**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?**

It is 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/)

**How to Create a YouTube Channel**

So, you’ve decided to create a [**YouTube channel**](https://www.hubspot.com/integrations/youtube?_ga=2.211846356.1387180219.1620756293-1027591804.1620756293). Great! Now, you’ll need a YouTube Marketing strategy to help you identify goals, decide on video topics, and properly promote your brand on your new channel.

Before we dive in, it’s important to note that maintaining a YouTube channel takes a lot of time and planning. Are you ready for it?

Unlike other social networking platforms, YouTube exclusively hosts video content. You’ll need to set aside time to plan, film, edit, market, and analyze your content on a consistent basis. You’ll also need to define your brand’s goals and plan for how video can specifically help you achieve these. If you can devote an appropriate amount of time and energy to the platform, you’ll be able to create engaging, shareable content for your growing audience.

**Creating a Google Account:**

Before you start filming video content, you’ll need to set up your YouTube channel. Because YouTube is owned by Google, when you sign up for a Gmail account, you automatically gain access to a YouTube account, a Google+ account, and much more.

Depending on your business, you may not want to tie your email to your business’s YouTube channel — especially if you need to share access to the account with team members or an agency partner. We suggest that you create a common email account that can be used by multiple people.