



ArctX **SNS Video Plan**

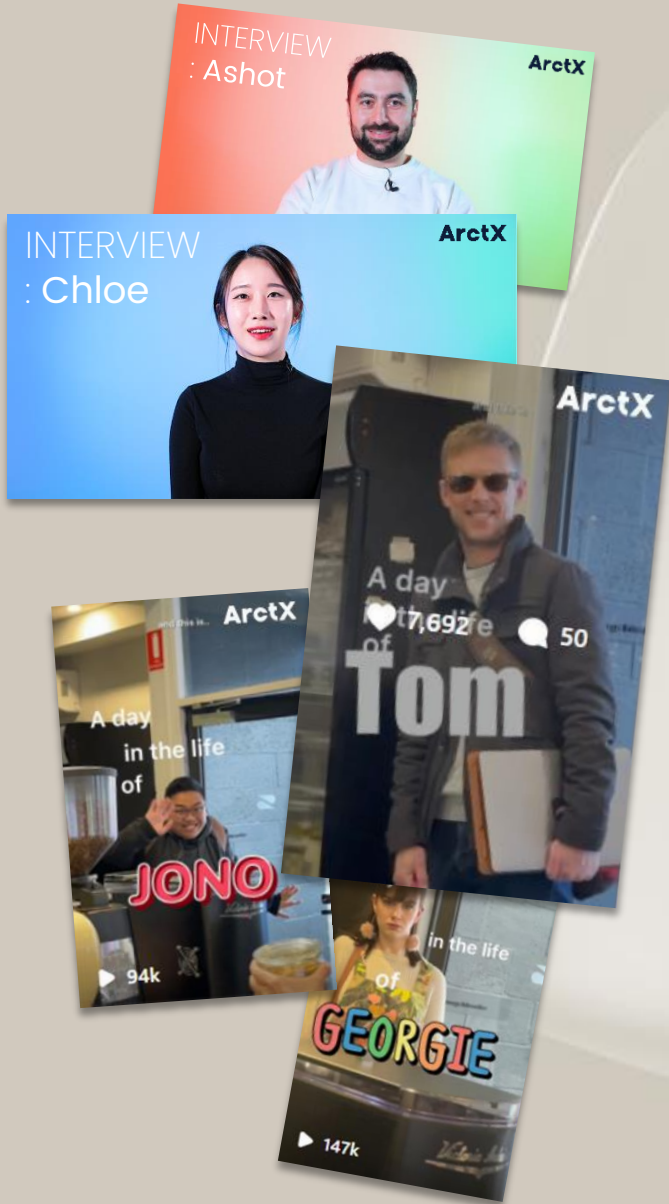
Daniel Yoon

Overview

- Project Overview
- Market Research
- Proposal
- Tools & Budget

NEW YouTube Project

Project name	NEW 2022 ArctX YouTube Project
KPIs	<ol style="list-style-type: none"> 1. Inflow of ArctX YouTube and social media. <ul style="list-style-type: none"> – influx of new social media users. – Introduce the company to existing users and appeal their expertise. 2. Acquisition of participating users. 3. Check the interaction and consumer journey of the company's SNS.
Stage	<ul style="list-style-type: none"> • Testing phase <p>Estimated time line : Q2 2022 (until June)</p> <p>* Final KPI will be confirmed during/after testing period.</p>
Goal	<ol style="list-style-type: none"> 1. Branding 2. SNS collaboration with ArctX team (Arpi, Anush, Jinny, Viktorya) 3. Style Guideline <ul style="list-style-type: none"> – Replacing Banners and Profile Images. – Thumbnail and video guide line per quarter. – Exposed company logo on video and bottom as needed, etc.
Initial target audience	<ol style="list-style-type: none"> 1. An Armenian I.T. industry-related office worker who values the company's expertise. 2. Regular users: Men and women in their 20s and 30s who like Memes and office life.





