



YouTube™

My Business

SPECIAL REPORT



The ultimate Guide to grow your
You Tube Channel income fast with
proven techniques and foolproof strategies!

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YouT**ube™**
My Business

Chapter – 1



Introduction

Introduction

YouTube is the second largest search engine in the world. The video has already emerged as a very important medium. Brands, entrepreneurs, bloggers, and institutions are using YouTube as their primal video platform.

Besides, it is also rivaling Facebook as the largest social media platform ever – making advertising on YouTube more appealing than ever before.

The online video giant is available in 76 different languages and 88 countries. Because of this level of availability, the exposure potential for your video content on YouTube continually provides one of the most effective marketing tools available – on a 24/7 basis each day.

A YouTube video strategy is a must have, especially if you're marketing to global audiences and YouTube is your best channel to use for video marketing.

You can enjoy boosts in SEO, build your traffic and brand awareness, expand your social reach, market to audiences overseas, improve your ROI, and diversify your video marketing strategy with multiple channels.

This Guide will give you the direction you need, to either launch your first YouTube campaign or enhance your current strategy. So, get started!



Chapter – 2



Major YouTube Trends and Algorithm
Changes for the Future

If you want to be more successful as a video creator or maintain the growth of your YouTube channel well into the future, you need to be updated with the latest algorithm updates and viewership trends.

Let's check them out:

1. It's not about the channel anymore

Now, it's about each video and the viewer. You have to get the right type of viewer to watch your video. For instance, YouTube got rid of suggestions by the channel and now has suggestions based on what is similar to what you engage with most.

In other words, YouTube's AI is trying to predict what each viewer will watch and uses signals like how many times you watch one video, whether you subscribe. You have to understand your audience and what they want. If you do, YouTube will promote the videos for you.

On top of that, there is different data for viewing behavior based on the device you're on. You may get different results based on whether you're on TV, PC, mobile, etc.

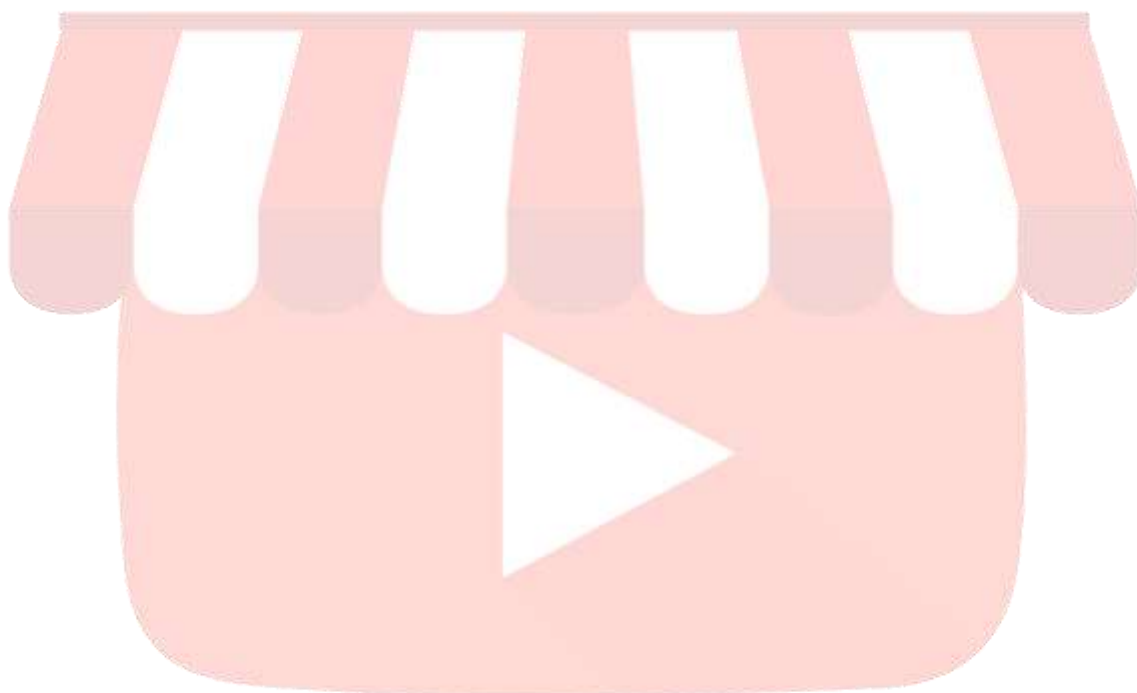
2. You need a more long-term strategy now

In 2017, it was all about publishing content more often on YouTube. Back then, an average of 67% of views would come in the first 24 hours after publishing. Now, it's only around 28%. This means it might be a month or two before your video really kicks in and starts getting a lot of traction.

YouTube is heavily promoting older content now. You may want to go back and improve video thumbnails, but **DO NOT CHANGE META DATA**, especially on well-performing videos.

3. You can now look at your impressions vs click-through data

(Get More Info in Training Guide...)





Chapter – 3



Why Your business needs YouTube -
Some Data Backed Benefits

The iconic red play button has been a cultural staple for over a decade. Artists, comedians, and celebrities alike, including Justin Bieber and Shawn Mendes, have launched their careers through YouTube.

From a business perspective, it's hard to deny the effectiveness of video marketing. Businesses of all sizes can adopt a video marketing strategy as part of their inbound marketing strategy and enjoy these amazing data-backed benefits of using YouTube:

1. Capture Attention

No matter who your audience is, they are likely using YouTube. In fact, according to [Alexa](#), YouTube is the second most visited site. Your potential for exposure is extraordinary.

Instead, focus on creating captivating videos that stand out from what your competitors are doing. Research their strategy, then identify opportunities they're overlooking or subject matter you can cover in a more in-depth, engaging manner.

2. Generate High Traffic Volumes

According to YouTube's research, there are over a billion users, and they watch a billion hours of video per day. That's a lot of traffic opportunities. Your video marketing content has the potential to reach billions of viewers. Of course, that is highly unlikely, but the promise of generating high traffic is definitely plausible.

Not only does YouTube provide a cost-effective dissemination strategy, but its reach is far more comprehensive than regular television and cable stations.

The slow death of cable continues. In fact, Google's 2016 research found that six of 10 It's no wonder why 81% of businesses use video as a marketing tool, which is up from 63% the year prior, according to Wyzowl's State of Video Marketing 2018 survey. Video is not just a trend; it's a necessary aspect of your marketing strategy from now on.

There are several kinds of videos you can create to take your marketing strategy to the next level, such as the following:

- **Explainer video** - Show how your product or service addresses common pain points for your audience.
- **Training video** - Demonstrate how customers can use your products or services to gain the most benefits from them.
- **Webinars** - Educate your audience on a specific theme or topics they want addressed.
- **Customer stories** - These share your real customers' obstacles and highlight how they achieved desired results with your product or service.

3. Experiment with Viral Marketing

(Get More Info in Training Guide...)





