

How To Market Your Business  
Successfully On Youtube

Inside

# YOUTUBE MARKETING SCHOOL



**STEP BY STEP GUIDE**

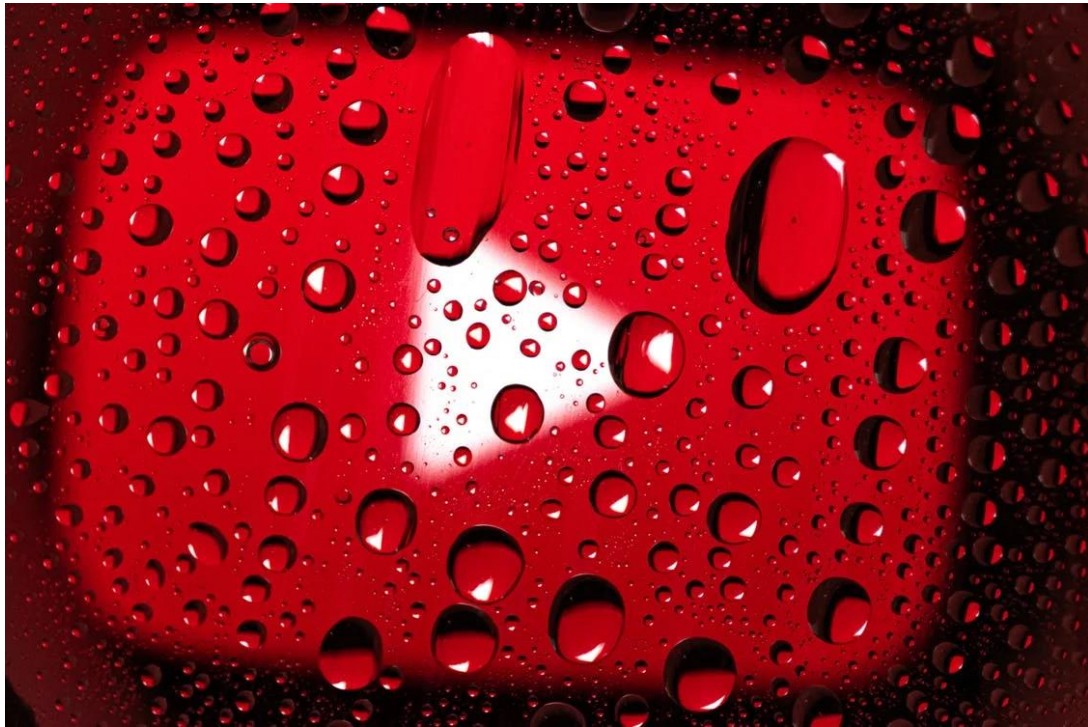
"Video Marketing is Now Just Marketing"

## Contents

Every Question You Ever Had about YouTube Marketing .....	4
Chapter 1: Introduction .....	6
Chapter 2: What Is YouTube Marketing? .....	11
What Makes YouTube Marketing Effective? .....	12
3 Benefits of YouTube Marketing .....	14
Chapter 3: How to Create a YouTube Channel .....	19
1. Set up a Professional Gmail Account .....	20
2. Set up a YouTube Account .....	22
3. Customizing the Account .....	23
4. Add Basic Details to the Channel.....	24
5. Upload Your First Video.....	25
6. Set Permissions for the Account .....	26
How to Add Individuals to Your YouTube Account .....	27
Chapter 4: Define Who Your Audience Is Going to Be .....	29
On YouTube .....	30
From Search Engines.....	31
Other Websites .....	32
6 Ways to Target Your Audience.....	33
How You Get To Know Your Audience.....	36
Chapter 5: Creating Videos for YouTube .....	40
1. You Need to Build a Relationship of Trust.....	40
2. Your Content Must Be Exclusive.....	42
3. Every Video Must Have a Significant Context.....	43
4. Consistency Is Never Overrated .....	44
5. Float Test Ballons .....	45
Chapter 6: Optimizing Your Videos .....	48
Why You Should Do It .....	48
How YouTube Ranks Its Videos.....	49
7 Ways to Use YouTube Marketing Well .....	52
Chapter 7: How to Promote Your YouTube Channel .....	58
1. Competitive Analysis .....	58

2.	Cross-Promote on YouTube .....	59
3.	Influencer Marketing.....	60
4.	Contests or Giveaways .....	60
5.	Livestreaming .....	61
	Chapter 8: Understanding YouTube Analytics .....	63
1.	Average Percentage Viewed .....	63
2.	Audience Retention.....	64
3.	Re-Watches .....	64
4.	Engagement .....	64
5.	Impressions CTR.....	65
6.	Card CTR.....	66
7.	Playlist Engagement .....	66
	Revenue Metrics.....	67
	Chapter 9: Analyzing, Adapting, and Growing .....	70
	Tools To Use.....	70
	Chapter 10: Conclusion.....	74

## Every Question You Ever Had about YouTube Marketing



More than 75 percent of Americans above the age of 15 use YouTube. And while it might seem like no one actually visits YouTube because everyone is too busy on the likes of Instagram, I'll tell you right on top that there's no truth to that notion.

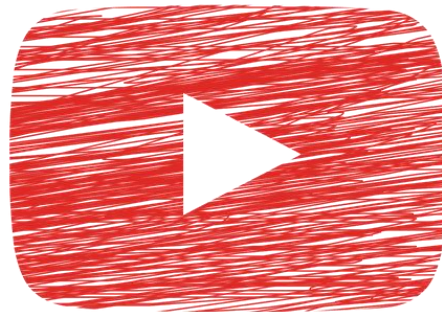
In fact, YouTube has billions of active monthly users globally and is second only to Google in popularity. That's an incredible market to tap whether you're a huge brand or just starting out.

But where to get started and how to go about it? That's what I'm here to tell you about. Let's hit it.

# Chapter 1: Introduction



## Chapter 1: Introduction



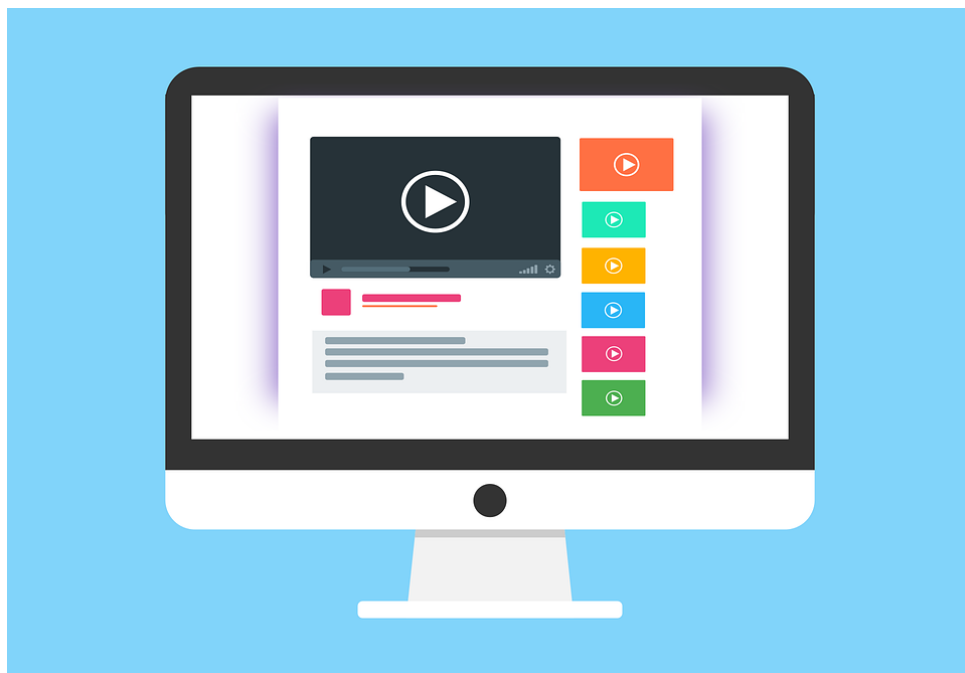
If you have a brand or even just a product to market, YouTube is most definitely not something you should look at as an option. It is an absolute must that you start working on the platform to make sure you are making the most of it.

