

## Brand Communication Strategy via YouTube

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**Abstract.** These days, consumers perceive most of the information using video and other graphical content. Therefore, companies are beginning to produce the appropriate material - create accounts in social networks where people consume such content. Separately, as a social network, where the brand communicates with consumers - you need to highlight YouTube - where information is presented only in video format, which opens up great opportunities for brands compared to other social networks. Before people make a purchase, they tend not only to read reviews on the Internet, but also to watch video reviews or product videos from the company itself.

**The objective of the research is** the presence of brands on YouTube video hosting service and classifying the existing videos, as well as revealing the format of communication with the consumer through video that is most effective for brands.

**Results.** During the study major brands that are widely represented on the YouTube video hosting have been analysed. Companies represented on YouTube can be divided into the following categories: a) companies that manage their account, creating unique content; b) companies that only launch advertising campaigns on the network, but do not create the content themselves; c) companies that promote their brand through bloggers; d) companies that use an integrated approach when promoting a brand on video hosting.

Furthermore, the authors have segregated video types into following classification:

1. Educational videos that show how to interact with the product in order to get the best customer experience.
2. Describing videos that display product specifications, surface, basic functions and other issues.
3. Advertising videos that is basically an advertisement which may be direct or indirect.
4. Reputational videos that present the company itself. They may be about company life, its' employees, office and other events connected with the company. In these videos company is presented to viewers as a group of people assembled by one great purpose. This representation enhances personal connection to the company.
5. Collaboration with opinion leaders is based on promotion of company or its product through bloggers' loyal audience.

**Conclusion.** According to the study authors have come) to the conclusion that the most effective brand communication strategy, aimed to the audience of YouTube video hosting, is based on complex approach. In other words, companies can achieve the best result by using every available and relevant source. Thereby, increased loyalty to the company and strengthen emotional connection with it leads to growth of sales and brand recognition.

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