



TRAINING GUIDE



The ultimate Guide to grow your
You Tube Channel income fast with
proven techniques and foolproof strategies!

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YouTube™
My Business

Chapter – 1



Introduction

Introduction

YouTube is the second largest search engine in the world. The video has already emerged as a very important medium. Brands, entrepreneurs, bloggers, and institutions are using YouTube as their primal video platform.

Besides, it is also rivaling Facebook as the largest social media platform ever – making advertising on YouTube more appealing than ever before.

The online video giant is available in 76 different languages and 88 countries. Because of this level of availability, the exposure potential for your video content on YouTube continually provides one of the most effective marketing tools available – on a 24/7 basis each day.

A YouTube video strategy is a must have, especially if you're marketing to global audiences and YouTube is your best channel to use for video marketing.

You can enjoy boosts in SEO, build your traffic and brand awareness, expand your social reach, market to audiences overseas, improve your ROI, and diversify your video marketing strategy with multiple channels.

This Guide will give you the direction you need, to either launch your first YouTube campaign or enhance your current strategy. So, get started!



Chapter – 2



Major YouTube Trends and Algorithm
Changes for the Future

If you want to be more successful as a video creator or maintain the growth of your YouTube channel well into the future, you need to be updated with the latest algorithm updates and viewership trends.

Let's check them out:

1. It's not about the channel anymore

Now, it's about each video and the viewer. You have to get the right type of viewer to watch your video. For instance, YouTube got rid of suggestions by the channel and now has suggestions based on what is similar to what you engage with most.

In other words, YouTube's AI is trying to predict what each viewer will watch and uses signals like how many times you watch one video, whether you subscribe. You have to understand your audience and what they want. If you do, YouTube will promote the videos for you.

On top of that, there is different data for viewing behavior based on the device you're on. You may get different results based on whether you're on TV, PC, mobile, etc.

2. You need a more long-term strategy now

In 2017, it was all about publishing content more often on YouTube. Back then, an average of 67% of views would come in the first 24 hours after publishing. Now, it's only around 28%. This means it might be a month or two before your video really kicks in and starts getting a lot of traction.

YouTube is heavily promoting older content now. You may want to go back and improve video thumbnails, but **DO NOT CHANGE META DATA**, especially on well-performing videos.

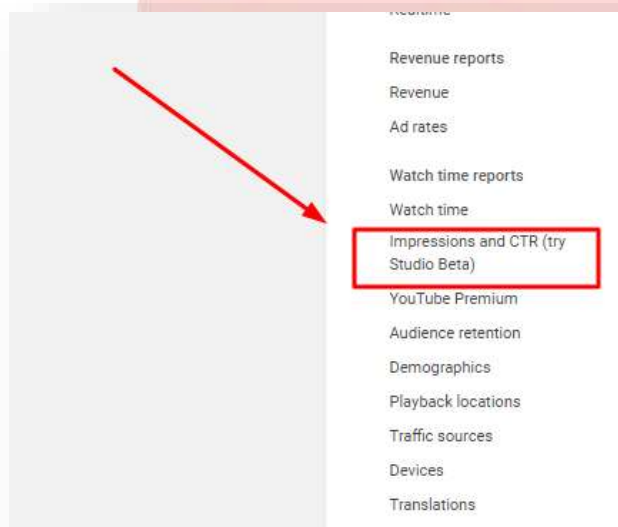
3. You can now look at your impressions vs click-through data

You can improve your views by as much as 3x or more just by changing your thumbnails.
And, the best part is, we will now be able to measure this better in YouTube Analytics.

Also, you want to look at your real-time analytics and test thumbnails based on the numbers you see on there. In fact, you might have multiple thumbnails and if a video is performing under average, change the thumbnail.

Test 10 – 15 videos that actually get results and experiment with thumbnails as well as titles in some cases to try and improve that click-through rate.

To see these numbers, go to your YouTube Analytics and look for “Impressions and CTR” on the right column under “Watch Time”.



4. Audience retention needs to be a major emphasis

True engagement is not likes and shares, it is rewinding to re-watch a part of the video, watching the whole video all the way through, or maybe even subscribing while watching the video.

One indicator you want is for 50% of people that watch your video to finish it. A tip for improving this is to cut down on the length of your ending within the video. Stop dragging out the conclusion or just get rid of it.

5. Have lots of crossovers that complement each other

One of the more powerful things you can do in the future is have a series of videos related to each other. You could turn a long video into a multi-part series of shorter videos, for instance.

Another thing you can do is have multiple channels that relate to each other and cross over. Either way, you want people watching and engaging with a lot of similar content that all happens to be yours.

-

6. You may want to translate videos

There is HUGE growth coming in India and Asia Pacific regions for YouTube. The new number one channel besides YouTube's auto-generated music channel (and maybe other auto-generated YouTube channels) will be a Hindi channel. Hence the growing importance of translations for English channels.

Translations will especially be important for educational channels because many forms of education can be applied by anyone around the world. When it comes to entertainment, it can be different depending on the genre (comedy, gaming, stunts, etc.).

You may even do separate channels for languages. Lots of times a Spanish version, for example, will do better because of less competition than the English one. Update title and description of each video in translated version.

7. Storytelling could be very important to growth in the future

More and more channels are growing quickly with storytelling and more long-form content. Look at the growth of the series being put out by Shane Dawson covering Jake Paul for a great example. Many of these videos are around 40 minutes long.

People love stories. They pay attention more than if you just use facts. That being said, don't just try to tell a story, your content might do worse if it isn't meaningful. Don't force it. Let it come natural.

Try telling stories about you that are true and show transparency or vulnerability. Sharing your struggles resonates with people. Just like you would for anything else, try reading up on the topic before implementing it.



Chapter – 3



Why Your business needs YouTube -
Some Data Backed Benefits

The iconic red play button has been a cultural staple for over a decade. Artists, comedians, and celebrities alike, including Justin Bieber and Shawn Mendes, have launched their careers through YouTube.

From a business perspective, it's hard to deny the effectiveness of video marketing. Businesses of all sizes can adopt a video marketing strategy as part of their inbound marketing strategy and enjoy these amazing data-backed benefits of using YouTube:

1. Capture Attention

No matter who your audience is, they are likely using YouTube. In fact, according to Alexa, YouTube is the second most visited site. Your potential for exposure is extraordinary.

Instead, focus on creating captivating videos that stand out from what your competitors are doing. Research their strategy, then identify opportunities they're overlooking or subject matter you can cover in a more in-depth, engaging manner.

2. Generate High Traffic Volumes

According to YouTube's research, there are over a billion users, and they watch a billion hours of video per day. That's a lot of traffic opportunities. Your video marketing content has the potential to reach billions of viewers. Of course, that is highly unlikely, but the promise of generating high traffic is definitely plausible.

Not only does YouTube provide a cost-effective dissemination strategy, but its reach is far more comprehensive than regular television and cable stations.

The slow death of cable continues. In fact, Google's 2016 research found that six of 10 It's no wonder why 81% of businesses use video as a marketing tool, which is up from 63% the year prior, according to Wyzowl's State of Video Marketing 2018 survey. Video is not just a trend; it's a necessary aspect of your marketing strategy from now on.

There are several kinds of videos you can create to take your marketing strategy to the next level, such as the following:

- **Explainer video** - Show how your product or service addresses common pain points for your audience.
- **Training video** - Demonstrate how customers can use your products or services to gain the most benefits from them.
- **Webinars** - Educate your audience on a specific theme or topics they want addressed.
- **Customer stories** - These share your real customers' obstacles and highlight how they achieved desired results with your product or service.

3. Experiment with Viral Marketing

Viral marketing is the strategy you build around how your audience can spread information about your products or services. This information can spread through word of mouth, and it is most likely to be shared with each of your audience member's social networks.

Fortunately, you can use your YouTube content in many ways that can spark shares. For example, embed your video content within relevant blog posts or share a link to a relevant video in a LinkedIn group discussion.

The main aspect to focus on with video content is delivering value to your audience. If your viewers find your content informative, insightful, and entertaining, they will share it.

Jonah Berger, author of Contagious: Why Things Catch On, outlines the 'STEPPS' framework for creating contagious content:

- **Social currency** - People want to look like they're in the know, so informational content will be shared widely and reach a lot of people.
- **Triggers** - Ensure your audience is triggered to think of your brand based on certain context that aligns with your products or services.
- **Emotion** - Feelings are as powerful as function, so inject video content with real emotions.
- **Public** - Consider how to design campaigns that are inherently simple to promote and easy to spread.

- **Practical value** - Expertise-driven, educational content that delivers usable, actionable solutions is likely to be shared.
- **Stories** - Use narratives to deliver ideas because people love to communicate and share through stories.

4. Gain ROI From Multiple Video Marketing Channels

It's no secret that when you create video to market your business, you need to see ROI. Otherwise, you're wasting your resources. There are several channels you're likely investing in or thinking about investing in. This includes hosting services like Vimeo, which is the second largest video hosting platform, and plenty of social media platforms.

You should be engaging in various channels of video content, like IGTV and Facebook Live, while also maintaining a strong YouTube strategy. YouTube is your bread and butter for your video campaigns, while the other video channels should complement and support your YouTube content.

Simply put, creating and posting a YouTube video is a powerful asset to any digital marketing strategy. The widely recognizable format makes it the perfect ground for staging a product or service. Plus, the intuitive algorithm YouTube uses can boost your viewings by suggesting your video content to viewers who are watching related content.

5. Boost Search Engine Rankings

Google acquired YouTube in 2006 for \$1.65 billion in stock to stay dominate in the world of search. The fact that YouTube videos are often ranked high on Google's search pages shows that building your video marketing strategy around this platform can yield real SEO results.

As you develop your YouTube channel, you further establish credibility in your industry and grow brand awareness. With the right tactics, you can drive a lot of traffic to your videos on your channel and, in turn, to your website.

Treat your YouTube videos like your blog content. Start by conducting keyword research, then optimize your YouTube content by using your keywords in the title, description, and

tags. Aside from maintaining your YouTube channel, you should also identify how you want to include your YouTube content within your website's content.

Here are a few awesome SEO benefits you can enjoy by adding video in your website content:

- **Build backlinks** - Providing high quality video within your website content can earn quality backlinks within your industry, which helps boost your ranking.
- **Reduce bounce rate** - Including a relevant, valuable video on your webpage will keep visitors around longer, especially if they watch the video through to the end.
- **Earn high ranks in video suggestions** - If your video is super relevant and optimized, Google might rank it under their suggested videos, which usually ranks after the featured snippet and before the top organic result.

6. Integrate with Your Social Media Marketing

Social media users generally prefer sharing video content over any other content format. According to research from WordStream, social video generates 1200% more shares than text and images combined.

Likes and other forms of social media engagement outside of sharing are also valuable. Animoto's 2015 survey found that 84% of consumers say they liked a company video in their newsfeed, and nearly half of them personally share company videos to their feeds.

By distributing YouTube videos on other popular social media sites such as Facebook, Twitter, LinkedIn, and Reddit, your business exposure can instantly increase exponentially.

The more popularity your YouTube video receives, the higher it will rank. As the video increases in popularity, the better the chance that associated links will be clicked, which will also grow your online business presence.

7. Reach Global Audiences

YouTube is an international sensation, reaching countries around the globe. It is accessible anywhere, on every device. And this shift toward mobile use is boosting the platform's popularity even more.

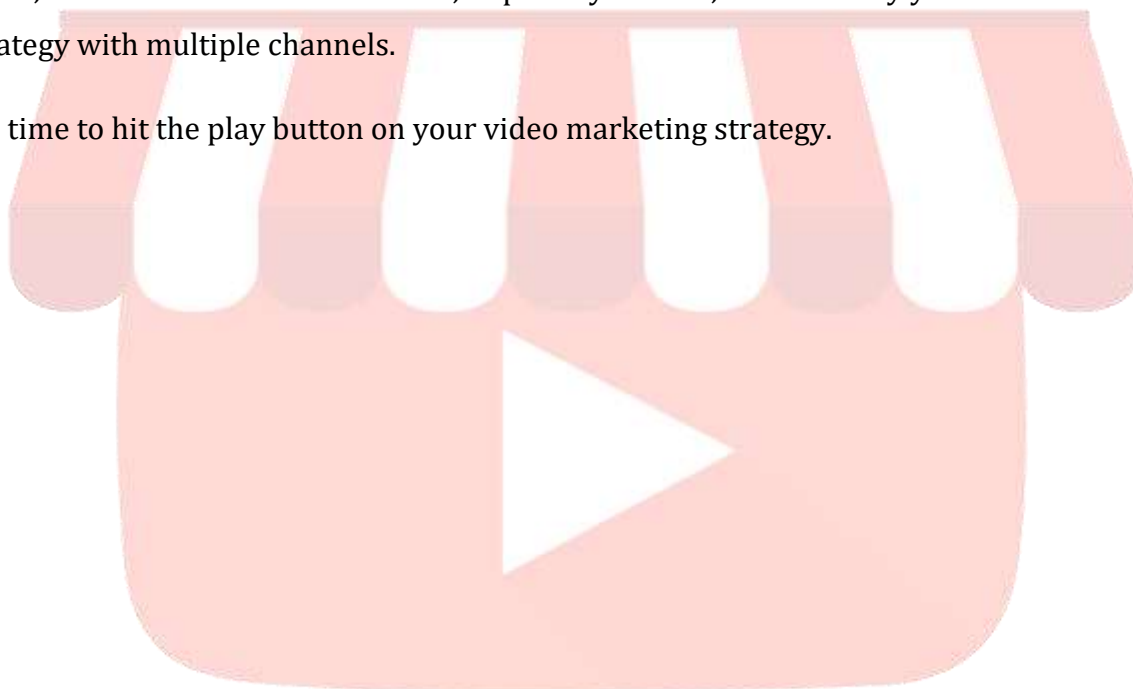
The online video giant is available in 76 different languages and 88 countries. Because of this level of availability, the exposure potential for your video content on YouTube continually provides one of the most effective marketing tools available – on a 24/7 basis each day. A YouTube video strategy a must have, especially if you're marketing to global audiences.

Conclusion:

As you can see, the data says it all: YouTube is your best channel to use for video marketing.

You can enjoy boosts in SEO, build your traffic and brand awareness, expand your social reach, market to audiences overseas, improve your ROI, and diversify your video marketing strategy with multiple channels.

It's time to hit the play button on your video marketing strategy.





Chapter – 4



How to Make Money on YouTube -
Step by Step Guide for Beginners

If you want to try your own YouTube channel and if you are a beginner this guide is for you also. In this chapter, you will come across different Ideas/Topics for YouTube channel, how to create and monetize the channel and how to gain more subscribers.

Steps on how to make money on YouTube

Step 1: Setup and build your YouTube channel

Your channel is your personal presence on YouTube. Each YouTube account has one channel attached to it. A YouTube account is the same as a Google account, and creating a YouTube account will grant you access to other Google products, such as Gmail and Drive.

Create your account or use your existing one. Add keywords to help people find your channel.

You can add keywords by navigating to the Advanced section of your Channel Settings. Make sure that your keywords are relevant to your content.

Your username can also work for or against you. If it's short, easy to remember, and original, people will be more apt to remember you.

However, if you are using an existing account, you can always change your username by editing it on your Google+ account. If you have a Google account, you can watch, share YouTube content.

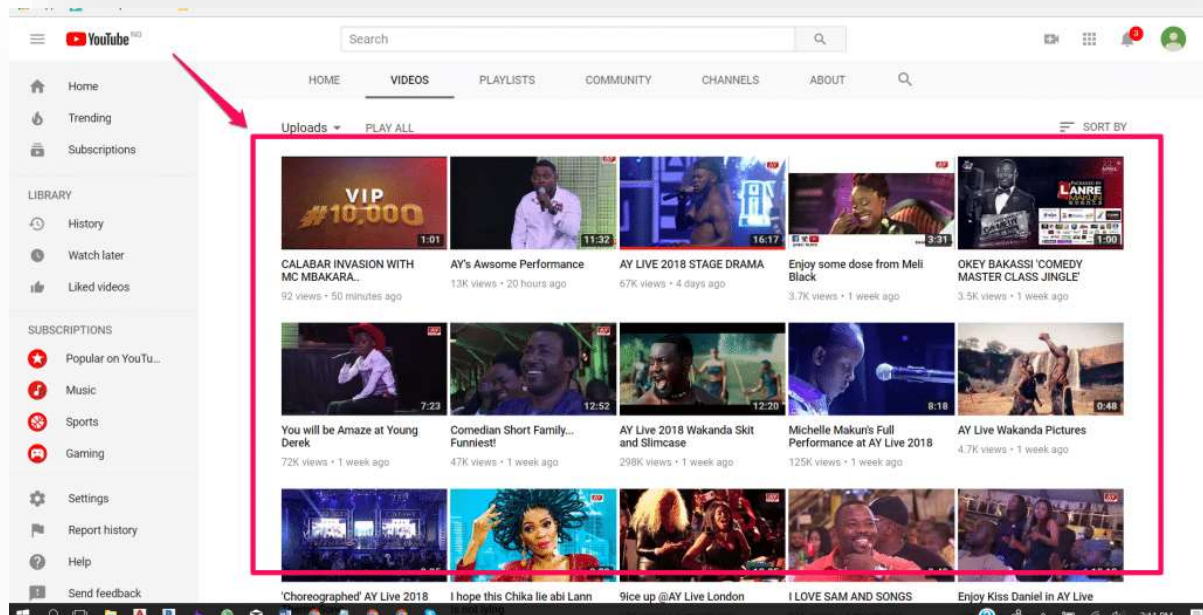
But you need to create a YouTube channel to upload videos, comment, or make playlists. You can use a computer or the YouTube mobile site / App to create a new channel.

