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Ways How To USE YOUTUBE FOR BUSINESS MARKETING?





YouTube has,



1.3 billion active
monthly users



300 hrs video
uploaded
every minute



5 billion videos
watched daily

- Video is a massively dominant form of content creation today.
- It is more appealing and engaging for the audience and is becoming easily accessible with the growing speed of internet.
- The question now is only how to use YouTube marketing for business.

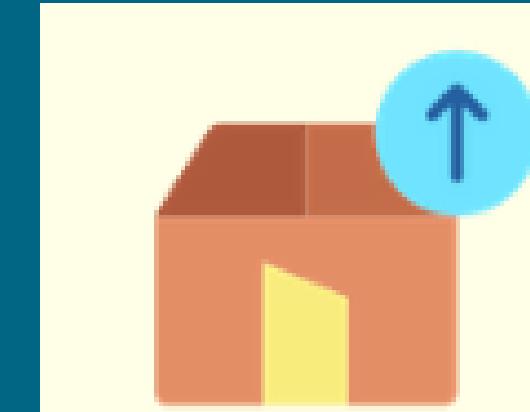


**THINGS TO REMEMBER
WHILE FORMULATING A
YOUTUBE MARKETING
STRATEGY.**



I. SELECT THE TYPE OF VIDEO AND DETERMINING APPROPRIATE

- Video on YouTube can be of many types like talking heads, interviews, screen-shares, tutorials, product reviews content stories etc.
- It is important to identify which kind of video is best suited for your brand.



Unboxing Video



Product reviews



How To/Tutorials



Best of videos



2. KEYWORDS

- Keywords are the key to determine the target audience and reach out to them.
- They should thus be used effectively so that people can find you on the YouTube search engine.

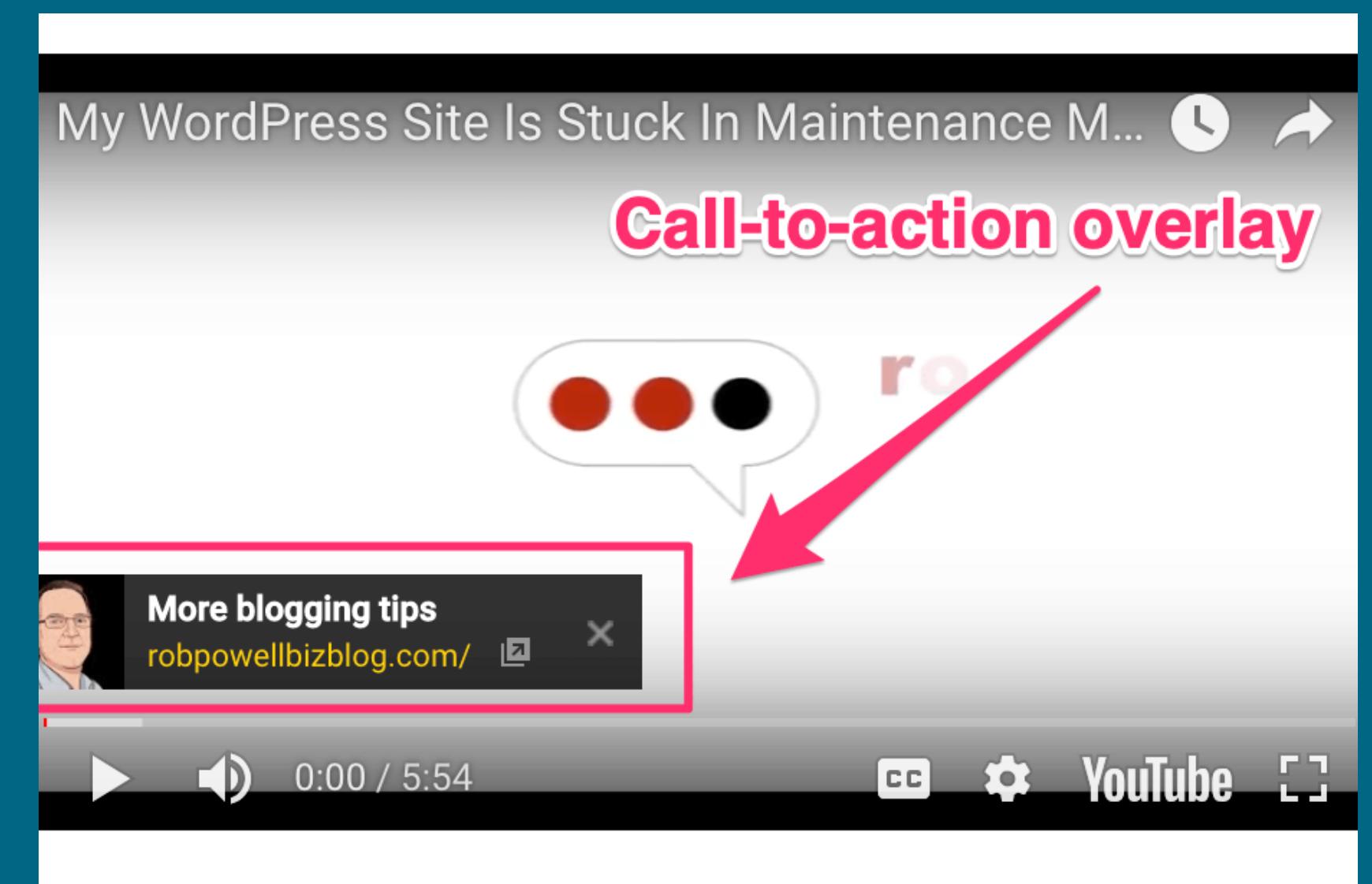
The screenshot shows a YouTube mobile interface. At the top is the YouTube logo with 'CH' next to it. Below it is a red navigation bar with icons for 'Home', 'My channel', 'Trending', and 'Subscriptions'. Underneath is a 'LIBRARY' section with 'History' and 'Watch Later' options. To the right of the main content area is a search bar with a dropdown menu showing suggestions related to 'dog brushes': dog brushes, dog brushes teeth, dog brushes petsmart, dog brushes for long hair, dog brushes for shedding, dog brushes for newfoundlands, dog brushes to stop shedding, dog brushes for golden retrievers, dog brushes for goldendoodles, and dog brushes for cocker spaniels.

