

Let Youtube Cards Do the Work for Your Channel



Annotations, a feature that enabled video marketers to insert overlays with calls-to-action on their videos, have been replaced by [YouTube cards](#). Annotations had one major drawback in contrast to their many advantages: they did not run on mobile devices.

YouTube addressed this issue in the spring of 2015 by launching the 'Cards' feature that serves the same function but takes a different approach. You can use this feature to incorporate immersive features into your videos.

YouTube cards are a great way to get actionable results from your video content. They enable you to add more visual elements with underlying goals to your YouTube videos rather than just annotations, which makes them a highly attractive marketing proposition.

The cards can appear at any time during your video and can contain photos, external links, and even content that is downloaded whenever the viewer clicks on any card.

You must have got the gist of what exactly the 'Cards' feature offers, but it is critical that you know all the intricacies, and how to effectively leverage them for audience retention and growing your channel.

How YouTube Cards Work for Your Channel?

Video creators can integrate up to five cards in a video, so you can mix and match various cards based on the duration and intent of the video. Store owners can personalize each card with a unique illustration, title, and call-to-action text.

They should also pay close attention to this feature in order to make their videos more appealing and enticing for your viewers to click through.

The call-to-action text can inform audiences what you want them to do after they click through, such as sign up for a newsletter or buy a product. Store owners can creatively use cards in promotional videos to maximize their impact and garnering more engagement.

You can start by Analysing your channel's analytics and insert a card at a point where audiences appear to lose interest. YouTube cards help publishers in reducing the obtrusiveness of call-to-action overlays in images and streamlining the viewing experience.

Cards often use sleek formats that are flat and simple to ensure that they work perfectly with smartphone devices. For ecommerce retailers, video content offers a huge potential, and cards can enable them to make their ads go even further.

Cards can be immensely useful in converting audiences into subscribers, and eventually paying consumers.

Available Card Options in YouTube

Businesses may use YouTube cards in a number of ways, like driving merchandise purchases or linking to a landing page. However, before we delve into further details, let's look at the various cards that YouTube provides.

1. Merchandise Cards

The Merchandise Card allows shop owners to redirect visitors to a landing page where they can buy an item on approved websites such as the iTunes store or the Play Store.

Use this card for advertising items included in the video or other items that consumers may be interested in, such as a podcast that audiences can stream, or an eBook that they can buy.

2. Fundraising Cards

Ecommerce store owners can also use YouTube videos to raise money for fundraising activities more efficiently.

YouTube has collaborated with a range of crowdfunding sites, including Indiegogo and Kickstarter, to encourage audiences to navigate straight from the card to a dedicated donation page.

3. Video or Video Playlist Card

This card contains a shortcut to a similar video or video playlist. It can be used by shop owners to cross-promote merchandise or in how-to videos.

Furthermore, cards can also redirect shoppers to a playlist where they can watch all of your store's videos.

4. Associated Website Cards

The associated website card directs visitors to the page affiliated with your YouTube account, such as your online shop.

Merchants must first connect their site to YouTube before they can use this card.

They can also use this to redirect visitors to their online store, a dedicated product site, or a newsletter signup page so the visitor remains engaged with your company.

You can also use this feature to link a blog that is relevant to the video's content.

5. Channel Card

This card allows creators to direct audiences to a particular YouTube channel. It could be one of your channels or the channel of a business partner.

6. Fan Funding Card

As viewers click on this card, YouTube opens a portal that enables them to donate to a YouTube channel.

Best Practices to Add Cards in YouTube Videos

Now that you are aware of all that YouTube has to offer in its 'Cards' feature, there are a few best practices to bear in mind when using YouTube cards for business:

- Place cards at the end of the videos that are supposed to lead viewers anywhere else (including other videos). YouTube suggests that you should have cards in the last 20% of the video. You don't want Cards to take the attention away from your video content. Instead, use Cards at the end of the video, where viewers are most likely to navigate away.
- Ensure that the card is relevant for your audience. Just place cards on related videos that direct users to a landing page. If the video isn't relevant to the landing page, users may lose interest and navigate away.

YouTube's algorithm incorporates hundreds of rating cues. However, one of the most critical rating criteria is Audience Retention (in short, this is simply the percentage of your video people watch).

As you may have guessed, the higher the Audience Retention, the higher your videos would perform on YouTube search.

However, in order for YouTube to rank a video (even though it has a high viewer retention rate), a critical mass of users must watch and interact with it.

Cards are a simple way to guide viewers to videos with the best video SEO potential (in other words, videos with high Audience Retention).

Conclusion

Interactive content is becoming increasingly important on social media for capturing viewers interest, and YouTube cards are developed to do just that. They can be used to push particular activities or to add context to your footage.

Cards are a great touchpoint that can cater to viewers and help you create rapport because videos are interactive and entertaining on their own.

YouTube cards have emerged as a powerful marketing tool. They can be leveraged to either redirect traffic, or as a questionnaire to make your videos even more engaging.