Here are the steps:

1. **Go to YouTube and sign in:** Head over to YouTube.com and click 'sign in' in the top right corner of the page. Sign in using your Google account username and password.
2. **Go to YouTube settings:** In the top right corner of the screen, click on your profile icon and then the Settings' icon.

- Create your channel:** Under your settings, you'll see the option to "Create a channel," click on this link. Next, you'll have the option to create a personal channel or create a channel using a business or other name. For this example, let us choose the business option Now, it's time to name your channel and select a category.

Step 2: Add content



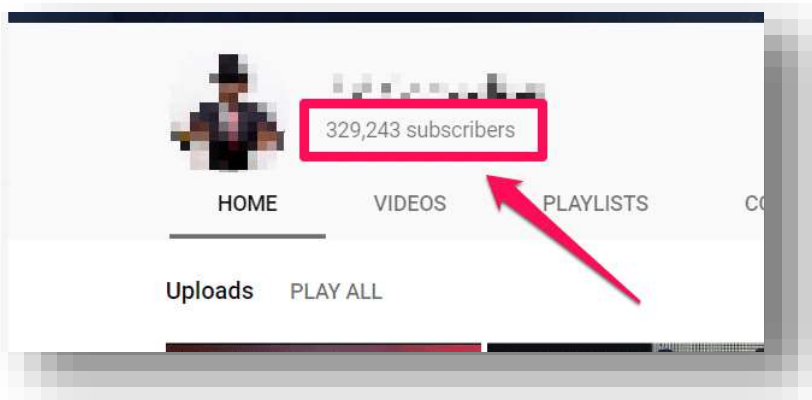
Try to upload content that is high quality, and isn't super long. (This option can vary depending on what type of content you decide to upload).

Also, try to upload regularly and stay consistent with your uploads. Even if your content isn't great at first, keep at it. Practice makes perfect. Try to make each video better than the last. You will often learn as you go.

Improve your content by either using a better camera or trying better editing software or techniques. Also, try to improve the way things are filmed. Use a tripod, have a friend help you or light your scenes better. It all helps for a better end product which in turn helps you get a better audience.

By uploading regularly you can help hold an audience.

Step 3: Build an audience



Building an audience is key to increasing your monetization. You need people to watch your ads in order to make any money off of them. There is no one secret to getting more subscribers, just make the best content that you can and they will come to you.

Keep uploading content and try to get people hooked. Send your video out on Twitter and Facebook. Share it with people. Distribute it elsewhere on the internet. Subscribers are essential to becoming a partner.

Interact with your viewers by responding to comments and making occasional videos directly related to viewer comments and questions. Connecting with your community will bring more members into that community.

Step 4: Monetize your videos

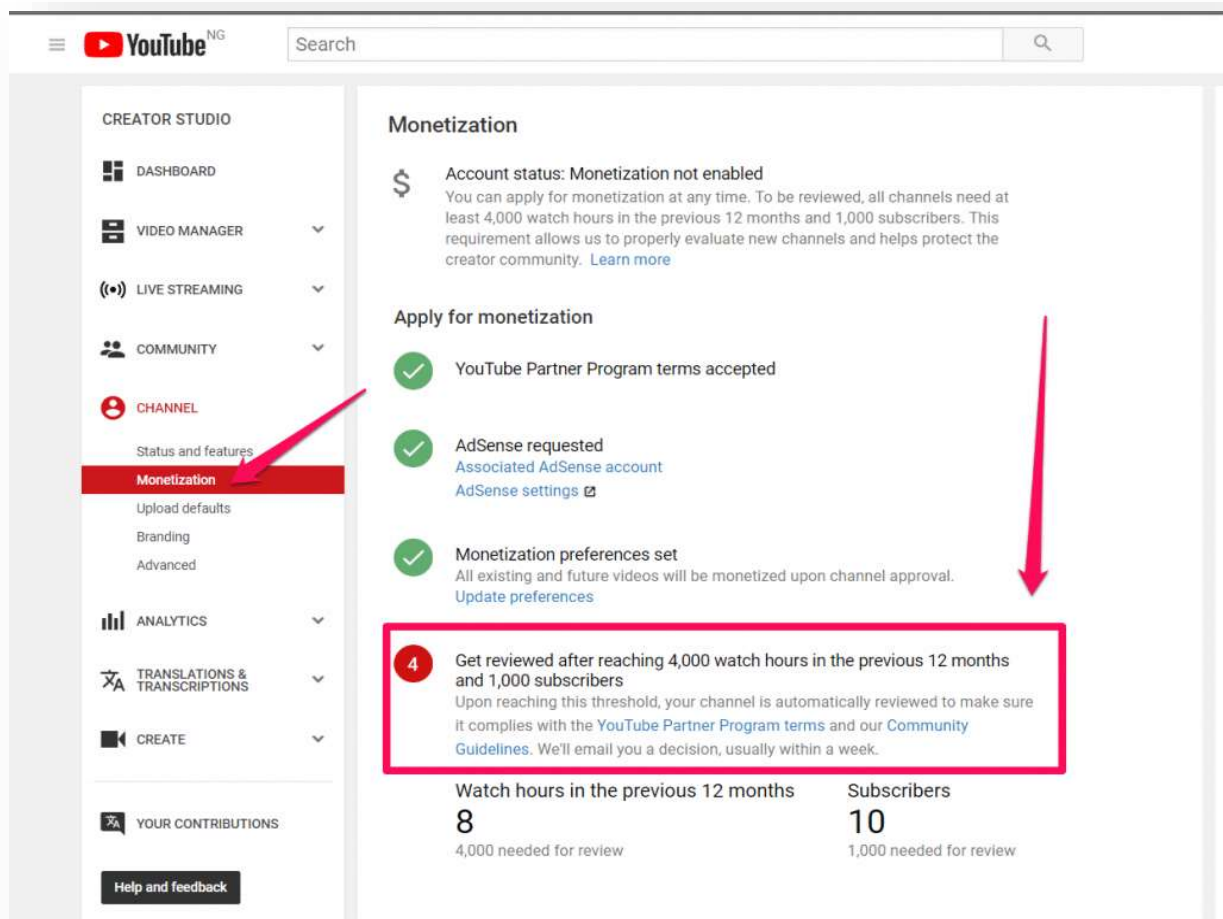
In order to start earning money on your videos, you'll need to enable monetization. This means you are allowing YouTube to place ads in your video. This also means that you acknowledge that there is no copyrighted material in your video.

1. Go to www.youtube.com and click "My Channel" on the webpage.
2. Click the link called "Video Manager" on the top bar.
3. Click channel and Enable on monetization.

4. Get at 4,000 watch hours and 1,000 subscribers

Step 5: Get at least 4,000 watch hours to start earning money.

You can monetize a video as it uploads by clicking the Monetization tab and checking the “Monetize with Ads” box. To monetize a video after it has been uploaded, open your YouTube Creator Studio, select the channel drop-down and click the Monetization to monetize your videos.



Get reviewed after reaching 4,000 watch hours in the previous 12 months and 1,000 subscribers.

Upon reaching this threshold, your channel is automatically reviewed to make sure it complies with the [YouTube Partner Program terms](#) and their [Community Guidelines](#). YouTube will email you a decision, usually within a week.

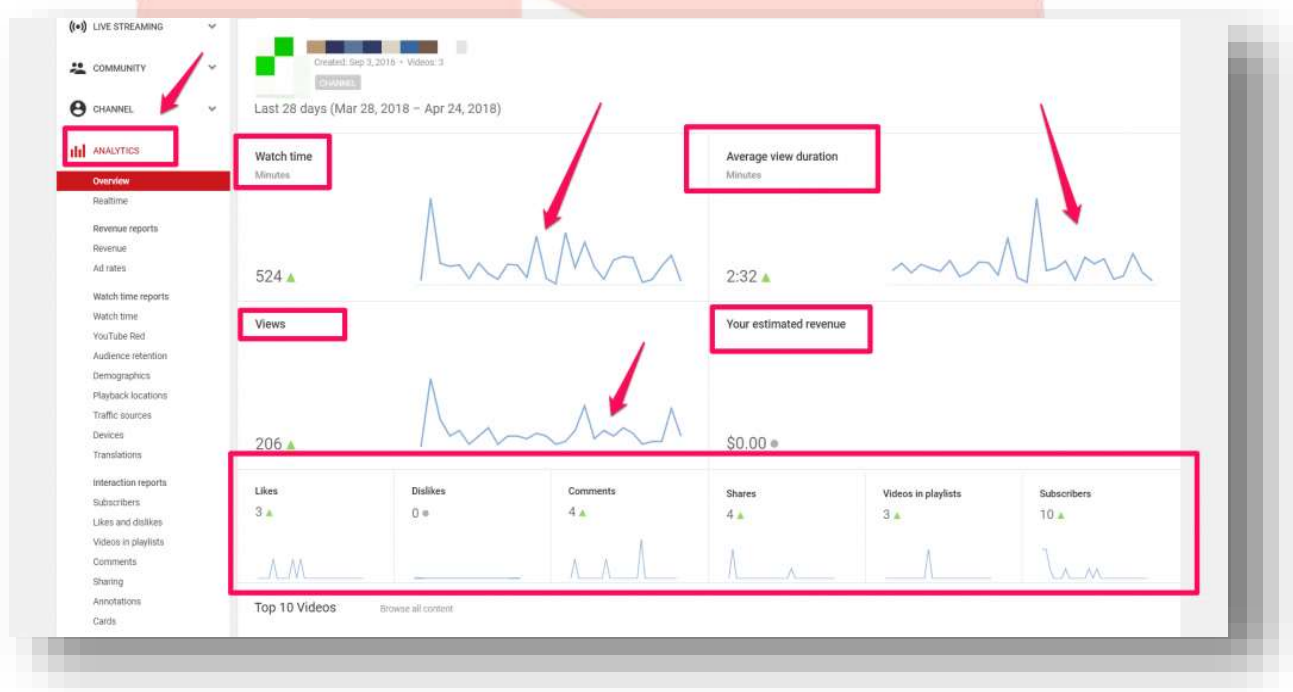
Step 6: Set up Google AdSense

You can set up Google AdSense for free at the AdSense website.

Click the Sign Up Now button to begin creating your account. You must be 18 years or older to create your own account. If you are younger than that, you will need an adult to help you.

You need either PayPal or a bank account and a valid mailing address as well as other information so AdSense can verify who you are and who to send the money to. You only gain money per ad click and a smaller amount per view but it adds up over time. This is why having an audience is key.

Step 7: Check your analytics



Once you have some videos online, monetized, and being viewed, you can check out the analytics on them to see how they are performing. Click the Analytics option in your Channel menu.

Here you can view estimated earnings, ad performance, video views, demographics and more.

Use these tools to see how your content is resonating with your audience. You can change your content or your marketing if you're finding that you aren't attracting the users that you want to.

Step 8: Market your videos elsewhere

Don't put your videos just on YouTube! Start a blog, make a website or post them on other video or social media sites.

The more views it gets, the better. By sharing the link or embedding the video on the internet, you are increasing the chance of it getting noticed.

Step 9: Become a YouTube partner

YouTube Partners are YouTube members who have monetized videos with a large number of viewers. Partners gain access to more content creation tools and can win prizes for the number of viewers they have. Partners also get access to much more community support and tips.

You can apply for YouTube partnership at any time through the YouTube Partner page.

In order to gain access to the most powerful Partner programs, here is a guide:

- **If your channel has previously been in YPP:** When you reach the program threshold, your channel will be automatically re-evaluated under the new criteria.

You can check your monetization status at **Creator Studio > Channel > [Monetization](#)**.

- **If your channel has never been in YPP:** Follow the 4 steps to [join the YouTube Partner Program](#) from your account in Creator Studio. Once your channel reaches the program threshold, you'll be reviewed to join.

Step 10: Increase your YouTube revenue with affiliate marketing

"Affiliate marketing" means selling products in exchange for a commission. Hundreds of thousands of companies offer attractive deals to affiliate marketers who promote their products/services.

What is YouTube Affiliate Marketing?

YouTube affiliate marketing is the process of creating videos and placing affiliate links in the actual videos (via annotations) or in video descriptions, which includes links to products you review and use in your videos that will track a purchase.

If someone makes a purchase using your affiliate link, you receive a small commission for the sale. You can Sell/Promote others' products as an affiliate marketer.

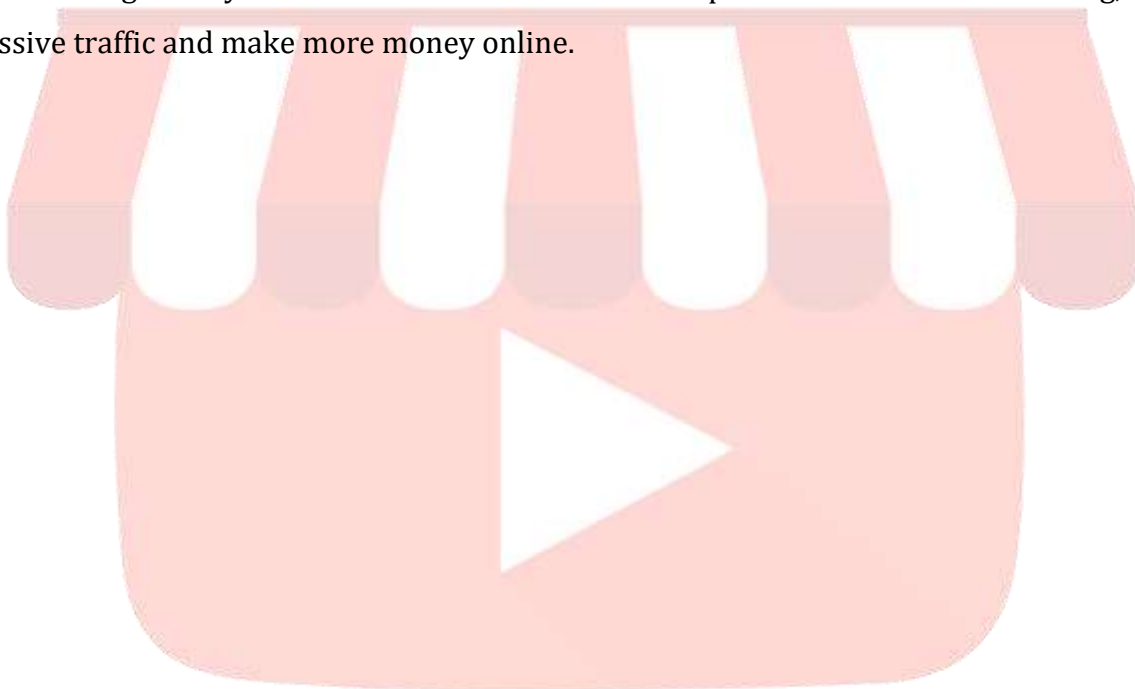
Here are some ideas to make money through YouTube affiliate marketing

- **Product Unboxing** – In these videos, you can simply open a product in a YouTube video, showing viewers exactly what's inside the packaging. Then provide the affiliate link to that product website, where it is available for sale online.
- **Reviews** – YouTube reviews are another great way to relieve buying anxiety and provide an affiliate link.
- **Training videos** – Lastly, many affiliates make money by simply training viewers how to use a complicated product, and then sending those educated leads to their affiliate link.

- **Comedy videos:** These are funny videos made in an attempt to make people laugh. These type of videos are very engaging and can drive massive traffic to your channel. E.g [Mark Angel Comedy](#), [Ay Comedian](#) etc
- **News:** News channel is another type of channel that is popular and can gain viewership in no time. You can cover breaking news, multimedia, reviews & opinions, business, sports, movies, travel and more. E.g [Naij](#), [Channels](#) etc

So there you go!

Start earning money on YouTube and follow these steps to start affiliate marketing, drive massive traffic and make more money online.





Chapter – 5



Creating a Robust YouTube Ad
Strategy for this year

Looking for a new PPC strategy? These strategies can help you launch your first YouTube video ad campaign. If you are already a YouTube marketing pro and looking to enhance your current strategy, read through the Campaign Specifics and Audience Targeting sections. Let's walk you through practical steps (some big, some small) that will get you closer to a complete and effective YouTube advertising strategy.

1. Select the Creative

The golden rule is a simple one: ONE creative per campaign. Why? Well, If you have multiple creatives within a campaign, it will make audience targeting, budgeting, and overall performance more difficult to manage. Here are a few additional directions:

- If you have two versions of the same creative, say one 30 second video and one 15 second video, these are two different creatives. Performance is drastically different for different creative lengths. Best practice is to create a separate campaign for each creative.
- If performance varies per geographic location, or you have separate budgets for different geos, demographics, or steps in the funnel, you will need to create separate campaigns. This should at least mirror what you have set up for Search campaigns.
- Because the creative itself is a whole different topic, this article will not cover the aspects of what makes a good creative. However, there's one critical point to mention: Branding must appear in the first 5 seconds. Branding your videos at the very end may achieve higher view-through rates (VTR), but most people aren't going to watch a video ad in its entirety. You are throwing money away if you can't at least get a lift in brand recognition or consideration.

