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Background

- ❖ Video sharing platform
- ❖ Founded in 2005
- ❖ Bought by Google in 2006 and became one of its subsidiaries
- ❖ If YouTube were a stock, its worth at least 75 billion dollars according to Victor Anthony, leading tech analyst



Social Media Appeal

- ❖ Social media is defined as :
Websites and applications that enable users to create and share content or to participate in social networking
- ❖ This is executed in Youtube through creators posting videos and interacting with the viewers through the comments section



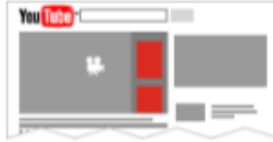



Marketing on Youtube

- ❖ Google AdSense, a program which targets ads according to site content and audience
- ❖ Sponsored videos
- ❖ Affiliate links

Ad formats

Choose the types of ads you want to show. Skippable video ads have the most potential to increase your earnings. [Learn more](#)

			
Display ads Desktop only (required)	<input checked="" type="checkbox"/> Overlay ads Desktop only	<input checked="" type="checkbox"/> Sponsored cards All devices	<input checked="" type="checkbox"/> Skippable video ads All devices



Location

- ❖ A Town
- ❖ A State
- ❖ A Country
- ❖ A Continent
- ❖ Everywhere



Demographic

- ❖ Age
- ❖ Gender
- ❖ Parental Status
- ❖ Household Income



Interests

- ❖ Art
- ❖ Blogging
- ❖ Coding/Programming
- ❖ Dancing
- ❖ Gardening
- ❖ Makeup
- ❖ Music
- ❖ Sports



YouTube TV



YouTube Gaming



YouTube Music



YouTube Kids



Creator Academy



YouTube for Artists



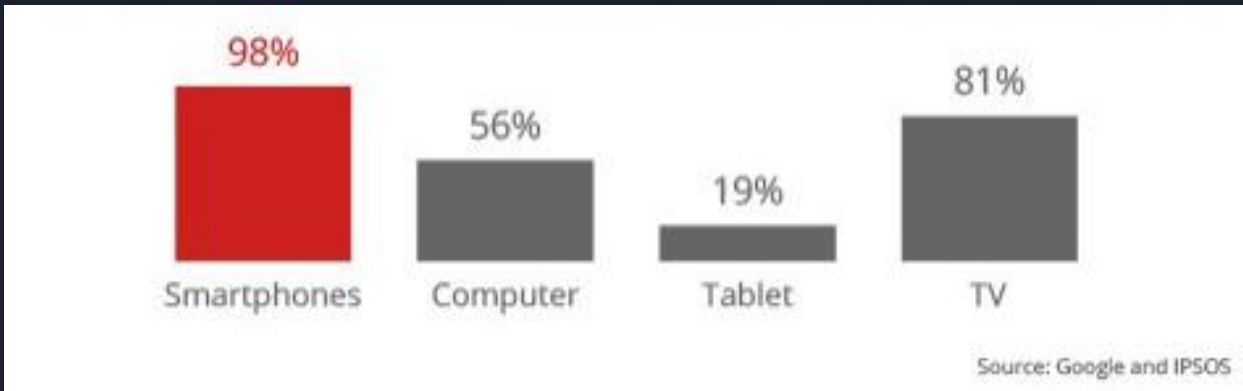
Youtube Stats and Analytics

- ❖ Global Reach
 - One billion users.
 - 88 countries and 76 languages (adaptation/globalization).
- ❖ Paid reviews
 - 63% 13-24 year-olds purchase based on peer-to-peer advice and reviews.



Stats and Analytics Continued

- ❖ Youtube gives creator general reports.
 - Help with recognizing target audience and demographics of the audience.
 - Help recognize which device is better used to view videos.



Youtubers

- ❖ Lilly Singh - #1 Top Influencer according to Forbes
- ❖ Me to We #GirlLove Rafiki bracelets
- ❖ #GirlLove Campaign in 2016





★ *one rafiki = access to education*

#GIRLLOVE
WE'RE IN THIS TOGETHER

Conclusion

- ❖ Wide Reach
- ❖ Immediate and Measurable results
- ❖ Social Network
- ❖ Search Engine
- ❖ Interactivity with other social platform





Work Cited

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