<Performance Points>

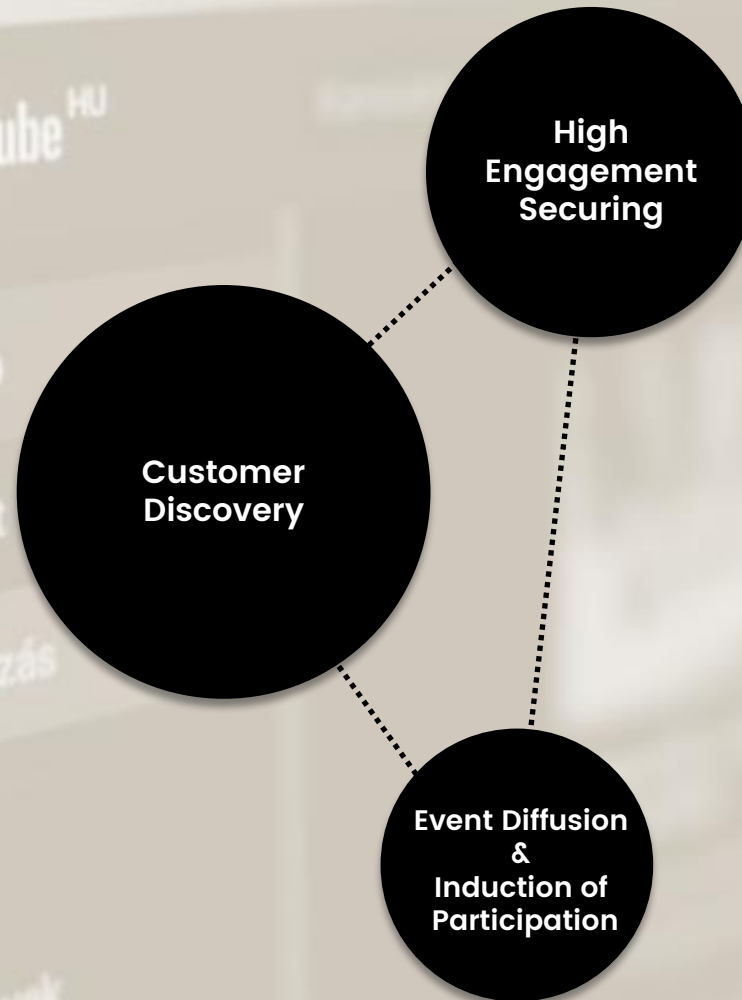
- SNS is a structure in which users produce "direct" respond to content, "voluntarily share", and "communicate" with each other through comments and messages.
- This structure is directly related to marketing achievements such as securing engagement, finding customers, inducing and spreading participation in events.

Main Expectations of YouTube Marketing

* In fact, about **90 percent of all consumers** research through SNS and YouTube videos before deciding on an order. So a great YouTube channel with high-quality videos for people to participate in, can actually help transform consumer decisions in their **favor**.



*Information retrieval service for PC & mobile Internet users.



High Engagement Securing

- Strong communication functions such as likes, comments, and sharing, which are effective in maximizing strong relationship between brands and customers.
- Can check customer feedback in real time.

Event Diffusion & Induction of Participation

- Effective for user-participating events that identify and share content.
- It is possible to spread content and spread buzz through users' networks.

Customer Discovery

- Use user interests as screening information to efficiently find customers who meet campaign goals.
- It can be another business card that represents the company and help with intercompany transactions.

Content copy
configuration

Visual confirmation

Final posting

Process & Team Structure

Rafael

Head of
Creative team

Sophia

Head of
Marketing

Arpi

Design &
graphic production

Anush

Content
writing

Chloe

Model &
SNS market
researcher

Daniel

Animation
& Video
production

Jinny

ArctX
Product Owner

Viktorya

Global content
planning &
production

Market Research

NEW 2022 ArctX

< YouTube Channel's Branding Points >

1. Company Event Archive
 - Event Sketch Video
2. Appeal that we are an International IT Solution company which is located in Armenia
 - Armenian people and culture exposure
 - Sketch video of an IT company
 - International cultural difference and staff
3. Office life of ArctX with friendly atmosphere
 - Shorts
 - Interview
 - Animation
 - Daily routine of employees (V-Log)