2. Campaign Specifics

When creating a new campaign, the following 6 components are of critical importance:

- **Bid Strategy**

- **Maximum CPV:** (recommended for the type of strategy this blog is covering)
Cost-per-view allows you to create in-stream or discovery ads. Use this strategy for prospecting audiences.
- **Maximum CPM:** Use cost-per-thousand impressions if you're using remarketing bumper ads.
- **Target CPM:** Set the average amount you're willing to pay for every thousand times your ad is shown.
- **Inventory Type** – note that all types exclude extremely sensitive content
 - **Expanded Inventory:** Use this inventory type if you want to maximize your reach by showing ads on some sensitive content.
 - **Standard Inventory:** Use this inventory type if you want to only show ads on content that's appropriate for most brands.
 - **Limited Inventory:** Use this inventory type if you want to exclude most types of sensitive content. This will limit your available inventory, but it will ensure you won't serve ads on content with moderate profanity or moderate sexually suggestive content.
 - **When you select an Inventory Type**, you can view a more comprehensive comparison. The below screenshot captures some of the differences:

Compare inventory types ×			
	Expanded inventory	Recommended Standard inventory	Limited inventory
Video content			
Light profanity used in a non-hateful, comedic or artistic way	Included	Included	Included
Moderate profanity used in a non-hateful, comedic, or artistic manner, or a music video with frequent profanity	Included	Included	Excluded
Strong profanity used throughout or at the very beginning of the video in comedy, documentary, news, or education	Included	Excluded	Excluded
Romance, kissing, limited clothing in non-sexual settings, or general discussions of relationships or sexuality	Included	Included	Included
Limited clothing in sexual settings, sensual dancing, moderate sexually suggestive behavior, or a music video containing sexual content	Included	Included	Excluded
Blurred nudity, focus on sexual body parts, focus on sex as a topic, discussions about sex acts, implied or display of sex acts or sex toys without	Included	Excluded	Excluded

- **Frequency capping: Recommend capping impression and/or view frequency:**

Frequency capping Limit how many times your ads can show to the same user ?

☐ **Cap impression frequency** ?
Limit how many times your ads can show to the same user

☐ **Cap view frequency** ?
Limit how many times your ads can get a view or interaction from the same user

- Impression and View caps can be set per day, per week, and per month. You can also set the cap at the campaign, ad group, or ad level.
- Determine the cap based on how large your target audience is. Keep in mind any goals you have set for your campaign.

- **Prospecting campaigns:** If you have a massive prospecting audience, this may not be necessary. However, you can set a cap of 10 impressions per day per campaign and a view cap of 1 per day per campaign.
- **Remarketing campaigns:** Have stricter caps for remarketing campaigns so that you don't become the brand that drives consumers nuts. As a general rule, set caps that are half of what you set for prospecting campaigns.
- Adding negative audience lists is another safeguard. For example, you could exclude traffic for site visitors who have viewed a certain page on your site.

- **YouTube Video**

- An obvious point, but it's important to know your ad must be on your YouTube channel. If you haven't linked the YouTube channel to your Google Ads account, navigate to "Tools" in Google Ads and select "Linked Accounts". Follow the instructions to link accounts.
 - If you are creating the campaign in the Editor, you will enter the Video ID. The Video ID can be copied after "v=" in the YouTube Video URL.
 - **Call-to-action:** CTAs are only allowed for TrueView in-stream video ads in "Video – Drive Conversions" campaigns.
- **Exclude Mobile Apps:** Unless you know mobile app advertising will benefit your business, exclude mobile apps during campaign set up. The easiest way to do this is in the Editor:
 - Navigate to "Mobile app categories, Negative" under "Keywords and Targeting"
 - Select "All Apps" under "Add Negative Mobile App Category" (see screenshot)

ADD NEGATIVE MOBILE APP CATEGORY ▼

Campaign-level negative mobile app category

Ad group-level negative mobile app category

- **Kids Channel Exclusion List:** By adding this list, you will be saved from the manual process of combing through and excluding thousands of placements.

3. Audience Targeting

As with any marketing effort, your primary goal is to reach the right audience. If you are currently running Display campaigns, and have topic or in-market audiences set up, it might help to pull up your campaign(s) while you work through the following steps. Here are a few important tips to help you decide how you will target YouTube viewers:

- Create ad groups for EACH audience you intend to target. This will make your life so much easier when you optimize later on.
- The number of ad groups will depend on your industry and goal (brand awareness, drive consideration, conversions, etc.) of your campaign.
- It might be easier to set up one ad group for Affinity audiences, one ad group for In-Market audiences, one ad group for Life Events, and/or one ad group for Topics, but split this out – even if you have 20 different audiences you intend to target. Here is a sample audience list for a campaign:

Ad group name

Affinity (Live Events/Art/Theater)

In-Market (Sports & Fitness)

In-Market (Travel)

Life Event (Marriage)

Affinity (Business Professionals)

Affinity (Fashionistas)

Affinity (Foodies)

Affinity (Nightlife Enthusiasts)

Affinity (Outdoor/Green Living Enthusiasts)

Affinity (Sports & Fitness)

Affinity (Travel)

Life Event (Graduation)

Topics (Travel)

- Segmenting ad groups by audience allows greater control over budgets. For example, say you are targeting Foodies (Affinity Audience), Travel (Affinity Audience), and Sports & Fitness (Affinity Audience). After two weeks, performance results reveal that the Travel audience has a 15% lower view-through rate. When you pause the Travel ad group, you will then be able to devote more budget to audiences that are meeting or exceeding KPI goals.

It's always better to start with more audiences and whittle down your target audience.

4. Remarketing Campaigns

Follow these steps if you are setting up remarketing campaigns:

- Instead of In-Market or Affinity audiences, add your remarketing lists to your ad group audience(s).

- If you have enough site visitors, segment your ad groups (create additional remarketing audiences if you need to) out by different list ranges. For example, you could use lists for 7 days, 30 days, and 90 days. This tactic is especially useful if you are showing specific creatives to different remarketing ranges.

If you want to get really fancy, test out Google's new Video Ad Sequencing campaign. However, don't test until you have a solid understanding of YouTube advertising, as well as a stellar creative team that pumps out EXACTLY the videos you will need to make it worth your while.

Conclusion

These clear cut strategies must have given you the direction you need to either launch your first YouTube campaign or enhance your current strategy. If you don't think you have great creative, don't wait to test TrueView – use a small budget and test what creatives you have so you can begin to hone your strategy.



Chapter – 6



Video Advertising on YouTube:
How does it Work?

How Does Video Advertising on YouTube Work?

YouTube is one of the oldest social networks in the game and has gone through many evolutions of paid advertising options. Today, there are a handful of great paid tools and resources you can use to hone in on a specific audience segment and reach them with your video content on YouTube.

Here's a brief overview of the main advertising options, and how each of them work.

1. TrueView Ads

TrueView ads, also known as in-stream ads, are YouTube's premiere advertising product. Functioning like a traditional commercial, TrueView ads are skippable videos that appear before the main video a viewer selected – like traditional television commercials, only better because users can skip them if they aren't interested.

Contrary to what you might think as an advertiser, this is good for both you and your prospective customers; audience members can skip ads that aren't relevant to them, and you only pay when they show interest, which is calculated when a viewer clicks through or spends over 30 seconds watching your ad.

According to Think with Google, viewers who watch TrueView ads for more than 30 seconds are 23 times more likely to visit or subscribe to the channel, watch more videos by the brand, or share the video.

TrueView ads allow you to customize your video with various CTAs and overlay text to inspire further action with clickable buttons and off-site links, and have different options depending on your marketing goal, like these below.

Types of TrueView Ads:

- **TrueView Reach Ads**

Use TrueView Reach ads to target your viewers based on maximum impressions instead, billing by cost per thousand impressions instead of cost-per-view. Best for: driving awareness to your brand.

- **TrueView Discovery Ads**

Use TrueView Discovery ads to show your ads on the YouTube search results page, similar to Google search ads, or to show up next to related videos instead of before them. Best for: engaging audiences who may consider buying.

- **TrueView Action Ads**

Use TrueView Action ads to add a button directly into your video that drives your prospective customers to click out to your website. Best for: nurturing leads to take purchase actions.

2. Bumper Ads

Bumper ads on YouTube are short video ads limited to six seconds long. These ads typically play before the actual video a viewer decides to watch on YouTube.

Bumper ads are relatively simple, and are a good way to capture your audience's attention, especially when that audience is viewing on mobile. On their own, Bumper ads are probably not long enough to make up a complete video advertising strategy, but work well when paired with a longer, more robust video campaign to coincide with a new product launch or a marketing push aimed at raising brand awareness.

3. Google Preferred and Masthead Ads

Google Preferred ads are non-skippable video ads designed to be the "premium" placement option for brands looking to reach high performance. By dividing up their most popular content channels into twelve categories, YouTube offers premium, non-skip content to advertisers who can afford the added exposure and longer content length with guaranteed views. The videos tend to be about 15 to 20 seconds long, and seem to be optimized for mobile viewers.

Masthead ads, on the other hand, allow a brand to take over the YouTube homepage with their video content for a full 24 hours. Definitely one of the pricier options, these ads give your video content untold exposure to the hundreds of millions of YouTube viewers who visit the site on the daily, even if they're just passing through. YouTube actually gives brands

the opportunity to preview what their video would look like on the homepage using this unique tool.

4. Outstream Ads

Outstream ads, show your video ads on partner sites. We're not going to go into this much, since these ads are not playing directly on YouTube, and are currently only available for mobile or tablet viewing, but Outstream ads do help your video ads get more views and help you extend your reach beyond YouTube.

Why Use YouTube Instead of Facebook, LinkedIn, or Twitter Ads?

First and foremost, it's a video sharing platform by trade, and that's what its users come for. So viewers are already primed and ready to watch video ads when they arrive on the site. Whether your intended viewers are just arriving on the homepage or searching for specific topics, YouTube's video targeting allows your brand to hyper-focus on your intended audience, and you only pay if they actually see your ad.

Unlike other social networks, not everyone who visits YouTube to watch videos has to be logged in with an account. In this way, targeting options on YouTube become slightly less accurate on an individual level than on Facebook, which uses a whole slew of user-provided information to more accurately target by demographics like age, job titles, income, etc.

However, because YouTube's video ads are set up through Google Ads, YouTube's video ads run on the platform and across the web through the Google Display Network. That means you'll have access to Google's information when targeting potential customers, as well.

Here are just a few of the targeting options YouTube offers:

- **Audience Demographics:** Target by gender, age, location, parental status, or household income.
- **Audience Interests:** Target by topics of interest, like sports, fashion, gaming, etc.
- **Audience Affinity:** Target by customized audiences with specific interests tailored to your brand.

- **Audience Life Events:** Target by purchasing behavior and brand preference shifts due to life milestones like moving, graduating or getting married.
- **Audience In-Market:** Target by searches for products or services similar to those you offer.
- **Audience Retargeting:** Target your video content based on past interactions, website behavior, and more using customized lists created automatically via Google Ads.

The best part about video advertising on YouTube is that keywords are significantly less expensive than on Google. Views from advertising on YouTube cost an average of \$0.05 per click, while the average Google keyword ballparks between \$1-2. Add in the ability to directly target customers with your video ads based on their previous searches, and you have a winning advertising platform.

Video Ad Specs: All of the ad types discussed above require the same video specifications:

- Resolution: 640×360 or 480×360 (19:9 or 4:3 aspect ratio, respectively)
- File Size: 1 GB max
- Frame Rate: 30 FPS
- Video Codec: H.264, MPEG-2, MPEG-4
- Audio Codec: AAC, MP3

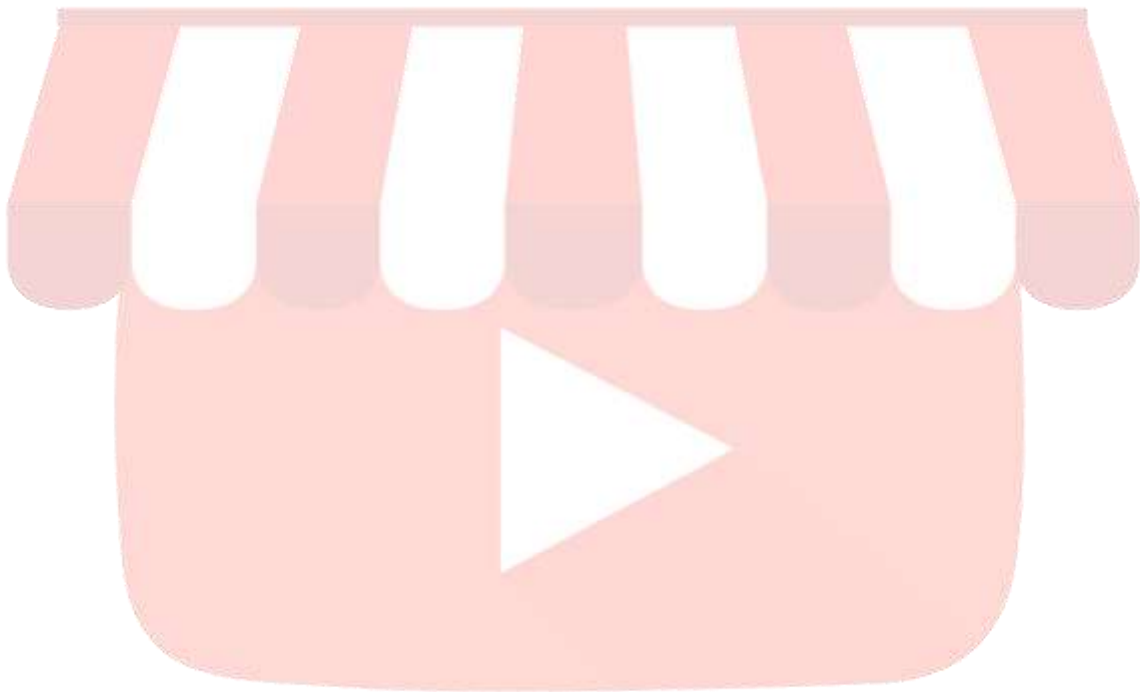
Beyond the tech specs, YouTube has some pretty strict rules and regulations regarding the content it allows advertisers to promote on the platform, so be conscious of what is and isn't appropriate for YouTube.

Are YouTube Video Ads for You?

YouTube video ads offer a wide range of functionality and formats, offer unique demographic and keyword targeting options backed up by Google, and provide billions of opportunities to get your marketing video in front of eyeballs every month.



If you're looking to invest in video marketing and you're currently overlooking YouTube, think again.



[Click Here to Grab YouTube My Business HD Training Video](#)



YouTube™
My Business

Chapter – 7



How to Get More Views on
YouTube?

YouTube is a powerful social media network for marketers, but it will only reap results if your videos are being watched. It might seem easy once you've mastered how to upload a video to YouTube. Just sit back and let the YouTube algorithm take it from there, right?

Wrong. Like with anything in marketing (or, honestly, anything in life) you need a strategy.

If you don't plan and strategize, your YouTube channel will remain stagnant, fun for you, your coworkers and your friends to look at but otherwise underutilized. If you want to become a part of that 1 billion hours, you've come to the right place. Let's get those subscriber numbers up!

How to get more views on YouTube

Your YouTube presence is like a plant. If you don't water and cultivate it, it will wither up until one day you decide to throw it out.

If you want a successful YouTube channel, you can't just create quality content and then do nothing. While quality content is essential to success, doing nothing will result in nothing. Marketing your YouTube channel is a very active endeavor that involves several different tactics. Let's go through each in detail.

1. Create quality content to get views

If you don't have the content, it doesn't matter how great your SEO or social media marketing efforts are. So let's go over some tips and tricks to creating the best content possible!

- **YouTube videos should be useful or entertaining**

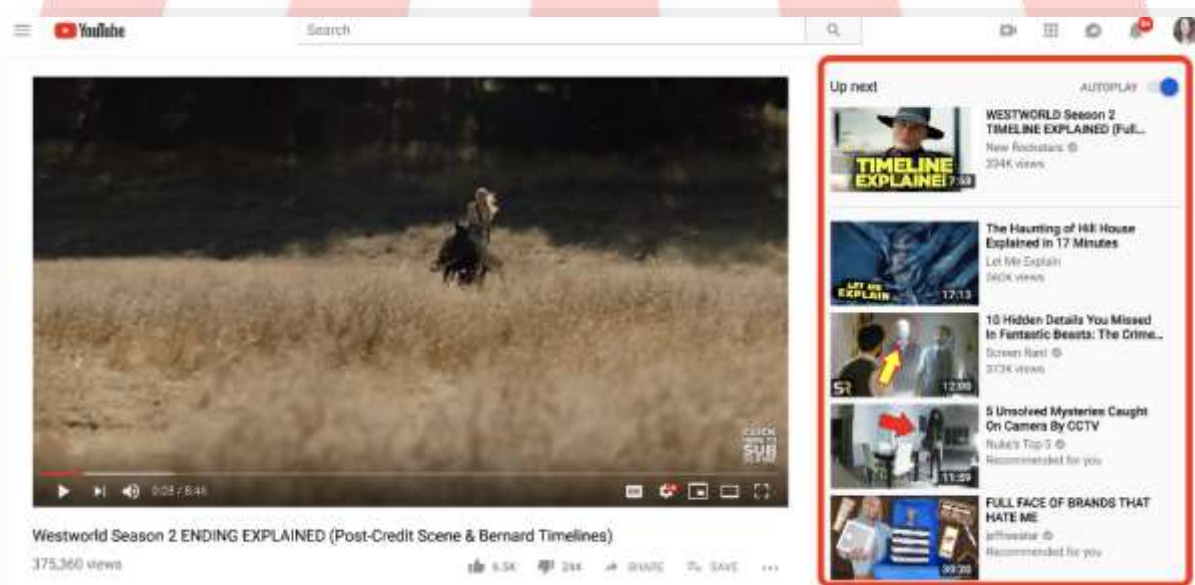
The most successful YouTube videos tend to be how-to's or entertaining — or both! Think about what your audience needs or wants. If you aren't certain, it might be time to create a customer profile. You can even ask your audience point-blank what they'd like to know more about by crowdsourcing on your other established social media networks. By being a dependable source for exactly what people need, you'll gain a loyal following.

