### YouTube Marketing: Use Simple Videos to Drive Traffic & Sales



WHY YOUTUBE?

#### Youtube is the world's 3rd most-visited website!

- YouTube is the world's second biggest search engine (just behind Google). Cisco predicts that 80% of all Internet traffic will be video content by 2019
- Everyone is watching YouTube.
- You can no longer afford to ignore video marketing. It's a core competency within marketing.

The good news is it's easy to get started.

Bonus: Download a PDF version of this YouTube Marketing Guide. Access it offline

YOUTUBE MARKETING STRATEGY

#### • Focus on searchability and discoverability i.e. keyword research + SEO optimization.

• Build up audience on the platform and funnel back to website with incentives & offers.

• Create simple "how to" videos that "engage" your buyer persona.

anytime. Use the 8 Steps outlined as a checklist for your account.

- Note: If you want become a famous vlogger, gamer or YouTube viral sensation, then this
- strategy should be adjusted.

"WATCH TIME" IS GOLDEN Watch Time is the most important metric on YouTube.

#### Before, number of "views" on a video drove it's discoverability and rank.

Subscribers are critical to your success on YouTube:

simply, YouTube will your promote videos if they keep users engaged.

This metric is key to the success of your YouTube marketing strategy. Keep it in mind as you go through the next steps.

Now, YouTube suggests videos in search and recommendations based on "watch time". Put

THE SUBSCRIBER ADVANTAGE

Subscriber help you get you those critical initial views as soon as you post a video.

• Subscribers watch more than anyone else. Remember 'Watch Time" is golden.

Source: YouTube Creator Academy

- How to Increase YouTube Subscribers
- Prompt your users to subscribe to your channel when you mention your YouTube channel

Bonus: Simple Trick to Increase YouTube Subscribers by 400%.

• Set a goal to for your channel subscribers: 100,1000,10,000, 1M or 10M!

• Increase subscribers numbers with call to action at the end of videos.

■ Just add this small parameter (?sub\_confirmation=1) at the end of your channel URL

in emails, link to YouTube from your website or any social media profile.

sub\_confirmation=1 Note, this particular trick will only work on user pages or channel pages, not on links for

to show this popup: https://www.youtube.com/channel/UCQz2VpIRSApVqoZ\_wDt5sfg?

- individual videos. To recap, increasing subscribers should be part of your YouTube Marketing Strategy because it
- **YOUTUBE TOOLBOX**

Recording Software (screen + camera) ■ Budget: Screencastomatic – free with watermark. \$15/year premium

### ■ Professional: Camtasia – \$99 on mac

will ultimately help you drive more website traffic.

Microphones:

- Budget: Samsung Go Mic USB Microphone \$40 Professional: Blue Yeti USB Microphone \$129

Make changes to uploaded videos: Add annotations, cards, subtitles, closed captions and

more.

YouTube Video Manager

Add a Channel Icon

Link to Adwords Accounts

the suggestions)

- **Essentials:**
- Associate Your Website. Required so you can link back to your site inside your videos. Go to: https://www.youtube.com/advanced\_settings

1. YOUTUBE ACCOUNT SET UP & OPTIMIZATION

Optional:

YouTube Channel Art (Use Canva.com for banner templates & sizes)

Create a channel with a business or other name.

2. YOUTUBE KEYWORD RESEARCH Use these 3 keyword research tools to find untapped video keywords:

YouTube's Autocomplete Feature. (use private browsing so your search history doesn't skew

• Keyword Everywhere Chrome Extension Google Keyword Planner 3. YOUTUBE VIDEO STRUCTURE

Link to Google Analytics (analytics for channel page only)

- Remember "watch time" is golden.
- Follow this exact sequence to maximise audience retention: Headline. Keyword Optimised. Show benefits compared to other videos in the search

back to your website. Use annotations, cards and end templates.

- results. • **Problem.** The first 30 seconds is the most important. Identify the problem you will solve and visual stimuli to keep people interested. • **Solution:** The core of your video is the educational segment which provides the solution to
- Follow these key points when you upload your video: • File name: Include your target keyword e.g. seo-tutorial-for-beginners.mp4

• **Title:** Include your target keywords at the start of your title. Highlight benefits compared to

• **Description:** Summarise the content of your video in 200 words. Include keywords 3-4

• Call To Action (CTA). End with a strong CTA, either to subscribe like comment or link

times. • Video Tags: Include your keyword as the first tag and a few related keywords as tags.

other videos.

the problem outlined.