If you're wondering if YouTube marketing is even a thing, rest assured that it is the definition of promoting businesses on the platform by publishing videos on your own channel on the platform or advertising using the YouTube ads channel. Why YouTube?

I suppose, if you're new to this universe, that seems like a fair question. They used to say that the internet changes every six months. But spend some time on it and it feels like it's changing every day. And most digital products that have been around for a while seem faded and unimportant.

So, in that context, you might feel like having the same point of view about YouTube makes sense. But here are [some numbers](#) to consider.

- It's the second most visited website globally, second only to Google.
- According to the platform, two billion users log in every month.
- 68 percent of its users say that the videos they see on YouTube help with their purchasing decisions.



It's been around for a long time. So, you are wrong about its lack of relevance, what you might be right about is the fact that this is not an untapped market. If you want to succeed on YouTube, you need to not just master existing tricks but also come up with new ones.

YouTube is definitely highly competitive whether you are an individual or a company. So, it's not just about making good-looking videos and dumping them on the platform.

As a matter of fact, brands will see the results they want if they plan carefully. Back in the day a lot of brands tried doing this by uploading a few videos and... well, that's it. As a result, they really don't have a subscriber count that reflects their popularity.



There are a few basic things about YouTube that businesses should know about. You need to strategize. You must know what kind of videos you should create to attract your target audience.

You should also figure out how SEO works, in general, and in your specific context. You must understand the vocabulary around it,



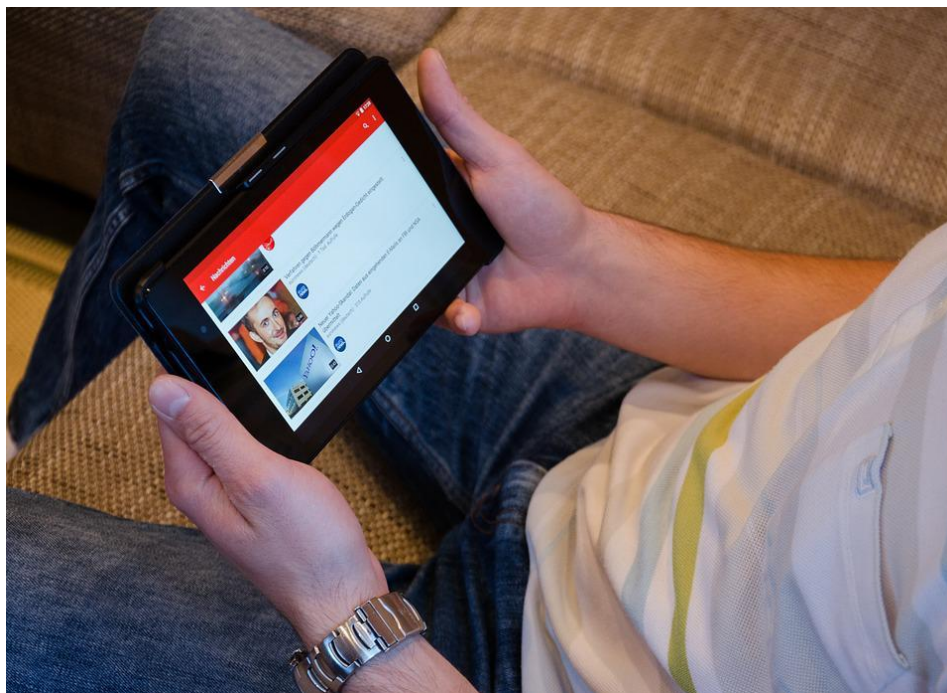
which is heavily dependent on the topics you pick and the keywords you enter in the metadata forms at the time of uploading.

There's plenty more to find out and I will take you through all of it and then some. By the time you're done reading, you'll know exactly what to do and how to win on this platform. Let's get cracking.

# Chapter 2: What Is YouTube Marketing?



## Chapter 2: What Is YouTube Marketing?



You've got the big picture with respect to YouTube. You and I will go into a little more detail in a minute. But first, let's take a look at what YouTube marketing is all about and how you can make it work for you.

It's the second most visited website after Google. So, if you think about it, YouTube is the largest video search engine on the internet. Isn't that a market you want to at least dip your toes into?

Having a successful presence on this platform will improve your brand presence. But you probably already knew that. The game of marketing on the internet depends on how well you understand search engine optimization or SEO and how to make it work in your favor.

YouTube is a great place for marketers who have unique ideas and/or content and want to attract and engage users. The aim of YouTube marketing, more often than not, is to get people to watch your videos and share them.

If you've done any digital marketing, you know that this is not a novel approach. But YouTube can be a bit intimidating because of the amount of competition that there is on the website. I won't lie to you. Pretty much everyone is already there and trying to win the race.

So, the very first thing you need to know is how to combine two things—your SEO strategy and visual presentation. Make no mistake, creating excellent videos and publishing them on a schedule is one of the most labor-intensive things you can do in terms of effective media marketing.

If you're still not convinced about doing this, here's the elevator pitch, so to speak.

## **What Makes YouTube Marketing Effective?**



Every month, YouTube has about [22.8 billion visitors](#) globally as of November 2021. This platform isn't just about entertainment but also a marketing tool for companies. These YouTube channels are a great way to break into new demographics, for starters.

They are also a great way to get the word out about your brand or a new product. The channel can help you reach a large base which has a direct effect on the volume of the brand's sales.

It's important to remember here that this is also a sought platform for educational purposes. So, it's a great way for companies to tell the customers, new and potential ones, about their brand and services or products.

There are plenty of great examples of how to make guides, tutorials and lessons. Apart from bringing in new customers, this is also a good way for brands to rank better on Google.

Companies also use YouTube to make ads that make it possible for customers to land on the company's website with one click. This brings in traffic and guess what? It's a lot cheaper than investing in paid advertising on other platforms like Instagram and Facebook.

### **3 Benefits of YouTube Marketing**



Now, if you are looking for direct benefits of YouTube marketing, here's a whole set of them.

#### **1. Tap Into Traffic**

The online video market has been growing exponentially for a few years now. As a matter of fact, research says that 4 billion videos are being consumed on a daily basis. As a brand, you *have to* want a piece of that action.

You want to start making YouTube videos for your company so that you can reach your customers. This can be done by making and

publishing your own videos or by placing video ads in between the videos made on other channels.

It's a platform that sees billions of visitors every day globally. Statistics have revealed that every minute 100 hours of visual material is uploaded to this site alone. Nielsen says that YouTube taps into the adult demographic from 18 to 34 years of age more than cable networks.

It's a great place to earn yourself some legitimate fans and then turn them into paying customers. But you must make sure that they are educated about your brand, entertained and given realistic solutions to whatever problems they might be facing.

## **2. It'll Help Your Visibility on Google**

Now, as you know already, Google merges the search for text, pictures, videos and more, which makes it easy for people to find information in any format they like in one convenient location.

It's possible that you noticed that from time to time, more videos are a part of those search results. This is because Google has been paying attention to the fact that people are watching more videos than reading text, no matter the type of information they are looking for.

So, the search engine has started giving video links just as much importance as text URLs.

You may have a great team of writers who are churning out text pieces of the highest quality. And good for you. But Google tells us

that you also need to have the right kind of videos to go with those pieces if visibility on the search engine is what you're looking for.

You want to add backlinks to your site so that the traffic to your landing page increases. Adding backlinks to your site strategically will also improve your ranking on Google.

Using YouTube to market your product or service is a good strategy because it makes your website a voice of authority. This happens because you have managed to make your website better by adding relevant information and linking all the moving parts with each other through productive backlinks.

Google recognizes this and improves your ranking on the search results page, which gives you more visibility and, in turn, improves the traffic to your website.

Now, it's a fact that more than 60 percent of Google users click on the top three results on the first page. And more than 90 percent click on the top 10 organic search results. If you like those numbers, here are [a few more](#).

- 65 percent of users learn visually
- 30 percent learn through audio
- 5 percent learn kinesthetically (through physical activity)

You see where the highest numbers are?



### **3. Content to Repurpose**

And finally, YouTube is not your dumping ground, but once you have some content there, you know you don't have to redo the same thing. You can always use some or all of it to reiterate a point.