dog brushes
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3. CALL TO ACTION LINKS TO GENERATE LEADS



- Unlike other social media platforms you cannot directly sell your products from YouTube.
- It is thus necessary to include call to action links to divert traffic from your YouTube channel to Website.



4. BE SOCIAL AND INTERACTIVE



- YouTube has grown to become the second largest social networking website in the world.
- It is thus important to develop a conducive social atmosphere for the brand to interact with the audience.





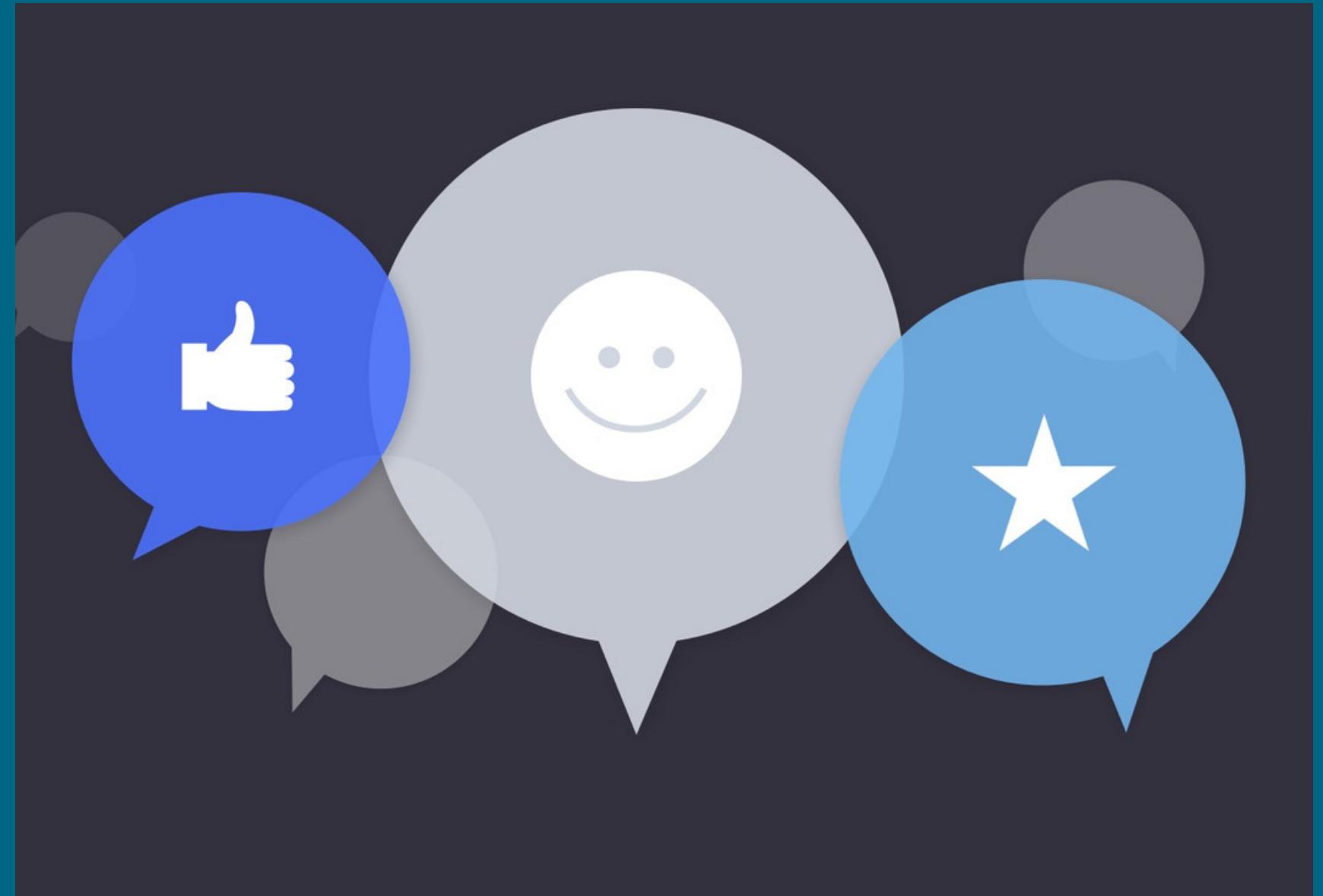
5. PROMOTE YOUR VIDEOS

- YouTube is an awesome networking platform but it is important for people to know that you are on YouTube.
- Thus it is essential for you to promote your YouTube activities on various platforms like social media and google.