Chapter – 4



How to Make Money on YouTube -
Step by Step Guide for Beginners

If you want to try your own YouTube channel and if you are a beginner this guide is for you also. In this chapter, you will come across different Ideas/Topics for YouTube channel, how to create and monetize the channel and how to gain more subscribers.

Steps on how to make money on YouTube

Step 1: Setup and build your YouTube channel

Your channel is your personal presence on YouTube. Each YouTube account has one channel attached to it. A YouTube account is the same as a Google account, and creating a YouTube account will grant you access to other Google products, such as Gmail and Drive.

Create your account or use your existing one. Add keywords to help people find your channel.

You can add keywords by navigating to the Advanced section of your Channel Settings. Make sure that your keywords are relevant to your content.

Your username can also work for or against you. If it's short, easy to remember, and original, people will be more apt to remember you.

However, if you are using an existing account, you can always change your username by editing it on your Google+ account. If you have a Google account, you can watch, share YouTube content.

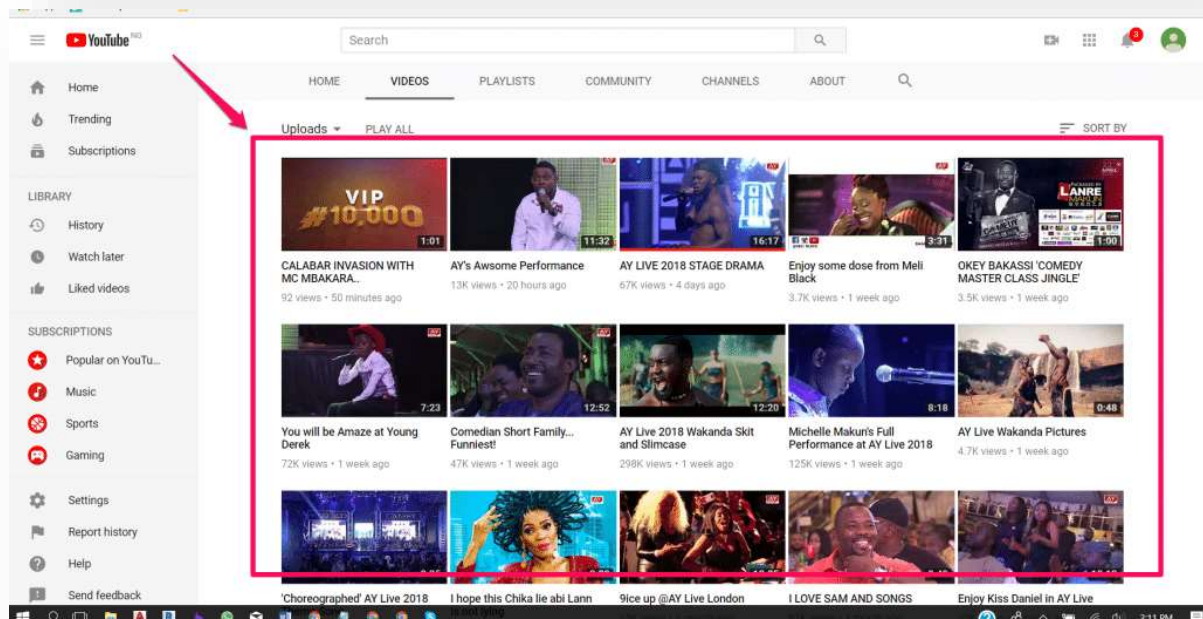
But you need to create a YouTube channel to upload videos, comment, or make playlists. You can use a computer or the YouTube mobile site / App to create a new channel.

Here are the steps:

1. **Go to YouTube and sign in:** Head over to YouTube.com and click 'sign in' in the top right corner of the page. Sign in using your Google account username and password.
2. **Go to YouTube settings:** In the top right corner of the screen, click on your profile icon and then the Settings' icon.

3. **Create your channel:** Under your settings, you'll see the option to "Create a channel," click on this link. Next, you'll have the option to create a personal channel or create a channel using a business or other name. For this example, let us choose the business option Now, it's time to name your channel and select a category.

Step 2: Add content



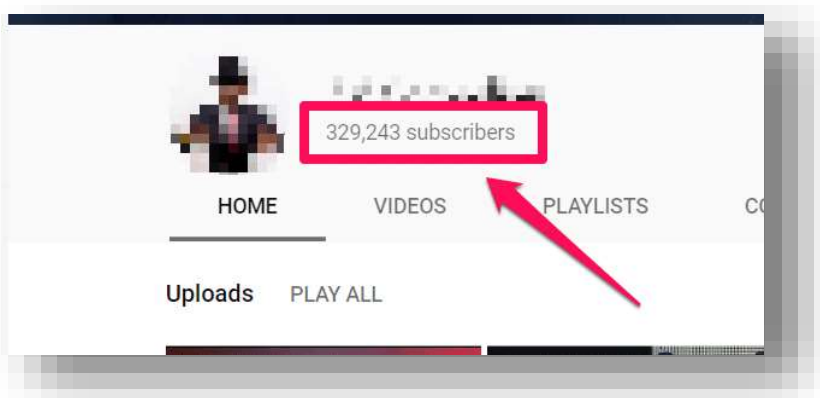
Try to upload content that is high quality, and isn't super long. (This option can vary depending on what type of content you decide to upload).

Also, try to upload regularly and stay consistent with your uploads. Even if your content isn't great at first, keep at it. Practice makes perfect. Try to make each video better than the last. You will often learn as you go.

Improve your content by either using a better camera or trying better editing software or techniques. Also, try to improve the way things are filmed. Use a tripod, have a friend help you or light your scenes better. It all helps for a better end product which in turn helps you get a better audience.

By uploading regularly you can help hold an audience.

Step 3: Build an audience



Building an audience is key to increasing your monetization. You need people to watch your ads in order to make any money off of them. There is no one secret to getting more subscribers, just make the best content that you can and they will come to you.

Keep uploading content and try to get people hooked. Send your video out on Twitter and Facebook. Share it with people. Distribute it elsewhere on the internet. Subscribers are essential to becoming a partner.

Interact with your viewers by responding to comments and making occasional videos directly related to viewer comments and questions. Connecting with your community will bring more members into that community.

Step 4: Monetize your videos

(Get More Info in Training Guide...)



Chapter – 5



Creating a Robust YouTube Ad
Strategy for this year

Looking for a new PPC strategy? These strategies can help you launch your first YouTube video ad campaign. If you are already a YouTube marketing pro and looking to enhance your current strategy, read through the Campaign Specifics and Audience Targeting sections. Let's walk you through practical steps (some big, some small) that will get you closer to a complete and effective YouTube advertising strategy.

