

YouTube Marketing



Contents

How to Use Guerrilla Strategies to Market Your Product on YouTube	3
3 Simple Tips To Successful Marketing With YouTube.....	3
3 Tactics to Drive Traffic to Your YouTube Video.....	4
4 Keys to Marketing on YouTube Success.....	5
A New Marketing Channel through YouTube	6
Advertising within YouTube – that’s what I said!.....	7
A Top Strategy to Increase Your YouTube Views	8
Changes in Online Marketing.....	8
Create YouTube Popularity by Gaining Subscribers.....	9
4 Customization Leads to Marketing Success within YouTube	10
Effective Marketing on YouTube.....	11
How to Use YouTube to Make Your Product a Success.....	12
Increase Your Viewership by Embedding Content.....	13
What Draws People into Marketing on YouTube?	14
Increase Your YouTube Viewership by Adding a Transcript.....	15
Internet Marketing With YouTube.....	15
Making the Most of Marketing on YouTube	16
4 Making the YouTube Community Work for You	17

The Truth behind YouTube Marketing – Do Consumers Really Take You Seriously?	18
Marketing on YouTube – New Approaches.....	19
The Top 3 Strategies to Marketing on YouTube.....	20
Tips for Efficient Marketing on YouTube.....	21
Tips on How to Get Started with YouTube Marketing	22
Tips on What to Avoid in YouTube Marketing	22

2

How to Use Guerrilla Strategies to Market Your Product on YouTube

In today's consumer driven world, it can be immensely difficult to connect with customers. While there are a number of tried and true marketing techniques, many consumers are immune or oblivious to them. It is time for new strategies, and YouTube presents a fantastic opportunity to market to potential customers in a new way. Guerrilla marketing strategies are essentially strategies that entail marketing without the knowledge of the customer. These can often be much more effective than traditional strategies, because customers are not used to avoiding them.

Anyone can use YouTube, and it is free to upload videos. As such, there are a huge number of users, and potential customers. To have an effective guerrilla marketing strategy on YouTube, it must not look as if you are marketing at all. Some great examples of this type of strategy is to hold a video competition of videos including people using your products or incorporating your products somehow, then posting the entries on YouTube. Another strategy is to work with filmmakers to create videos of your product or testimonials that appear to be done by independent consumers, not by your company.

The effect of these strategies is much like a traditional word of mouth campaign. The total cost will be very small, yet the potential benefit is huge. If a consumer sees a commercial for your product on television, it will have some effect, but they will likely ignore it. However, if that same consumer sees a YouTube video independently promoting or recommending or even just using your product, they are more likely to consider it. It is the same thing as word of mouth advertising. If a telemarketer calls someone to recommend a brand of coffee, for example, the consumers they speak to will almost all ignore the telemarketer. However, if a coworker recommends the coffee to them at work, they are much more likely to try it.

There are a number of creative ways to organize a short YouTube video so your product is promoted, but not in an overt way like traditional advertising. Today, better results are likely to be achieved by covert, guerrilla marketing strategies. Using this less than obvious strategy will

have a great impact on potential customers, and will make it more likely that they will try your product. If it doesn't have the desired effect, using YouTube is free, so there will not be a great deal lost.

3 Simple Tips To Successful Marketing With YouTube

With technology becoming more commonplace than ever before, companies and even budding entrepreneurs are looking for new and exciting ways to grab their customer's attention while coaxing them into making a purchase. Since nearly everyone Tweets and updates their Facebook status multiple times during the day, companies need to find a unique way to get their point across in a friendly, non-sales pitch manner. Enter the world of YouTube. While nearly any internet search will deliver at least one YouTube hit, figuring out the word of YouTube Marketing can be a difficult task. Here are three simple steps that when executed correctly can result in YouTube marketing success.

3

First, be diligent about the amount of videos you post on YouTube. While YouTube is home to many home videos, companies are realizing that it provides an untapped resource for reaching thousands of potential customers. The problem that most companies face is that they upload all their videos and wait for the customers to come to them. The problem with this is videos like any other online data gets stale after a while, which can be a real turnoff for customers. You need to make sure you upload new videos on a regular basis. This way your potential customer knows you are still around and not just another company that went bust.

Second, avoid filling your YouTube channel with only commercials. While you may think that your commercial is the best way to sell your product to your customer, commercials are usually the last thing that users will search for when they are browsing YouTube. If needed, think more with the mind of the consumer. If you were in their shoes, what information would you want the company you are interested in to provide? If possible create a viral video experience that allows you to get your point across while being addictive enough that your visitors will want to come back for more.

