

# Getting Your Product Reviewed on Youtube (for free)

Focused on Unboxing



# Why Even Bother Getting Your Product on Youtube?

- ⦿ Large audience (that goes without saying, really)
- ⦿ Youtube Videos get lots of Google lovin'
  - So if your product name is in the title or description of the youtube video, it will rank easily.
- ⦿ Prospective clients love researching products before buying.
  - Granted, most of your clients will be searching on Amazon, where youtube videos are not so relevant.
  - But everyone else will begin their research on search engines (Google usually) so having an easily-findable presence there is important.

# Unboxing

The category of  
videos concerning us  
today

# Unboxing



- ◉ Unboxing videos are essentially “initial reaction product review” videos, but that’s too complicated to say.
- ◉ They are videos where a product is unpackaged from the box it was shipped in.
- ◉ The person unboxing the product comments on the packaging, the product, what it feels like, their initial reactions, what they like or don’t like about it, etc.
  - It is amazing how quickly the viewer feels “bonded” with the unboxer and with whatever is being unboxed.

# Unboxing Facts

- ◉ Unboxing video views have grown 57% over the past year, and uploads have grown more than 50%.
- ◉ The sheer volume of unboxing videos is insanely impressive too.
  - It would take more than seven years to watch all the videos on YouTube with "unboxing" in the title that have been uploaded so far just this year.
  - And those videos have more than a billion views in this year alone.
  - And this number is GROWING.

- ◉ You might think these unboxing videos would be boring to watch...
- ◉ ..but oh, you'd be so wrong.
  - They are strangely addictive, possibly because it's living "vicariously" in a sense.
  - They are full of information so they are a good use of time.
  - And for some people, they are even meditative.
- ◉ While it's not unusual to see the actual person in the unboxing video, it's still uncommon.

# Examples!

- ◉ [https://www.youtube.com/watch?v=LI42dl-sX\\_s](https://www.youtube.com/watch?v=LI42dl-sX_s)  
← Small Pet Junkie, primarily focuses on pet-related things (for small animals - hamsters, ferrets, guinea pigs, etc.)



- ◉ [https://www.youtube.com/watch?v=\\_9ESBDBv90I](https://www.youtube.com/watch?v=_9ESBDBv90I) ←Thrdstrt
- ◉ Tends to focus on outdoors-related products, fishing is particular favorite niche of this



⦿ <https://>

[www.youtube.com/watch?v=EX9srPi4dzo](https://www.youtube.com/watch?v=EX9srPi4dzo) <-  
Antnie

- He unboxes all sorts of things, but he is a “big fish” in the unboxing world so if you reach out to him in a DM, he will probably respond back.



# Videos Are Evergreen

- ◉ Any tangible product can be unboxed.
- ◉ These videos can be made at any time of the year and still be relevant.
- ◉ There are spikes as to when people search for unboxing videos, though...



# How to Ask People To Unbox Your Product

# Low-Hanging Fruit

- ◉ Ask your friends and family to make unboxing videos featuring your product.
  - It's legal.
  - You would give them the product in its packaging (to make it more authentic, give them a coupon code to use on Amazon so they get your product for free or cheap)
    - Added bonus: they can then leave an Amazon product review as a verified buyer.
  - Don't give them a script; it will sound rehearsed to prospective customers.
    - Ask them to put your product name in their video title and description, but let them talk naturally about

# Branching Out



- ⦿ Youtube Unboxers with a small following (less than a thousand followers, couple thousand or hundred views per video) are fairly easy to get in contact with.
  - They also tend to readily agree to unbox products, which is a plus; the “downside” is that they don’t have mega-audiences so your exposure is limited.
- ⦿ But put yourself in their shoes: would you just review any product (and give your address or email!) to just anyone that sent you a message?

# Smarter Strategy

- ◉ Start following them by subscribing to their channel.
- ◉ Send them a message after you follow them saying you like their videos.
  - DO NOT SPEAK MARKETING OR PROMOS WITH THEM YET 😊 Just talk to them as person to person.
- ◉ For the next two weeks, periodically post comments on their videos that show you're a thinking human.
  - Example of a bad comment: "Great video." and that's it. Why was it a great video? Even bots and

- ⦿ After a few weeks, mention that you saw one of their unboxing videos (be specific as to which one) and it got you thinking: you'd love to send them a product for free for them to check out.
- ⦿ Ask if they would be amenable to it, and if so, here is a coupon code they can use on Amazon to get it shipped to them for free. Give them that code.
  - This makes youtubers feel safe because you're not asking for their physical address. It helps them feel secure. Asking for a physical address, especially in the age of internet coupons, can be

- ◉ In this message, don't give them ANY parameters or ANY conditions.
- ◉ **This is a no-strings attached affair.**
  - By merely asking if they'd be interested in unboxing your product the unboxer in question will immediately understand what that entails.
- ◉ Unboxers are naturally interested in “revealing” products.
  - They like the anticipation that comes with getting a package in the mail; that's why they “unbox”.
    - They are definitely consumers!