**High
Engagement
Securing**

**Customer
Discovery**

**Event Diffusion
&
Induction of
Participation**

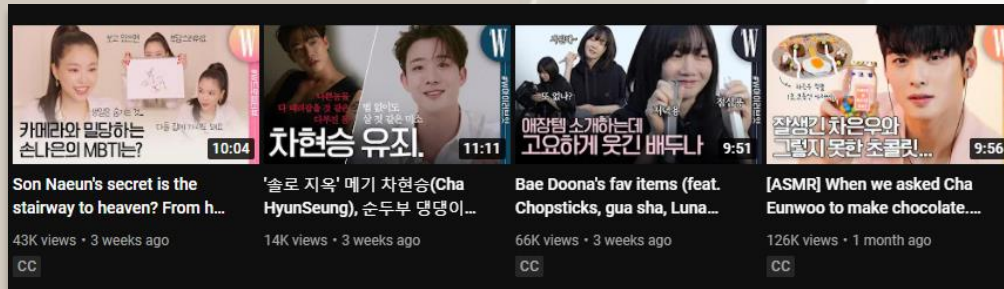
*At this stage, rather than putting many goals together, it is better to focus on branding of ArctX as one of company SNS to represent the company images.

Competitor's Channels Analysis

	 DISQO Armenia 15 subscribers	 Synergy Armenia 138 subscribers	 BetConstruct 830 subscribers	 Digitain Armenia 135 subscribers	 ServiceTitan 6.41K subscribers
Joined	May 22, 2020	Aug 18, 2015	Mar 6, 2014	Jul 3, 2019	Apr 10, 2012
Total views	919	27,397	141,650	16,001	2,533,535
Videos	4	68	62	11	302
Upload cycle	Irregular				Continuous upload of more than one video per week
Major Contents	DISQO x UATE	Scale Gyumri Tech Conference 2021	BetConstruct: Fly to Victory	DigiKids	Why ServiceTitan?
Channel management status	Causal	Casual	Advanced	Advanced	Popular
Note	It appears that it does not manage YouTube channels, and the last upload was a month ago.	It is impressive that there are many lecture videos , and it seems that there is not much management.	It is impressive that a model and announcer-liker person mainly appears in the video, and it helps to find out the direction of how to use Chloe's role . Also, the sketch videos of the event are well organized .	Although there are not many videos, it is firm. I can see that you are trying to make various attempts through the video. And it's interesting.	It doesn't look like YouTube at work, it looks like personal YouTube. It remains to be seen how clearly it can be applied to branding or Arctx. Some videos, including animation, are good quality

Comparison

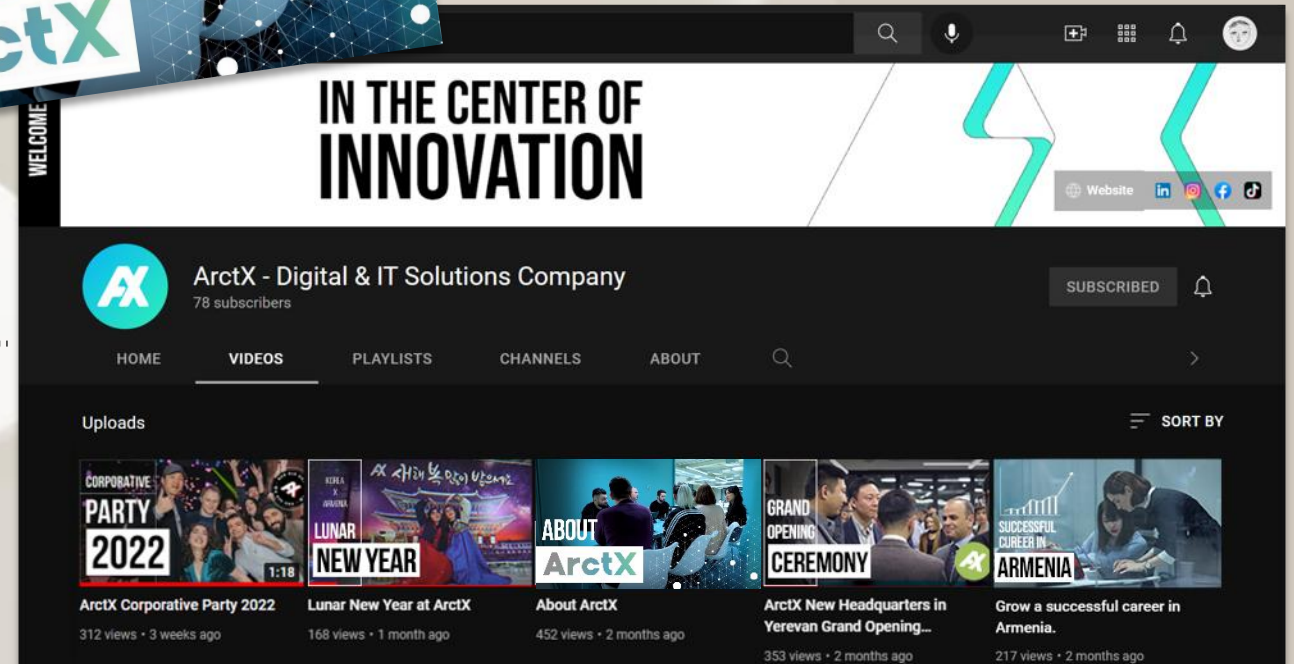
[W Korea](#) – Ranked 19th on YouTube of Korean companies. (2020)