Lastly, always make sure you upload quality. While you may be in a rush to build your YouTube presence, the last thing you want to do is upload videos that may not necessarily portray your company in the best of lights. Videos that are poorly edited, or have audio that is barely audible no matter how high you turn the volume will only make your company look bad and prevent you from creating the following your business so desperately needs. Always provide quality, informative content and the visitors will come.

These are just a few of the simple tips that can help you be successful with marketing on YouTube. Make sure you upload quality content and keep your channel fresh and you are sure to create the YouTube following that you have always dreamed of for years to come.

3 Tactics to Drive Traffic to Your YouTube Video

As with any other marketing tactic, you want to drive people to do something. If you are running an e-commerce site you want to drive people to purchase on your site. If you are hosting some sort of website that allows you to make money, you want to drive people to click on your link and visit your website. So it only makes sense that in order to gain marketing momentum on YouTube, you want to drive people to your video and get them to come inside. Here we look at some important considerations to get more people to visit your YouTube marketing presence:

- Share with Everyone You Know! There is a share option with each video that you post on YouTube so when it comes to effectively marketing your piece, be sure to share with all of your friends and family. Through the —Share It! option you can even send a link to your video with your entire address book. The more clicks and the more attention, the higher the likelihood that you reach your end goal with your marketing piece.

4

- Promote Your Video Through Social Networking Sites. This is a highly effective way to drive more clicks to your video on YouTube and an excellent and very current marketing trend. No matter what social networking site you are on (and you should be on at least one), post a link to your video for the entire community to see. Open it up to any groups you are a part of and then of course be sure that all of your friends on a site such as Facebook have access. This is an excellent example of viral marketing on YouTube as you spread the word and rely on your friends and family to do the same.
- Use Forums or Bulletin Boards as Much as Possible. There's a reason that bulletin boards and forums exist on any number of topics and this is your chance to really utilize them. No matter what sort of blogs you read, what sort of forums you chat with other like minded individuals within, use them as an opportunity to promote and market your YouTube video.

If you are new to the YouTube world or just want a better way to market your piece, then think of the very best ways to promote. Tell everyone you know about the piece you are trying to market on YouTube and wait for the visitors to filter in. The more people you know and can tell about your YouTube video, the more hits you will get and the better exposure you can count on.

4 Keys to Marketing on YouTube Success

Nobody could have ever guessed just how much of a phenomenon that YouTube would have become. Here we are in a day and age where anybody from anywhere can post footage of something going on in their lives for the whole world to see. YouTube is how people keep their families in touch with what's going on with their kids. YouTube is also the forum for which

people post some of the most amazing and craziest things you can imagine. The sky's the limit—and that's precisely why you see so many different companies turning their marketing efforts towards YouTube. Those companies that are progressive enough to move forward with their marketing efforts in a revolutionary new way will be sure to capture attention and get to their end results using YouTube.

There are a few key points to marketing success on YouTube that are important to remember:

- First and foremost get noticed! You certainly want to incorporate a meaningful message, but be sure that it's wrapped inside of a very catchy, humorous, or provocative package. You have to be sure that whatever you post to YouTube will stand out from the crowd and demand attention.
- Create a message and an —advertisementll that people are just dying to share. If you put something memorable on YouTube, you will create something that people feel compelled to share with their friends and family. You have then created the first steps of viral marketing as the word is spreading for you.

5

- Be sure to demonstrate your product for the world to see. While you want a catchy message that draws people in, you also want them to walk away with a message about your product. The best way to get them talking about what you are trying to market on YouTube is to physically demonstrate it for an excellent takeaway.
- Put yourself in the mindset of the target audience you are trying to draw in. Remember what type of person you are trying to attract through your marketing efforts on YouTube and then cater your message, humor, and intriguing information to them personally. You want the right people to get it and then of course act on it.

YouTube can truly be a revolutionary marketing vehicle for companies that are truly ready for a new way of doing business and spreading their message. It's important to put yourself into the mindset of the audience you are trying to reach for great success. As this is a different marketing tactic than most companies are used to, it's also important to truly think outside of the box and create a memorable piece that grabs attention and leaves people talking about your message and feeling compelled to spread the word.