In short, you don't have to make new videos all the time. You can repurpose what you already have and make your point. This is also a good strategy, especially for people who loved it the first time around. For instance, you can turn this content into:

- Presentations
- Infographics
- Video series (not just a single video)
- Podcasts

So, a single idea can be repurposed into four other markets where you can find those users who are not just learning things visually. You will have to tweak it so that it fits that particular media but you won't have to do all the research from scratch.

Now, let's look at the technicalities of creating a YouTube channel for your business.

# Chapter 3: How to Create a YouTube Channel

Podcast Yo



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## Chapter 3: How to Create a YouTube Channel



Now that you've made the decision to enter this market, here's what you need to know about creating a YouTube channel. There are a few things you need to know if you want to use this effective marketing tool to get the best results.

Some of this will be technical but it's not complicated and I will walk you through it one step at a time. Your first step is to make a strategy that clearly outlines your goals. This will help you pick the right topics and formats in which those videos should be made. The importance of this step cannot be emphasized enough.

Now, you should also know that managing your YouTube channels isn't something you can do on the side like a hobby. It takes planning, time and effort and must be executed flawlessly.

Unlike some other networking platforms, YouTube is only for video content. So, you need to make sure you plan the time it takes to shoot a video, edit it and market it. Once that is done, you should put

some time aside so that you can come back to it and look at how it is faring.

That is the time you look into the analytics of the video and see if your goals are being met. You will also know what the people think of your content and that will help you plan the next steps. We'll get into all of that a little later.

For now, let's focus on creating the account and filling it up with all the right details that make your channel look attractive to the viewers and valuable to search engines. These are six fairly simple and basic steps every brand should take.

## 1. Set up a Professional Gmail Account



To operate YouTube, you will need a Gmail account because Google owns this platform. You need to have a professional account which will also give you access to other Google services.

Now, you want a professional account because if everything goes well and the channel takes off, you will have more hands on deck

managing the YouTube channel. In that case, you don't want to share your private email ID with everyone involved.

You want a common Gmail account that everyone operates and that's why you need a professional account. Here's how you do that.

- **Step 1:** Go on Google and click on the "sign in" button on the top right corner of the screen.
- **Step 2:** Click on the "create account" button that's at the bottom corner of the current page.
- **Step 3:** An option will pop up on the screen which will allow you to create a personal or business account. You should pick the business option for the reasons mentioned above.
- **Step 4:** Create your Gmail account by giving it a name and a strong password. Then you click on the "next" button.
- **Step 5:** You will be asked to enter a "recovery email" which is the one you will need if and when something goes wrong with your business account in the future.
- **Step 6:** You will also need to enter a birthday, that will confirm that you are older than 13 years of age to have a Gmail account, along with gender and your phone number.
- **Step 7:** Accept the privacy policy and terms of service. You will then get a code on the phone number you entered. You will need to verify that through text or a phone call. And that's that.

You now have a business Gmail account that you can use to operate YouTube.

Pretty simple, isn't it?

## **2. Set up a YouTube Account**

Now that you have a business Gmail account, you should head to YouTube and activate an account linked to that particular Gmail ID.

On YouTube, you will need to set up what is called a “brand account”. This will give you permission to allow other individuals to access and even edit the details of the account. Here's how you create a YouTube brand account.

- **Step 1:** Go to YouTube and make sure you are logged in using the business Gmail account. You can verify this by checking the top right corner of the screen.
- **Step 2:** If you are on your regular browser, you might be logged in with your personal ID. Click on that button on the top right corner and log in with your new Gmail account. Now you must make a YouTube channel for this account. That means clicking on the “your channel” button on the drop-down menu.
- **Step 3:** Start by giving your YouTube channel a name. This should be something that's easy for your viewers to memorize and type in. Typically, it's the name of the brand.

If you're not sure, you can always come back and edit this name. So, don't worry about it too much at the moment.

### 3. Customizing the Account



You now need to customize the channel so that it reflects your brand identity. Here's how you do that.

- **Step 1:** Click on the “customize channel” button.
- **Step 2:** Add a profile picture that reflects your brand. Usually, this is the brand logo. You should also add a banner picture that reflects your brand image.

These are the first two details that a viewer will see when they come to your YouTube channel, so pick them with care. You need to keep them interesting but also consistent with your overall internet presence.

- **Step 3:** Click on the default picture that's on the top left corner of the screen and upload the new display picture.

Remember that sometimes it takes a while for the changes to reflect.

- **Step 4:** Then you must add the banner picture using the same logic.

This marks the visual part of customizing your channel.

- **Step 5:** Now you must add the text details, like the description of your channel. Make sure this gives the viewer an insight into your brand but don't make it too long. Remember that people are here to watch and not read.
- **Step 6:** Then you must add other details like business email, website URL and links to other social media platforms.

#### **4. Add Basic Details to the Channel**

Once you add the pictures and the metadata, you have the option of making it look different for your subscribers and the unsubscribed visitors. This is the essence of customization and it's a very important step.

You want those who have subscribed to your channel to get a little reward for clicking on that red button. The way you do this is by giving them dedicated content. One of the advantages of this feature is that you can add a trailer of the dedicated content for those who haven't yet subscribed. It gives them an incentive.

And the process of adding this trailer or feature video is quite simple. Let's go through that.



## 5. Upload Your First Video

When you are ready to upload your first video on YouTube, here are the steps you need to follow.

- **Step 1:** Select the “content” button on the menu that’s on the left side of the page. Then you click on the “upload video” button.
- **Step 2:** You must have the video file on your computer and select it when you are prompted to. This should be the trailer for those viewers who haven’t subscribed to the channel yet.
- **Step 3:** Select the trailer file and upload it.
- **Step 4:** You will be given prompts on your screen that will allow you to process the video, customize its appearance and publish it. You will also be asked to enter certain details.
- **Step 5:** Go back to “your channel” and click on “customize channel”. At this point, you will be able to see the video you have uploaded.
- **Step 6:** You must click on the “add channel” for those who are yet to subscribe to your channel.
- **Step 7:** You select the trailer that has been added to your YouTube library that consists of the uploaded videos.
- **Step 8:** Hit the “publish” button and share the trailer.

## **6. Set Permissions for the Account**

Now, before you kickstart your marketing strategy for this YouTube channel, you should pick members of your team who will also be allowed to manage the channel. That involves giving them access to the account and that's why we made a business Gmail account in the beginning, remember?

Giving others access will give them permission to manage the channel. And they can do that using their individual Google accounts too. That's because there are three different roles these individuals can play and you decide which set of permissions each of them gets.

### **a. Owner**

These are individuals who have access to all the Google properties that come with that Gmail account. They can also decide who to give permissions to or revoke them as and when needed. So, owners will be allowed to add managers, edit information about the business, reply to customer comments and more.

### **b. Manager**

Managers can pretty much do everything owners can except edit the listings and adding or removing the roles assigned to others who have access to the account.