- **Be aware of what's popular**

In the average month, eight out of ten 18-49 year-olds watch YouTube. If you're marketing on YouTube, chances are your audience fits into that age group. So why not cater to their interests?

Try to keep up with the latest trends and, if they can somehow be incorporated in your content, do so. It might make your video stand out next to the 400 hours of videos uploaded every minute. Sometimes, it will feel like an uphill battle.

On top of this, watch what videos are doing well in your niche community. How are other YouTubers successfully covering the content? If you see a general strategy that seems to work, imitate it (with your own unique spin, of course). This will help your video appear in the "Up next" sidebar after viewers watch that other successful video.



- **Guest YouTubers**

If you notice a YouTuber in your genre who is absolutely killing it with a huge following, interact with them. Create a relationship by commenting on their videos and linking to their content in your own descriptions. As you build this connection, maybe they'd be open to making a guest appearance in one of your YouTube videos. This would drive that YouTuber's

subscribers to check out that specific video, and if they like that content, then they check out your channel and — bam! — they subscribe.

2. Utilize search engine optimization on YouTube

If you're in marketing, chances are you're familiar with search engine optimization, or SEO. If you aren't, SEO is how Google (and thus YouTube) decides which articles and videos to show first for each specific search. Of course, the closer to the top your content appears, the more likely it will be clicked on. Here are ways to get your YouTube videos to appear in relevant searches.

- **Optimize your YouTube channel**

You want to optimize it so people know exactly what to expect when they get to your channel. Better yet, YouTube knows what you stand for and can recommend it to people searching relevant topics.

Do your keyword research and then write a quality channel description that is keyword heavy. You don't want Google or viewers to have any doubts about what your content includes.

This also means knowing what your brand is and incorporating it into all all aspects of your YouTube channel page. The colors, tone and imagery should be consistent. Link to your website and other social media channels to build legitimacy.

- **Create custom thumbnails**

Thumbnails are the very first thing a potential viewer sees. If it's not engaging or intriguing or — for lack of a better word — nice to look at, people will probably move on. Again, competition is fierce out there. You have to put your best image forward when it comes to thumbnails.

YouTube will offer auto-generated images for you to use. Don't fall prey to the ease of that.

Your custom thumbnail should be a quality image with an easy-to-read font or symbols. Facial closeups also seem to work best, if applicable. Make sure the image matches your video title and description! And don't forget to use keywords in your file name.

- **Include closed captions and tags**

Closed captions are subtitles. These are great to include because it makes your video more accessible to the wider YouTube audience, including viewers with hearing impairments or international viewers.

Tags are another way to drive traffic to your YouTube video. You'll notice the tags section as you upload a video. You can literally insert the keywords you want your video to be associated with in that field. Don't go overboard here; stay specific and relevant.

3. Take advantage of YouTube's platform

YouTube has some tricks built-in to its own platform that will help YouTubers succeed. After all, unhappy YouTubers mean less people will use the site, which is no good for YouTube. Thus, you have these strategies designed specifically by YouTube to help bring viewers in.

- **Create a playlist**

A YouTube playlist is a compilation of videos that continuously plays. If you've never tried creating one before, here's how to make a playlist on YouTube.

The thought process behind this one is that people are more likely to keep watching something in front of them if it requires no effort on their part. The same is true for a YouTube playlist. The viewer does not have to hit play in order to watch another video — the video just starts playing for them. And chances are if they like what they've already seen, they're going to keep watching.

Make sure the videos you're stringing together are related and flow well. You can create multiple playlists for different kinds of content, so don't feel like you have to squeeze it all into one. Make the experience enjoyable for your viewer.

- **Place YouTube cards throughout your video**

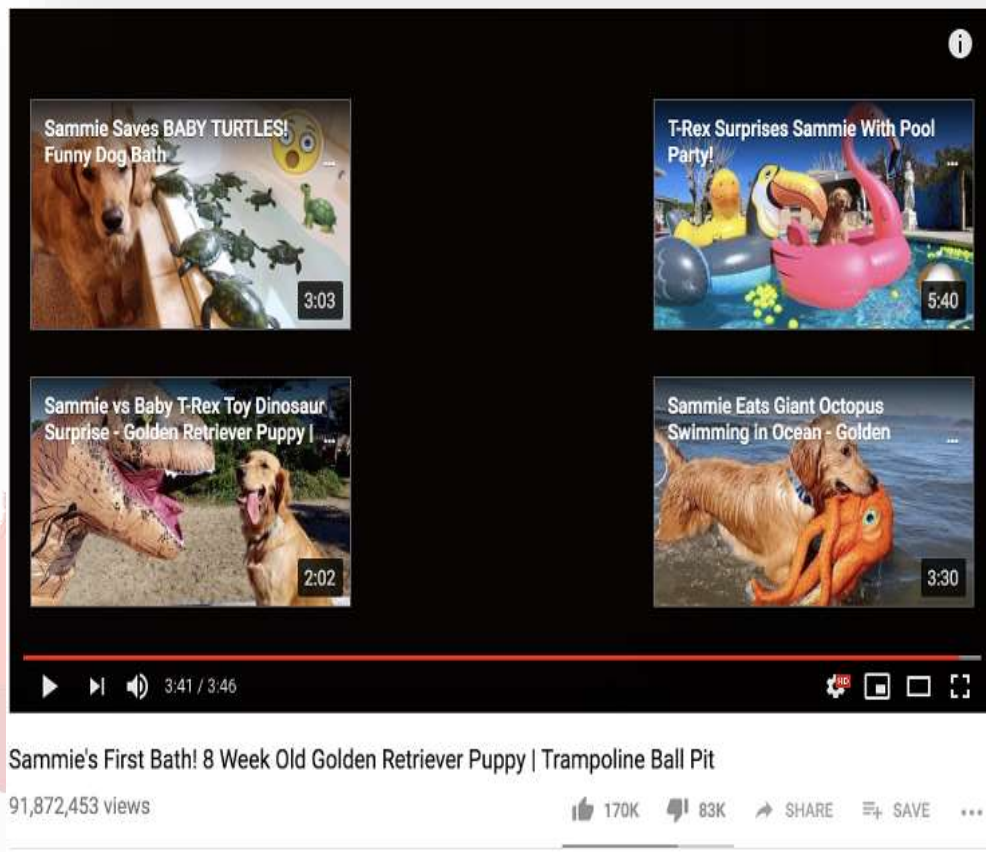
Cards are the little bubbles that appear over a video as it is playing. Typically it's a call to action, asking viewers to subscribe or watch a related video.

You can strategically place these cards by looking at your behavior analytics behind the scenes. That data will tell you how long people typically spend watching your video. Make sure your card appears in your video before there's a mass exodus in watch time.

Watch time is important to know as well because that's one factor YouTube takes into account when deciding what appears on the suggested sidebar, the home page, in searches, etc. So keep an eye on that data set!

- **Add an end screen**

You guessed it, end screens are what appear after the video is over. You should take advantage of this time with the viewer as they're trying to decide what to do next. Your end screen should have an encouragement to subscribe, as well as enticing thumbnails linking to your other content.



4. Build a community

YouTube has a crazy number of active users and contributors. It's like the wild-wild-West of video content. It can be hard and lonely going it alone, but if you band together with your niche community, things can be easier and you can leverage the community to promote your channel.

- **Be active on YouTube**

It's not called a social media network for nothing — you have to be social in order to thrive. This means watching other people's videos, especially in your area of expertise, and commenting on them. Give them constructive feedback, positive encouragement and, when applicable, fill a hole in their knowledge by linking to one of your own videos. This will not only build a positive relationship with that YouTuber (see the guest YouTuber section) but

it will also show the community of viewers that you know what you're talking about. People will take note when you're being as helpful as possible and it will increase your subscriber base.

- **Share your YouTube videos proudly**

Chances are you already have a network built on your other social media accounts. Start sharing your YouTube videos on those networks to raise awareness that you do, in fact, have a YouTube. Maybe some of your Twitter followers also have YouTube accounts and will become your latest subscribers. You never know until you start sharing!

Another way to get your YouTube video views is by embedding it on your own website and including a subscribe option. You can also share relevant videos in community hubs like Reddit or in presentations on Powerpoint.

- **Build excitement for your channel**

One way to get noticed is by offering a contest or promotion through your channel. Advertise it on all your social media networks. Post about it in other people's (related) videos. Include the link to the contest in your channel (or a video) description so people have to go and see your content in order to participate.

You're ready to get those views!

Hopefully you now feel well-equipped to make some changes to your YouTube strategy and drive traffic to your channel. Just remember, create quality content first and foremost. Then focus on keywords, video extras and nurturing a community. You got this!

Once you have built up a subscriber base, you can start thinking about making money off of YouTube.



Chapter – 8



How to Get Verified on
YouTube (+ Tips and Tricks)

Now that you have a large following, a consistent brand and regular, quality content, that little gray checkmark is like a badge of honor. It's YouTube's way of showing that you've made it, that your channel is credible.

How to get verified on YouTube

- Go to <https://support.google.com/youtube/answer/3046484?hl=en> to get verified on YouTube
- If you meet the eligibility requirements, you can click on the 'Contact flow' link.
- Click 'Email Support' and fill out the following form.
- Select 'YES' under 'Is this request for a verification badge?' and submit the form.
- That verification badge will help you stand out in the sea of YouTube content. With 400 hours of videos published every minute, the extra leverage truly helps.

How to get verified on YouTube

Let's dive into the nuances of getting verified on YouTube: what it means, how to do it, and how to keep it.

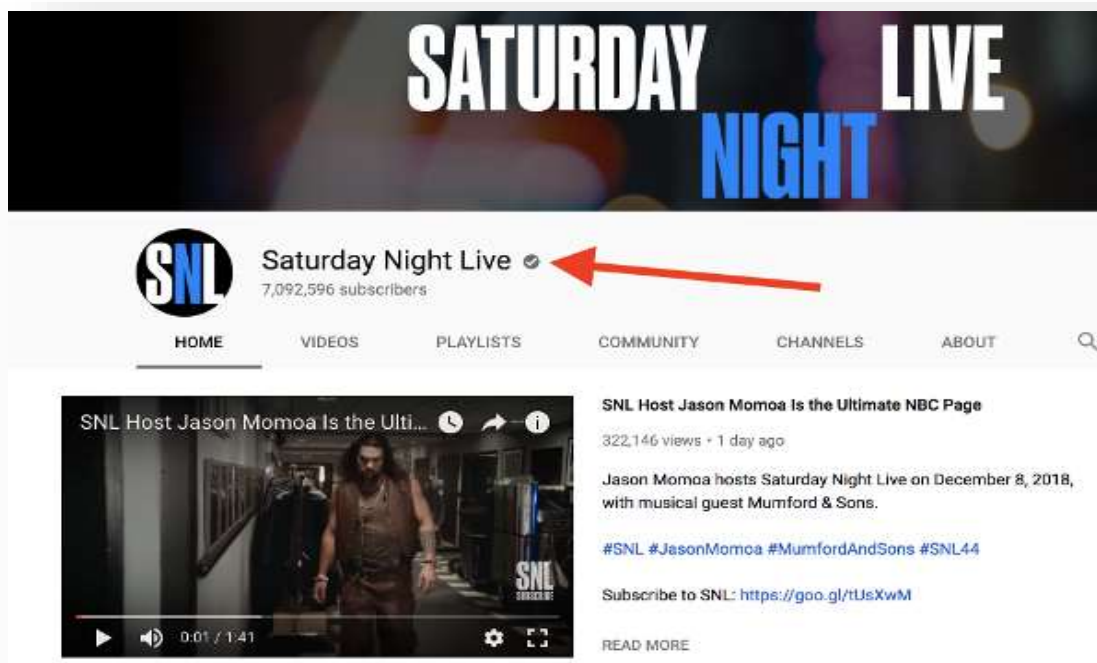
- **What does it mean to be verified on YouTube?**

According to YouTube, being verified means the YouTube channel belongs to an established creator or is the official channel of the brand, organization or business.

It does not mean you have access to any special features or perks. Being verified simply gives your brand and channel legitimacy, a stamp of approval by YouTube, if you will. It makes users more likely to trust your brand.

Plus, it prevents impersonators, copycats and/or fan sites from stealing away any traffic that should go to your channel.

The most obvious way to see if you are verified is by looking at your channel name. Is there a checkmark next to it? If not, you're not verified.



Another way to check is by going to your Channel Settings, then clicking on Status & Features. From there, you will be able to see your account status. If your account is verified, you will see a bolded “Verified” next to your brand’s name.

- **Steps to get verified on YouTube**

In order to get verified, you must meet YouTube’s eligibility requirement: your channel must have at least 100,000 subscribers. If you meet that criteria, you can follow these steps:



- 1. Go to Google's support page**

Click on this URL: <https://support.google.com/youtube/answer/3046484?hl=en>, or copy and paste it into your browser and hit Enter.

- 2. Click on ‘Contact flow’**

You will find the link under the ‘Eligibility’ section. There will be a lightbulb next to it and the text is highlighted in gray. I do not have 100,000 followers so I can’t see the link, but this is where you’d find it!

Verification badges on channels

When you see a  or  verification checkmark next to a YouTube channel's name, it means that the channel belongs to an established creator or is the official channel of a brand, business, or organization.

Verification badges don't grant access to additional features on YouTube.

How to get a verification badge

Eligibility criteria

Once your channel reaches 100,000 subscribers, you're eligible to submit a request to YouTube for a verification badge. Note that we've made changes to this process over time, so you may see many types of channels with verification badges on YouTube.

Note: If you're an advertiser interested in a verification badge, contact your sales manager to learn more.



You can submit a request for a verification badge once you have 100,000 subscribers — but right now it looks like your channel isn't eligible yet. If this seems wrong, make sure you're signed in with the email address for the eligible channel (click your account icon in the top right and choose that account).

3. Choose 'Email Support'

The 'Contact flow' link will lead you to a page where you can 'Email support.' Click on that and you will be asked to fill out a form.

4. Fill out the form

YouTube makes it easy by including a specific question that asks 'Is this a request for a verification badge?' Say, YES.

5. Submit the form

YouTube should reply within 24 hours informing you if you've been verified or not. If they do decide to verify you, the checkmark symbol should appear in a few days!

- **How to stay verified on YouTube**

YouTube can (and will) take that verification badge away at any time. The most obvious of instances being if you violate YouTube's Terms of Service or Community Guidelines. That's a big no-no and you'll lose the verification badge fast.

If your channel's following dips below 100,000, YouTube will not revoke your verification badge. However, if you decide to change your YouTube channel name (it's easy to learn how to change your YouTube name if you're interested!) because you're going through a rebrand, then you will lose your verified status for the renamed channel. You can always reapply for verification using the new channel name.

- **Tips and tricks for getting verified**

Just because you have 100,000 followers doesn't mean YouTube has to grant you the verification checkmark. They will be evaluating other aspects of your channel as well. If that makes you nervous at all, check out the below tips for putting your best foot forward with YouTube.

- 1. Build your brand**

Link your website to your channel. This shows your channel represents your brand and makes you look more credible when YouTube is reviewing your channel. You need a strong brand to get the verification checkmark.

Showcase your expertise — have you written a book, spoken at an event, or partnered with other businesses? That's worth noting in your profile and maybe even including in your video content. If your brand is really strong, sometimes YouTube will bend the 100,000 subscribers rule.

- 2. Don't get in trouble**

This one should be obvious, but any violation of YouTube policies or account suspensions will make it harder for you to get verified. You don't want any black marks on your record. Follow the rules and you should be fine!