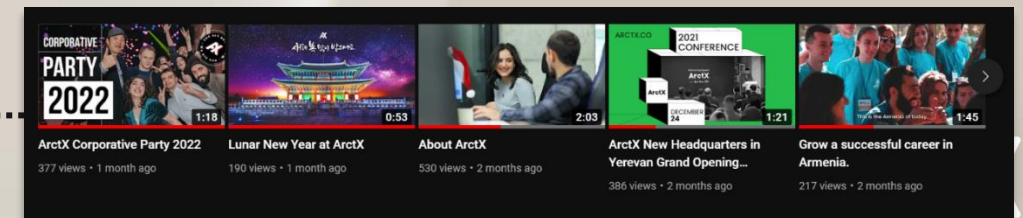
- The organized thumbnail adds a sophisticated feel to the company.

Comparison – <W Korea, GQ Korea, ELLE Korea, VOGUE Korea>
Layout arrangement & Video edit form

- YouTube channels in Korean fashion magazines such as W Korea (130,000 subscribers, 1,598 videos, 20.86 million views in total, joined Feb 19, 2010), GQ Korea, Elle Korea, and Vogue Korea are fashion-conscious and trendy.
- Although they are far away from IT companies, I want to recreate the tone and atmosphere suitable for IT companies, get ideas from their SNS, and combine them with ArctX to create trendy corporate videos.

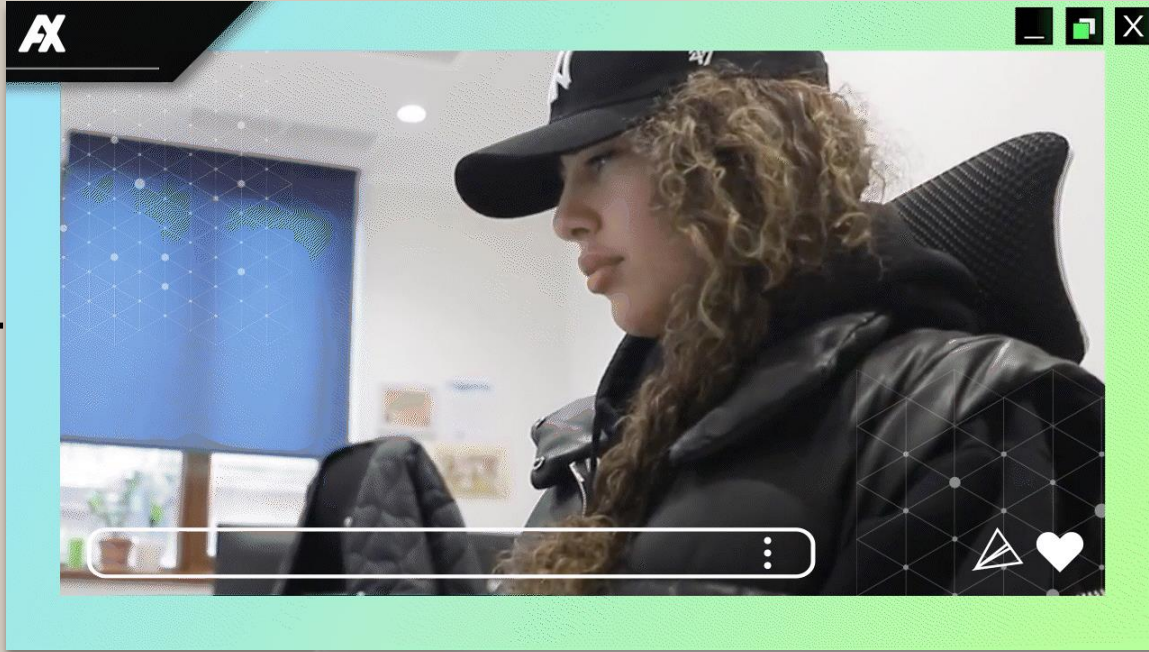


- * Through consultation with the designer,
We plan to arrange it neatly according to the atmosphere of the company.



