

YouTube for Doc Burnstein's Ice Cream Lab:
Employee Training and Social Media PR/Marketing
Through the Use of Video Production

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Abstract

Every small business owner is looking for ways to improve their customer base and increase their profits with the smallest amount of investment possible. Two of the most important elements of successful small restaurants are consistent employee training and PR/marketing strategies. This paper addresses the importance of effective employee training methods and PR/marketing methods. The effectiveness of YouTube videos is addressed as it pertains to Doc Burnstein's Ice Cream Lab in Arroyo Grande, California. There is a focus on two-way communication and communication with publics.

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Chapter I: Introduction

The most recent statistics on online video and YouTube are mind-blowing: Nielsen reported that Americans streamed 15 *billion* videos in the most recently recorded month (May 2011). While traditional TV viewing was up only 0.2% over last year, Internet video viewing was up 35% and mobile video viewing went up 20%.

Before you throw all your marketing dollars into YouTube, however, you might want to consider this other statistic: according to Miller (2011), 35 hours of video are uploaded to YouTube every minute. In the time it takes you to read this report, about *three weeks* of fresh content will be posted.

There's a lot of competition in those eyeballs, so it is important to understand how to create effective videos for the use of small businesses such as Doc Burnstein's Ice Cream Lab (Doc Burnstein's).

The owner of Doc Burnstein's, Greg Steinberger, had the desire to produce a YouTube channel for his small ice cream company in Arroyo Grande. He had two main goals for the use of YouTube videos: 1. to simplify the employee training process 2. to increase the customer base through marketing and public relations (PR). As a videographer, I created two types of video to meet the needs of the business owner: 1. training how-to videos and 2. PR/marketing videos.

With an already existing Facebook page and website for Doc Burnstein's, Steinberger was interested in finding ways to increase content and user traffic for these pages.

Steinberger preferred the company's marketing videos to be available online through Facebook and YouTube, to reach the target demographic. Steinberger wished to expand his customer base with plans of expanding his restaurant to new locations in the near future. In order to increase the customer base of his company as a whole, he wished to use the cheapest and most effective marketing strategies available.

Steinberger had also noticed a lack in the consistency of his employees' knowledge of the various ice cream products. In order to serve a more consistent product, Steinberger wished to create a simple, detailed series of training videos for his staff members to use during the training process.

Because Steinberger wished to spend as little as possible on the process of developing training and PR/marketing strategies, every step had to be accomplished in a very cost effective way. Although training and PR/marketing strategies tend to be costly, the cost of establishing a YouTube channel is virtually free.

If done right, YouTube can provide a huge bang for your marketing buck because YouTube delivers a huge audience for very little investment. "It's a marketer's dream channel" (Miller, 2011).

Before beginning the project, questions were asked of the business owner, Greg Steinberger, to determine the target market for the PR/marketing videos. See Table I for Steinberger's responses to questions about his ice cream shop.

Table I:

The owner of Doc Burnstein's was asked the following questions to determine the primary customer demographic:

Question:	Answer:
How old is your target customer?	Parents with kids age 1-12, so ages about 25-45.
Is your target customer male or female?	Primarily female.
Is your primary customer single or married?	Married or divorced with kids.
What is your customers' average income?	Mid to upper income levels.
What percent of the customers are "regulars?"	Annually, it's 50% locals, 50% tourists. Summer is more like 25% local, 75% tourist. However, about 75% of tourists are repeat customers from the valley or Central California.

Chapter II: Literature Review

Need for Effective Employee Training

The use of effective employee training methods is important for any small business, but is of utmost importance for food-service establishments.

Understanding the smallest elements of one's job can give them the tools to succeed in complicated work endeavors.

Providing a consistent product is vital to the success of any food-service establishment. Laube (2011) wrote, "Why do more than 30 million people go to McDonald's every day? Great food? Absolutely not! They go to McDonald's because they know EXACTLY what they're going to get (McDonald's is fanatical about consistency and predictability and you should be too)." Restaurant owners

can only create consistency and predictability, the two most important factors in any business, with a good system of employee training.