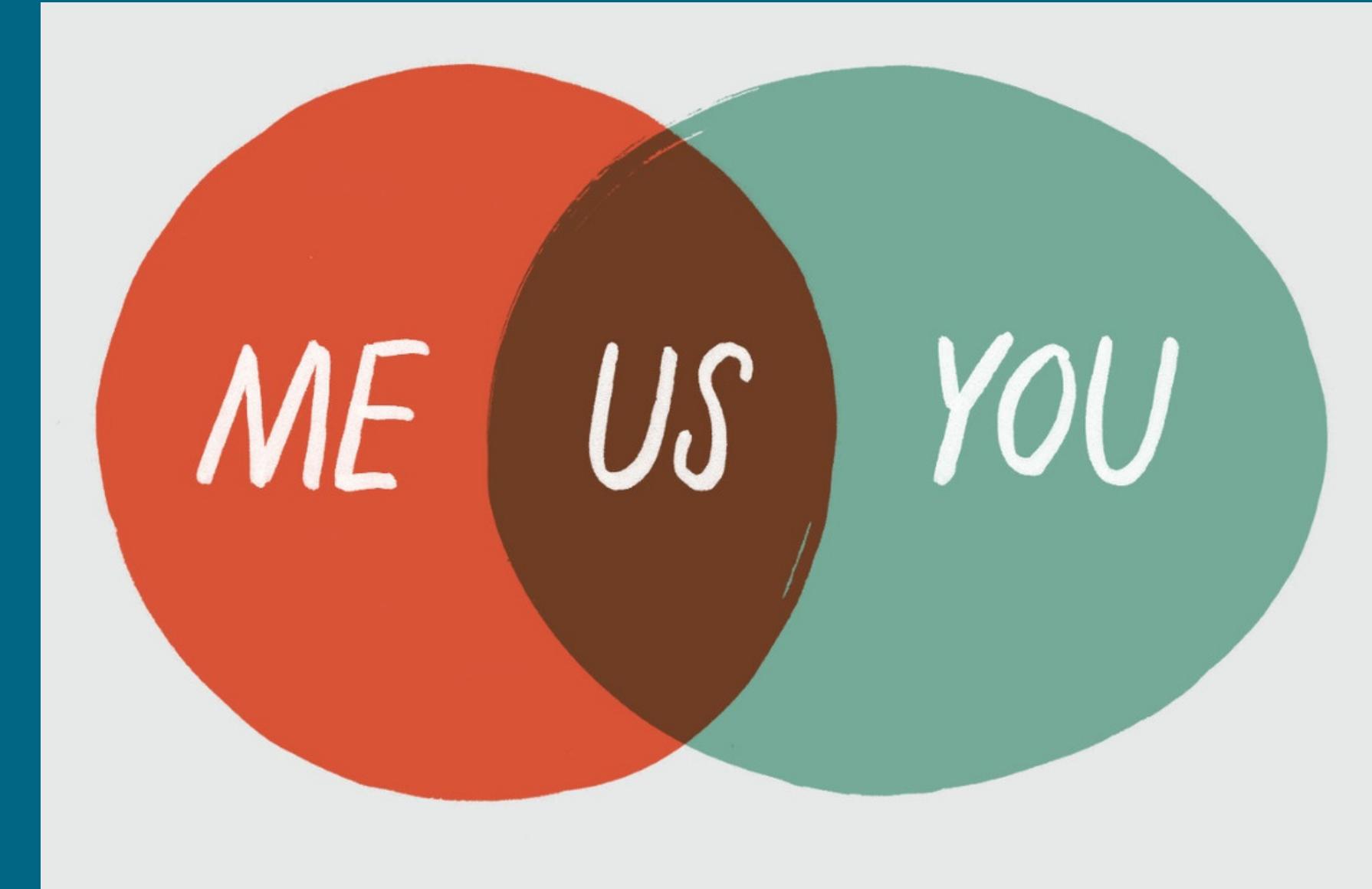
6. INCLUDE TESTIMONIALS

- Customer testimonials are an important part of YouTube marketing.
- They help enhance reputation as the customers trust the reviews of external entities more than the companies claims itself.



7. COLLABORATION WITH OTHER ARTISTS AND BRANDS

- YouTube is a large community with many influencers and developers involved in blogging and content creation.
- Collaborating with such individuals helps your brand gain traction.



8. PAID CAMPAIGNS ON YOUTUBE

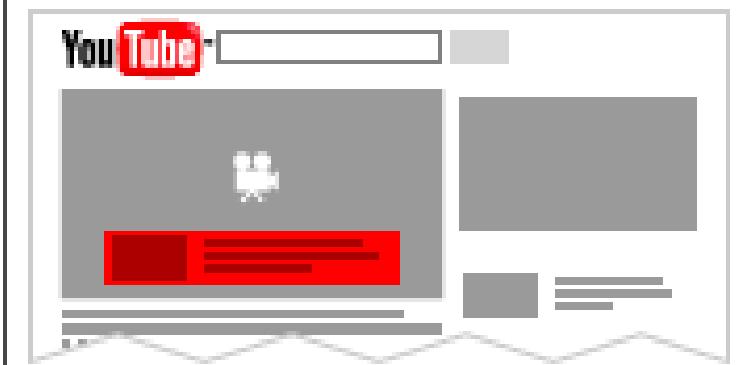


