**YouTube Marketing:** YouTube is a serious marketing platform that provides your brand with the opportunity to promote content in a truly visual and engaging way. It’s essential to practice inbound marketing techniques when marketing your YouTube channel and videos. Create content that shares an interesting story and provides your viewers with valuable information.

**How does YouTube use marketing?**

Marketing on YouTube. YouTube can be used to drive traffic towards your desired target Web site by creating a video with content created specifically to appeal to your target market. Since, this social media tool is free, everyone can use it for their own personal or professional purposes – as long as what you produce is legal.

**10-step YouTube marketing strategy**

Step 1. Create a YouTube channel for business

Step 2. Learn about your audience

Step 3. Research your competition

Step 4. Learn from your favourite channels

Step 5. Optimize your videos to get views

Step 6. Upload and schedule your videos

Step 7. Optimize your channel to attract followers

Step 8. Try YouTube advertising

Step 9. Try working with an influencer

Step 10. Analyze and adapt

Link: [Click hare](https://blog.hootsuite.com/youtube-marketing/)