Employee Training through the use of Web Videos

According to Halls (2010), “Training videos provide opportunities for organizational learning: It can bring real-life footage of a job skill into the training room; save organizations time, money, and the inconvenience of travel; and make learning more accessible and on-demand.” According to Brink (2011), “Video learning is efficient; learners can complete training on their own time and at their own pace.”

Because of its convenience, consistency, and cost-effective nature, YouTube should be considered for internal product training for any business.

Need for PR/Marketing

The use of research-based marketing and public relations is necessary for every small-business operation to increase their customer base. The Chartered Institute of Marketing (CIM) describes marketing as “the management process which identifies, anticipates and supplies customer requirements efficiently and profitably.” According to Austin (2009), public relations “enables managers to solve complex problems, set and achieve or exceed goals and objectives, track the opinions and beliefs of key publics, and employ program strategies with confidence that they will have the intended results” and allows the organization to do so in a relatively low cost way.

In an offline world, PR and marketing are separate departments with different people and different skill sets, but this is not the case on the Web. According to Rosen (2009), “The only way to succeed in today's competitive online global market is to bring marketing and PR together.”

Marketing and PR implement a method of two-way communicating in which the organization receives information from and delivers information to its various publics (Bobbitt, 2009, p. 2). By utilizing the newest strategies of PR/marketing, small restaurants like Doc Burnstein's are able to better meet the customers' needs as well as increase customer spending.

PR/Marketing Through the Use of Web Videos

The Web has opened a tremendous opportunity to reach niche buyers directly with targeted messages that cost a fraction of what big-budget advertising costs. The Web has expanded the possibilities of marketing, putting more power in the hands of the buyer. According to Scott (2009), “What really has happened is that the word-of-mouth network has gotten more efficient--much, much more efficient” (p.xvii). With the use of the Internet and, more specifically YouTube, business owners can now reach potential buyers much more quickly.

According to Miller (2011), “Developing a YouTube marketing strategy is similar to developing any marketing strategy. You need to focus on your customer (audience), your message, your products/services/brand, and the other

elements of your marketing mix. You can't just shoot a video and throw it on the YouTube site; you need to develop a plan."

While there's a lot of variety, depending on the type of business or product being marketed, the key is to offer a video that YouTube users actually want to watch. That means a video that has some sort of entertainment, educational, or informational value. According to Miller (2011), "Your video needs to entertain, educate, or inform--or no one will watch it."

In the case of the Doc Burnstein's promotional videos, the type of video most relevant is an informative video. Since the demographic is primarily families with children ages 1-12, informative videos will be able to educate parents about the benefits of purchasing Doc Burnstein's ice cream.

An informative video, according to Miller (2011), "most closely resembles a news report. This is, you or someone on your team (it can even be your president or CEO) sits in front of a camera and talks about the latest news of interest to your customers. It's the YouTube equivalent of a newscast."

While producing marketing videos, it is important not to take one's company too seriously. According to Miller (2011), "It's okay to make fun of your company, your product, or yourself, or just to treat the topic in an entertaining fashion. YouTubers like to be entertained, and they'll tolerate a promotional message if it's a funny one."

Chapter III: Methodology

Video Production Plan:

Since I will be producing two very different types of videos with different purposes, I will need to use different creative methods to most effectively produce the videos.

For the Internal Employee Training Videos:

While filming, editing and producing the videos for training, I will follow the guidelines for educational videos suggested by Miller (2011):

1. The video must be well-planned and thought out, there is no room for “winging it” on camera.
2. There must be a tight script with an accompanying storyboard working through each individual shot
3. The video must show not tell. Let the pictures tell the story.
4. Use helpful text overlays for each step of the process, especially if the step includes numerical specifics.
5. After going through all the steps, show the viewer what the completed project looks like.

In addition to these suggestions, I will have the manager explain each step as she shows the audience what to do. I will attach an external audio recorder to her using a piece of twine around her neck. Using external audio will decrease the ambient noise, and will create better audio for the educational videos.

Doc Burnstein's will purchase an Apple iPad for the use of internal training purposes. With the use of the training videos I will produce, all employees will have access to training information every moment of their workday. A device as small as the Apple iPad is easy to carry around the restaurant, and can be used anywhere in the building with wi-fi provided by the company. If an employee feels the need to rewind videos, or re-watch at a later date, they will have the ability to do so.