- Previously unorganized layout of YouTube channel.

Comparison



*Upgrade existing trendy reference images to tone & mood suitable for IT companies.



- Inspired from W Korea



- Inspired from GQ Korea

<표 1> 유튜브 채널 회사/오피셜 순위

연번	채널명	개설일	분류	구독자	재생view	동영상수
1	Samsung(samsung mobile)	2006.03.11	기타	453만	5억 4469만	1,090
2	KB국민카드	2012.01.13	금융	55만	1억 6353만	428
3	미스&미스터트롯	2019.12.24	방송/인론	50만	1억 7016	421
4	League of Legends - Korea	2012.06.25	게임	33만	2억 0709	11,416
5	노컷브이	2011.05.24	방송/인론	30만	3억 3166만	8,463
6	뉴스에이드-NewsAde	2015.07.28	방송/인론	27만	1억 8646	2,204
7	KB금융그룹	2015.09.23	금융	25만	4324만	176
8	에뛰드 ETUDE	2010.11.26	뷰티/패션	24만	1억179만	880
9	샌드박스네트워크	2014.10.30	방송/인론	21만	1892만	112
10	대한민국 경찰청	2011.02.10	공공기관	19만	1억 5685만	1,549
11	이니스프리	2011.02.19	뷰티/패션	19만	1억 7633	651
12	모두의마블 TV	2016.09.08	게임	18만	5252만	701
13	VOGUE KOREA	2011.07.21	뷰티/패션	17만	3228만	853
14	KB국민은행	2011.09.21	금융	16만	1억 608만	1,048
15	현대카드	2010.02.19	금융	15만	7569만	1,345
16	넷마블TV	2006.08.31	게임	14만	2억599만	1,726
17	대학내일	2014.09.15	방송/인론	13만	7480만	663
18	BLIZZARDKOREA	2009.10.26	게임	13만	1억 984만	666
19	W Korea 더블유 코리아	2010.02.19	뷰티/패션	13만	2086만	1,598
20	아프리카TV	2013.12.05	방송/인론	12만	6630만	4,955
21	네이처리퍼블릭	2012.03.26	뷰티/패션	10만	2685만	500
22	엘르 코리아	2011.11.11	뷰티/패션	10만	2239만	1,114
23	TNj TV	2017.01.25	방송/인론	8만	2615만	348
24	빙그레TV	2011.01.26	식품/외식	8만	1억 7012만	497
25	에이프릴스킨	2015.02.26	뷰티/패션	8만	2805만	489
26	롯데카드	2012.07.17	금융	6만	7597만	192
27	FILA KOREA	2010.09.09	뷰티/패션	6만	3217만	249
28	팔도공식 채널	2012.06.07	식품/외식	6만	7064만	210
29	이런 경향	2012.05.11	방송/인론	6만	4702만	5,115
30	배달의민족	2011.12.13	기타	5만	1억 9818만	433
31	adidas Korea	2011.03.08	뷰티/패션	5만	826만	132
32	신한은행	2012.01.04	금융	5만	8136만	251
33	한국 맥도날드	2012.12.07	식품/외식	5만	2억 1041만	331
34	Coca-Cola Korea	2011.02.15	식품/외식	5만	8588만	309
35	Starbucks Korea	2007.06.20	식품/외식	5만	93만	104
36	세븐나이즈 TV	2016.09.08	게임	4만	3724만	268
37	버거킹	2013.08.13	식품/외식	4만	1억 2062만	158
38	Maeil	2010.09.03	식품/외식	4만	1억 9865만	625
39	국세신문	2012.07.13	방송/인론	4만	4907만	3,125
40	현대캐피탈	2010.04.08	금융	4만	106만	53
41	NYLON TV KOREA	2010.10.12	뷰티/패션	3만	831만	851

- YouTube rankings of Korean companies, including mid-sized companies. (2020)