1. Select the Creative

The golden rule is a simple one: ONE creative per campaign. Why? Well, If you have multiple creatives within a campaign, it will make audience targeting, budgeting, and overall performance more difficult to manage. Here are a few additional directions:

- If you have two versions of the same creative, say one 30 second video and one 15 second video, these are two different creatives. Performance is drastically different for different creative lengths. Best practice is to create a separate campaign for each creative.
- If performance varies per geographic location, or you have separate budgets for different geos, demographics, or steps in the funnel, you will need to create separate campaigns. This should at least mirror what you have set up for Search campaigns.
- Because the creative itself is a whole different topic, this article will not cover the aspects of what makes a good creative. However, there's one critical point to mention: Branding must appear in the first 5 seconds. Branding your videos at the very end may achieve higher view-through rates (VTR), but most people aren't going to watch a video ad in its entirety. You are throwing money away if you can't at least get a lift in brand recognition or consideration.

2. Campaign Specifics

When creating a new campaign, the following 6 components are of critical importance:

- **Bid Strategy**

- **Maximum CPV:** (recommended for the type of strategy this blog is covering)
Cost-per-view allows you to create in-stream or discovery ads. Use this strategy for prospecting audiences.
- **Maximum CPM:** Use cost-per-thousand impressions if you're using remarketing bumper ads.
- **Target CPM:** Set the average amount you're willing to pay for every thousand times your ad is shown.
- **Inventory Type** – note that all types exclude extremely sensitive content
 - **Expanded Inventory:** Use this inventory type if you want to maximize your reach by showing ads on some sensitive content.
 - **Standard Inventory:** Use this inventory type if you want to only show ads on content that's appropriate for most brands.
 - **Limited Inventory:** Use this inventory type if you want to exclude most types of sensitive content. This will limit your available inventory, but it will ensure you won't serve ads on content with moderate profanity or moderate sexually suggestive content.
 - **When you select an Inventory Type**, you can view a more comprehensive comparison. The below screenshot captures some of the differences:

Compare inventory types ×			
	Expanded inventory	Recommended Standard inventory	Limited inventory
Video content			
Light profanity used in a non-hateful, comedic or artistic way	Included	Included	Included
Moderate profanity used in a non-hateful, comedic, or artistic manner, or a music video with frequent profanity	Included	Included	Excluded
Strong profanity used throughout or at the very beginning of the video in comedy, documentary, news, or education	Included	Excluded	Excluded
Romance, kissing, limited clothing in non-sexual settings, or general discussions of relationships or sexuality	Included	Included	Included
Limited clothing in sexual settings, sensual dancing, moderate sexually suggestive behavior, or a music video containing sexual content	Included	Included	Excluded
Blurred nudity, focus on sexual body parts, focus on sex as a topic, discussions about sex acts, implied or display of sex acts or sex toys without	Included	Excluded	Excluded

- **Frequency capping: Recommend capping impression and/or view frequency:**

Frequency capping Limit how many times your ads can show to the same user ?

☐ **Cap impression frequency** ?
Limit how many times your ads can show to the same user

☐ **Cap view frequency** ?
Limit how many times your ads can get a view or interaction from the same user

- Impression and View caps can be set per day, per week, and per month. You can also set the cap at the campaign, ad group, or ad level.

- Determine the cap based on how large your target audience is. Keep in mind any goals you have set for your campaign.
 - **Prospecting campaigns:** If you have a massive prospecting audience, this may not be necessary. However, you can set a cap of 10 impressions per day per campaign and a view cap of 1 per day per campaign.
 - **Remarketing campaigns:** Have stricter caps for remarketing campaigns so that you don't become the brand that drives consumers nuts. As a general rule, set caps that are half of what you set for prospecting campaigns.
 - Adding negative audience lists is another safeguard. For example, you could exclude traffic for site visitors who have viewed a certain page on your site.

(Get More Info in Training Guide...)



Chapter – 6



Video Advertising on YouTube:
How does it Work?

How Does Video Advertising on YouTube Work?

YouTube is one of the oldest social networks in the game and has gone through many evolutions of paid advertising options. Today, there are a handful of great paid tools and resources you can use to hone in on a specific audience segment and reach them with your video content on YouTube.

Here's a brief overview of the main advertising options, and how each of them work.

1. TrueView Ads

TrueView ads, also known as in-stream ads, are YouTube's premiere advertising product. Functioning like a traditional commercial, TrueView ads are skippable videos that appear before the main video a viewer selected – like traditional television commercials, only better because users can skip them if they aren't interested.

Contrary to what you might think as an advertiser, this is good for both you and your prospective customers; audience members can skip ads that aren't relevant to them, and you only pay when they show interest, which is calculated when a viewer clicks through or spends over 30 seconds watching your ad.

According to Think with Google, viewers who watch TrueView ads for more than 30 seconds are 23 times more likely to visit or subscribe to the channel, watch more videos by the brand, or share the video.

TrueView ads allow you to customize your video with various CTAs and overlay text to inspire further action with clickable buttons and off-site links, and have different options depending on your marketing goal, like these below.

Types of TrueView Ads:

- **TrueView Reach Ads**

Use TrueView Reach ads to target your viewers based on maximum impressions instead, billing by cost per thousand impressions instead of cost-per-view. Best for: driving awareness to your brand.

- **TrueView Discovery Ads**

Use TrueView Discovery ads to show your ads on the YouTube search results page, similar to Google search ads, or to show up next to related videos instead of before them. Best for: engaging audiences who may consider buying.

- **TrueView Action Ads**

Use TrueView Action ads to add a button directly into your video that drives your prospective customers to click out to your website. Best for: nurturing leads to take purchase actions.

2. Bumper Ads

Bumper ads on YouTube are short video ads limited to six seconds long. These ads typically play before the actual video a viewer decides to watch on YouTube.

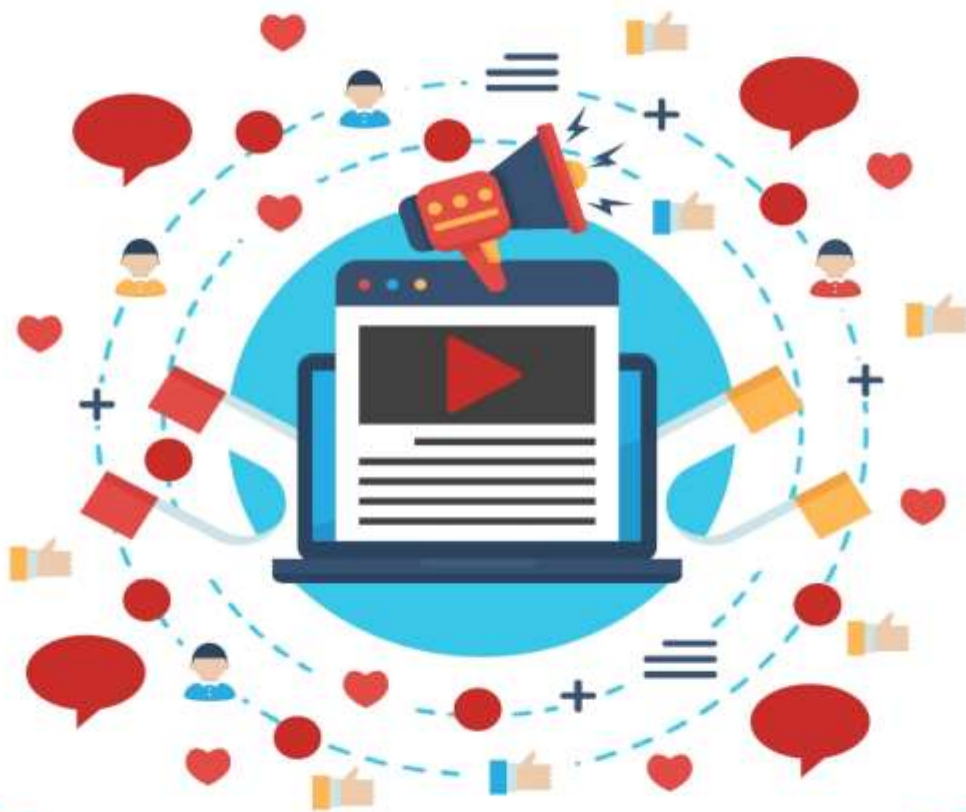
Bumper ads are relatively simple, and are a good way to capture your audience's attention, especially when that audience is viewing on mobile. On their own, Bumper ads are probably not long enough to make up a complete video advertising strategy, but work well when paired with a longer, more robust video campaign to coincide with a new product launch or a marketing push aimed at raising brand awareness.