All training videos will be accessed through a password protected YouTube channel for employees. All employees will have access to all the video on this channel, and the videos will not be available to the public.

Doc Burnstein's personnel can watch the videos at their leisure, without losing valuable sales time for training. Doc Burnstein's will potentially save money, the Doc Burnstein's staff will save time, and there will be a well-documented archive of valuable product information with the company for years to come.

For the PR/Marketing Videos:

While filming, editing and producing the videos for PR/marketing, I will follow the guidelines for informative videos suggested by Miller (2011):

1. The video must be well-planned and thought out, there is no room for "winging it" on camera.

2. There must be a tight script with an accompanying storyboard working through each individual shot. The script must be easy to read, since the subject will most likely be reading from the script while filming.

3. The use of multiple cameras and multiple camera angles is important: it will keep the viewer engaged in the video.

4. Keep the video to no more than two or three minutes in length. Viewers naturally become disengaged after the first two minutes of a video.

5. The video should use good composition for each shot: the rule of thirds should be applied to all interviews on film.

6. The video should include a simple, unobtrusive background behind the subject being interviewed.

7. The video can be made more exciting by adding graphics or visuals of what the subject is speaking of. The use of good B-roll will engage the audience even further.

Just as I will for the training videos, I will begin by creating a script with the help of Steinberger, outlining the most important elements to include in each marketing video. I will then create a storyboard including each shot I wish to include in the video. For this project I will create three PR/marketing videos with the following titles: “The History of Doc Burnstein’s Ice Cream Lab,” “Doc Burnstein has a heart for charities,” and “Birthday parties in the Doc Burnstein’s Ice Cream Lab.”

The filming process will include footage from within the store for each of these videos. I will film the history video as an interview with Steinberger in the

restaurant and utilize photos from the past to tell the story. I will film the charities video in the store with interviews with people from each of the charities the store contributes to. I will film the birthday party video in the store with volunteer parents and children having a pretend birthday party for the purpose using footage for the video.

PR/Marketing plan:

Since Doc Burnstein's is looking to grow its customer base, spreading the word and nature of the store is imperative to business survival. In order to do this, the owner and board members of Doc Burnstein's must develop different ways of reaching out to the public. Because one of the main goals of the company at this point is to establish new locations throughout the county, the owners of the company must turn to data sources such as Facebook as a means of finding out how many people are aware of their marketing efforts.

To determine how many people are viewing the marketing videos for Doc Burnstein's, I will place YouTube video links within the already existing Doc Burnstein's Facebook page, and keep track of views on the videos themselves. In addition to keeping track of video views, I will include an incentive within the videos. The end of each marketing video will include an incentive such as "mention the password "strawberry" and receive 20% off your next ice cream purchase." I will then be able to track the effectiveness of the videos by noting the number of times the incentive was used at the restaurant.

The employees who have used the training videos as a means of learning their job duties will also be asked to fill-out a survey of their experiences. The employee training video survey will include the following questions:

1. Did the training videos hold your attention? Y/N
2. Did these videos entertain you? Y/N
3. Did you feel informed by these videos? Y/N
4. Did you feel more educated about your job after viewing these videos? Y/N
5. Do you feel confident in your ability to effectively do what the video taught you? Y/N
6. How many of the 6 training videos did you watch?
7. How many times did you watch each video? 1, 2, 3, >3
8. Do you feel the use of YouTube videos is effective for employee training at Doc Burnstein's Ice Cream Lab? Y/N
9. What do you feel can be improved about the YouTube training videos?
10. Please elaborate on your answer for question #8.

As previously stated, the data collected from the employee surveys will be used to more-effectively produce videos for the company in the future. The data will also be beneficial in the evolution of the training process for all new employees of Doc Burnstein's.

The data collected via Facebook and from the use of promotions used from the PR/marketing videos will be used in order to improve the customer base, as well as effectively promote events in the future. By utilizing the tools

available on Facebook, Doc Burnstein's can address issues important to its customers.