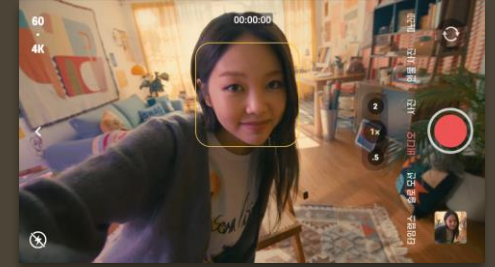
영상 평균 조회 수로 본 국내 주요 기업 유튜브 채널 순위					(단위:명)
순위	기업	평균 조회 수	구독자 수	구독 대비 조회 수	
1	삼성전자	198만2207	25만	7.93	
2	엔씨소프트	130만2449	11만2000	11.63	
3	KT	81만2427	미공개	—	
4	KB국민은행	68만3868	23만4000	2.92	
5	LG전자	44만6943	미공개	—	
6	기아	34만1184	11만7000	2.92	
7	SK	30만9377	미공개	—	
8	삼성카드	27만8873	미공개	—	
9	롯데카드	26만9182	7만5100	3.58	
10	SK텔레콤	22만5038	104만	0.22	
11	KB국민카드	19만6756	57만8000	0.34	
12	롯데	19만695	4만5000	4.24	
13	SK하이닉스	17만6804	38만8000	0.46	
14	LG유플러스	16만8599	미공개	—	
15	빙그레	16만1023	11만	1.46	
16	배달의민족	14만9685	6만4000	2.34	
17	롯데백화점	13만1388	미공개	—	
18	농심	13만785	3만	4.36	
19	현대자동차	12만9873	미공개	—	
20	CU	11만5214	40만8000	0.28	

*최근 3개월 내 업로드 영상 조회 수 평균치(광고 영상 제외) *자료:블링

Comparison - <KT, LG Electric, SK, Samsung Card, LG U+, Hyundai>
Private subscribe number

- This is possible when the number of subscribers is small when the number of subscribers increases more easily than when the number of subscribers.

< Trendy Korean videos will
be actively used as
references >

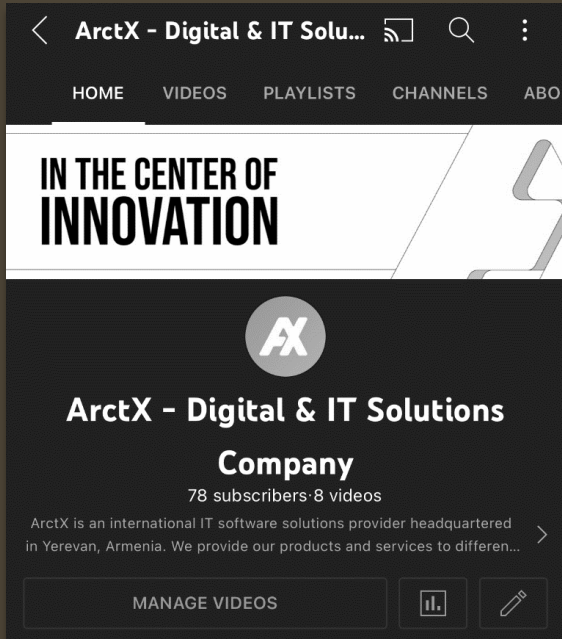


Note

- Overall, the permanently suspended YouTube account had a high possibility of branding development. (Arctx YouTube channel - 78 subscribers, 8 videos, 2643 views in total, Joined Sep 8, 2020)
- Koreans in Armenia can play a big role in the visual aspect of this video compared to other competing channels.
- Considering that many parts cannot be exposed due to the nature of gambling company, It's better to emphasize that it's a employee friendly international company.

Proposal

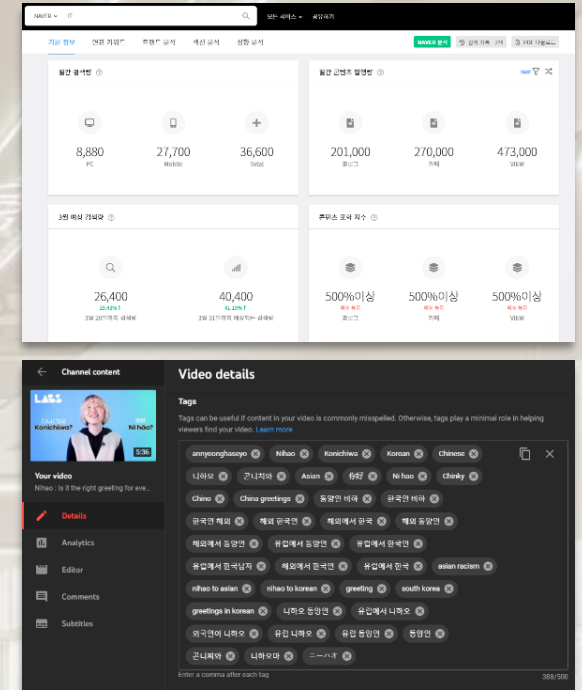
ArctX
Proposal –
Renovation of
YouTube Channels