3. Google Preferred and Masthead Ads

(Get More Info in Training Guide...)



Chapter – 7



How to Get More Views on
YouTube?

YouTube is a powerful social media network for marketers, but it will only reap results if your videos are being watched. It might seem easy once you've mastered how to upload a video to YouTube. Just sit back and let the YouTube algorithm take it from there, right?

Wrong. Like with anything in marketing (or, honestly, anything in life) you need a strategy.

If you don't plan and strategize, your YouTube channel will remain stagnant, fun for you, your coworkers and your friends to look at but otherwise underutilized. If you want to become a part of that 1 billion hours, you've come to the right place. Let's get those subscriber numbers up!

How to get more views on YouTube

Your YouTube presence is like a plant. If you don't water and cultivate it, it will wither up until one day you decide to throw it out.

If you want a successful YouTube channel, you can't just create quality content and then do nothing. While quality content is essential to success, doing nothing will result in nothing. Marketing your YouTube channel is a very active endeavor that involves several different tactics. Let's go through each in detail.

1. Create quality content to get views

If you don't have the content, it doesn't matter how great your SEO or social media marketing efforts are. So let's go over some tips and tricks to creating the best content possible!

- **YouTube videos should be useful or entertaining**

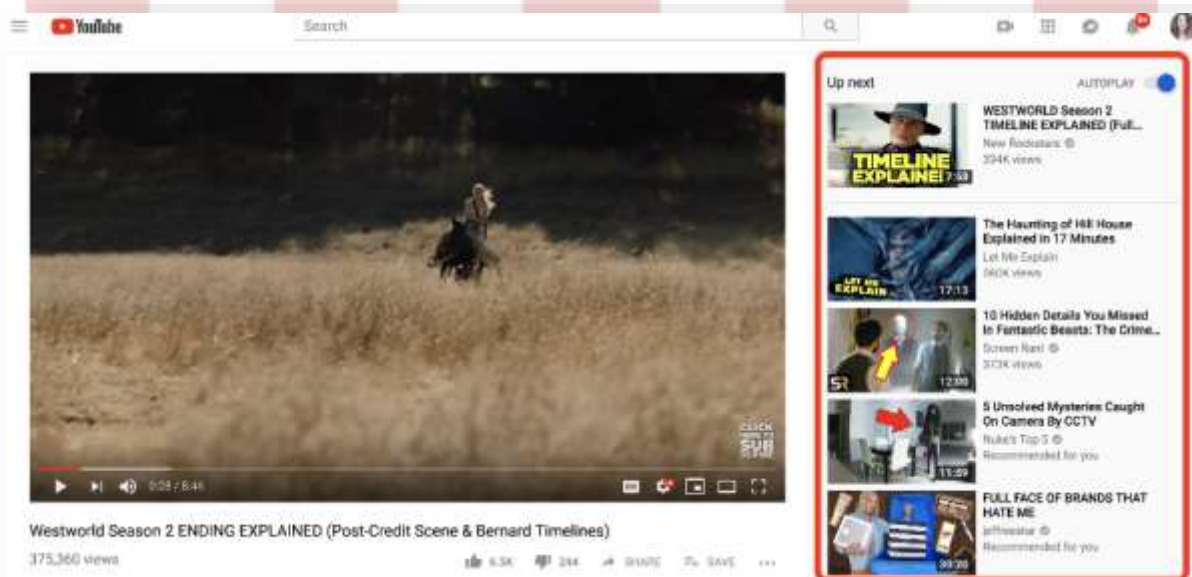
The most successful YouTube videos tend to be how-to's or entertaining — or both! Think about what your audience needs or wants. If you aren't certain, it might be time to create a customer profile. You can even ask your audience point-blank what they'd like to know more about by crowdsourcing on your other established social media networks. By being a dependable source for exactly what people need, you'll gain a loyal following.

- **Be aware of what's popular**

In the average month, eight out of ten 18-49 year-olds watch YouTube. If you're marketing on YouTube, chances are your audience fits into that age group. So why not cater to their interests?

Try to keep up with the latest trends and, if they can somehow be incorporated in your content, do so. It might make your video stand out next to the 400 hours of videos uploaded every minute. Sometimes, it will feel like an uphill battle.

On top of this, watch what videos are doing well in your niche community. How are other YouTubers successfully covering the content? If you see a general strategy that seems to work, imitate it (with your own unique spin, of course). This will help your video appear in the "Up next" sidebar after viewers watch that other successful video.