A New Marketing Channel through YouTube

The most traditional of marketers are starting to look to alternatives for their marketing efforts. The initiatives that worked in the past are simply falling by the wayside. The reality is that commercials that were once effective have now become noise to the majority of the public. Add to that the fact that we are struggling with tough economic times and it can wreak havoc on traditional ways to reach your target audience. So what's a marketing guru to do? How can a company stand out from the crowd and rise above the rest of the noise? More and more companies are turning a portion of their marketing efforts to YouTube. So let's look at how a

company can truly make their marketing efforts work for them using YouTube:

- Adjust Your Traditional Thinking. YouTube is not your typical marketing channel so as a company turns to this as a possible channel, they must adjust their mindset. You are dealing with a more technically savvy and online committed type of person and therefore you have to stand out from the crowd. Traditional approaches won't work here so start thinking of unique ways that you can make a splash within this online community.
- Talk to a YouTube Expert. Take the time to research within your given niche or topic and then look to an expert on the subject within the online community. This can be especially helpful at the beginning when you are trying to navigate your way around the site. Partner up with somebody who not only knows your audience but can teach you the lay of the YouTube land. This is an excellent way to spell out success on YouTube for your marketing efforts.
- Get Creative! Let your most creative people within your company work on your video and attached messaging for marketing on YouTube. This is not the type of marketing channel that traditional messages or tactics will work on. As there are a growing number of videos posted each and every day, if you truly want to stand out from the crowd you

6

i need to get creative. It's essential to make a big splash and keep the impact going with videos that are interesting and compelling.

Even the most traditional companies can be successful using YouTube for their marketing efforts. It just takes some time, a shift in mindset, and some trusted research to understand this channel. Put away everything you thought you knew about marketing and tune in to what YouTube can do for your marketing efforts through a unique approach and tight knit online community.

Advertising within YouTube – that's what I said!

Advertising within YouTube. What will they think of next? Is nothing sacred? Nah, it's not as bad as you think. In fact, if you are Mr. or Mrs. Advertiser and have used up all your advertising ideas, think fast. Advertising within YouTube is here and it's here to stay. It's not a bad idea, either. Just imagine the guy watching his favorite YouTube video. What's he watching? Probably Old Greg. Your potential customer has the script memorized down to the part where he sees the Bailey's painted with watercolor. Here's the neat part. You already have your viewer's attention. Suddenly, up from the screen's horizon comes your message. It moves as quietly and slowly as the sun on a nice summer day. Why, the next thing you'll say about advertising within YouTube is, —Hey, this stuff works.!!

Think of it another way. You've given the old college try to capture the attention of:

- The college grad
- The family man or woman

- The person ready to try anything
- The guy with money burning a hole in his pocket

You've sadly discovered that the old tricks no longer work. You've given up on FM radio. AM radio isn't even on your radar screen. If it is, it's that rat hole you've been sinking money down. Yeah, and you've tried the print media. That's the one whose readership sounds like the incredible shrinking man. It's getting smaller and smaller. It works in this manner: Your black and white ad (it doesn't move or talk) is frozen on the page. If the page-turner doesn't find anything to his liking on the page, your message will be used to light the next family marshmallow roast. So, along comes advertising within YouTube and the advertiser next to you, sitting in his Edsel, tells you it's crazy to place an ad in that media.

If you still have doubts, let's review the facts. Advertising within YouTube works soon after the video starts rolling. Within 10 to 15 seconds, your message heads north from the bottom of the screen. It's a lot less intrusive than a pop up ad. That way, it's better for advertisers. If the potential customer is really hooked, he can click on your ad for more info. And, like the setting sun, your advertisement disappears after 10 seconds. It's better than a pre-roll ad and a post-

7

roll ad. It works. Advertising within YouTube can be a good thing for your product. Despite what the guy in the Edsel says.

A Top Strategy to Increase Your YouTube Views

When you are marketing on YouTube, it is incredibly important to have as many viewers as possible. Increasing the audience is of the utmost concern to people trying to market on YouTube. There are a number of options available to increase your views, but one of the most effective and fun ways is to simply interact with other users.

While YouTube is not usually thought of as a networking site, it is in its own way. You can easily connect with other users, and interact with them. Leaving comments on the content of other users is a great way to get more users looking at your content. Search for content that is related to your content, so the viewers of one will be interested in the other. After looking at content posted by another user, a viewer may see your comment and look at your content. Additionally, the user who posted the content will be more interested in your content as well. Instead of obviously advertising and looking for viewers, you should surreptitiously increase your views by interacting with other members.

If someone looks at content that is easily related to yours, chances are they would find your content interesting as well. Allowing a viewer to easily access your content by commenting on the content of others is a great way to increase views.

When you leave a comment on a piece of content, it can be text or video, and it is up to you which you use. Depending on your content and the type of marketing you are going for, one

may be more effective than another, but text is usually easier. Be sure that your comment does not push your content or a product. Your comment should relate just to the content it is posted under or to the general topic of the content.