- Lastly comes the paid campaigns which can help you get continuous traffic to your channel.
- Overtime this traffic develops into loyal followers and subscribers.

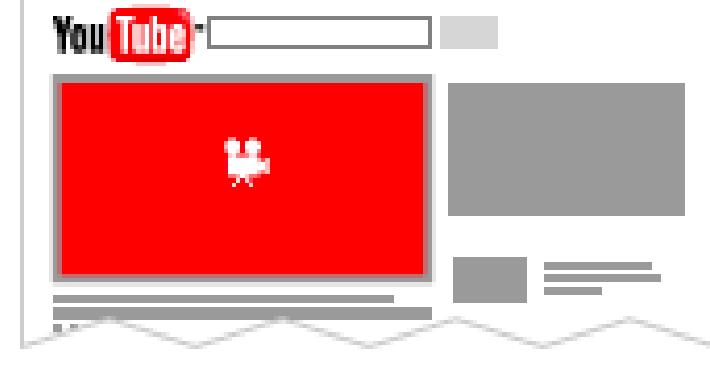
Display ads



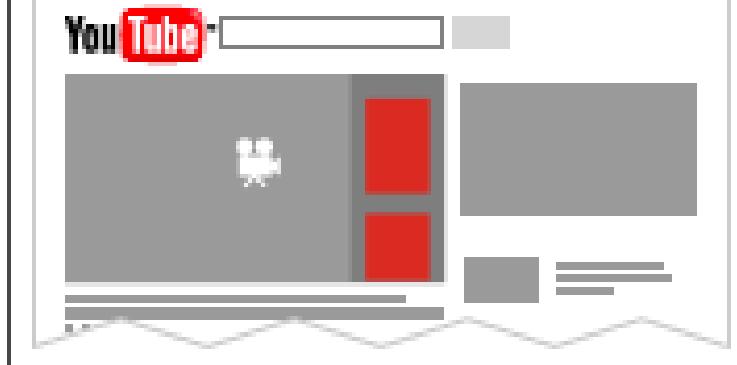
Overlay ads



Bumper ads



Sponsored cards



Conclusion



- YouTube is already big and it is growing by the day with people adding new interesting content.
- All you have to do to capitalize this resource is to be there and have a robust marketing strategy to stand out from your competitors.



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thank
you!