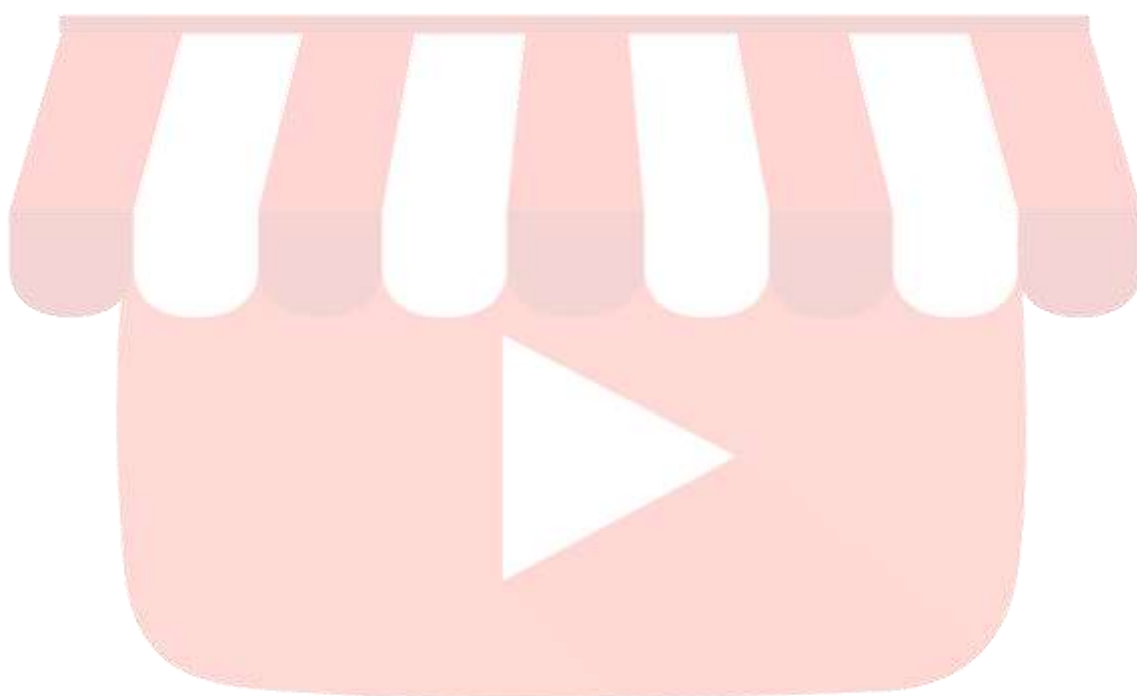
- **Guest YouTubers**

If you notice a YouTuber in your genre who is absolutely killing it with a huge following, interact with them. Create a relationship by commenting on their videos and linking to their content in your own descriptions. As you build this connection, maybe they'd be open to

making a guest appearance in one of your YouTube videos. This would drive that YouTuber's subscribers to check out that specific video, and if they like that content, then they check out your channel and — bam! — they subscribe.

2. Utilize search engine optimization on YouTube

(Get More Info in Training Guide...)





Chapter – 8



How to Get Verified on
YouTube (+ Tips and Tricks)

Now that you have a large following, a consistent brand and regular, quality content, that little gray checkmark is like a badge of honor. It's YouTube's way of showing that you've made it, that your channel is credible.

How to get verified on YouTube

- Go to <https://support.google.com/youtube/answer/3046484?hl=en> to get verified on YouTube
- If you meet the eligibility requirements, you can click on the 'Contact flow' link.
- Click 'Email Support' and fill out the following form.
- Select 'YES' under 'Is this request for a verification badge?' and submit the form.
- That verification badge will help you stand out in the sea of YouTube content. With 400 hours of videos published every minute, the extra leverage truly helps.

How to get verified on YouTube

Let's dive into the nuances of getting verified on YouTube: what it means, how to do it, and how to keep it.

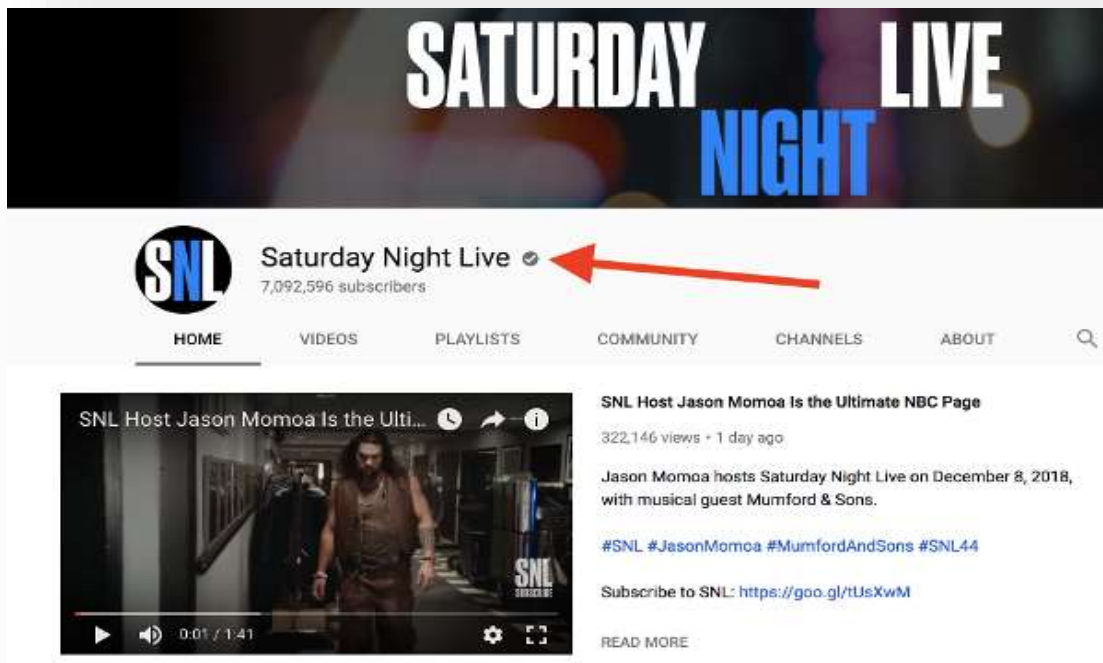
- **What does it mean to be verified on YouTube?**

According to YouTube, being verified means the YouTube channel belongs to an established creator or is the official channel of the brand, organization or business.

It does not mean you have access to any special features or perks. Being verified simply gives your brand and channel legitimacy, a stamp of approval by YouTube, if you will. It makes users more likely to trust your brand.

Plus, it prevents impersonators, copycats and/or fan sites from stealing away any traffic that should go to your channel.

The most obvious way to see if you are verified is by looking at your channel name. Is there a checkmark next to it? If not, you're not verified.



Another way to check is by going to your Channel Settings, then clicking on Status & Features. From there, you will be able to see your account status. If your account is verified, you will see a bolded “Verified” next to your brand’s name.

- **Steps to get verified on YouTube**

In order to get verified, you must meet YouTube’s eligibility requirement: your channel must have at least 100,000 subscribers. If you meet that criteria, you can follow these steps:



- 1. Go to Google's support page**

Click on this URL: <https://support.google.com/youtube/answer/3046484?hl=en>, or copy and paste it into your browser and hit Enter.

- 2. Click on ‘Contact flow’**

You will find the link under the ‘Eligibility’ section. There will be a lightbulb next to it and the text is highlighted in gray. I do not have 100,000 followers so I can’t see the link, but this is where you’d find it!

Verification badges on channels

When you see a  or  verification checkmark next to a YouTube channel's name, it means that the channel belongs to an established creator or is the official channel of a brand, business, or organization.

Verification badges don't grant access to additional features on YouTube.

How to get a verification badge

Eligibility criteria

Once your channel reaches 100,000 subscribers, you're eligible to submit a request to YouTube for a verification badge. Note that we've made changes to this process over time, so you may see many types of channels with verification badges on YouTube.

Note: If you're an advertiser interested in a verification badge, contact your sales manager to learn more.



You can submit a request for a verification badge once you have 100,000 subscribers — but right now it looks like your channel isn't eligible yet. If this seems wrong, make sure you're signed in with the email address for the eligible channel (click your account icon in the top right and choose that account).

3. Choose 'Email Support'

The 'Contact flow' link will lead you to a page where you can 'Email support.' Click on that and you will be asked to fill out a form.