Unfortunately, because of the nature of the business and the tools available to the owners of the company, there are certain limitations to the reach of the advertising and the data collected from different sources. One of the biggest limitations to the marketing strategy at this stage is that the customer base includes a wide variety of demographics. The ability to reach all demographics is extremely limited. Not every potential customer has a Facebook, and those who do may easily find themselves bombarded with advertisements and information. Sifting through ads and information may not motivate potential customers to pay attention to Doc Burnstein's.

Because of financial limitations, the videos will only be filmed with one camera and one tripod. The quality of the videos will be limited by the quality of the equipment used.

Another large limitation to the data collection at this stage is that all elements of the project must be approved and implemented by Steinberger. If the company does not implement the training and PR/marketing plans, the data will be impossible to collect. In order to collect training data, the videos must be used for training and the employees of Doc Burnstein's must be willing to discuss their experiences with the videos.

Other limitations include time for planning and monetary restrictions.

Chapter IV: Data

Tactics and Tools

The public relations plan for Doc Burnstein's consists of multiple communication tactics. Smith breaks strategic communication tactics into four categories with varied impact and audience reach. The tactic categories are as follows: interpersonal communication, organizational media, news media, and advertising/promotional media (2009, p. 186). The PR/marketing plan for Doc Burnstein's will include social media sites such as Facebook and Twitter, YouTube, and word of mouth.

The Facebook page will be the main source of contact between Doc Burnstein's and its supporters/followers. All event hosted by the company will be posted and announced on the Facebook page. All PR/marketing videos will also be made available for public viewing on the Facebook page. See Figure 1 for a screen shot of the Doc Burnstein's Facebook page. The Facebook page will also reflect the Doc Burnstein's YouTube channel – a screenshot of which can be seen on Figure 2. The YouTube channel includes all the videos ever produced for Doc Burnstein's.

Although Facebook is the main source of contact between the owners of Doc Burnstein's and its publics, effort was made to utilize other online media outlets such as a blog and Twitter account. Unfortunately, these tools were not employed as much as initially hoped. It was determined that the blog and Twitter accounts were not the best way to reach the intended publics, and therefore had little to no impact on publicity.

Communications with Publics

In order to gauge the effectiveness of the employee training videos created for the company, a survey was conducted at the end of the first video training session. Four new employees were able to use the videos for training, and three were able to complete the survey. Although the survey only reached a small group of people, it gives some understanding of the success of the videos. See Table II for the results of the survey.

Table II:

Survey from the newly trained employees of Doc Burnstein's

Question	Results	Numbers
1. Did the training videos hold your attention	Yes No	3 0
2. Did the training videos entertain you?	Yes No	3 0
3. Did you feel informed by the training videos?	Yes No	3 0
4. Did you feel more educated about your job after viewing the videos?	Yes No	3 0
5. Do you feel confident in your ability to effectively do what the video taught?	Yes No	3 0
6. How many of the 6 training videos did you watch?	All 6 <6	3 0
7. How many times did you watch each video?	Only 1 time >1 time	1 2
8. Do you feel the use of YouTube videos is effective for employee training at Doc Burnstein's?	Yes No	3 0

In order to gauge the effectiveness of the PR/marketing videos created for the company, a survey was designed for the viewers of the videos in exchange for free ice cream. Due to the impacted schedule of the owner of Doc Burnstein's (Greg Steinberger), the videos have not yet been used, and the surveys were not administered to the public. Since the company did not chose to implement the YouTube PR/marketing plan with the process stated in the methodology chapter, the videos have not yet been considered effective. Since the Doc Burnstein's company has possession of the videos, the videos may be utilized at a later date.

Chapter V: Discussion

Summary

Doc Burnstein's utilized YouTube videos for the purposes of employee training and PR/marketing. The company saw a need for more effective employee training methods and more outreach in the community. The purpose of the study was to utilize YouTube as much as possible for Doc Burnstein's, and determine the effectiveness of using YouTube for a small business.