### **c. Communications Manager**

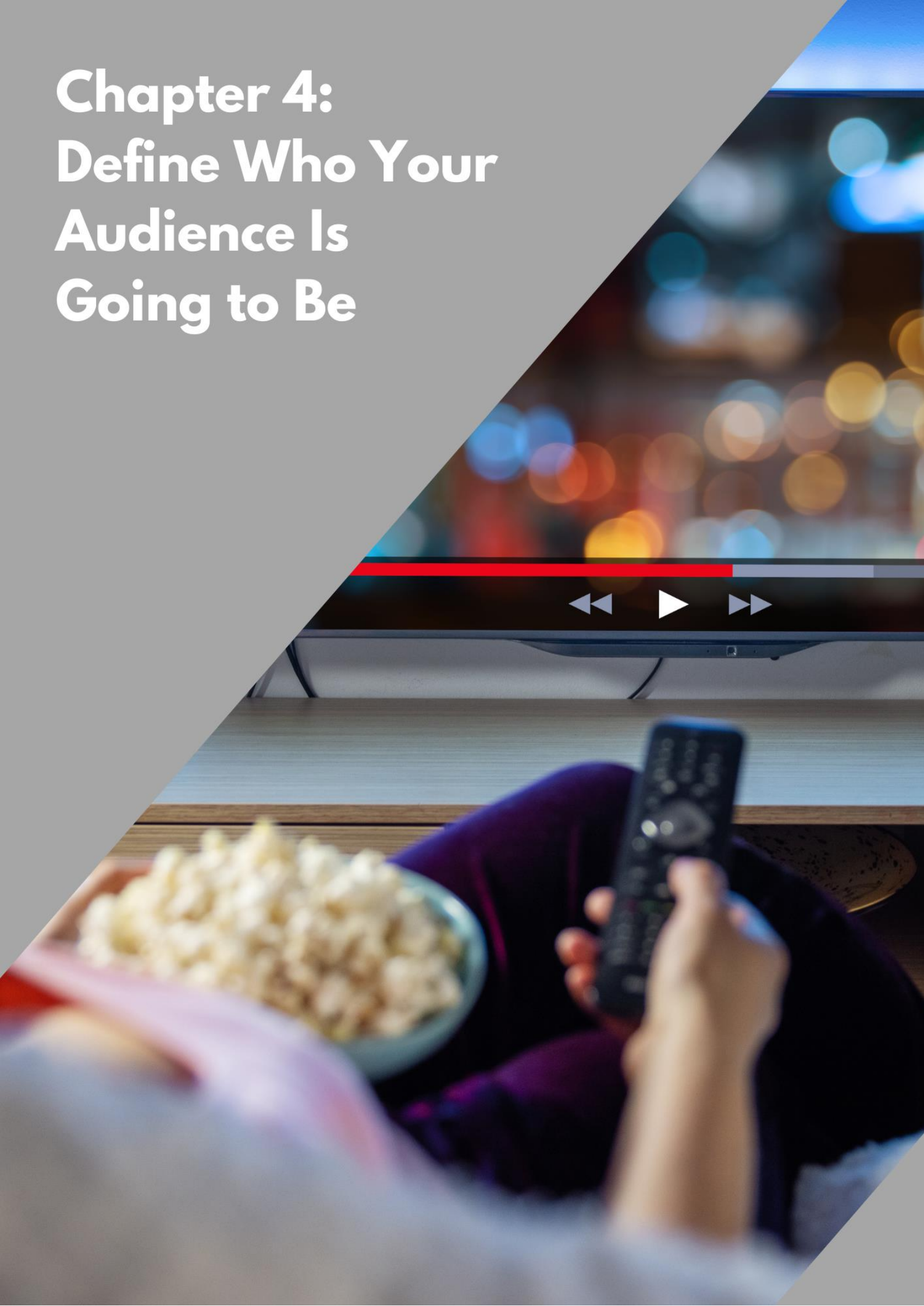
These individuals can reply to viewer comments. They can also do other things, but what they can't do is upload videos using the YouTube video manager or check the analytics.

### **How to Add Individuals to Your YouTube Account**

Here are four simple steps which let you add other members to the brand account.

- **Step 1:** Click on the Google account button on the top right corner of the screen. On the drop-down menu, click on the “settings” button.
- **Step 2:** Click on the “add or remove manager” button.
- **Step 3:** Click on the “manage permissions”
- **Step 4:** Select the icon on the top right corner of the screen which allows you to invite new individuals. You enter the Gmail ID of the person you want to grant access to and specify their role.

# Chapter 4: Define Who Your Audience Is Going to Be



## Chapter 4: Define Who Your Audience Is Going to Be



Whenever you make any kind of content, you need to know what kind of audience will be consuming it. That's the whole ball game. On YouTube, you find your audience from three channels.

- Within the platform, and this is called YouTube traffic.
- Coming from search engines like Google. They find you from their search results and this is called search traffic.
- Other websites, forums, social media sites, boards and groups where your videos might have been shared, and this is called referral traffic.

The audience you are trying to target is helpfully named 'target audience'. And you need to know a little about each of them and what they are looking for if you want to marry your content to their preferences. Here's a little bit about that.

## **On YouTube**

The first rule of bringing YouTube traffic to your channel is to collaborate with others. This means you have to do four important things.

### **1. Engage**

You should comment on other channels and participate in the conversations taking place on their pages. This will attract the audience to your channel. While you're at it, you should also go through the content and comments on your competition's page to keep yourself aware.

It will help you understand what your potential customers are looking for and maybe you have the solutions to their problems. You might even find user feedback on their content, which might help you avoid some mistakes.

### **2. Collaborate**

You want to find other channels on YouTube that also attract your potential and actual customers. But you should make sure that the channel is not your direct competitor. You want to find individuals or brands who are in the same circles so that you can partner with them.

Strike a deal with them so that you can feature them on your channel or vice versa. There are a great many benefits of such collaborations and not just for your numbers on the channel but also in terms of networking.

### **3. Optimization**

I'll discuss optimizing your YouTube channel in detail in just a minute. But for the moment, let's call them best practices. You need to do the basics of optimizing your channel. That means:

- You should use the right keywords in the title of the video.
- You should add tags to each video.
- Write the description of each video explaining the customer's problem and how you plan to solve it.
- Add a call to action or CTA, which is an annotation added at the end of the video. This should prompt them to subscribe to your YouTube channel.
- Update the artwork of your YouTube channel regularly
- Upload high-quality videos as often as you can because they are given a better ranking by the platform.
- Name the video file on your computer such that the target keywords are in it.
- Like your brand's social media pages to the YouTube channel and the other way around too.

#### **From Search Engines**

The other source of your traffic will be from search engines like Google. Users will find your video by looking for specific queries on these search engines. If you have optimized your YouTube channel, your ranking will be good and your videos will get more visibility on the search engine.

You should also try to increase your chances of getting a better ranking by adding target phrases and keywords. Here are some examples.

- Tutorial
- Review
- Demo
- Video
- Test
- Step by step
- How to \_\_\_\_\_
- Walkthrough

These formats are incredibly popular among most users, which is why these videos are better ranked. You can also get more viewers if you jump on hot trends and popular discussions. This will leverage the algorithm on these platforms and make your videos more visible and hence relevant.

That's because when a keyword is being searched by a lot of people, the topic becomes current and relevant information is presented to them. You want to be one of those links right on top. This can drive a whole lot of traffic to your video when you do it right and hence get some traffic for your channel and maybe even your website.

### **Other Websites**

The third way of getting traffic to your YouTube channel is the rest of the internet. This means public forums like Reddit or fan community pages from social media websites or any other place where your customers and potential customers might be having conversations.

You need to find these places and post your videos in the discussion pages. This is a great pitch to the people. If it gets traction, you are



on the right track. If your viewers are inclined to share it, you are doing a good job and you should learn from the experience.

Now, if you spend about 20 percent of your resources on creating a great video, you should spend the rest of the time *before* you make that video on learning about your audience and how and where to promote the video once it is done. This, as you might know, is called the pre-promotion stage.

## 6 Ways to Target Your Audience



Once you find your audience, you need to target them using your own skills and what the technology at your service is offering you. And that's the next part.

You need to know what targeting methods are. They are essentially ways in which you can define the people who want to consume your content. This is divided into many segments based on interest,

demographics, intent and more. Here's how each of those methods helps you.

### **1. Interests**

You pick the categories that are available to you on the platform and decide who are the people interested in the topics you will touch upon. This data is narrowed down from all the browsing they do and it will tell you about other topics that may not be of interest to you too.

### **2. Demographic Groups**

You pick the people you want to target based on their income, gender, age and more. You can categorize and target people based on shared traits like who are college students or who are homeowners or newlyweds.

### **3. Life Events**

You can also reach customers on Gmail and YouTube based on their purchasing behavior. You notice the shift based on big life events like graduation and moving from one place to another.

### **4. In-Market Segments**

You can pick segments in a market based on what the customers are researching. This could give you a big scoop into what kind of products or services they want to buy.

You should also look into data segments. These are the viewers you reach based on the partners on Google and YouTube. This data is about the people who have interacted with your content on these platforms in the past.

You will get this data after you link your YouTube channel and Google Ads account. This will also tell you about the people who have interacted with your mobile app or website.

Then there are custom segments that are specifically built for advertisers. These segments tell you how you can reach viewers who are ready to make a purchasing decision. This will be done after looking at the keywords they have been using on the Google search engine.