The more you put your profile out there in comments, the more accessible and visible your content will be. As such, you can interact with others who may have an interest in your product or topic, and increase your views at the same time. Like all successful networking, marketing on YouTube is all about building relationships. You can easily build relationships with other YouTube users by interacting about other content. Insightful comments are sure to spark the interest of viewers, so they will be likely to look through your content as well. If your content is properly done, then you have reached a potential customer with a quiet but effective marketing campaign.

Changes in Online Marketing

8

Just in case you have not noticed yet, the world of internet marketing is fast modifying. A lot of old-fashioned marketers that are just relying on link exchanges and keyword density are being advanced by know-how, progressive marketers that are capitalizing on the numerous chances that meet the expenses by the continuously growing world of Web 2.0 and even Web 3.0, which we are now moving into. These are extremely thrilling times for the internet marketers.

This happens because, till now, there have by no means been so numerous opportunities to take advantage of free of charge advertising. A lot of marketers that are using platforms such YouTube, Squidoo and all the other social networking websites are facing an unbelievable flood of traffic to their websites. It is hard to imagine that so much traffic may be generated by using these influential and still free social network sites.

A few years ago the internet was not an extremely publicly active place. Without a doubt, we had the email to be in touch with family and friends, but nowadays meeting new people online is very fashionable and tremendously easy. As social networking sites have helped in generating an additional tight-knit group of people, the internet markets have an unparalleled chance to cash in on this viral and strong background.

It seems that there are some original social networking sites that are appearing on a weekly basis. Good marketers make use of each popular communal networking website in order to obtain numerous streams of traffic.

Let us take a closer look at YouTube. Do you know which YouTube videos obtain the most hits? It is the ones that are funny, entertaining, creative, or unique. Let us be honest about this. Internet marketers are often not the most creative human beings on the earth. But our approach

with any type of publicity we perform should be summed up in one short term – high quality.

In order to summarize this, you may wonder if there is a downside of using free websites to promote services or products. You just need to be acquainted with a few easy methods in order to make the most of the results. There actually is a fine line between attracting lots of first time visitors and attracting a dribble of unenthusiastic ones. That fine line is named ‘information’. You can in fact learn the strategies like YouTube marketing very quickly and actually implement them quickly.

Create YouTube Popularity by Gaining Subscribers

YouTube is an excellent way to market something, and like any marketing, there are many ways to optimize your efforts. YouTube offers many different paths to optimization, including creating a channel full of your own videos. By making a channel, you can link together related videos that you create, and allow interested subjects to subscribe to them.

Every time a subscriber subscribes, you gain the chance to add even more viewers. First of all,

9

the subscriber will automatically be sent every single video you upload the channel, and viewers who look at the subscriber's page will see what they are subscribed to, and get a chance to view your videos as well.

Plus, creating a channel for your videos allows your videos to become more easily recognized and related to the product, service, or business you are promoting. You also get to add additional info about your video. It's also a good idea to customize your channel with related images and a color scheme, as well as targeted tests to go along with the videos you are presenting.

Once you've gotten a few subscribers, you're sure to get more. If you follow video promotion strategies, your video will not only be exposed to many potential viewers but will be viewed by many, and a great number of them may become subscribers. When you're creating a YouTube campaign, it's always smart to follow up one video with another. The more videos that you put out, the more viewers you're likely to bring. It's also best to remember that attention spans on the Internet are very short, and that it's best to keep your video under two minutes long. This is the best time for subscribers to be drawn to your video. They won't become bored by two minutes, and two minutes is substantial enough to successfully promote your business or product, as well.

Using the tools made available free of charge to you by YouTube, you can take advantage of many different strategies in order to optimize your marketing numbers. Creating a channel and gaining subscribers is just one way of doing that, and it's quite an easy first step, as well. Creating a channel should be on the to-do list of anyone intending to make a splash in the YouTube marketing arena. With just a little bit of effort, you can expand the exposure of your YouTube video and draw in more viewers, making the difference between a poor video

campaign and a successful one.

4 Customization Leads to Marketing Success within YouTube

More and more people are turning to YouTube as a surefire way to reach marketing success. No matter what the reason that you want to draw people to your YouTube video, it takes some customization and a bit of marketing to achieve the results you want. Whether you simply want to be noticed or are using YouTube as another channel for your marketing efforts, the very best way to draw attention is through customization.