As previously stated, different forms of social media and technology were used in order to raise awareness about Doc Burnstein's in the community. By using Facebook and observing the number of community members reached, as well as responses from employees, the company is able to make informed decisions about how to improve in the future training and PR/marketing endeavors. To view one of the training videos produced, copy and paste this link into your web browser: <http://www.youtube.com/watch?v=tu5BTJNXVL4>.

Findings

Through viewing the data collected from the employee surveys (see Figure1), it can be inferred that the training videos were, indeed, effective for Doc Burnstein's. Since the main goal of Steinberger's was to create a user-friendly system for employee training, the feedback from the people using the product is most important. All of the employees felt the videos captured the three important elements of a video according to Miller (2011), "Your video needs to entertain, educate, or inform--or no one will watch it."

As a means of providing insight to Facebook page administrators, the website provides an application called Insights which displays information about demographics, post feedback, and impressions on Facebook users. Based on the Insights provided to Steinberger, 57% of Facebook fans are between the ages of 35-44. This data reflects the current demographic of Doc Burnstein's.

Conclusions

As discussed in the second chapter of this project, the need for effective employee training and business PR/marketing is not just recommended, but necessary for any small company. By using a two-way communication plan (Bobbitt, 2009), Doc Burnstein's was able to gain some understanding about the need for an effective employee training process.

Although the PR/marketing YouTube videos produced were not utilized, the company has gained some insight into their customer demographic through the use of Facebook Insights.

Many researchers agree that YouTube can be a cheap, somewhat easy, and effective way to utilize technology for a small business. According to Brink (2011), "Video learning is efficient; learners can complete training on their own time and at their own pace." By using YouTube, and Apple iPad technology, employee training for Doc Burnstein's has become more efficient and user-friendly. See figure 3 for an example of what the employee training videos look like.