## **5. Affinity Segments**

Then there are affinity segments which are all about raising brand awareness. These videos will consider your video ads and reach people who are showing a strong interest in the topics you are discussing on your YouTube channel.

You should also look into custom affinity segments because you can create these segments. This will help you explore your customers and compare them with segments that are used for advertising on television.

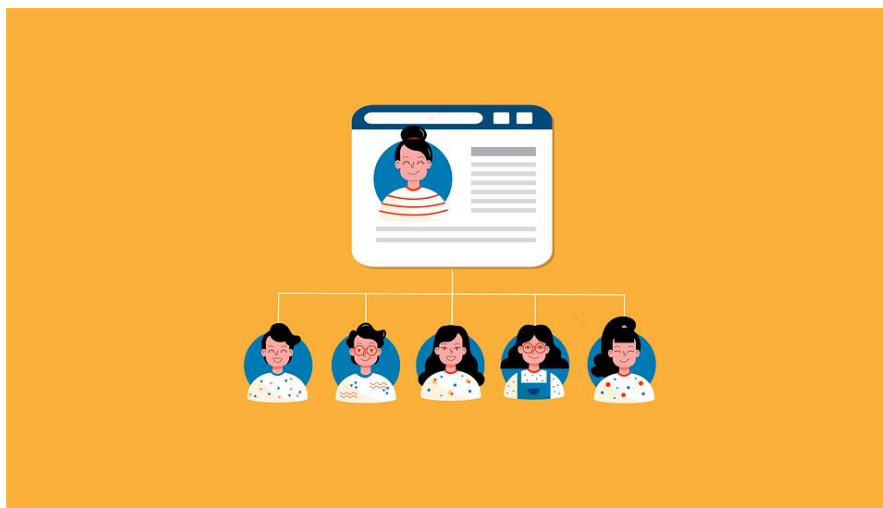
## **6. Customer Match**

This is a product that allows you to engage with customers who are interacting with your partners on Google and YouTube. You can also

use a targeting feature called similar segments which gets you first-party data in the form of lists.

You will know about your best-performing audience segments and you can target them along with new users by matching the common points in their data.

## How You Get To Know Your Audience



Once you've found your audience, you need to know how to target them. This can be done by clicking on the "audience" tab on your YouTube Analytics page. This will give you all the information you need about your viewers.

This metrics card has some key data that will tell you about new viewers and those who return for more. You will also learn about total members, subscribers and unique viewers.

You may not always get the full scoop on certain details like gender, source of the traffic and geography of the users. But to get the rest,

you will have to sign in to your YouTube channel and click on the “analytics” button on “menu” on the left side of the screen.

Then from the top, you must click on the “audience” button. And here are the many categories you will find.

### **When the Viewers Are on YouTube**

This will tell you the peak times during the day or night when your customers are on YouTube. This is in the 28-day time frame and will tell you when you publish a video or do a livestream.

### **Which Videos**

This will tell you about the videos that brought in a lot of audience for your channel in the last 90 days. This will help you understand the kind of content your audience is responding to positively.

### **Other Channels of Interest**

This will tell you about the other YouTube channels that your target audience is interested in. It’s a report for the last 28 days and it will point you in the direction of your competition. It’s an opportunity to look at what they are doing right and what you can learn from them.

It’s also a good opportunity, sometimes, you look into collaborations.

### **Other Videos Watched**

This is a report about the other videos that your viewers have watched in the last 7 days. It will be a great way to discover new

ideas and formats. Because if they are interested in it, you should be too.

You should also check these videos out for the style of their thumbnails and titles because those are the first things your viewers always see.

### **Geography**

This is about the geographical location of your viewers. You can use it to target them online and offline as well, whenever applicable.

### **Gender and Age**

This is the age group that is responding (or not) to your content and also the gender of viewers your videos are attracting.

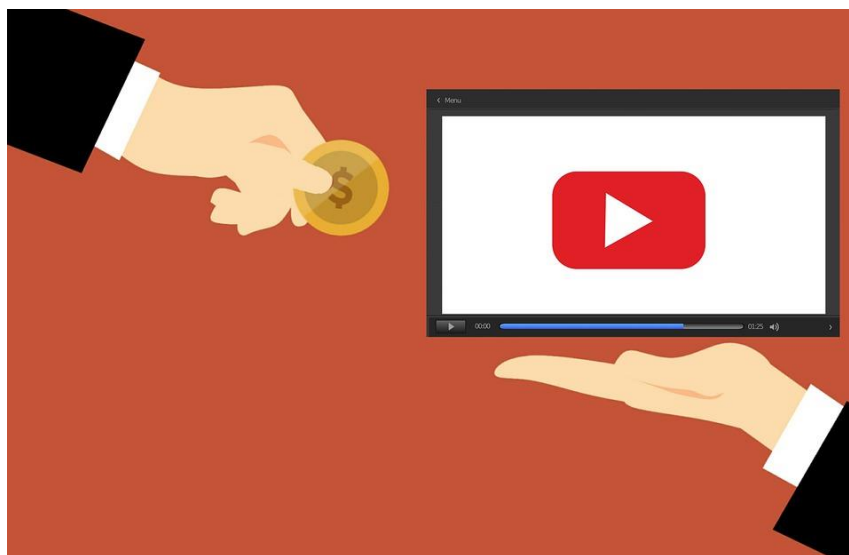
### **Top Subtitle Languages**

This is a good way to check if your subtitles are working and in which language people are playing them. It's a good sidebar to the geographical information.

# Chapter 5: Creating Videos for YouTube



## Chapter 5: Creating Videos for YouTube



There are plenty of formats in which you can make videos to reach your target audience. And I'll talk about them too in this chapter. But there is a greater philosophy that will guide your decisions for format. There is a larger picture you cannot miss.

Here are a few fundamentals you should know about if you are planning to make videos for a long and sustaining YouTube channel for your brand. Let's begin.

### **1. You Need to Build a Relationship of Trust**

Your first loyalty is always to your viewers. So, you need to build your relationship with them based on trust. No matter the gimmicks you try to get eyeballs, you should never betray their trust because that is hard to regain.

And you can build and maintain that trust by giving them good content. Make sure you exhibit healthy respect for their time. And



don't insult their intelligence with content that is clickbait-y. You want to create value in each of your videos and make sure that it's worth your audience's time.

That will not only earn you their approval but also 'shares' and the importance of both these factors cannot be emphasized enough. If you are able to establish that your channel is a place for high-quality content, you will earn their trust and loyalty. This will keep them curious and earn you return viewers and that's always good news.

To do all of this, you need to find the topics that are interesting and also helpful to your consumers. You can do that by starting to address their problems and by telling them how you will solve them. You have to do this when you're introducing your content. It's the doorway.

Typically, the most popular formats on YouTube are:

- Reviews
- How-to/tutorials
- Educational videos
- Vlogs
- Q&A or AMAs

This will help you earn their trust and they are likely to come to you when they have a problem. That's the opposite of a sales pitch where you will have to pitch your idea to them. And more often than not, that's a winner.

## 2. Your Content Must Be Exclusive



You can make a whole lot of good-looking videos, but it won't be of much use if those videos are everywhere. You need something that makes you different from other channels in your niche.

That's the hook that will bring your viewers to *your* channel. You need to tell them about it and then you must actually do it. There's also nothing wrong with creating a little intrigue and inducing a little friendly fear of missing out.

Experts say that you don't want to tell people what's in a video because that doesn't work. Give them a little sneak peek and leave it at that. Make sure it's something they want.

You may even go as far as giving some viewers access to the video. Perhaps your first 100 or 1,000 subscribers. That's called "early access" and it can be on your website or in your newsletter.

Some experts like to keep the video published on YouTube but leave it on 'Unlisted' (as opposed to 'Public' or 'Private') mode. But they add the link in their newsletters and such as a teaser.

This creates a buzz, and finally, you release it to your YouTube subscribers first and then publish it on your socials a day later. This is a reward to your YT subscribers for all the love they've shown.

But if you are going to place these big bets, your content better be just as good. If you publish content that makes your audience feel like, "yeah, the trailer was the best thing about it" then you are going to lose their trust.