- 09/08/2020 – 03/14/2022 R.I.P to channel. (78 subscribers, 8 videos, 2542 views in total)
- Planning to open a YouTube channel that has been reorganized in many ways by taking advantage of the shortcomings of previous YouTube channels.

Renovation of YouTube Channels

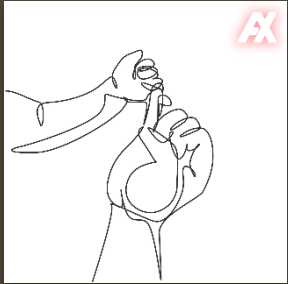
	2020 ArctX YouTube	NEW 2022 ArctX YouTube
Brand (Business) Accounting	X	O
Own a brand account that violates the YouTube community	O	X
Employee interview video	△	O
Company promotion and event video upload	O	O
Configuring search exposure keywords	X	O
Upload video thumbnail	△	O
Use of tags	X	O
Upload YouTube Shorts	X	O
Algorithm analysis	X	O



Enhancement of YouTube Algorithms with Blackkiwi

- Related keywords, similar keywords, monthly search volume, monthly content issuance volume, expected search volume, and keyword saturation index.
- Promote the company by strengthening the YouTube algorithm when searching.





- Uploaded on the same day **after pre-production** of videos, graphics and animations suitable for Armenia and ArctX anniversaries.
- Anime and video production for social media **according to the brand color** to be produced in the future.

Animation & Motion Graphic

+Add familiar personality to existing Arctx Instagram. 2D and 3D animation production
 → Inflow rate and follow-up

Various media content: Upload it along with subject-related 2D/3D motion graphics, animation images, and sound effects to maintain effective image branding and **company design guidelines**.

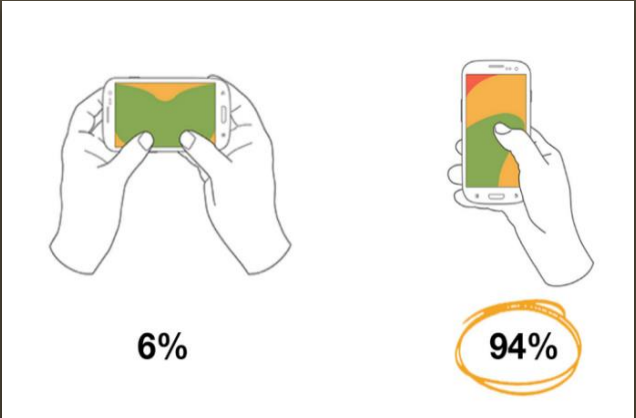


Existing ArctX
 Instagram Posting



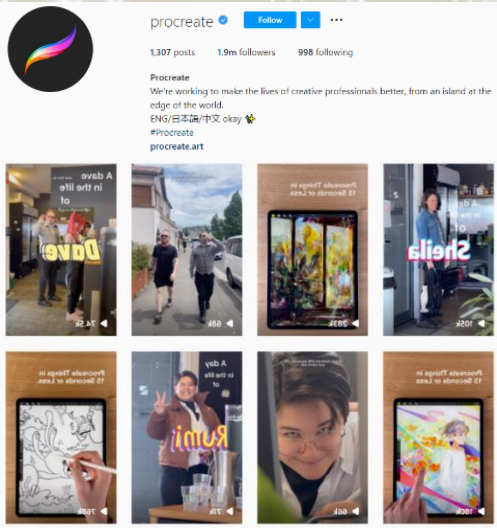
Example GIF image.
 Combined with the
 ArctX brand design concept
 Loop animation within 30 seconds.

	image type	Upload cycle	Personality	Note
Facebook Instagram YouTube	** interview ** event video ** Shorts / Reels ** animation	• Video production according to anniversaries and events if necessary after internal discussions.	Friendly, simple, interesting factor	Need to cooperate with Arpi
	*** interview ** Event Video * Animation		Professional, serious, and confident.	
LinkedIn		• On YouTube/Instagram, upload shorts/reels once from 7th to 10th.		