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FIGURES



Figure 1: The Doc Burnstein's Facebook page

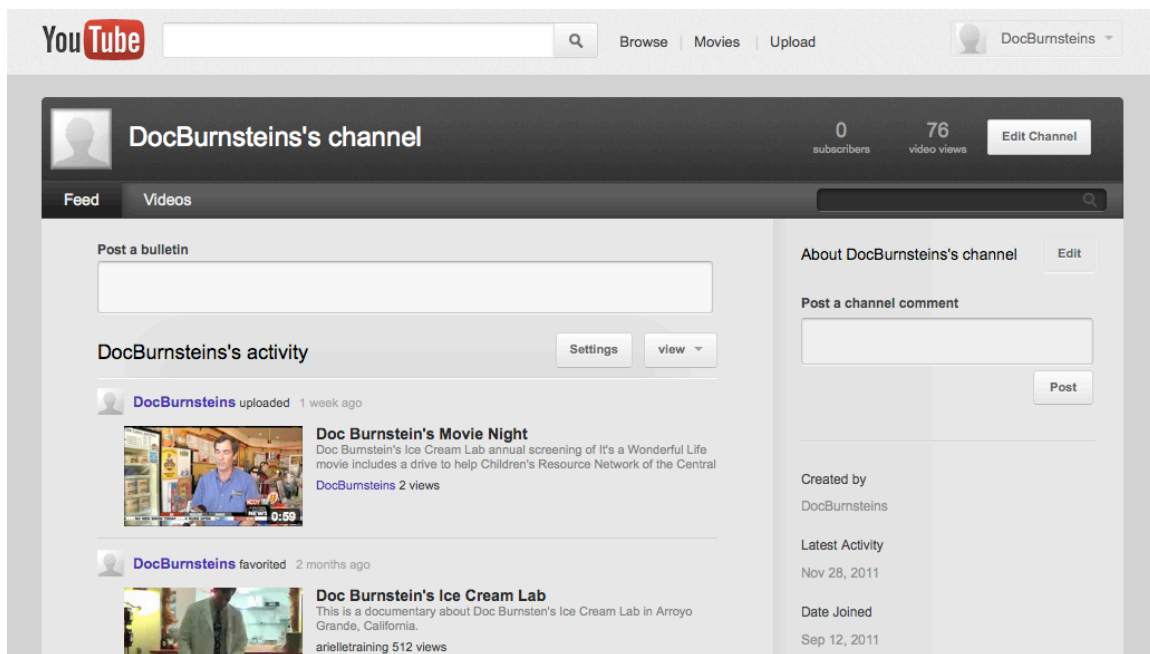


Figure 2: The Doc Burnstein's YouTube channel

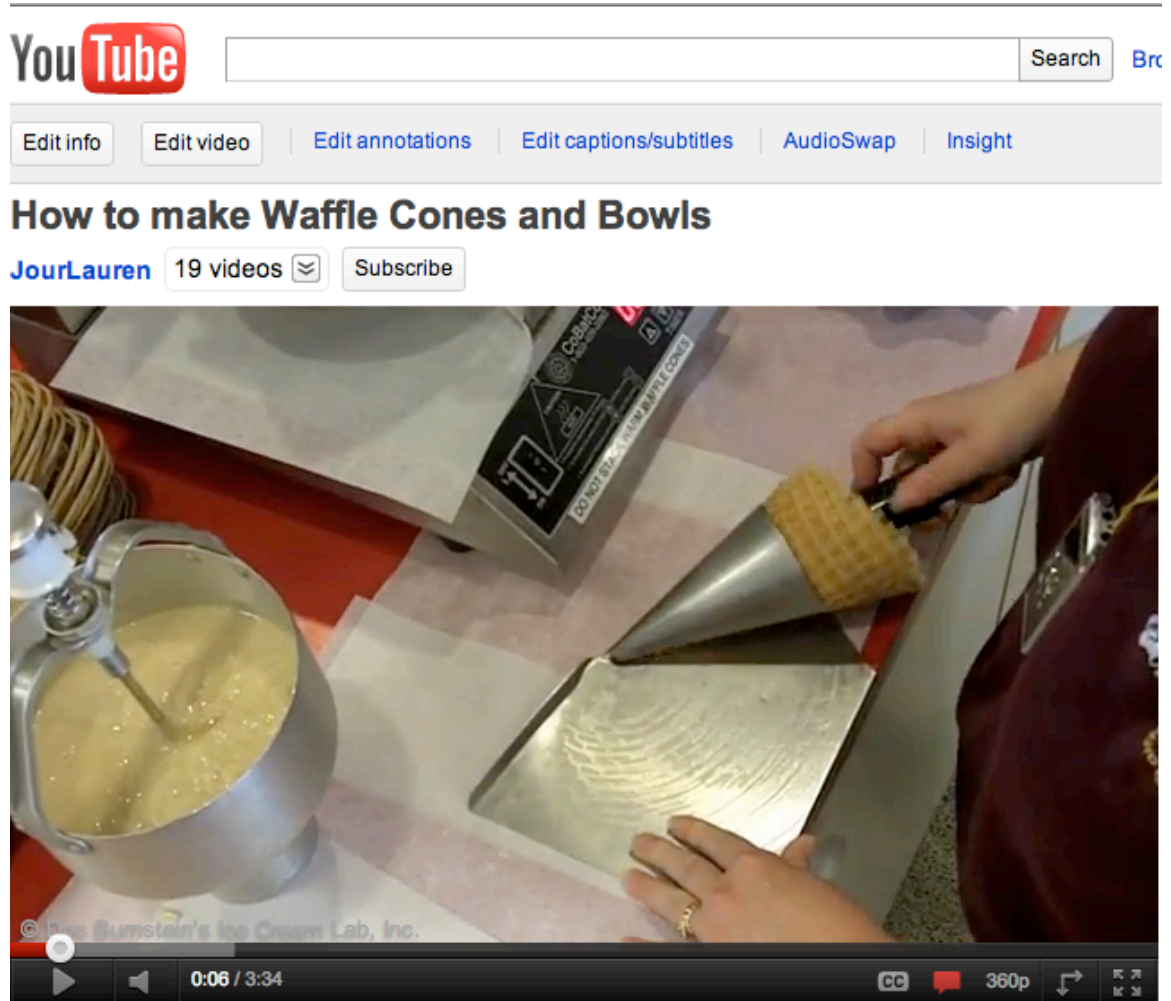


Figure 3: Example of one YouTube employee training video from the Doc Burnstein's YouTube website.