### **3. Every Video Must Have a Significant Context**

It's okay to make fun 20- to 30-second teasers or short reels every now and then. But in the long run, you need your videos to have context. And it has to be as specific as you can get.

This way, you show your viewers that you respect their time and you push them (without pushing them) to watch your video. The context can't be a long Sorokin-esque speech about your goals.

You need to put them in these metadata columns.

- The title should tell them what problem of theirs is going to be solved.
- Your description should tell them about the format and what that means specifically.
- Your webpage text should tell the audience anything else they need to know before they watch the video.

- Your thumbnail should have an image that tells them the topic of the video.
- The first 10 seconds of your video should have the main talking points so that they stick with the rest of it.

And if your video has multiple sections, you can share those bullet points in the description as context. This will keep the viewers on the video. Some might jump to the parts they are interested in, but it's better than keeping it vague and tricking them into watching the whole thing.

#### **4. Consistency Is Never Overrated**



Your content should be different, but you need to be consistent in the publishing of your videos. It helps very much if your viewers know when they are going to get new content. That means you should have a publishing schedule that should be your Bible.

Over time, your audience will pick up on it and if you're doing everything else right they will be excited about what you have to say this week (or today). Here are the factors to keep in mind when it comes to keeping it consistent.

- **Time:** You need to publish your content at specific times of the day or week. Name them (like 'Throwback Thursday') so that it's easy for people to remember them. You want to make sure that the name is relevant to the type of content you publish.
- **Content Type:** You need to stick to your niche and talk about things that have brought your viewers here. Don't switch lanes once you have subscribers, because that's a huge betrayal of their trust.
- **Platform:** You need to promote your videos consistently on your other platforms, such as your socials, newsletter, emails and such.
- **Interaction:** If you have decided to respond to comments (as you should) make sure you keep it going for every video no matter the amount of interaction. People love getting noticed and it will bring you some of their attention and also loyalty.

## 5. Float Test Ballons

Never be too proud to test your content. This is especially true in the beginning. But here's the deal.

You need to understand what your audience wants and how they like it to be delivered to them. That means you should look at your

analytics closely and see what people like and why. But checking analytics is not the only way to know what people think of your content. That's post publishing of the videos.

You should also look at what your competition is up to and what's working or not working for them. You want to look specifically at these details.

- **Titles:** Is there a trick that's attracting more audience?
- **Thumbnails:** Can we tell the ones that attract more eyeballs from the others?
- **Video Context:** Is having a greater context helpful or not? And are there obvious winners?
- **Video Length:** Is the secret just the attention span of the audience?
- **Video Type:** Is someone talking in the videos, is it interviews or something else?
- **First 10 Seconds:** Is a particular format doing better than the others?
- **Publishing Schedule:** Is it possible that it's all about timing? Are weekdays better than weekends or morning better than evenings and so on?

# Chapter 6: Optimizing Your Videos



## Chapter 6: Optimizing Your Videos



Now let's get into the nitty-gritties of [optimizing your YouTube videos](#). This is a highly important step for any brand. In fact, it is so even for individuals who want to gain a few or more eyeballs for their channel.

What's fascinating is how easy it is to do, and it might baffle you to know that a lot of people still don't do it simply because they aren't devoting enough resources to this.

### Why You Should Do It

If you're wondering why you should optimize your videos, here's the point.

You got on YouTube because you want to create content that is consumed by new and existing customers for your product or service. You want to make sure that on a platform where billions of



users spend their time, you get the attention that your videos and hopefully your brand deserve.

You need YouTube to look at your videos and rank them higher so that more people are able to find it. You also want to make sure that Google, which brings in a good deal of search traffic, also acknowledges the quality and relevance of your videos and ranks them higher.

Once they start showing up on the search results, you will get more viewers. Now, YouTube has its own algorithm that it uses to determine how to rank any video. How it works is not something that's entirely out in the open, but we know more than enough to make sure you can work it in your favor.

An increase in traffic to your video or channel means that you have the potential to increase sales and your customer base in general. Here's what you need to know about YouTube's decision-making process when it comes to ranking videos on its platform.

## **How YouTube Ranks Its Videos**



Here are the basic details of a YouTube video. Just doing them will give your videos a fighting chance. And doing them well will increase your chances of being seen on the platform. Let's get started.

## **Description**

Every video should have a description so that YouTube knows what the video is all about. It also uses this information to determine the users who are most likely to be interested in it. Based on this judgment, it offers these videos as suggestions to its users. Even those who are not subscribed to your channel.

## **Keywords**

You need to add keywords to every video because this is how the algorithm connects your video to the terms that users are typing into the search bar on its platform. This helps YouTube deliver to the right users. You should also use some of these keywords in the video's title and description to make sure there is no swing and a miss.

Which ones go into the title (because it's smaller) depends on the weight of the keyword. You can use many tools on the internet to determine this.

## **Duration**

YouTube also takes the duration of your video into account. It looks at how long people are watching a video at any given point in time. This is how it determines how much interest they might have in your video.

So, if they are watching only the first few seconds and moving on, you are making a mistake. And YouTube doesn't like delivering long-form content to people who like short videos. That's why this is an important metric for the algorithm.

In general, people like to consume shorter videos a lot more than longer ones. It's also easier to make those, technically speaking, which means everyone can win.

## **Reactions**

YouTube has the 'Like' and 'Dislike' buttons which give it data on how many people are responding to your content positively. It uses this data to determine whether your videos are working or not and ranks them accordingly.

## Subscriber Count

If your channel is growing quickly in terms of the people subscribing to your channel, rest assured that you will be in YouTube's good books. And that's a good way to get ranked on Google too.

## 7 Ways to Use YouTube Marketing Well



You [understand the metrics](#) of making a video and getting a better ranking on the platform. Now it's time to understand these metrics a little deeper so that you can make the most of them. That means you will be able to increase the number of viewers on your YouTube channel.

### 1. Grabby Titles

Your title and thumbnail are two of the first things a viewer sees in the search results. You want the title to have the main keyword but

for it to be interesting as well. In this context, “grabby” doesn’t mean click-bait-y.

As mentioned before, you want to deliver quality to your viewers. You need to understand what they are looking for and offer them just that. So, a good headline or title is a great way to get people interested in your channel.

If you do it well, you will be able to attract new subscribers who can turn into buyers. The title should be such that it makes the people want to watch the video. Asking questions is a great idea. Hyperbole is also not too bad but don’t over-promise and under-deliver. That’s a blow to the trust you have to establish with them.

Sometimes it’s a tutorial or a review and those words work magic on this platform. So, don’t forget to add words like “Review” or “How to \_\_\_” or “Best of \_\_\_”.

## **2. In-Depth Viewer Research**

If you want more people to watch your videos, you should find out what they want. It’s the simplest and the oldest trick in the book. You want to give them videos that have value. This doesn’t mean that they have to be a high-production project. You need to make sure that the content of the video is rich.

Whether you’re trying to entertain or educate, you need to get it right. And don’t be boring. That’s subjective. So, how to achieve that? Well, by finding out what your viewers like and what they find boring enough to move on from in a matter of seconds.

Check out the competition and see what's working for them. You need to push your viewers to engage and discuss in the comments section. So, try to end the video with a call to action.

### **3. Snazzy Thumbnails**

As mentioned before, apart from your title, this is the first thing your viewers will see. You need to make sure the thumbnail is good-looking and tells your viewer what the video is about. This is where you start working on the visual grammar.

Don't pick an option that YouTube gives you when you upload the video. Instead, make one of your own. It doesn't take a lot of time or energy once you figure out the specs. Try to make sure the picture that is the thumbnail is relevant and original.

### **4. Embedding on Other Websites**

Whenever another website embeds your video, it's a point in your favor. So, you need to find ways to get other websites to do this to improve your YouTube ranking. It will also help you with your Google ranking, which is another bonus.

### **5. Link Your YT Channel Name with Your Domain Name**

You want to make sure that your brand is properly represented across platforms. So, on YouTube, you should link the name of the channel with your domain name so that people find your channel easily.

This will also help YouTube connect your brand to this channel (as opposed to fan or troll channels which have your name in their name).

It will also help your brand in general.

## **6. Share on Socials**

You have to make sure that your videos are shareable. This will help YouTube and Google rank your content higher. That's because the users are going beyond liking and engaging with your content. They are recommending it to others. It's a sign to the algorithm that you're producing good-quality videos.