4. Fill out the form

YouTube makes it easy by including a specific question that asks 'Is this a request for a verification badge?' Say, YES.

5. Submit the form

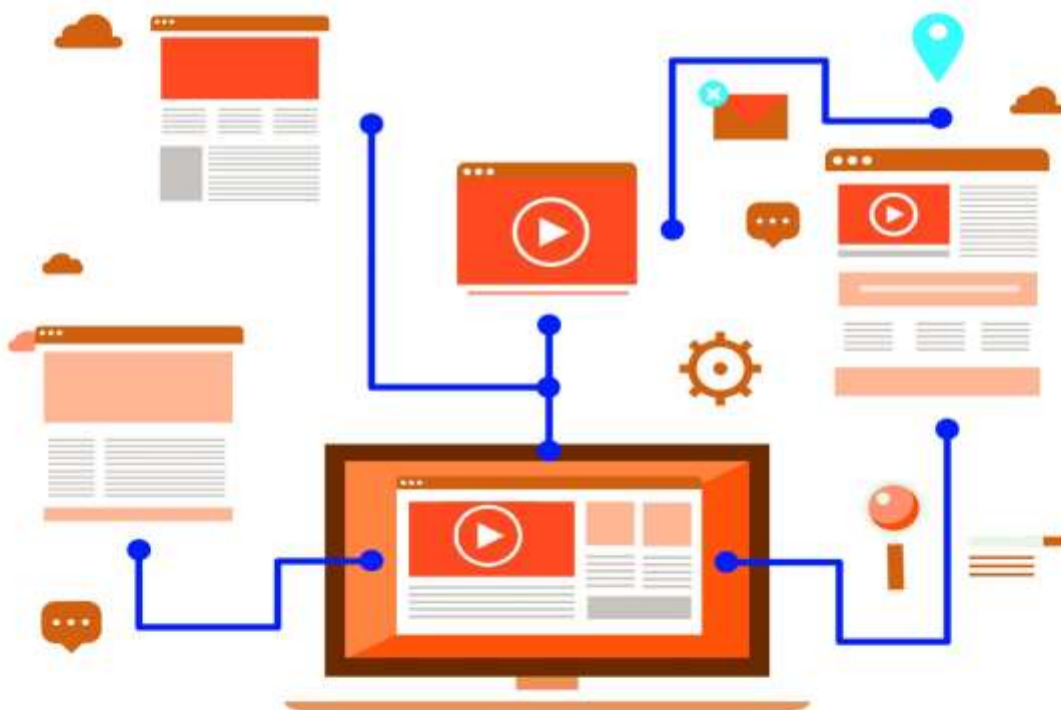
YouTube should reply within 24 hours informing you if you've been verified or not. If they do decide to verify you, the checkmark symbol should appear in a few days!

- **How to stay verified on YouTube**

(Get More Info in Training Guide...)



Chapter – 9



YouTube Marketing Tips
To Go Viral With Your Channel

YouTube is no doubt the world's largest video platform with billions of active users and new videos being uploaded every minute. However, the pain point is, you will find multiple videos on almost every subject you can possibly imagine. Consider it an advantage or a downside, as a content creator or publisher, you have to work really hard to get your video ranked in YouTube searches, mainly because of the competition. But relax! We have sorted it for you.

Here are the 5 YouTube Marketing tips that will help you promote your videos and get more views this year.

1. Choose Your Keywords Wisely

The best way to rank higher in organic results is to create content around the most searched keywords. It's important that you pick the right keywords even before you have published a video. In fact, it's best if you can create your video around a single keyword or topic. Not only does it increase your chances to rank but also helps you reconstruct the best information about a topic.

Keep your video title long tail and if you can include the focus keyword in the title itself, you are halfway through. Apart from that, you must include the keywords in the description and give appropriate tags. Although that doesn't work anymore why take the risk? Add as many meta tags as you can. You can take the help of online tools like RapidTags and KParser to find the most viral tags on a particular subject. Also, keep in mind that you don't want to make your video extremely long. The most successful videos on YouTube are less than 5 minutes long. Try to limit the video duration to 10 minutes. You can break your video into several parts if that works for you.

2. On-page Optimizations

Once you have uploaded your video, don't publish it immediately. It needs to be optimized for search engine for the best results. Doing on-page optimization is similar to on-site SEO where you make changes in your content to make it rank higher in searches. It's important that you provide a detailed description that not only includes keywords but is informative as well. It's a plus if you can add links to your website and social media channels.

3. Select Eye-Catching Thumbnails

It might not sound like a big deal but thumbnails have a huge impact on getting hits to a particular video. If you have selected an eye-catching thumbnail, it doubles the chances that a user will click on your video. When you upload a video, YouTube automatically suggests three thumbnails by randomly selecting the best frames from your video. However, I would still recommend you to use custom thumbnails and upload a very eye-catching thumbnail.

Here's the catch! The image that you are using in your video thumbnail doesn't necessarily need to be in your video. But it must be related to that video, that's for sure. For example, if you are sharing a Gameplay video of GTA V, then instead of selecting a random thumbnail from that video, it's better to upload a new image of the game and use that as a thumbnail.

(Get More Info in Training Guide...)



Chapter – 10



How to become a successful
Youtuber

Craving to learn how to become a Youtuber in this challenging year? Not everyone can become a YouTuber, unless one has got dedication and extraordinary concept-cum-content to deliver.

To start a vlog ain't challenging but becoming a YouTuber comes with 'Should' conditions. The query 'How to become a YouTuber' has more than 19 Million search results in the year 2018. It shows an extreme hunger within people to become a YouTuber.

Out-of millions how many people do really become what they desire of?

Probably a few in 100s!

These few are none other than those who are dedicated towards their passion, content and excellence of execution. This chapter will guide those users who literally crave to become a successful YouTuber this year.

The prime footstep to start a vlog is:

1. Research On Niche & Competitors

4 Question arises when you intend to step into vlogging:

1. What Niche I Should Be In?
2. Do I Need To Research In-Depth Before Starting My First Vlog Video?
3. Do I Have To Compare With Competitors In The Same Niche?
4. Will My Vlog Help Me Making Money In The First Year?

Let's cover-up each step in becoming a successful YouTuber!

- **Prior to research**

Peek into your skills what you are good at. It could be your interest in Travelling, Sharing Knowledge, Exposing Facts, Advising, Debating, Mimicry or Any skill to go with.

Do not try converting content into plagiarism i.e. copying someone else's vlog due to his or her popularity. Polishing 'Inner You' to execute content seems to be something of potentials. Instead of following others niche it would be healthier to deliver what you truly believe in.

- **To some extent**

Researching on niche is fine to initiate. It assists in strategizing on series of vlog that is included in the plan. Video SEO is the one that has to be researched on, to get content on the first page of the outcome.

In-dept research ain't required unless you are talking something on the topic about 'Marketing Strategy' or 'Analytics'. For a comedian or musician in-depth scrutiny doesn't has significance, they all have to show-up their talent that does not require research.