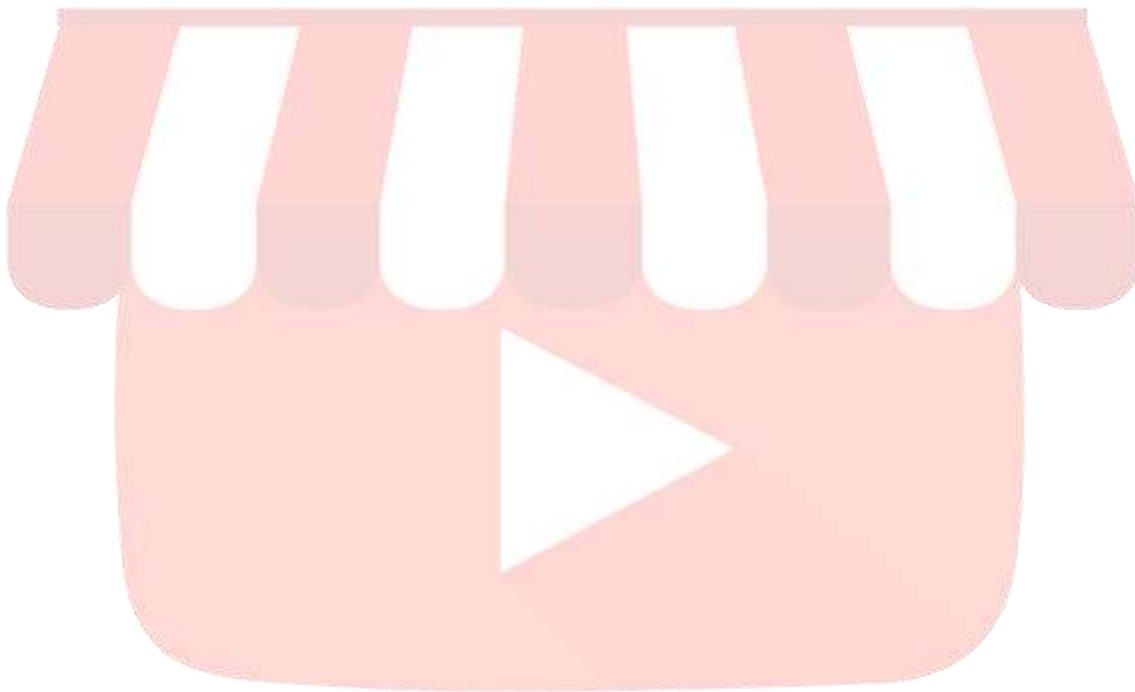
- 3. Regularly post high-quality content**

Don't slip up with a shoddy video or go for weeks on end without uploading anything. You need to look reputable and dependable in order to get verified. If you need help with your videos, here's a guide on [how to upload a video to YouTube](#) and get it seen.



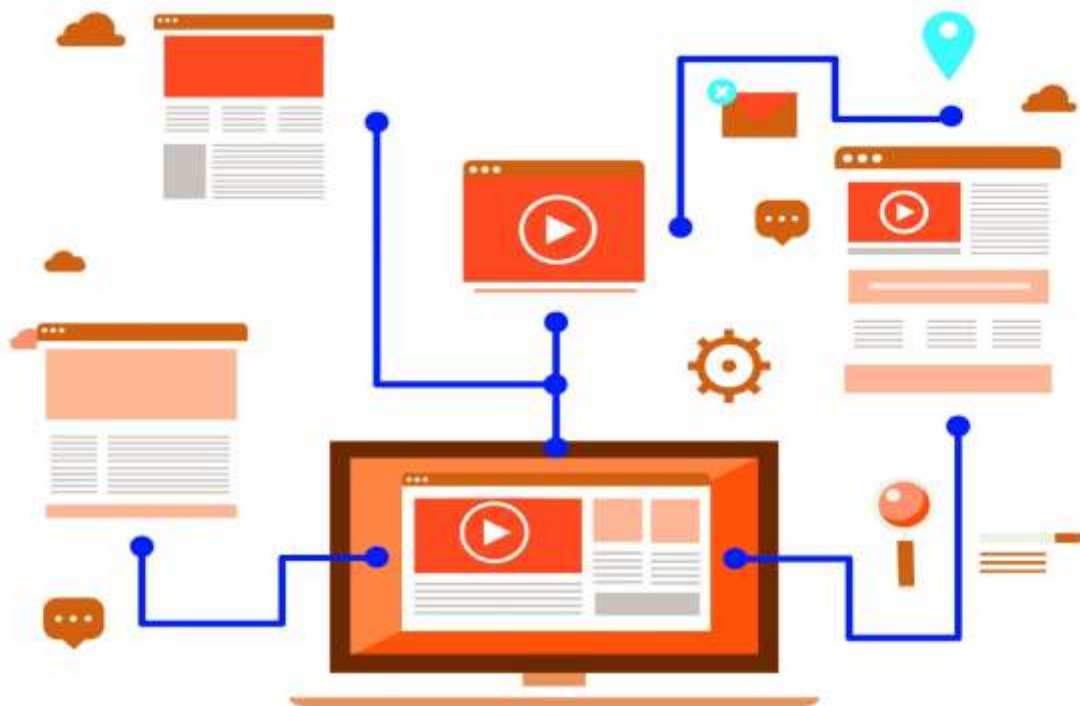
That checkmark is yours for the taking

Getting verified on YouTube is worthwhile and helps your brand stand out in the crowded content arena. If you meet the eligibility criteria, follow the above steps and send in your request to YouTube. Good luck!





Chapter – 9



YouTube Marketing Tips
To Go Viral With Your Channel

YouTube is no doubt the world's largest video platform with billions of active users and new videos being uploaded every minute. However, the pain point is, you will find multiple videos on almost every subject you can possibly imagine. Consider it an advantage or a downside, as a content creator or publisher, you have to work really hard to get your video ranked in YouTube searches, mainly because of the competition. But relax! We have sorted it for you.

Here are the 5 YouTube Marketing tips that will help you promote your videos and get more views this year.

1. Choose Your Keywords Wisely

The best way to rank higher in organic results is to create content around the most searched keywords. It's important that you pick the right keywords even before you have published a video. In fact, it's best if you can create your video around a single keyword or topic. Not only does it increase your chances to rank but also helps you reconstruct the best information about a topic.

Keep your video title long tail and if you can include the focus keyword in the title itself, you are halfway through. Apart from that, you must include the keywords in the description and give appropriate tags. Although that doesn't work anymore why take the risk? Add as many meta tags as you can. You can take the help of online tools like RapidTags and KParser to find the most viral tags on a particular subject. Also, keep in mind that you don't want to make your video extremely long. The most successful videos on YouTube are less than 5 minutes long. Try to limit the video duration to 10 minutes. You can break your video into several parts if that works for you.

2. On-page Optimizations

Once you have uploaded your video, don't publish it immediately. It needs to be optimized for search engine for the best results. Doing on-page_optimization is similar to on-site SEO where you make changes in your content to make it rank higher in searches. It's important

that you provide a detailed description that not only includes keywords but is informative as well. It's a plus if you can add links to your website and social media channels.

3. Select Eye-Catching Thumbnails

It might not sound like a big deal but thumbnails have a huge impact on getting hits to a particular video. If you have selected an eye-catching thumbnail, it doubles the chances that a user will click on your video. When you upload a video, YouTube automatically suggests three thumbnails by randomly selecting the best frames from your video. However, I would still recommend you to use custom thumbnails and upload a very eye-catching thumbnail.

Here's the catch! The image that you are using in your video thumbnail doesn't necessarily need to be in your video. But it must be related to that video, that's for sure. For example, if you are sharing a Gameplay video of GTA V, then instead of selecting a random thumbnail from that video, it's better to upload a new image of the game and use that as a thumbnail.

4. i-Card & End-Screen Annotations

Uploading a plain video doesn't make sense when you have so many different options to make your video more interactive and engaging. You can do so by adding information card and end-screen annotations. i-Cards appear on the top right corner when someone plays a video and can be used to link other similar videos or playlists on your channel. You can also link to another YouTube channel or a website, [create polls](#) and encourage your viewers to participate in polls. An i-Card usually appears in the beginning of the video and viewers can click on it while the video is playing.

Let's now move on to end-screen annotations. It's clear from the name itself that these annotations are shown when the video is about to end. End screens can be added to the last 5 to 20 seconds of a video and you can use them to promote other videos on your channel and encourage viewers to subscribe to your channel.

5. Change Your Upload Frequency

Most people think that increasing your upload frequency make your videos rank higher in searches and get you more subscriptions. It's a common misconception. Of course, it might be helpful under some circumstances. But that more or less depends on the type of content you are creating. If you are not getting enough hits on your previous videos then there's no point of increasing your upload frequency as it won't do any good. Instead of uploading more frequently, the focus should be on the timing. So if you are uploading one video per week, then set the day and time for that.

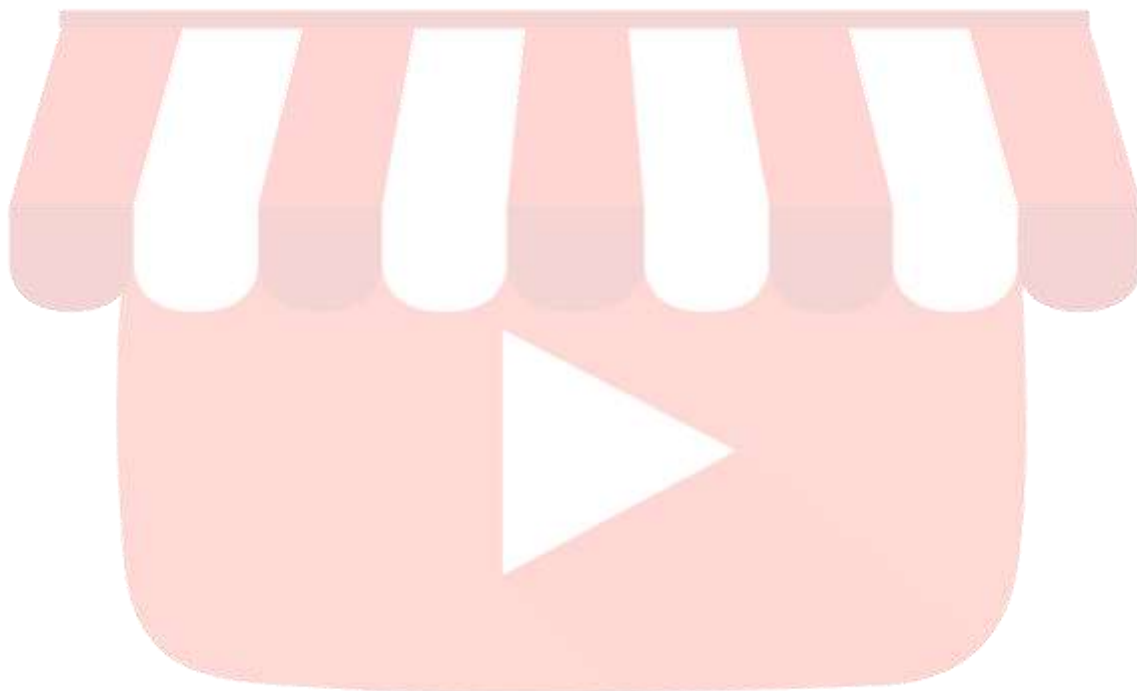
First off, your subscribers will know when you will be uploading your next video. So definitely, they will be curious to know what your next would be like and it doubles down the chances that your subscribers are actually going to watch your new video. When your subscribers are liking your videos or let's say you are getting new as well as returning viewers, then your videos are definitely going to rank higher in searches as well.

Time To Go Viral

Here comes the best or perhaps the most difficult task. When you are done with all the aforementioned steps, it's time to make your video go viral. But of course, it's not as simple as it sounds. If you want to save yourself from trouble, you have to work in a very smart way. And most importantly, you have to have patience. One thing that shouldn't be skipped in any way is to have a social media presence. Don't forget to share each one of your new videos on as many social media channels as possible. You can share your videos on relevant groups and communities which will get you more views and subscribers.

You can also run paid promotions through Google Adwords. YouTube lets you create interactive ad campaigns where you can set your budget and geographical locations where you want the ads to appear. When a particular campaign is live, the ads that you have created will either appear during a video (in beginning or after some minutes) or will be placed displayed in the sidebar along with one or two other promoted videos.

You can also take help of video submission sites and views exchange sites like Views2Be and YtMonster which gives a nice kickstart. It's good to follow all the aforementioned practices, but if you really want your videos to go viral or want to earn revenues through your channel, then you must not miss out on paid promotions. With Google Adwords support, it's simple, cheaper and the most effective way to get relevant hits on your videos.





Chapter – 10



How to become a successful
Youtuber



Craving to learn how to become a Youtuber in this challenging year? Not everyone can become a YouTuber, unless one has got dedication and extraordinary concept-cum-content to deliver.

To start a vlog ain't challenging but becoming a YouTuber comes with 'Should' conditions. The query 'How to become a YouTuber' has more than 19 Million search results in the year 2018. It shows an extreme hunger within people to become a YouTuber.

Out-of millions how many people do really become what they desire of?

Probably a few in 100s!

These few are none other than those who are dedicated towards their passion, content and excellence of execution. This chapter will guide those users who literally crave to become a successful YouTuber this year.

The prime footstep to start a vlog is:

1. Research On Niche & Competitors

4 Question arises when you intend to step into vlogging:

1. What Niche I Should Be In?
2. Do I Need To Research In-Depth Before Starting My First Vlog Video?
3. Do I Have To Compare With Competitors In The Same Niche?
4. Will My Vlog Help Me Making Money In The First Year?

Let's cover-up each step in becoming a successful YouTuber!

- **Prior to research**

Peek into your skills what you are good at. It could be your interest in Travelling, Sharing Knowledge, Exposing Facts, Advising, Debating, Mimicry or Any skill to go with.

Do not try converting content into plagiarism i.e. copying someone else's vlog due to his or her popularity. Polishing 'Inner You' to execute content seems to be something of potentials. Instead of following others niche it would be healthier to deliver what you truly believe in.

- **To some extent**

Researching on niche is fine to initiate. It assists in strategizing on series of vlog that is included in the plan. Video SEO is the one that has to be researched on, to get content on the first page of the outcome.

In-dept research ain't required unless you are talking something on the topic about 'Marketing Strategy' or 'Analytics'. For a comedian or musician in-depth scrutiny doesn't has significance, they all have to show-up their talent that does not require research.

- **Every vlogger is different.**

Their content is different, their way of execution is different; so why to compare? Comparison comes when a vlogger copies something from other professional vlogger to grow owns channel. Unless you are genuine, comparison shouldn't be the case of seriousness.

- **Make a Choice**

Vlogging with a purpose to make money won't last longer. Who cares even though a channel is active since last 10 years? It'll always remain useless, unless the matter of value is furnished.

Try gaining viewers' attention in a positive way, building a connection and trust between audience, which would eventually lead to fame, and thus followed by revenue. In Vlogging, Investment is equal to High Quality Content + Years of Efforts; it finally takes to the realm of vlogging success.

2. Ideas To Start a Vlog

Numerous ideas roll around the mind, which is that one idea that take you to the route of popularity? Pre-knowing how to become a YouTuber, grasp into ideas on why to become one.

Some brain-stimulating ideas you think you are suitable for:

- **Making 'How To' Videos** – Guiding people with solution to accomplish particular activity or getting rid of the matter someone don't know how to. This may include How to paint, stunt, escape from stuck in car, physical training, marketing strategies, use of photoshop, starting a blog, tricks and tips in minutes, etc.
- **Remaking Music & Songs** – An un-heard and un-imagined creation of music on songs already exist. This niche is one of the most popular vlogging idea to get famous in weeks.
- **Prank Videos** – A combination of Logic + Fun that makes people laugh to the fullest.
- **Tutorials Sharing Screen** – Resolving Technical or Web related queries from beginning till the end of the outcome.
- **Recreating Epic Movie Scenes (Funny)** – Whether Hollywood or Bollywood, extract epic scenes off the movie and recreate it in a fun way. Talent of representing & acting matters here.
- **Updates & News On Business, Politics or Rare Events** – It could be damn Serious or more of intending to entertain.
- [Interviews – Target specific group of people to interview; whether celebrities, sports personalities, entrepreneurs, tech people or varied.](#)
- [Fact & Tirade Video – An opinion of you on something that generates facts, criticism and solution simultaneously. It could be also called as a 'Rant Video'.](#)
- [Live Events – Revealing live shows, concerts or event to your audience attending music, award or fashion event.](#)
- [Talent Revelation – Being a comedian, gamer or un-common personality executing inner talent that entertains and differs from others.](#)

- **Documentary Videos** – Short film or story based on moral topics; representing real events to provide a factual report on a specific subject.
- **Recipe Video** – Stand-Out from those who are typical chefs available out there. Bring up some new recipes presenting in new ways that people would love to follow and recommend you.

Adhere To Unique Concept & Define Channel's Existence

To start a vlog it is requisite to keep blog concept in the mind, even though you don't do blogging. A particular blog gets popular only when it is known for a particular subject viz. Technology, Business, Parenting, Treatment, Education, etc.

Similarly, vlogging has to begin with unique niche to make viewers understand what you always talk about: viz Cooking, Travel or Health Tips; else there'd be no reason for users to subscribe to the channel that does not define its existence.

Target Your Audience

Unless the content relates to 'Entertainment' niche that has all types of subscribing audience, no other guy would subscribe to your channel, that targets unrelated audience.

Pre-planning on the notion of a video has few essentials including 'Target Market'.

Who would be watching your content-full videos?

Surely not every group of people but those who are interested in the category.

'Shoot & Sort' the video content as per the target audience, who would expediently grow the number of views, subscribers and encouraging comments.