# Big Fish



- ◉ Unboxers on Youtube that have thousands (or even millions) of subscribers, hundreds of videos, and hundreds or thousands of comments on each unboxing video are the “big fish”.
- ◉ The biggest ones have made a career out of these videos. Seriously.
  - The top earning youtube unboxer earned almost 5 MILLION dollars unboxing Disney toys in 2014.
  - Disney toys are all she does (we know it’s a ‘she’ by her hands and intricately painted fingernails and voice - her youtube username is FunToyz Collector) and she has no affiliation to Disney.

- ◉ FunToyz Collector's videos set the standard for unboxing videos. If you want a few of these you'll understand unboxing videos in a nutshell quickly.

- ◉ <http://www>



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- ◉ Now obviously Funtoyz Collector is not a good fit for you.
  - You might have toys as a product, but they aren't Disney toys, which is all she focuses on.
  - If that changes though...and who knows, maybe she'll branch out...then she's a potential target.
- ◉ But there are THOUSANDS of other unboxers in the toy niche.
  - And most unboxers aren't brand-specific loyal... they can be niche loyal, so if your product fits into “their” niche, the odds of you getting reviewed increase dramatically.

- Big Fish get messages from subscribers all the time.
  - So the principles of less popular unboxers still applies but it's on a longer time scale.
- Instead of spending two weeks building a pseudo-rapport with them, it is probably safer to take over a month leaving steady comments, following them on twitter in addition to subscribing to them, etc.
  - The more popular they are, the longer everything takes.

- ◉ When you finally send them a message offering a coupon code for a free product, you **HAVE** to stand out. Other people are doing the same thing as you - how can you differentiate yourself?
  - Recognize that unboxing isn't a pastime for the big fish...this is what they **DO**. Respect that it's a job and give them credit for the hard work they put into it.
  - Offer **THEM** something in addition to your free product. Do you also have a blog, a large social media following, or email list? Let them know you're willing to link to them, promote their

# Keep in Mind...

- ⦿ You can't control what unboxers say about your product. If you try to put any parameters on what they can or can't do or say they won't unbox your product.
  - So it's an unknown reaction that you can't predict, but if you are confident in your product your fears should be mitigated by knowing it's a good product.
- ⦿ You can't ask unboxers to take down a video or change their video. This is THEIR show. *You have no power there!*
- ⦿ You have to have nice and/or secure

# Linking



- You can't ask unboxers to link to your product, use your affiliate link, etc.
- You can't even tell them what to title their unboxing video, though they all will inevitably type in your product name in the title, the video description, or both.
  - They are in full control of all these things. It is in bad taste to dictate what they must say or write too (since you are by default getting more out of this 'transaction' than they are).
- These videos will be found on Google, not on Amazon, and they are part of the research

- ◉ You have a bit more control with friends and family that make unboxing videos though.
- ◉ You can kind of dictate their titles (never use the same title for every video) and their video descriptions (mix that up too...you want variety so it's more authentic!)
  - Do not use overt marketing lingo. No one speaks that way. Be cool, be natural.
- ◉ And you can ask that they include a link in their description too - **but this link shouldn't go right to your Amazon sales page, it should go to a neutral website/blog**

# Soooo...How Do you Even Find Unboxers?

- ⦿ Very easy!
- ⦿ Search term “\_\_\_\_\_ unboxing” on Google or YouTube.
  - The \_\_\_\_\_ should be your niche or similar brand name products.
  - You could also search “Amazon unboxing” too.
  - You will then see videos that fit your search parameters.
    - ⦿ This is a great way to find unboxers to follow, build a rapport with, and send your product to.
    - ⦿ Once you are on YouTube watching unboxing videos, you can start traveling down the “rabbit hole” of



You can Unbox, too.

And you can unbox  
your own product.



- ◉ It's super easy to break into the unboxing world...just start doing it.
- ◉ You don't need a fancy camera to film. Phone quality cameras work just fine.
- ◉ After watching a few unboxing videos you'll understand what goes into it...this is not difficult to do.
- ◉ Just keep in mind:
  - You need a Youtube account (super easy to set up, it's free, and you probably already have one!)

- ⦿ **DO NOT MAKE YOUR FIRST UNBOXING VIDEO ABOUT YOUR OWN PRODUCT.**
- ⦿ If you've never done unboxing before it feels super awkward at first!
  - You don't want your video about your own product feeling awkward at all.
  - Practice on other products. Literally any tangible item is good to use!
    - So if you order anything off the internet (doesn't have to be just from Amazon), before you tear open the packaging set up your camera and make an unboxing video out of it.

# In Conclusion

- ◉ The world of unboxing is popular, growing, and really impactful.
- ◉ You can get started as an unboxer now, with the goal being that you will make a good unboxing video of your own product (and drive traffic to it as you would any video).
  - It's free, easy, and is not time consuming.
  - Remember: it is safest to link to a neutral landing page rather than linking directly to your Amazon sales page. These unboxing videos are evergreen, so to make sure you are ALWAYS on the right side of the "law" do not link directly to your own Amazon sales page. We're keeping an eye on the long game here.