- **Every vlogger is different.**

Their content is different, their way of execution is different; so why to compare? Comparison comes when a vlogger copies something from other professional vlogger to grow owns channel. Unless you are genuine, comparison shouldn't be the case of seriousness.

- **Make a Choice**

Vlogging with a purpose to make money won't last longer. Who cares even though a channel is active since last 10 years? It'll always remain useless, unless the matter of value is furnished.

Try gaining viewers' attention in a positive way, building a connection and trust between audience, which would eventually lead to fame, and thus followed by revenue. In Vlogging, Investment is equal to High Quality Content + Years of Efforts; it finally takes to the realm of vlogging success.

2. Ideas To Start a Vlog

(Get More Info in Training Guide...)



Chapter – 11



Modern YouTube SEO tactics

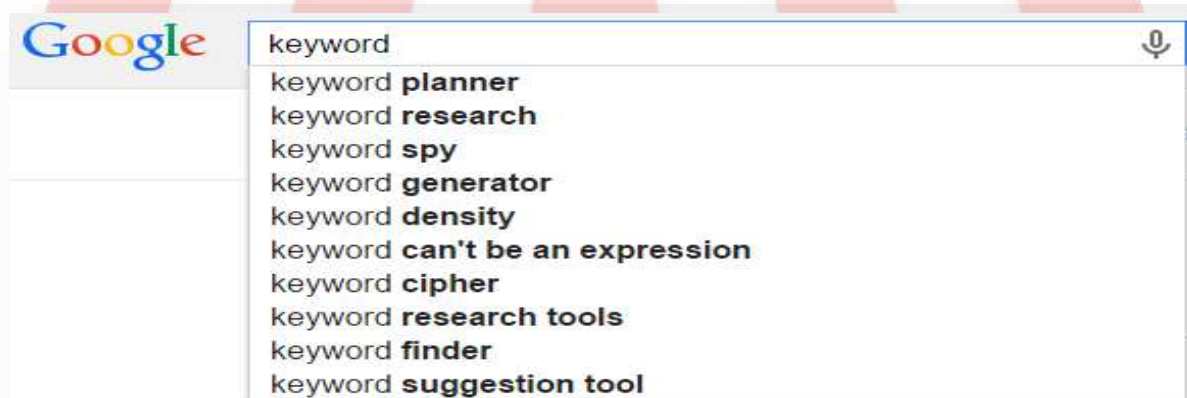
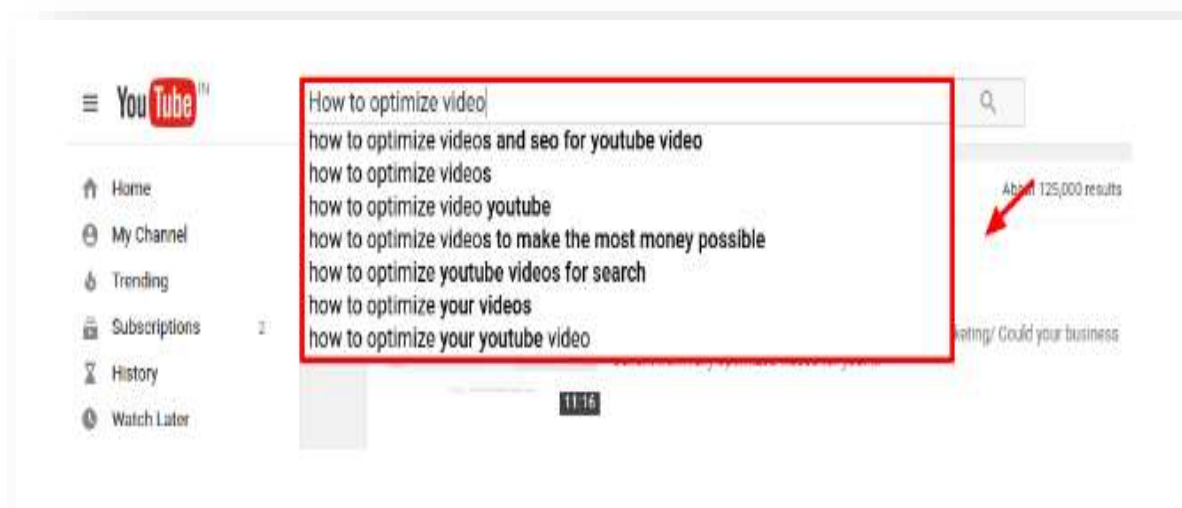
Are you wondering how to rank videos on YouTube and Google? Standing out in the world's largest video search engine YouTube is not really easy, but if you know the exact process than it is not that really tough to increase your channel's views, subscribers and traffic.

Keywords always play a major role in SEO ranking and when we are talking about YouTube SEO then how can we forget about the significance of keywords in YouTube videos. Therefore, creating a video in conjunction with your website will be a smart move by doing so; your website and video can rank #1 on the Google search page. It also embedded the video which helps to improve both video's SEO and website's video as well.

So, if you really want to increase your YouTube video's views, subscribers and traffic, then here are some amazing latest YouTube SEO tips for this year

1. Search for video keywords in autocomplete

You must be thinking now what type of keywords will fall into autocomplete segment. Well, these video keywords are generally long-tail keywords which show up in both YouTube and Google Autocomplete. To search long-tail keywords, just type the main keyword in the search box and it will show up with the phrase to complete your keyword. Moreover, you can also use the underline _ character to get more specific results or ideas.



2. Learn the keyword's competition

(Get More Info in Training Guide...)



Chapter – 12



How To Promote YouTube Videos

Which are the best YouTube promotion strategies? How to promote YouTube videos without paying? After reading this, you will know the best YouTube marketing practices that will help you get more thumbs-up, views, and comments on your YouTube videos.

Easy-To-Follow Tips on How to Promote YouTube videos this year:

Tips have been categorized in major sub-headings:

- 1- In-platform YouTube Promotion Tips**
- 2- YouTube Promotion Tips for Google Search**
- 3- YouTube Promotion Tips for Social media**
- 4- Promotion Through Email Marketing**
- 5- Paid YouTube Promotion**

Without further ado, let's dive in:

1. In-platform YouTube Promotion Tips

How to promote YouTube videos to boost the chance of being on the top when somebody searches for keywords related to your business? Here are some proven tips on how to promote YouTube videos on YouTube.