-

2 Months Promotion (2 videos)

Intention to become a brand is something that comes in professional phase, and without promotion of videos at the initial stage it'll take years to become a known person. On launching one or more videos, do a performance test examining which video got more views, likes and lead to increase in subscribers.

And the same pillar video is perfect to promote for a month or more. The best schedule to run the video promotion is in the evening till mid-night or in the week-ends. To get an instant popularity try promoting at least 2 videos segmenting the schedule.

There are possibilities that it may or may not be in your budget, it is always better to invest a few bucks in promotion of the matter instead of waiting for months to get the video popular on own.

Achieve M-Monetization Threshold Of 4k Hours Of Watch-Time & 1000 Subscribers Within 12 months

Monetization is the doorway where you could make desires come true, be it ad revenue. Might have heard that YouTube has levied some prerequisites to be achieved in order to get the channel enabled for monetization.

Set a target of gaining more than 2000 subscribers and 4K hours (basically 1,20,000 Views of 2 Minutes Each) in 3 months. Get it done faster promoting video organically on Social Media, Blog, Forum and Paid Ads; Instead of making it slower and wasting productive time. Achieving the given YouTube threshold within 3 months would save rest of your 9 months in focusing on other valuable content and start earning out of it.

How To Edit Videos So Users Watch It Till End

Pre-knowing how to become a Youtuber, it is must to have fundamental skills to start a vlog independently. In case you are an outdoor-vlogger where mostly you shoot outside the premises viz. Adventurous Places, Events, Roads Shows, Streets & Lanes; that means your vlog would be completely different from that of Educational/Info Vlogger (basically vlogging indoor).

How To Gain 10k Subscribers Per Month

It takes just a 'One Impression' where viewer hits subscribe button without denying. Before you make any moment YOU HAVE TO PLAN FOR AN 'IMPRESS-TIMER'. If the video you finished has a length of 15 minutes, make sure where & how would you add the 'Moment' to win viewers' heart.

For instance, you are a chef – So the 1 Impressive Moment could be 'Fire On Pan' moment or the UNSEEN way of chopping the veggies in seconds; or could be the presentation skills. These are the moments where users subscribe without any compromises.

Relying on the niche, concept and content quality, a new vlogger could gain subscribers between 5k-10k per month. Some prerequisites need to be followed:

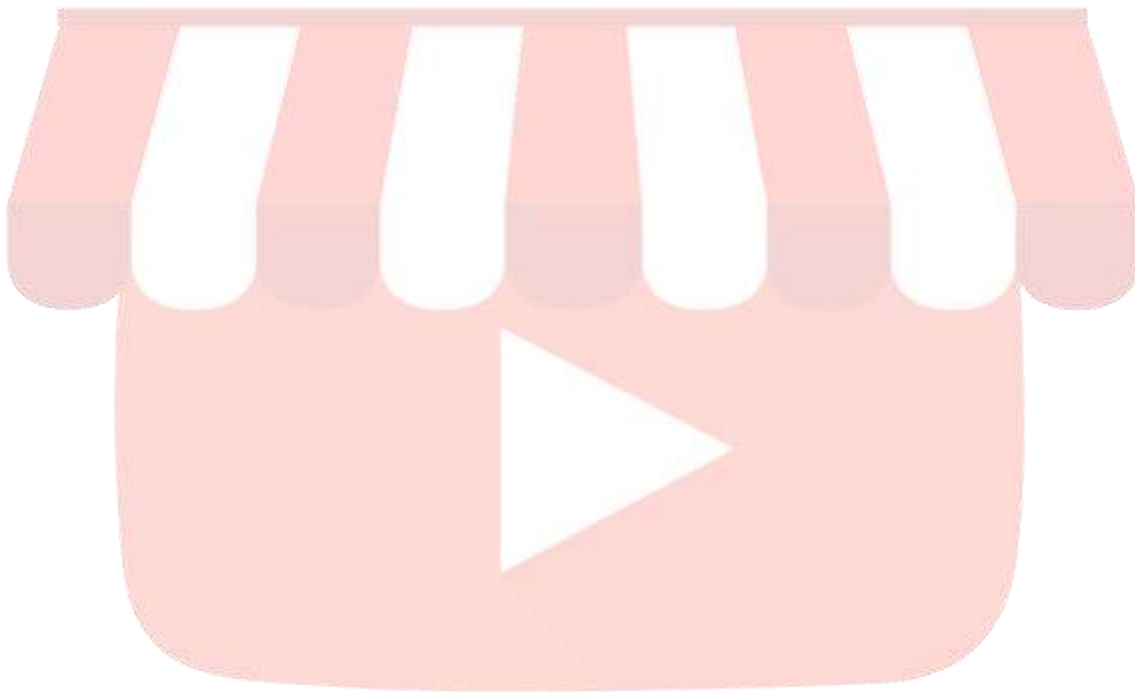
- 'X-Factor Scene' of your single video should be in the Beginning to let users don't skip or ignore your video;
- Cinematic moves and effects addition to video;
- Add alluring background music (in some parts of the video) – Use royalty free music only or purchase one to over-value your content;
- Incorporate free footage wherever required – Don't use others video or image within the video – YouTube will snatch your money off and count it for video or image owner – Buy instead
- Subscribe button on screen
- Invite-To-Subscribe
- Call to action

Conclusion :

The core elements of vlogging are Helpful Content, Clear Sound and High Quality Visual. Besides what you've prepared, the major components of 'Content' should be: Informative/Educational and Entertaining videos.



For sure people focus on making a helpful video lacking in adding-up fun into it, they just penetrate on the seriousness that makes video boring too. Integrate some hysterical laughter moments in between (depending on the type of content) so people would enjoy the video ride, further end up being your fan.





Chapter – 11



Modern YouTube SEO tactics

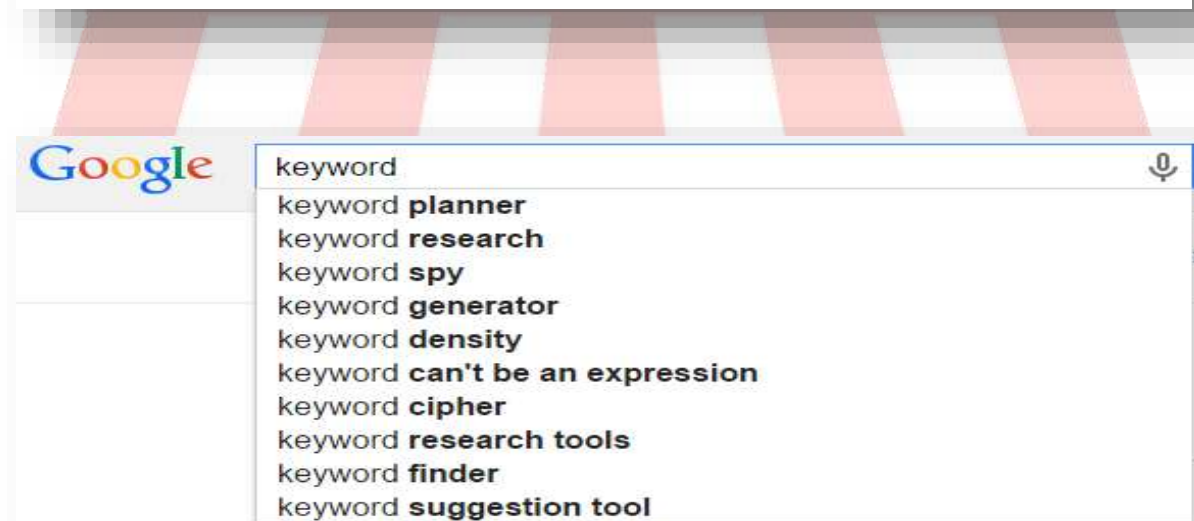
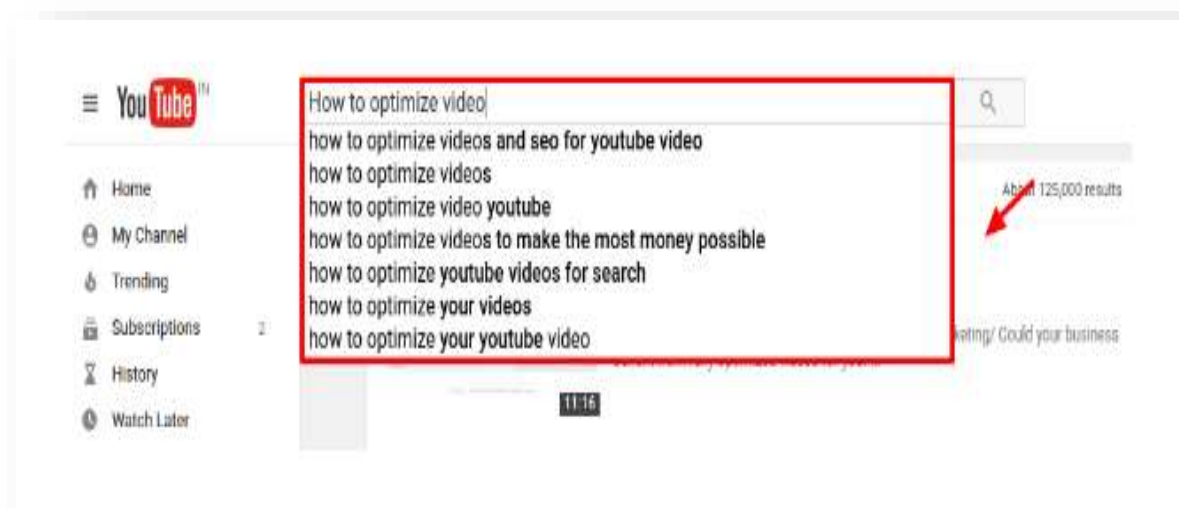
Are you wondering how to rank videos on YouTube and Google? Standing out in the world's largest video search engine YouTube is not really easy, but if you know the exact process than it is not that really tough to increase your channel's views, subscribers and traffic.

Keywords always play a major role in SEO ranking and when we are talking about YouTube SEO then how can we forget about the significance of keywords in YouTube videos. Therefore, creating a video in conjunction with your website will be a smart move by doing so; your website and video can rank #1 on the Google search page. It also embedded the video which helps to improve both video's SEO and website's video as well.

So, if you really want to increase your YouTube video's views, subscribers and traffic, then here are some amazing latest YouTube SEO tips for this year

1. Search for video keywords in autocomplete

You must be thinking now what type of keywords will fall into autocomplete segment. Well, these video keywords are generally long-tail keywords which show up in both YouTube and Google Autocomplete. To search long-tail keywords, just type the main keyword in the search box and it will show up with the phrase to complete your keyword. Moreover, you can also use the underline _ character to get more specific results or ideas.



2. Learn the keyword's competition

To know your keyword's competition, you must install the MozBar Chrome Extension on Google Chrome. Yes, after installing MozBar chrome extension, you can do your keyword research by typing your search term like this – site:www.youtube.com your search term. The highest PA (page authority) result will be shown on the top.

You can check its PA (page authority); if it has high PA then the keyword is more competitive. General keywords are naturally more competitive; consequently, choose a specific phrase from YouTube/Google autocomplete to make a better video and top the search result.



The 40 best free WordPress themes | Web design | Creative ...

www.creativebloq.com/web-design/free-wordpress-themes-712429 ▼

Jul 3, 2015 - In this article we've seen the 40 best free WordPress themes ... the money in a custom site design.

3) PA: 73 333 links

Domain Authority

DA: 87



Link Analysis

Page Authority

60 brilliant WordPress tutorials | WordPress | Creative Bloq

www.creativebloq.com/web-design/wordpress-tutorials-designers-1012990 ▼

Jul 9, 2014 - Improve your site's design. 11. WordPress for designers. WordPress tutorial. Using a series of easy to understand screencasts, Drew Douglass ...

4) PA: 73 807 links

DA: 87



Link Analysis

Calypso | Material Design WordPress Theme - ThemeForest

themeforest.net/item/calypso-material-design-wordpress.../10497693 ▼

\$44.00

Feb 28, 2015 - Calypso is a Premium WordPress Magazine Theme that delivers stories in a beautiful way with Material Design and great character. Even the ...

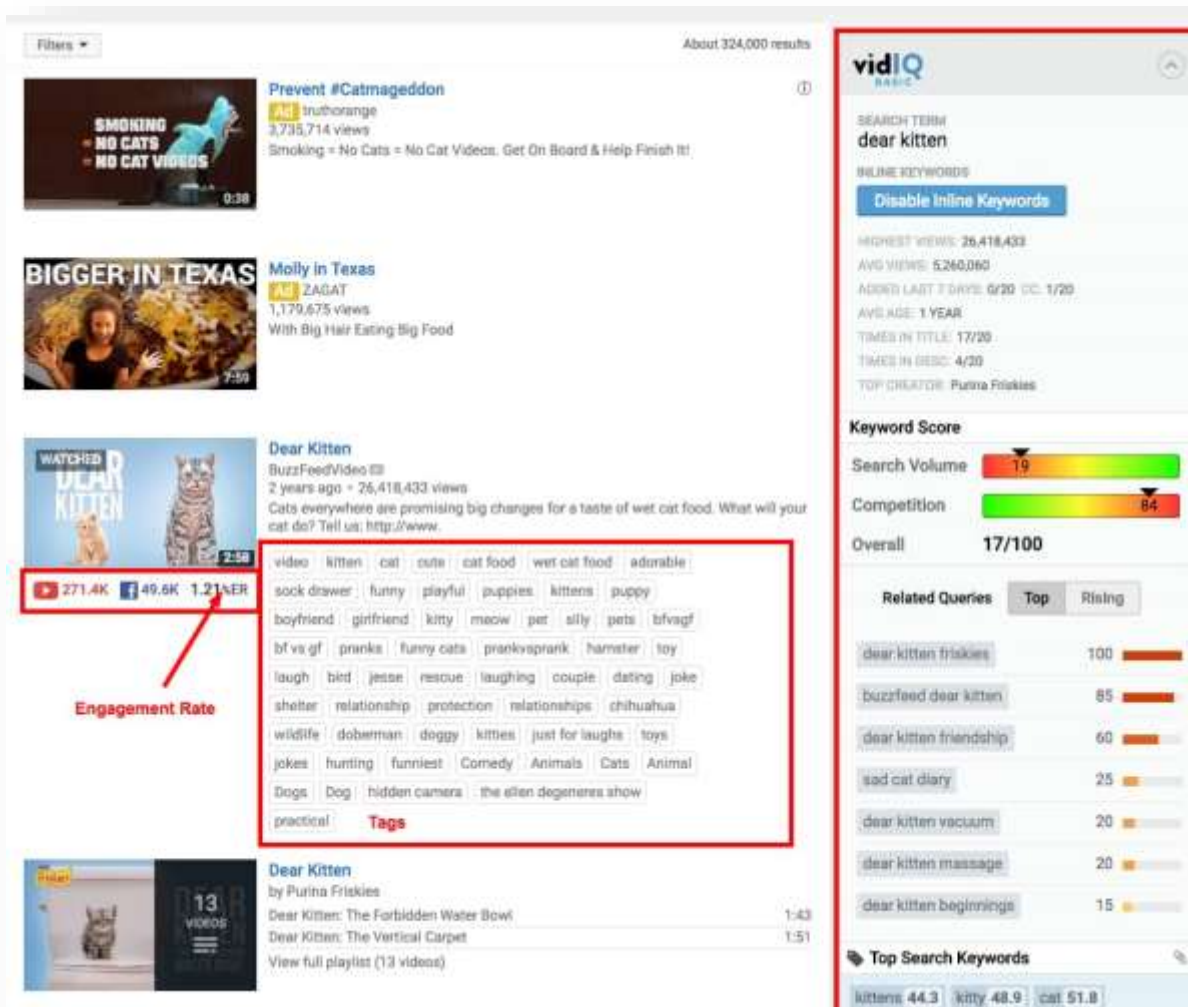
5) PA: 47 7 links

DA: 98



Link Analysis

To check top-ranked YouTube videos, you can install vidIQ chrome extension and search your keyword in YouTube. Through vidIQ, you will get an SEO score based on the video likes, dislikes, comments, views, subscribers, shares, view times, engagement and other metrics as well.



The screenshot shows YouTube search results for the query "Dear Kitten". The top result is a video by BuzzFeedVideo titled "Dear Kitten" with 26,418,433 views. A red box highlights the engagement metrics: 271.4K views, 49.6K likes, and 1.21K comments. A red arrow points to these metrics with the label "Engagement Rate".

The vidIQ analysis overlay on the right provides the following data:

- Search Term:** dear kitten
- Inline Keywords:** (button to Disable Inline Keywords)
- Highest Views:** 26,418,433
- Avg Views:** 5,240,060
- Added Last 7 Days:** 6/20 CC: 1/20
- Avg Age:** 1 YEAR
- Times in Title:** 17/20
- Times in Desc:** 4/20
- Top Creator:** Purina Friskies
- Keyword Score:**
 - Search Volume: 19
 - Competition: 84
 - Overall: 17/100
- Related Queries:**
 - dear kitten friskies: 100
 - buzzfeed dear kitten: 85
 - dear kitten friendship: 60
 - sad cat diary: 25
 - dear kitten vacuum: 20
 - dear kitten massage: 20
 - dear kitten beginnings: 15
- Top Search Keywords:**
 - kittens: 44.3
 - kitty: 48.9
 - cat: 51.8

The video description for "Dear Kitten" includes a list of tags: video, kitten, cat, cute, cat food, wet cat food, adorable, sock drawer, funny, playful, puppies, kittens, puppy, boyfriend, girlfriend, kitty, meow, pet, silly, pets, bf vs gf, pranks, funny cats, pranksprank, hamster, toy, laugh, bird, jesse, rescue, laughing, couple, dating, joke, shelter, relationship, protection, relationships, chihuahua, wildlife, doberman, doggy, kitties, just for laughs, toys, jokes, hunting, funniest, Comedy, Animals, Cats, Animal, Dogs, Dog, hidden camera, the allen degeneres show, practical.