- More than **94 percent** of social media users use their phones **vertically**.
MOVR(Mobile Overview Report)
- According to the "Digital Video Usage Survey" released by Mezzo Media, consumers feel **vertical advertisements are more memorable** than horizontal ones.
- **Maximize the effectiveness** of company advertising with quick editing and upload.

Reels & Shorts



Instagram account
[@procreate](https://www.instagram.com/procreate) : 1.9 M

- **Video length** : 60 seconds or less.
- **Upload cycle** : Upload at least one video in 7-10 days.
- **Contents** : Each office worker is exposed to familiar aspects of ArctX, such as the way to work, schedule, working, and getting off work.
- Take advantage of the interesting benefits of existing Instagram and YouTube users and IT professionals.
- In addition, we are planning to post various trendy reels together.



When?	Where?	Who?	What?	How?	Why?
Upload at least one video in 7-10 days	ArctX internal & external	Filming & editing Daniel (with Zaven)	Daily life of office workers both inside and outside the company	Videography iPhone 12s Editing Adobe Premiere Pro / After Effect	Utilization effects of the vertical videos

< Reels Reference List >

< HEY! >

< A video that can be made using photos and videos >

< From January to December!
Can show the company's one-year >

< Marketing : Color Psychology >

< How much caffeine do you consume per office hour? >

< Finger snap that can be used to introduce companies and events >

< How to become content writer with no experience? >

< You don't look like a software developer >

< Senior developers VS Junior developers >

< Department vs department >

< Declarative reading >

< Video that can make with the existing company's pictures >

< Video using Photoshop UI >

< Then & Now: Our People and Company
| US Digital >

< CL – Done >

Reels & Shorts

Storyboard Pre-production

- Communication with team members through storyboard and materialization for production.
- Reels often do not require storyboard work, so we plan to create a storyboard when presenting specific situations.

Reels Music Selection

- The reason why music selection is important due to the nature of Reels is that the more popular music is, the higher the inflow rate of the company's SNS is, so it is better to use the latest music and techniques based on TikTok.
- However, due to the nature of IT companies, it seems that rather than pursuing trendy music, music suitable for the company's atmosphere should be used under proper coordination.



*Click on the photo
to go to the link

Example Contents for YouTube



Title	Interveiw : Arctxians	A-R-C-T-X Acrostic Poems	ArctX Compliment Relay	ArctX Animation
Video length	3min or less			30s - 1min
Cast	ArctX Employees			N/A
Script	Consultation with team			
Contents	Interview videos of employees who combine photos and videos to give a professional feeling.	Make an positive acrostic poem that comes to mind according to ArctX with less than 10 employees	In a relay format, employees point to the next person to praise with less than 10 employees	A video depicting friendly images of ArctX and office workers
Goal	Raising the Professional Image of ArctX Employees	To break away from the traditional firm image and create a friendly image of company		
Upload	ArctX SNS (YouTube, Facebook etc. It depends on the quality of the video)			
Tone & Mood	Black & White + point color	According to brand color		
Tool	Adobe Photoshop / Premiere Pro / After Effect			
Budget	N/A			

*All of the above images are examples and my personal ideas, and all video content will require cooperation and confirmation with the content writer. (Anush, Viktorya, also Jinny)

Tools & Budget

Tools & Budget

Tool name	Budget	Purpose	Note
Adobe Premiere Pro / After Effect / Photoshop / Illustrator / Dimension	N/A – ArctX Account	<ol style="list-style-type: none"> 1. Premiere Pro/After Effect: Video editing, animation, motion graphics production 2. Photoshop/Illustrator: Illustrations and image production 3. Dimension: Basic 3D production 	
Shutterstock Image / Music	N/A – ArctX Account	Image production & purchase of music necessary for video	Website
Camera & Lights	N/A – ArctX	Videography & lighting	Managed by Zaven
Blackkiwi.net	Basic plan - 12,000won / per month	Identify YouTube algorithms and check search keyword costs (to help maximize exposure of posts by checking YouTube inflow routes and search trend trends)	Website



Thank you!

Daniel Yoon

Helped by Sophia, Jinny
& Anush

