

TSIA YouTube VOST (Current State)

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VISION

Position YouTube as TSIA's authoritative video library that translates research into accessible, expert-led insights—building trust with technology services leaders and reinforcing TSIA as the industry's sense-maker.

YouTube is not a primary demand channel—it is a visibility and credibility layer that supports the broader content ecosystem.

OBJECTIVES


Primary Objectives

- Establish TSIA as a trusted authority in video format
- Translate research and thought leadership into digestible, repeatable video content
- Support GTM initiatives (AI Economics, research areas, Performance Optimizer)
- Drive qualified traffic back to TSIA-owned properties
- Build familiarity with TSIA experts and POVs


Secondary Objectives (Channel owner)

- Maintain consistent video output cadence
- Improve watch time and completion rates over time
- Support content repurposing efficiency
- Increase engagement quality (not just views)

Resources:

 Social Media Strategy FY27

[TSIA Member Social Media + AI Usage Survey](#)

 Social Media Report (monthly)

STRATEGY

1. YouTube as a Content Library (Not a Growth Engine)

- Serve as the **central hub for long-form video**
- Organize content into evergreen, searchable formats
- Embed videos into blogs and site content
- **Reality from data:**
 - **YouTube is being used more as a repository than a performance channel**

2. Repurposing-Led Content Model

- Source content from:
 - Podcasts (TECHtonic)
 - Webinars
 - AI Economics campaign
 - Research insights
- Convert into:
 - Short-form clips (Shorts)
 - Mid-length explainers (2–5 min)

This aligns with your efficiency-first content model

3. Insight-First, Non-Promotional Positioning

- Focus on:
 - Research-backed POVs
 - Market trends (AI, services, GTM)
 - Executive-level insights
- Avoid:
 - Overly promotional content
 - Trend-chasing / viral-first content

4. Dual Format Strategy (Short + Long)

- **Short-form (discovery):**
 - 5–10 videos/month
 - Designed for reach and awareness
- **Long-form (depth):**
 - 2–4 videos/month
 - Designed for credibility and education

Current gap (from data):

- **Shorts are not converting into long-form engagement**

5. Topic-Led Performance (Not Format-Led)

- Strongest performing theme:
 - AI Economics/profit capture in AI

Data shows:

- **This content drives disproportionate watch time and depth**
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TACTICS

Content Production

- Publish:
 - 2–4 long-form videos/month (2–5 min)
 - 5–10 Shorts/month (podcast, webinar clips)

Content Types

- “What is ___?” explainers
- Trend breakdowns (AI, services, GTM)
- Short Q&A responses
- Podcast highlight clips
- Motion graphic explainers (Could come blogs/webinars)

Distribution

- Upload natively to YouTube
- Embed in:
 - Blogs
 - X (twitter)
 - Resource pages
 - LinkedIn Newsletter
- Cross-promote via LinkedIn

Content Sourcing

- Pull from:
 - TECHtonic podcast
 - Webinars
 - Research insights
 - Campaign content (etc. AI Economics)


Measurement (Current Reality)

Focus on directional trends vs strict targets:

- Views
- Watch time
- Average view duration
- Engagement (likes, comments, shares)
- Subscriber growth

YTD Metrics

FY27 (2026)	December 2025	January 2026	February 2026
Impressions	22,017	14,744	16,414
Click Through Rate	2.00%	2.40%	2.00%
Subscribers	3,080	3,109	3,131
Net Follow Growth	40	29	22
Average View Duration	1:27	2:09	1:13
Average Percentage Viewed	38.50%	9.20%	6.00%
Watch Time (hours)	582	421.2	167
Video views	69,289	28,247	21,475
Returning Viewers	2,882	864	685
Unique Viewers	14,779	8,801	5,441
All Engagement (Like, Shares, Comments)	72	136	150

Source:  Social Media Report (monthly)

3 Levels of Lift

YouTube Growth Plan: 3 Levels of Lift

1. Easiest Lift: Webinar Expansion (Low Effort, Immediate Impact)

Overview

The fastest way to expand YouTube is by **turning our highest-performing webinars into YouTube content**. We already have strong, proven content—this is about extending its reach.

What we'll do

- Identify **top ~20% of webinars** based on:
 - registrations
 - early on-demand engagement
- After 1 week gated, publish them on YouTube
- Optimize titles, thumbnails, and descriptions for search

Why this works

- Webinars are already validated content (high intent, high value)
- YouTube unlocks continuous discovery vs one-time attendance
- Aligns with how buyers actually consume content:
 - 73% prefer video
 - 96% watch before purchasing

Expected impact

- Increased views and reach
- Better SEO and AI search visibility
- More long-tail discovery over time

Bottom line:

Turn one-time webinar events into always-on content assets

2. Medium Lift: Influencer & Community Amplification

Overview

Leverage our existing ecosystem—members, speakers, partners, and attendees—to **expand reach through trusted voices**.

What we'll do

- Ask:
 - webinar speakers
 - podcast guests
 - event participants
 - engaged members
- To:
 - share clips featuring themselves
 - react to TSIA insights
 - post about TSIA events or research

Formats

- “Featured in TSIA” clips
- Reaction videos to TSIA data
- Event takeaways from attendees
- Co-created short-form content

Why this works

- People trust people more than brands
- Expands reach into new networks we don't own
- Reinforces TSIA as a hub of industry voices

Expected impact

- Increased distribution without increasing production load
- Higher credibility and trust
- More inbound awareness from adjacent audiences

Bottom line:

Turn your audience into your distribution engine

3. Biggest Lift: Dedicated YouTube Persona (High Effort, Transformational)

Overview

Create a consistent “**face of TSIA on YouTube**”—someone who shows up frequently and builds a direct relationship with the audience.

What this looks like

- A TSIA expert (or host) who:
 - posts frequently (ideally daily or near-daily Shorts + regular long-form)
 - translates TSIA research into simple, fast insights
 - becomes recognizable and trusted over time

Content style

- “Here’s what leaders are getting wrong about ____”
- “3 things you need to know about AI economics”
- “We just analyzed 100 companies—here’s what we found”
- Fast, opinionated, insight-driven

Why this works

- YouTube rewards:
 - consistency
 - personality
 - familiarity
- Builds:
 - audience loyalty
 - repeat viewers
 - subscriber growth

Current gap this solves

- Lack a consistent, human anchor
- Content feels like assets, not a channel

Expected impact

- Stronger retention and repeat viewership
- Faster subscriber growth
- Clear brand identity on YouTube

Bottom line:

Move from “content library” → “channel people follow”