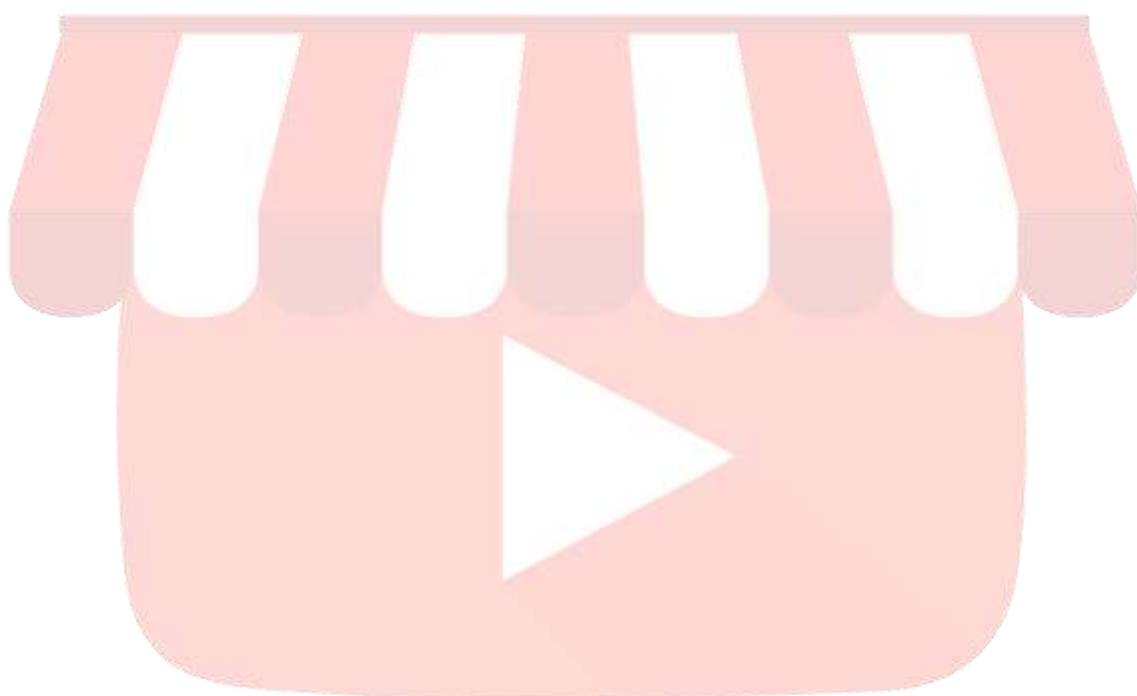
- 1- Once you have completed the shooting of your YouTube videos, you should include important keywords in the file names of your videos. Ensure that each video file has a keyword.
- 2- When you are uploading your YouTube videos, you should include keywords/key phrases also in the titles of your videos. Like content optimization, you should try to front-load your titles with keywords.
- 3- Descriptions play an important role in the ranking of your videos on YouTube. Include important keywords/key phrases in the descriptions of your YouTube videos and try to keep keyword frequency around 0.5%
- 4- Add subtitles/closed captioning to your videos. This will increase the views of your YouTube videos.

- 5- Always record high-definition videos as HD videos tend to rank better.
- 6- Create engaging, contextual thumbnails. They increase the chance of your YouTube videos being clicked, which will eventually boost the ranking of your videos.
- 7- Comments are a strong YouTube ranking signal. The more comments your videos have, the better chances they will have to rank on the top. Encourage comments on YouTube videos.
- 8- Create YouTube videos around 3 minutes. It has been found in a research by Bufferapp that top-performing YouTube videos have an average length of 2 minutes, 54 seconds.
- 9- Use a strong call-to-action in annotation, at the end of your YouTube videos to encourage viewers to subscribe your channel.
- 10- For long-term success, you should create a mix of evergreen and trending videos.
- 11- Add a YouTube widget to your blog or website to display your YouTube videos. Doing so will help your videos have more eyeballs.
- 12- Invest some time on increasing subscribers for your list. Subscribers are the biggest asset to your YouTube channel.
- 13- Use long-tail keyword suggestion tools like Keyword Tool to find long tail keywords to use in Youtube video titles and descriptions.
- 14- If you have your targeted users in different countries, you should add subtitles in multiple languages. This will increase views on your videos.
- 15- Always use close up photos in thumbnail images to make the thumbnails of your videos irresistible to click.
- 16- Create a list of your popular videos and write posts about them on your blog. You don't have to create posts on each video you post on LinkedIn – just pick important ones.

2. YouTube Promotion Tips for Google Search



(Get More Info in Training Guide...)



Click Here to Grab **YouTube My Business** HD Training Video



Chapter – 13



Case studies

The impact of videos on consumers cannot be stressed upon enough. Nonetheless, brands often confine themselves to pre-roll ads and banners on YouTube. YouTube as a platform is largely underused, many a times due to lack of knowledge in terms of how to leverage the platform to an optimum level.

Here are 8 YouTube case studies of different genres and industries, that help you understand how Google's brainchild can help you expand your video marketing horizon.

1. **Tuft & Needle**

After having a terrible shopping experience – high prices and hidden markups, pushy salespeople and poor quality, Tuft & Needle, the startup mattress retailer's goal was really to change the industry.

Video was the most powerful way to show the stark difference between their authentic approach and the traditional mattress industry's gimmicks. And video ad targeting helped Tuft & Needle reach likely customers – people visiting their website, looking for real estate or doing searches like “best mattress.” Starting on a budget of just \$50-\$100 a day, the company now dedicates half of their Google advertising to YouTube.

2. **LSTN Headphones**

The objective of LSTN Headphones was to create global change by providing high-quality products that help fund hearing restoration, and spread awareness about hearing loss and hearing impairment.

The company therefore, used video ads as their elevator pitch, helping them reach out to new customers in a relatable way. Video advertising have helped LSTN Headphones to gift hearing to over 20,000 people globally.

3. **ZAGG**

ZAGG makes huge range of products for protecting mobile devices, including shields, skins, cases and our military-grade InvisibleShield film.

The brand used YouTube for product demos and installation tips, finding it far more useful and compelling than anything they had previously used. There was a 75 percent rise in conversions with the targeted videos.

The company uploads and advertises an average of 100 videos per year to maintain interest in our products.

4. **RevZilla**

RevZilla, an e-commerce site and retail store in Philadelphia, realized that with their team's collective knowledge they could better serve the customers, and reach some new ones, through video ads demonstrating new products and essential safety tips.

Video ads helped the brand garner seven million views and a 50 percent increase in revenue over the last few years.

5. **Rokenbok**

Rokenbok creates endless, special playtimes for children and their parents. When the economy shifted, specialty toy stores began shutting their doors, Rokenbok needed to quickly find a new way to demonstrate how sophisticated their toys are. The brand therefore, started promoting videos of their elaborate systems on YouTube.

In a span of 3 years, YouTube has become the number one source of traffic to the Rokenbok website.

(Get More Info in Training Guide...)

Conclusion

YouTube forms the world's largest video market with close to 5 billion videos being watched every day. It is also the world's second largest search engine and the third most visited website after Google and Facebook. Statistics reveal that 400 hours of videos are uploaded to YouTube every minute. Besides, the platform has 2.5 billion monthly active users; all the more reason to invest in YouTube marketing this year.

There's no denying that YouTube has a massive potential audience every video that goes live on this platform. So if you're also planning to start your channel on YouTube, it's high time for that. And with the new year just beginning to unfold, it's probably the best opportunity for you to go viral with your channel.

Follow these practices and use them to your advantage.

Happy learning!



**Click Here to Grab YouTube My
Business HD Training Video**