3. Create your YouTube video with precision

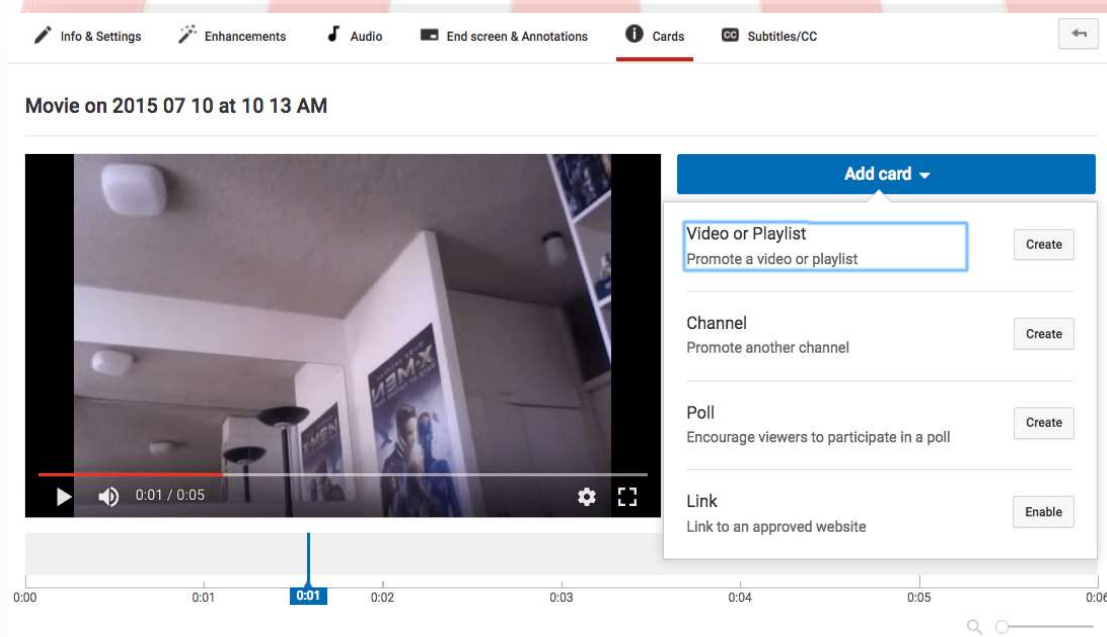
SAY your target keywords – To rank your YouTube video on the top, you must use your keyword verbally as well. It has been proved that the more you will use your keyword verbally; your video will get more chance to rank on the top.

Length is strength – The length of the content matters a lot on website ranking, no matter whether it is a blog or video. Longer videos have more chances to rank at the top because people always look for informative content. However, there is no perfect video length but min. 10 minutes videos are considered to see a better result.

HD quality – Nobody likes to watch the poor quality video, so make sure that you are using the best quality camera to make your video. Your video quality will make the biggest difference and make sure that your camera setting is set right.

Get to the point – Just to make your video lengthy, don't stretch it by adding unnecessary content or pauses. Understand your goal, so you can make a video on the point without losing the viewer's interest.

Cards – If you haven't heard about cards, the cards are the small informative button which you can find on any YouTube video channel. This button can be linked to other related videos, poll, associated website, donations or other YouTube channels. These cards are mobile friendly and you can add them in YouTube's video manager.



4. Upload the YouTube video with a keyword as the file name and create a keyword rich tile

To rank your YouTube video on the top, it is very important to make the video file name as your keyword. Therefore, always ensure that you are saving your file using your keyword before uploading it.

And, to create an attractive title for your video, you need to focus on two things – keyword and a striking headline. Google generally display only 50-60 characters, therefore always try to maintain the range. It is not necessary to use the exact keyword but make sure that your keyword is present in your title.



5. Write a long description with keywords, timestamps, and links

So, you have made a great YouTube video and ready to upload it, but what's next?

Long descriptions are great to get searched by maximum people. Just ensure that you have used at least one keyword in your first paragraph because it is very important to rank your content in the top search. Moreover, you can also add timestamps on your description, so that viewers can jump to that particular section directly without any wait. Apart from this, you can also add helpful video links, blog links or other helpful resources on the description to create more engagement this year.

**AskGaryVee**

Published on Apr 30, 2018

SUBSCRIBE 150K

On this very special episode of the #AskGaryVee Show #sponsored by Chase, in honor of small business week, the marketing and product executive from Chase Business Banking, Brent Reinhard stops by and we talk about:

- How to scale a small family business
- Using social media to increase how many customers you have
- Getting the community involved in your business and making it stand out from others

#QOTD: As a small business owner, what do you look for in a bank? Also, what has a bank done for you that's been helpful?

#QUESTIONS:

4:12 - Richard Farrell from Malachy Parts and Services

12:00 - Emily Cataldo from Saverio's Authentic Pizza Napoletana

29:00 - Tyler Braddock and Gabby Borrero from the Vault Music Studio

► Check out my main YouTube channel here:

<http://www.youtube.com/c/garyvee>

► Find #AskGaryVee here:

<https://www.facebook.com/askgaryvee>

Gary Vaynerchuk is a serial entrepreneur and the CEO and founder of VaynerMedia, a full-service digital agency servicing Fortune 500 clients across the company's 5 locations. Gary is also a prolific public speaker, venture capitalist, 4-time New York Times Bestselling Author, and has been named to both Crain's and Fortune's 40 Under 40 lists.

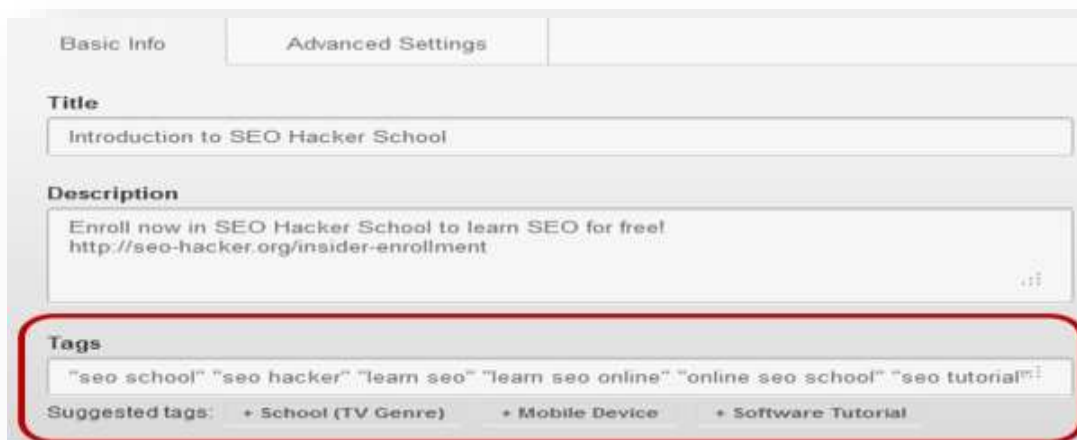
6. Tags for YouTube Video

Tags are another helpful tactic which helps video to rank on the top. By adding tags, you will help Google and YouTube to acknowledge what your video is about. So, don't be afraid to use tags from your competitor's channels because in YouTube marketing it is the best practice that actually works. Here are some pro tips to use tags –

Use your exact target keyword, for example – Google SEO.

Make some variation of that phrase or word in your tags, for example – Google search engine optimization.

Lastly, you can also add tags of other topics as well that your video covers. For example – content marketing, link building, etc.



Basic Info | Advanced Settings

Title
Introduction to SEO Hacker School

Description
Enroll now in SEO Hacker School to learn SEO for free!
<http://seo-hacker.org/insider-enrollment>

Tags
"seo school" "seo hacker" "learn seo" "learn seo online" "online seo school" "seo tutorial"

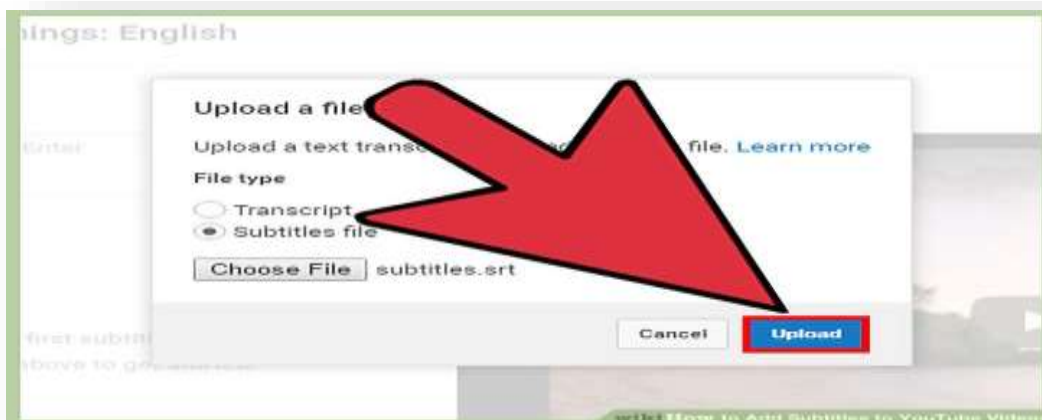
Suggested tags: + School (TV Genre) + Mobile Device + Software Tutorial

7. Design a good custom thumbnail

For every business, it is vital to design a good thumbnail, so upload a custom thumbnail in the video manager under info & settings. To make a nice thumbnail, the dimension needs to be 1280(w) x 720(h) pixels and write the description in BIG LETTERS.

8. Upload a transcript

When you upload a video on YouTube just ensure that you have transcribed your video perfectly. Google transcription doesn't go well always, so we recommend you to transcript yourself. YouTube automatic translation doesn't come close to what you said; hence adding transcript manually is the best idea if you don't want your keywords to be wasted.



Upload a file

Upload a text transcript or a subtitles file. [Learn more](#)

File type

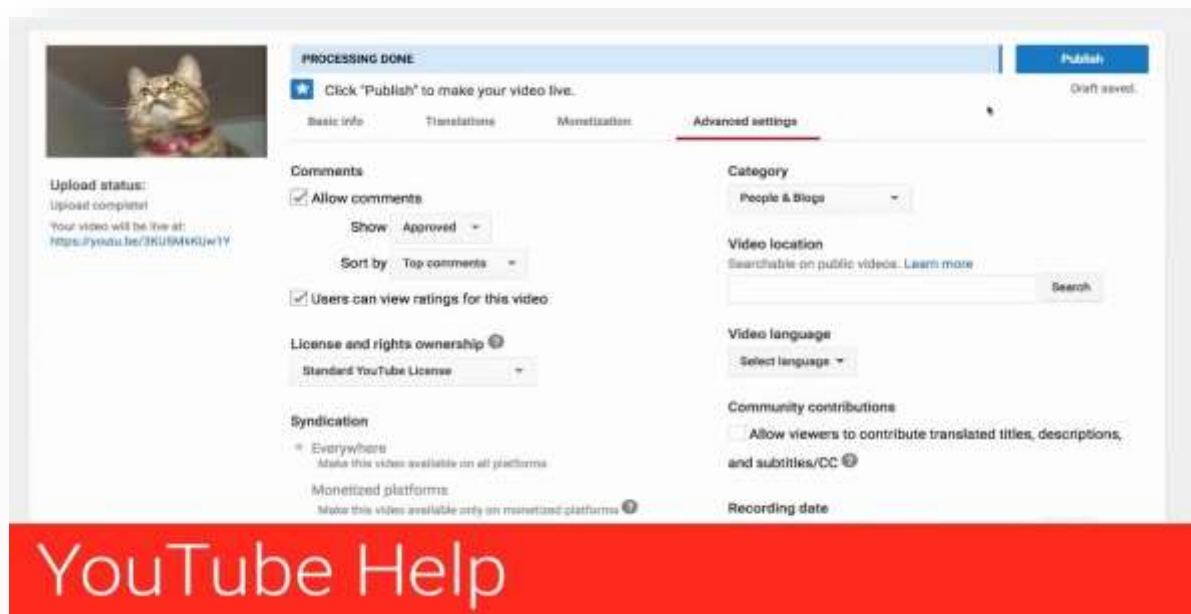
☐ Transcript

☒ Subtitles file

subtitles.srt

9. Add a location to your YouTube video (local SEO)

If you are targeting audience of some particular region or just local audience then you can add your location in your video description. By adding a location to it, you can reach to your targeted audience directly. To add location and localized your keyword, check your video manager under “Advanced Settings”. Don’t forget to add your localized keyword in your title, description and file name as well.



10. Create a blog targeting the same keyword

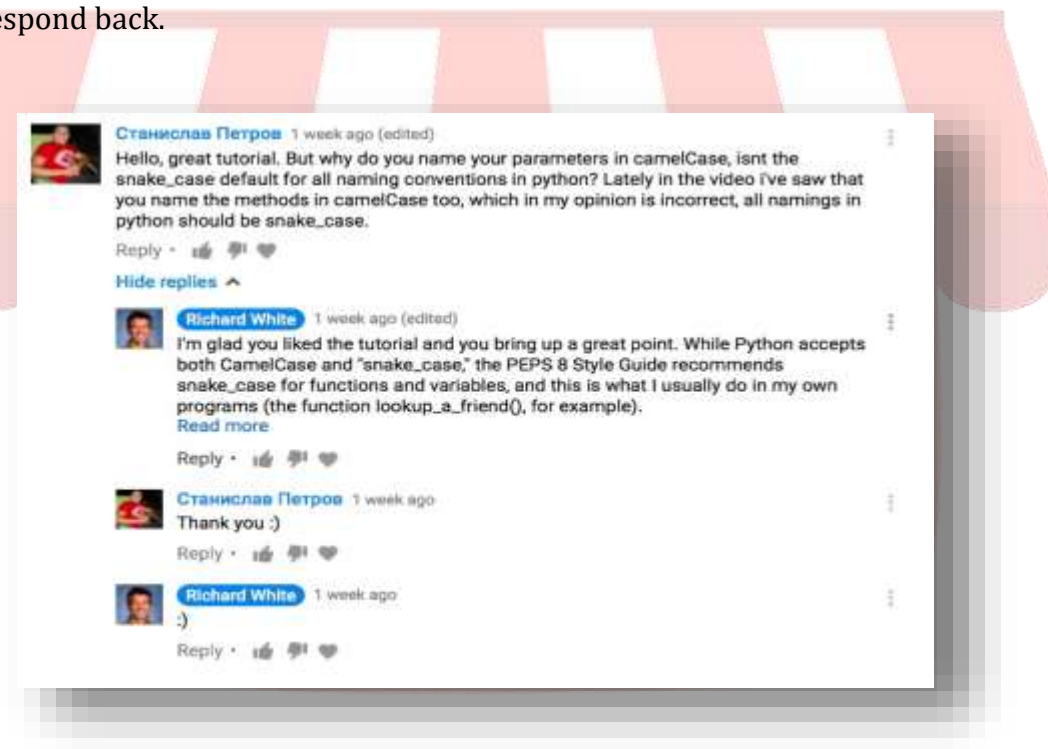
Yes, creating a blog targeting the same keyword that you have used in your video is a great idea. Now, you must be wondering why? Well, when you will target the same keyword for both video and blog, there is a high chance of getting on the top rank on the Google. It is vice-versa because the traffic of your blog posts will be equal to the views of your video.



Furthermore, if you will add video on your blog or blog in your video description, the engagement will increase automatically. This will not just improve your ranking but also increase likes, views, embeds, and metrics used in YouTube ranking factors.

11. Respond to all comments

Whether it is a blog post or video post, it is very important to reply to all comments. Have you ever wondered what makes video rank higher and what gets video more comments? The answer is “comments” which makes video rank on the top and your “response” to those comments makes more engagement. No matter whether it is a positive or negative comment always respond back.