## **7. Offer More Options**

And finally, you need to give your viewer more options. That means you need to help the viewer consume your videos by making them accessible to all kinds of learners.

So, you need to add audio cues, subtitles and illustrations in your video so that your viewers can consume it in any way they like.

For instance, someone in a public place might not be able to watch the video on full volume or any volume for that matter. You want to add subtitles so that if they really want to watch it, they have a way to get the commentary as well.

Optimizing a video is not just for your benefit. It makes things easier for viewers, which, frankly, is their only motivation to keep going. So,

you also earn brownie points with your potential customers because you demonstrate to them that you care.

Now, let's talk a little business. Because after all this effort, you don't want to lose the digital marketing battle on YouTube because you didn't promote your channel. And that's the next chapter.



# Chapter 7: How to Promote Your YouTube Channel



**Subscribe**



should use keyword tools to figure out the brands that are on top of their game.

This will tell you about their ranking and you can study their content to replicate their success. Pay attention to their metadata like titles and descriptions to see how they're winning the viewers over. Conduct SWOT analysis to understand their strengths and weaknesses.

## 2. Cross-Promote on YouTube



If you pay attention, you will see that there will be an overlap of topics on YouTube. So, you want to keep promoting relevant older content from your own channel. That means you should add those URLs in the description of your newer or best-performing videos.

Add CTAs that nudge your viewers to watch more of your content.

### **3. Influencer Marketing**

This is a huge business on the internet. You want to tap into influencers in your niche so that you can reach out to their loyal viewers who may be your customers. That means collaborating with these influencers to promote your products or services.

Viewers find their favorite influencers to be extremely trustworthy and take their advice seriously before making a purchasing decision.

### **4. Contests or Giveaways**



YouTube users are popular for their love of giveaways. Take advantage of that by hosting contests. Encourage your viewers to subscribe and offer them rewards. Make sure the contest is fun and simple. It could be as simple as rewards for the first 10 witty comments or for subscribing to your newsletter.

Here are some best practices to follow.

- Adhere to YouTube policies.

- The reward should be related to your brand.
- Use user-generated content to draw contestants.

Track the progress to make sure you are getting what you want. Do that by conducting one contest and then revisiting the idea of doing more. Check the engagement and subscriber drop-off rate to measure the contest's success.

## 5. Livestreaming

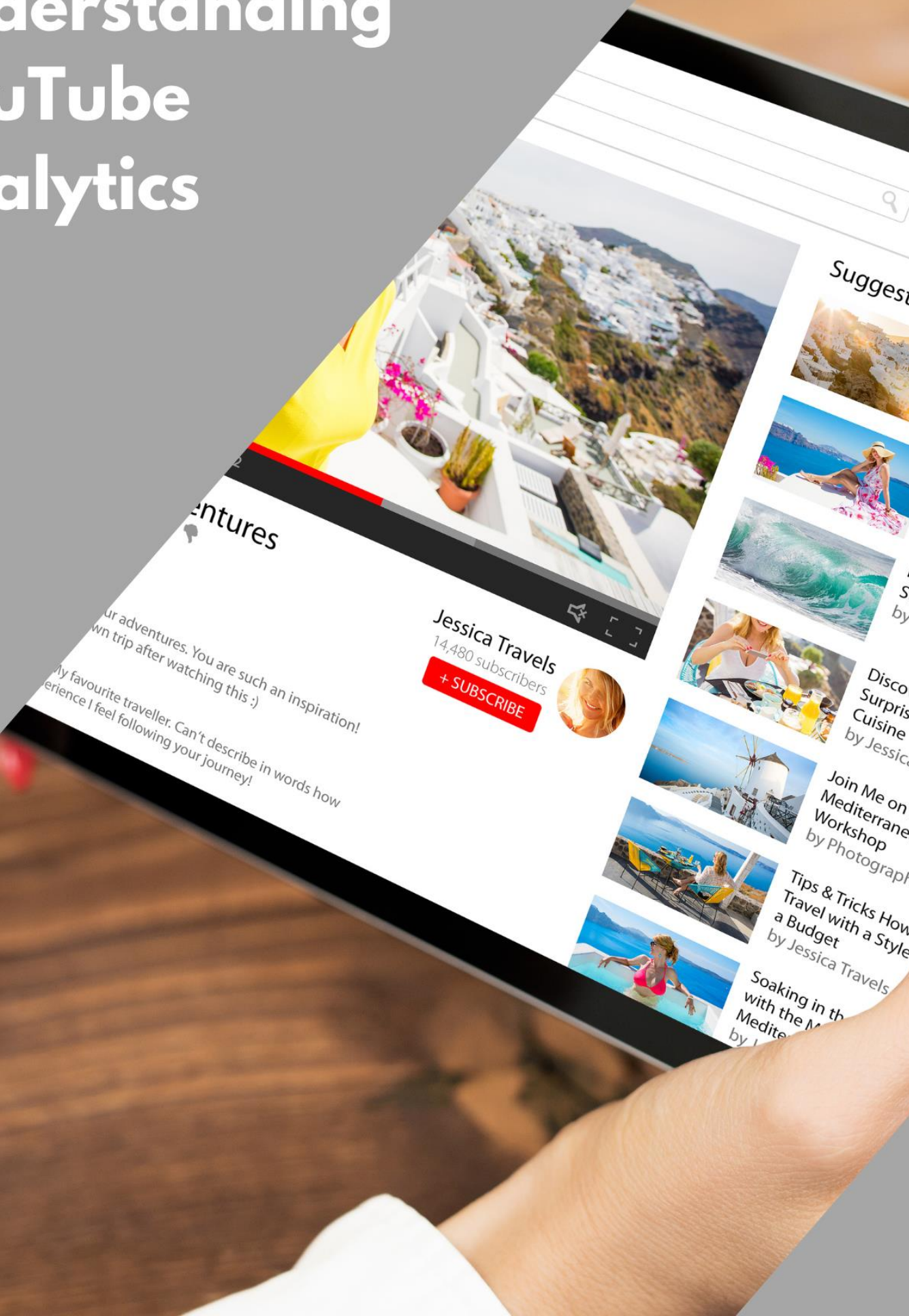
Brands are tapping into livestreaming for a reason. It's one of the biggest trends on social media and gets a lot of eyeballs. Watch how experienced streamers are doing it and make a note of best practices. Here are some standard formats.

- Live tutorials
- Product demonstrations or unboxing events
- AMAs
- Webinars

It's okay if your initial attempts look rough around the edges. Make sure you engage with the audience during the live to keep it compelling.

But it's not enough to do all this if you don't know [what the analytics mean](#). And that's the next step.

# Chapter 8: Understanding YouTube Analytics



## Chapter 8: Understanding YouTube Analytics



Once you start publishing videos, you should make time to see how they're doing. One part of that job is made easy because YouTube gives you analytics. But you need to know what's important and how to read them.

### 1. Average Percentage Viewed

This is the metric that tells you about the average percentage of each video your average viewer has watched. It tells you for how long you're keeping their attention. If this is high, your ranking improves.

## **2. Audience Retention**

The name of this metric tells you all. You get it in percentage and you know how well you're able to keep your audience engaged during each video. Obviously, a high retention rate gets you a higher ranking.

It can also help you with strategy in the future because based on the metadata of videos that are scoring well, you can remove the boring parts. YouTube gives you absolute retention and relative retention data. Absolute is how well you're able to retain viewers and relative is how each video does compared to all the others.

## **3. Re-Watches**

This will tell you how many times people have re-watched certain portions of a video. You will learn which parts are working well and that'll help you design the structure of future videos.

## **4. Engagement**





This is a list of the likes, dislikes, comments and shares on a video. Likes and dislikes give you an overall sense. Comments tell you how your viewers feel. Shares tell you that they went a step further and recommended it to others.

## **5. Impressions CTR**

This is the metric that tells you the rate at which people are watching your video after they see it when it appears in front of them. It could've been recommended to them on their homepage, trending page or elsewhere.

When the CTR is high, it means you've written a good title and people are interested in the topic. CTR is typically high after a video is published to subscribers. But videos travel far beyond that if you've taken care of the metadata properly. So, you might notice a decline or it will stay stable.