4. YOUTUBE SEO

• Closed Captioning: Great for non native speakers, search, user experience and mobile viewers in sound sensitive environments. Further reading: 85% of Facebook Video is watch with no sound.

Use custom thumbnails. Stand out in the search results.

Use solid background colors to catch viewers' eye.

- 5. YOUTUBE THUMBNAILS Take these steps to create eye catching thumbnails:
  - Add text: Many viewers look at a thumbnail before they read the actual text title. ■ Thumbnail Size: 1280px \* 720 px. Make sure it looks good when it's sized down. Youtube Thumbnail Maker: Use free templates in Canva.com
- 6. YOUTUBE ANNOTATIONS & CARDS Add cards and annotations to uploaded videos inside the YouTube Video Manager.

Use these to add text notes, promote a video or playlist, add links an approved website, promote

7. YOUTUBE PROMOTION 5 Ways to Promote Your Video to Get Initial Views:

Embed Video in Blog Posts (embed at certain time).

5 YouTube Metrics to Measure Video Performance:

Promote to email list.

out.

• Watch Time: Watch time is your key metric rather than video views. • **Subscriptions Driven**: Subscribers watch more than anyone else.

• **Engagement:** Shares, comments, likes.

- **Traffic Sources**: Shows how viewers find your content (sites and **YouTube** features)
- and more! **NEXT STEPS...**

Drive Traffic & Sales with YouTube by following the steps outlined above. Ask questions & get feedback on your work inside the course.

#### Bonus: Local SEO – How to Rank Your Local

local-seo

### **Business**

2 Comments

Authority & Drive Long-Term Website Traffic

Quora: Become An

**Audits** 

New Websites & SEO

26-Point SEO Checklist for

seo-checklist

## **James Martindale**



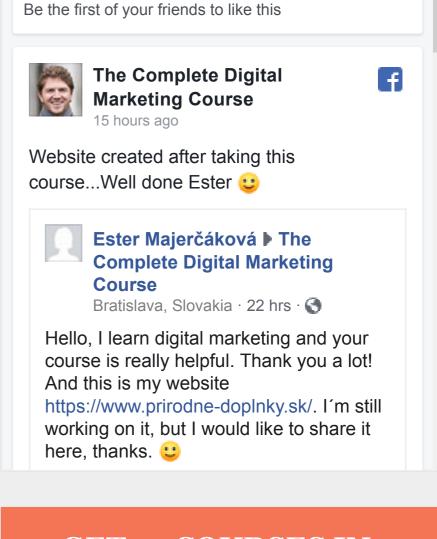
free with no watermarks or ads.

**Trish Catapang** For non tech you can try http://explaindiovideocreator.com/ or

http://www.videomakerfx.com/ . Its just drag and drop.

FREE DOMAIN + 60% OFF HOSTING WordPress: Create a Website in 1hr Without ...







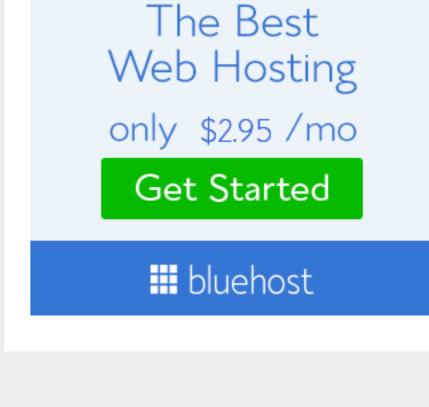
#### Customer Acquisition Channels

Resources

Data & Analytics

Conversion Optimisation

- Market Research
- Wordpress Development



• Embed in Quora Answers. • Share in relevant Facebook groups. • Share short clip on Instagram, Snapchat, Vine, Twitter and link back to YouTube. 8. YOUTUBE ANALYTICS

Get additional insights: Use Vid IQ Chrome Extension to see what the top creators are doing to drive growth, increase engagement, and create viral content. Competitor tags, rank position

Audience Retention: See exactly where viewers dropped off.

# Related Posts

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