewed. After all, they are more inclined to watch rather than read. Their search will range from viral videos they heard about to old Walt Disney television shows. If it can be viewed, most likely it can be found on YouTube.

Financial institutions need to take the YouTube video presence seriously and develop a strategy that will use this medium. As I have mentioned before, if you have a particular community project, YouTube it. But then go beyond that and make YouTube communications your project. YouTube is a very cost-effective means of reaching out to the digital native without having to produce and broadcast a TV commercial to a limited audience.

Combine a YouTube strategy with Facebook and Twitter and now you are in the 21st Century. The best way to ensure that you are not left behind is to get out in front! Right in front of your customer on their tablet!

The Wombat!

### About the Author

Dan Fisher is president and CEO of The Copper River Group, a consulting firm headquartered in Fargo, N. D., that focuses on technology and payment systems research and consulting for community financial institutions. For nearly 30 years, Fisher has worked in the financial industry using technology to improve the bottom line. He was CIO of Community First Bankshares (now part of BancWest), has served as a director of the Federal Reserve Board of Minneapolis, the chairman of the American Bankers Association Payment Systems Committee, and was a member of the Independent Community Bankers of America Payments Committee. Fisher has written numerous articles on banking technology and the payments system. He has authored or co-authored six books and recently published a book titled, "Capturing Your Customer! The New Technology of Remote Deposit." You can contact Fisher at [dan@copperrivergroup.com](mailto:dan@copperrivergroup.com).

P.S. To understand Dan's nickname, check out "About the Wombat" on his website, [www.copperrivergroup.com](http://www.copperrivergroup.com)