Look at this along with the average duration and average percentage viewed metrics to get a full picture. But if your titles and thumbnail are clickbait-y or misleading, your audience will feel deceived and your overall stats will take a hit.

## **6. Card CTR**

These are slide-ins that nudge viewers to subscribe or click on a website link. Card CTR tells you if people are responding to your prompt. You learn if your cards are working and if yes, how well.

When your card CTR is high, you might see an increase in website traffic, subscriber count or duration watched depending on the card you've inserted.

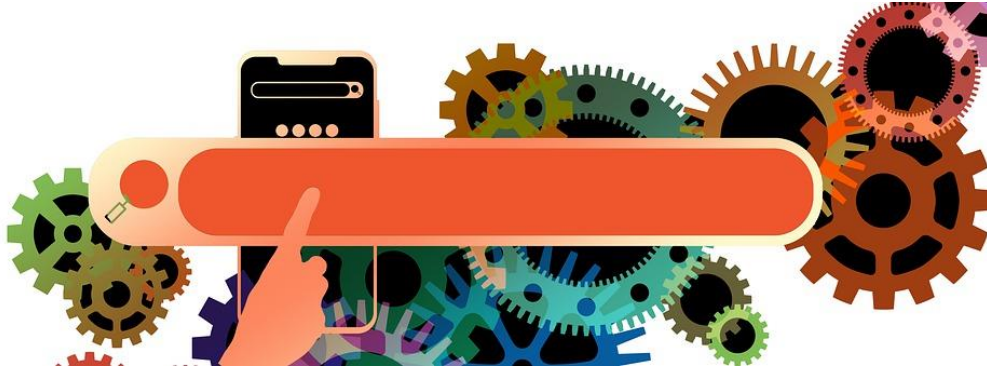
## **7. Playlist Engagement**

Typically, people make playlists to organize their videos properly. This is not just about order for you but it's also something viewers who like a particular theme appreciate. It keeps them on your page and they consume more of your content.

That's good for your channel ranking too. You will see two metrics in this respect.

The playlist report tells you the average time and average view per playlist. If you're not seeing good numbers here, you must reorder the videos in the playlist and make sure the videos with a high audience retention are placed on top.

## Revenue Metrics



If you are able to monetize your channel, here are some metrics that you need to check.

### **Estimated Revenue**

This is the total revenue you've earned through this channel over a specified period of time through transactions and Google ads.

### **Estimated Ad Revenue**

This is the estimated revenue from DoubleClick and AdSense ads. You will have to specify a few parameters before you see the results.

### **Transaction Revenue**

This is the amount of net revenue your channel is estimated to earn (after selecting other parameters) from paid content like SuperChat.

## **Estimated Monetized Playbacks**

This is the number of times viewers saw your ad impressions placed in a video or how many stopped watching the ad that rolled before the video started playing.

# Chapter 9: Analyzing, Adapting and Growing



## Chapter 9: Analyzing, Adapting, and Growing



Now, you've learned a lot about a lot of things in the last eight chapters. Let's put all those terms and numbers in context once and for all so that you know where all this information is to be used.

One of the sure-shot ways of succeeding with your YouTube channel is to learn how to analyze all this data to grow the channel. It's not just about making more money or getting more eyeballs but also about becoming more appealing to your viewers, which is the long game.

### Tools To Use



Paying attention to all the feedback you're getting from viewers and analytics will tell you how to strategize for the future too. And if you can't do all the analysis by yourself, there's plenty of help available out there.

### **1. YouTube Studio**

This is a free tool that will help you manage the channel through a dashboard. It will give you all the analytics we've been talking about in the previous chapters in one place. But that's not all.

You will get information related to copyright, monetization, playlists, comments on your videos and the content of the videos too. That last one will tell you about things like views, interactions, visibility and more. It will help you make better choices.

The copyright feature will help you find those who are stealing your content. And monetization settings will help you with your merchandise advertising and distribution.

## 2. Hootsuite

If you want insights from your analytics, this is the one to pick. Integrate it with the Channelview Insights App and you will know how your YT channel is doing along with all your other socials all in one place. And you can schedule regular reports which will be delivered automatically.

## 3. Google Analytics



At this point, you are no stranger to Google Analytics. It will give you a more comprehensive view of what your viewers think about your channel.



# Chapter 10: Conclusion



## Chapter 10: Conclusion



YouTube is an incredible place for those who have a product or service they want to sell. Sure, you can just have fun here, but if you have a marketing agenda, a few small things done rigorously will fetch you great benefits.

Most of the world is now watching more content than they are reading. So, it's a no-brainer that you need to start making videos along with those wonderful text pieces that you're publishing on your website.

Making videos doesn't have to be a long and tedious production. We're not making films. Of course, if you have the resources for it, you should absolutely go for the high-end stuff. But what's most important to remember is that you need to produce quality content.

That means, you need to know your audience. You want to identify who are the people you want to attract with your content. Learn about their interests, what times of the day and night they spend time on YouTube and what they like to watch.

This will give you a basic idea of what they're doing on this platform. Then you must figure out who your competition is and what they are up to. Examine their content and look at how your potential customers are responding to that. This will give you an idea of your target audience's likes and dislikes, problems and interests.

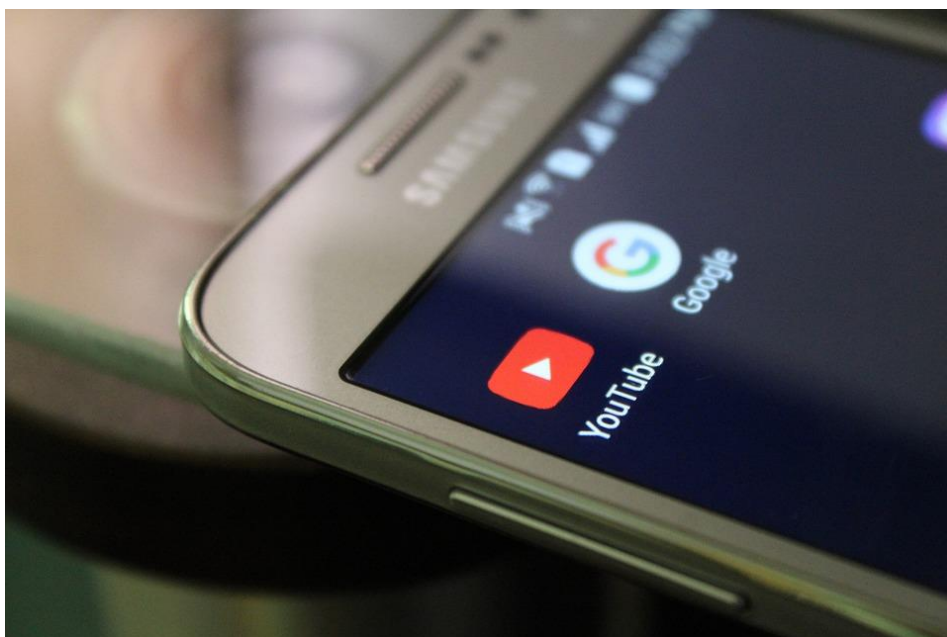
This will help you design your own videos, what they should be about and why they will appeal to your audience.



Once you figure these things out, you need to get into the details of doing this well. When you have a video to publish, you should get the details just right. It's important to make sure that you optimize your

videos so that YouTube and consequently Google rank your channel high.

This means it will show up in the top search results and that will give you more visibility. To get there you need to work with the platform's algorithm. So, you need a catchy title and thumbnail. Then you need to add the right keywords in the metadata column as well as the title and description of the video.



After the video is published, you should take some time and see how it is doing. That means you should see what the analytics are telling you. This is all about checking viewer count, audience retention, duration watched, drop off rate, clickthrough rates and more.

This data will tell you whether your strategy is working. It will also help you understand what it is exactly that your viewers are responding to. Based on this information, you can formulate future strategies.

Operating YouTube isn't the hardest thing in the world. It's just that this platform has been around for a long time and almost everyone has tried all the tricks in the book. But you need to be authentic, consistent and deliver quality if you want to make this work.

Never forget to keep your eye on the big picture.