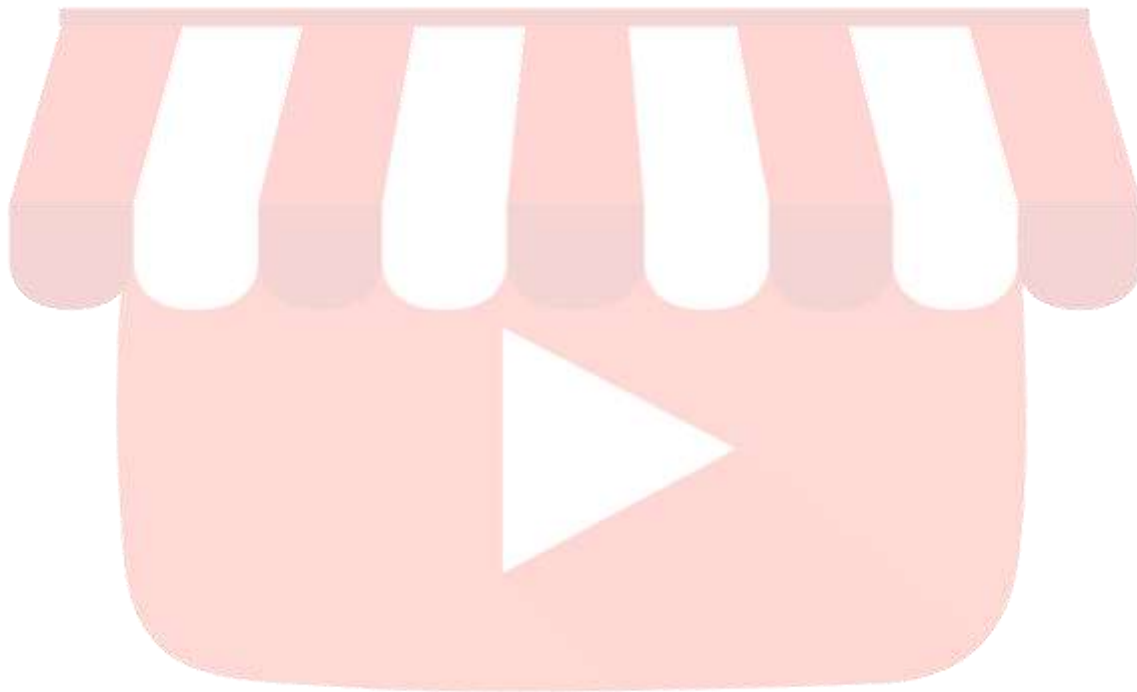
12. Promote your YouTube Video

To reach the maximum audience, you have to promote your video by sharing on social media platforms, using newsletter and other marketing tactics. Views will not come so easily, so you have to embed it to your website or blog and share it as much you can.



Conclusion

These are some of the most useful SEO YouTube tactics for this year which are likely to show positive results for all type of business. If you are new to YouTube marketing or starting with a new small business then you can do it also.





Chapter – 12



How To Promote YouTube Videos

Which are the best YouTube promotion strategies? How to promote YouTube videos without paying? After reading this, you will know the best YouTube marketing practices that will help you get more thumbs-up, views, and comments on your YouTube videos.

Easy-To-Follow Tips on How to Promote YouTube videos this year:

Tips have been categorized in major sub-headings:

- 1- In-platform YouTube Promotion Tips**
- 2- YouTube Promotion Tips for Google Search**
- 3- YouTube Promotion Tips for Social media**
- 4- Promotion Through Email Marketing**
- 5- Paid YouTube Promotion**

Without further ado, let's dive in:

1. In-platform YouTube Promotion Tips

How to promote YouTube videos to boost the chance of being on the top when somebody searches for keywords related to your business? Here are some proven tips on how to promote YouTube videos on YouTube.

- 1- Once you have completed the shooting of your YouTube videos, you should include important keywords in the file names of your videos. Ensure that each video file has a keyword.
- 2- When you are uploading your YouTube videos, you should include keywords/key phrases also in the titles of your videos. Like content optimization, you should try to front-load your titles with keywords.
- 3- Descriptions play an important role in the ranking of your videos on YouTube. Include important keywords/key phrases in the descriptions of your YouTube videos and try to keep keyword frequency around 0.5%
- 4- Add subtitles/closed captioning to your videos. This will increase the views of your YouTube videos.

- 5- Always record high-definition videos as HD videos tend to rank better.
- 6- Create engaging, contextual thumbnails. They increase the chance of your YouTube videos being clicked, which will eventually boost the ranking of your videos.
- 7- Comments are a strong YouTube ranking signal. The more comments your videos have, the better chances they will have to rank on the top. Encourage comments on YouTube videos.
- 8- Create YouTube videos around 3 minutes. It has been found in a research by Bufferapp that top-performing YouTube videos have an average length of 2 minutes, 54 seconds.
- 9- Use a strong call-to-action in annotation, at the end of your YouTube videos to encourage viewers to subscribe your channel.
- 10- For long-term success, you should create a mix of evergreen and trending videos.
- 11- Add a YouTube widget to your blog or website to display your YouTube videos. Doing so will help your videos have more eyeballs.
- 12- Invest some time on increasing subscribers for your list. Subscribers are the biggest asset to your YouTube channel.
- 13- Use long-tail keyword suggestion tools like Keyword Tool to find long tail keywords to use in Youtube video titles and descriptions.
- 14- If you have your targeted users in different countries, you should add subtitles in multiple languages. This will increase views on your videos.
- 15- Always use close up photos in thumbnail images to make the thumbnails of your videos irresistible to click.
- 16- Create a list of your popular videos and write posts about them on your blog. You don't have to create posts on each video you post on LinkedIn – just pick important ones.

2. YouTube Promotion Tips for Google Search

Wondering how to promote YouTube videos to get the top Google Search ranking?

The followings are some proven tips:

17- Videos around tutorials, how to keywords, detailed reviews often tend to feature on Google Search. If you want to rank in Google Search, create how-to videos. This increases the probability to feature on Google Search results.

18- Write guest posts on relevant websites and try to find meaningful ways to link or embed your videos in those posts.

19- Embed your videos into industry directories, such as Yelp, AngelList. This will not only generate more views but also increase the chances of getting your videos featured on Google.

20- Find video submission websites relevant to your industry and submit your YouTube videos there. This will garner more views for your videos.

21- Include links of your videos in your email signature. Doing so will increase the views of your videos and probability to feature on Google Search.

22- Search for relevant, trending videos on other websites and find out opportunities to post your videos as video responses. If you become successful, you will attract lots of views on your YouTube videos.

23- Write posts on Blogger.com, WordPress.com, Tumblr.com, and Medium.com about your videos and link to your videos. You can also embed your videos into these websites.

24- Improve the authority of your YouTube channel. The more authoritative channels might have little preference from Google.

3. YouTube Promotion Tips for Social media

Social media is a great tool to promote YouTube videos. Why? My friend, 81% of the population in the USA had a social media networking profile, offering you a mass audience to do YouTube promotion.

Don't know how to promote YouTube videos on social media?



Here are some proven tips on YouTube marketing for social media?

25- Engage your Facebook audience within first 4-5 seconds through interesting/educative videos. People will skip your videos if they are not hooked in the first 4-5 seconds.

26- Like comment, and share others' videos on Facebook. Being super active on Facebook is a surefire way to ensure success in promoting YouTube videos on Facebook.

27- You should fill out all the important fields in the bio of your Facebook fan page, including a link to your YouTube channel. People tend to share posts from the completely filled Facebook page.

28- Keep tabs on your Facebook page activities to the understand the mood of your audience, what they like, and what they share. Then, adjust your YouTube marketing strategy for Facebook.

29- Follow people on Twitter who share similar videos as yours and start tweeting and liking their video content. High chances are they will tweet and like your video content as well.

30- When you are sending a reply on Twitter, add the links of relevant videos that you want to promote.

31- Tweet your YouTube videos multiple times on Twitter with different teasers.

32- Promote your YouTube channel in your Twitter bio.

33- Run quizzes, contests on Twitter including your YouTube videos

34- Add your YouTube channel to the summary of your LinkedIn profile.

35- Find out opportunities to leave your relevant videos in the post comments on LinkedIn.

36- Make a list of questions whose possible answers your videos can provide. Then, search these questions on Quora and post your videos as answers to them.

37- Leverage the power of hashtags on Instagram to reach a large audience.

38- Add link of your YouTube channel to Instagram bio to promote your YouTube channel.

- 39- Add the link of your YouTube channel to Pinterest bio to promote your channel.
- 40- Create a pinboard for your YouTube videos where your followers can check your recent YouTube videos.
- 41- Create an irresistible name title for your YouTube pinboard.
- 42- Join the subreddit (s) related to the topic of your YouTube channel and be active there. After some time, start sharing your videos following the subreddits' guidelines.
- 43- Comment and upvote others' engaging videos relevant to your niche. This will help you earn Reddit Karma. Some subreddits require you to have a certain number of Karma to post your videos there.
- 44- Share your videos on Tumblr with irresistible teasers.
- 45- Create a Google+ page dedicated to your YouTube videos.
- 46- Treat Google+ page as a microblog and post your YouTube videos there along with enticing teasers. This will fetch more views for your YouTube videos.

4. Promotion Through Email Marketing

Email marketing, if used smartly, works as an effective tool to promote your YouTube channel.

And the best thing about promoting YouTube videos through email marketing is that you don't have to break the bank to get views on your videos.

Now, a question comes how to promote YouTube videos through email marketing.

Here are some proven tips:

- 47- Send your YouTube videos to your blog subscribers with the enticing introduction of videos.
- 48- Not all the receivers open their emails. Make sure that you write enticing subject lines for emails, or else your emails will be left unopened.

49- Include irresistible teasers of your YouTube videos in the body of your emails.

50- Design great-looking emails to promote your YouTube videos. The subject lines of your emails encourage your subscribers to open your emails, and the design tempts them to click on your videos.

51- Include sensory and emotional words in the subject lines of your emails to attract the attention of receivers.

52- Use clear, persuasive call to action. Your audience should understand what they are going to get once they click on your videos.

53- Run YouTube-based contests and quizzes and promote it through email marketing.

5. Paid YouTube Promotion

If you want quick views, thumbs-up, and comments on your YouTube videos, paid YouTube promotion is the best way to get fast results. How to promote YouTube video through paid promotion?

Here are some easy-to-follow paid YouTube promotion methods:

54- Run a paid YouTube promotion campaign on Facebook and Twitter.

55- Promote your video on YouTube through YouTube native ads.

56- Google Ads will help you promote your YouTube videos all over the web.

57- Use native advertising platforms like Outbrain and Taboola to reach a wider audience.

58- Use YouTube promotion networks, such as Virol, Viboom, Emerse, etc.

59- Hire someone from Upwork who is well-versed in YouTube promotion.

Bonus Tips:

Here are some bonus tips on how to promote YouTube videos to increase views, thumbs-up, and likes.

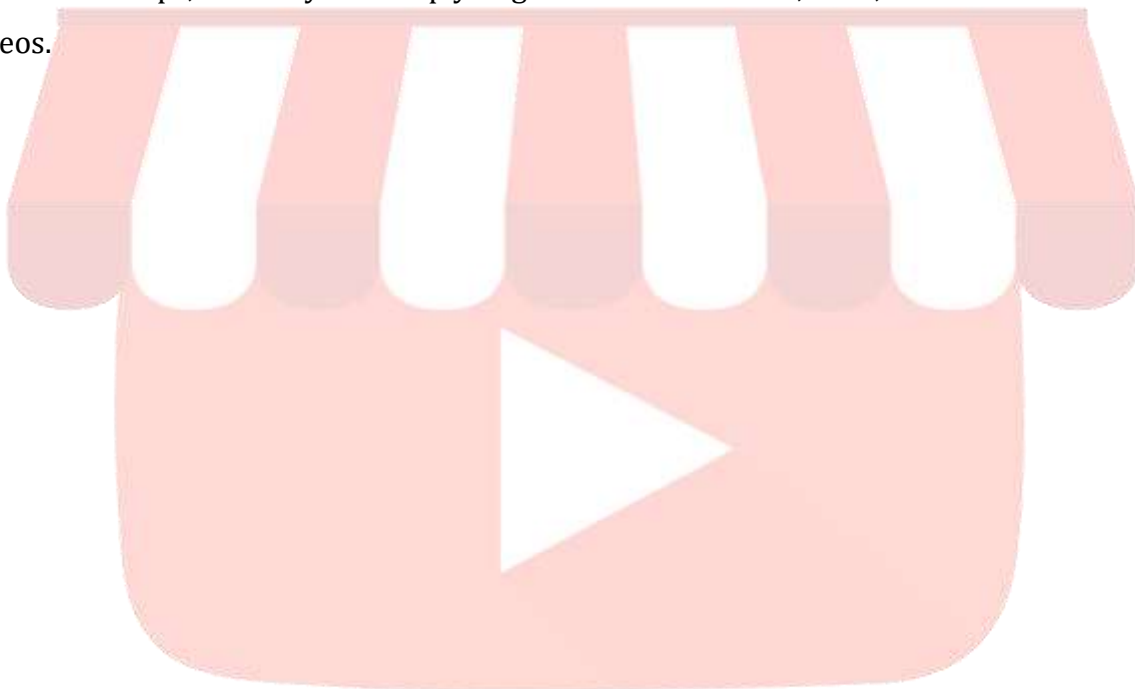


60- Invest your time and efforts on increasing subscribers. The more subscribers you have, the more views, thumbs-up, and comments you will get. Subscribers are the biggest asset for your YouTube channel.

61- Create a featured channel to promote others' videos and ask them if they can promote your videos.

Conclusion:

To ensure success on YouTube, you should promote your YouTube videos aggressively. Follow these tips, and they will help you generate more views, likes, and comments on your videos.





Chapter – 13



Case studies

The impact of videos on consumers cannot be stressed upon enough. Nonetheless, brands often confine themselves to pre-roll ads and banners on YouTube. YouTube as a platform is largely underused, many a times due to lack of knowledge in terms of how to leverage the platform to an optimum level.

Here are 8 YouTube case studies of different genres and industries, that help you understand how Google's brainchild can help you expand your video marketing horizon.

1. **Tuft & Needle**

After having a terrible shopping experience – high prices and hidden markups, pushy salespeople and poor quality, Tuft & Needle, the startup mattress retailer's goal was really to change the industry.

Video was the most powerful way to show the stark difference between their authentic approach and the traditional mattress industry's gimmicks. And video ad targeting helped Tuft & Needle reach likely customers – people visiting their website, looking for real estate or doing searches like “best mattress.” Starting on a budget of just \$50-\$100 a day, the company now dedicates half of their Google advertising to YouTube.

2. **LSTN Headphones**

The objective of LSTN Headphones was to create global change by providing high-quality products that help fund hearing restoration, and spread awareness about hearing loss and hearing impairment.

The company therefore, used video ads as their elevator pitch, helping them reach out to new customers in a relatable way. Video advertising have helped LSTN Headphones to gift hearing to over 20,000 people globally.

3. **ZAGG**

ZAGG makes huge range of products for protecting mobile devices, including shields, skins, cases and our military-grade InvisibleShield film.

The brand used YouTube for product demos and installation tips, finding it far more useful and compelling than anything they had previously used. There was a 75 percent rise in conversions with the targeted videos.

The company uploads and advertises an average of 100 videos per year to maintain interest in our products.

4. **RevZilla**

RevZilla, an e-commerce site and retail store in Philadelphia, realized that with their team's collective knowledge they could better serve the customers, and reach some new ones, through video ads demonstrating new products and essential safety tips.

Video ads helped the brand garner seven million views and a 50 percent increase in revenue over the last few years.

5. **Rokenbok**

Rokenbok creates endless, special playtimes for children and their parents. When the economy shifted, specialty toy stores began shutting their doors, Rokenbok needed to quickly find a new way to demonstrate how sophisticated their toys are. The brand therefore, started promoting videos of their elaborate systems on YouTube.

In a span of 3 years, YouTube has become the number one source of traffic to the Rokenbok website.

6. **BBQGuys.com**

ShoppersChoice.com, owner of the BBQGuys.com channel, is the ultimate online store for home and outdoor appliances, offering great selection of products, including barbeque grills, outdoor furniture and kitchen accessories. The intension of the YouTube channel was to stay as active as possible, by uploading new content every few days, and promote the brand's best content so that it's seen by more potential customers. The channel increased from 800 to 5,300 daily views.

7. **Majestic Heli Ski**

Majestic Heli Ski offers helicopter skiing in remote areas of Alaska – untracked powder, big mountains and luxury lodging – for an unmatched ski vacation. Building a customer base was the brand’s main challenge. Video ads were simply the best way to show this experience. And video ad targeting helped the brand zero in on the people they needed to reach – from the age range of their typical customers to areas of the country where skiing is popular. The brand also focused on people who are searching online for ski resorts or certain types of skis.

Today, the brand gets nearly half of their new skiers from YouTube.

8. Tulane’s Closet

Tulane’s Closet came up with the unique concept of ‘Cover Me By Tui’, a breathable, one-piece post-surgical pet garment.

With the help of video ads, it helped their potential customers to decide why this alternative is a better choice for their dogs. They can see how it works, how to put it on, how comfortable and practical it is. And video ad targeting helped the brand reach the right customers – people searching for pet supplies, veterinarians, and dogs. The brand now sells to over 500 veterinarians across the US and the world, and have nearly doubled our sales each year since starting on YouTube. With the help of YouTube, the brand has become one of the most popular dog cone alternatives.

Conclusion

YouTube forms the world's largest video market with close to 5 billion videos being watched every day. It is also the world's second largest search engine and the third most visited website after Google and Facebook. Statistics reveal that 400 hours of videos are uploaded to YouTube every minute. Besides, the platform has 2.5 billion monthly active users; all the more reason to invest in YouTube marketing this year.

There's no denying that YouTube has a massive potential audience every video that goes live on this platform. So if you're also planning to start your channel on YouTube, it's high time for that. And with the new year just beginning to unfold, it's probably the best opportunity for you to go viral with your channel.

Follow these practices and use them to your advantage.

Happy learning!



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