Putting some thought behind the way in which you launch your video and promote it can make a world of difference in the number of people that actually view your video. Here are some simple but highly effective ideas for creating truly customized footage on YouTube:

- **Choose the Right Account Type.** When most people sign up for their YouTube account, they go with the —standardll default option. However if you are hoping to target your account and therefore the people that will hopefully view your videos, choose your niche

10

wisely. You can choose everything from a musical account to a guru in any one niche. So take the time up front to truly target the way in which you want your account to represent you and your marketing presence on YouTube.

- **Narrow Your Focus.** Not only by choosing the right account type, but show that you are an expert or authority in a given field if you want a particular segment of the audience to look at your account for marketing purposes. If you appear to be the kind of YouTube account user that's all over the place, you likely won't get the same amount of views. However if you are an expert in a given focus or niche, you will be sure to have people in that segment keep coming back.
- **Categorize Your Videos.** Though it may sound extremely fundamental and obvious, it's surprising how many videos either don't have tags or have the wrong ones. Tag the videos with the appropriate keywords that people will search on and then pick any category that your footage could fall within. As you use YouTube for marketing purposes, you will find that there are certain categories that work well for you and that are sure to draw viewers in.

If you want to be a successful account holder on YouTube and use it for the very best marketing medium, then learn the fine art of customization. Some of the efforts that you will undertake may require a bit more time and digging, while others are as simple as using the appropriate keywords and really honing in on what people in your target audience are interested in.

Effective Marketing on YouTube

YouTube has altered the techniques our world uses to get information. Thousands of

individuals may share and view videos on YouTube without paying anything. It is an excellent marketing tool for companies, regardless of their size or industry. YouTube does not need much technical information to upload videos, so basically anyone can do it.

Once you have shot a video, it can be very simply uploaded and with a bit of luck viewed by thousands of people. People who upload the videos can request people to watch them through blogs, email, etc. If you are attempting to decide a medium for marketing, think about the fact that YouTube is the greatest growing video website online. You can quite easily create your own personal commercials with a moderately small budget.

YouTube is an efficient marketing platform because there are more than sixty million viewers that are watching YouTube videos each day. YouTube is rich in videos and blogs that are full of information and entertainment. YouTube has viewers worldwide, and this offers you the opportunity to promote your services and products to individuals all over the world.

Many companies pay no attention to the importance of video marketing. They more often than not write blogs, they conduct online support campaigns and they make use of email marketing in order to promote their business and boost their brand awareness. But they haven't got into

11

YouTube marketing. Nevertheless, video marketing can be an extremely efficient way to advance the campaign in a completely new and pioneering way.

YouTube has assisted the world in becoming a closer marketplace, and every day more and more chances are emerging. Some of them are great methods for marketers to interrelate and initiate themselves through image media and video. All the YouTube videos may be linked to chat rooms, blogs, forums and dissimilar communities.

It is a fact that people are much more attracted to things that they have the opportunity to listen to and to watch instead of just having to read everything. Attracting buyers by giving them assurance in what you are offering will definitely create customers that are more loyal.

At the moment you are promoting your products, brand, and services through video marketing, more consciousness is created, acknowledgment of your company will grow, and this will drive customers back to you rather than searching around for someone else. People like to be entertained as well as being informed, so attempt to share unique and fresh ideas related to your trade through your videos and your YouTube marketing will go well.

How to Use YouTube to Make Your Product a Success

Whether your product is the first of its kind, or you created a patented remake of a popular product, odds are you are looking for a way to create the right presence that will have customers lining up to give you money. While marketing used to once be as simple as print and TV ads, the

popularity of the internet has added an interesting twist to what was once a level playing field. Nearly anybody who is anybody can be found online with information on any topic that strikes your fancy being incredibly easy to obtain just by doing a quick internet search. With the influx of social networking, YouTube has become another go-to marketing site for companies and products large and small. If you too find yourself considering entering the realm of YouTube marketing, here are some tips that can help you utilize this tool to make your product a success.

First, make sure your video has an eye-catching, attractive heading. If you have spent any amount of time surfing online, you know full well that the videos you watch are usually the ones that give you just enough information that entices you into wanting to learn more. You need to use the same approach when it comes to creating the heading for your video. Try to create a title that is unique and almost requires the viewer to watch without being forcefully obvious.

Second, make sure your videos are tagged correctly. In a sea of cookie cutter videos you need to find an approach that makes you stand out from the rest. Adding tags to your video will make it stand out from the rest while making it easier for your potential visitors to find you when they do a keyword search. Make sure you use unique keywords that will make your product stand out from the rest, while still being relevant to the product that you are offering. It will do you no

12

good to get thousands of hits if most of your visitors are not at all interested in the product you are offering.

Lastly, always make sure your videos are entertaining. Regardless of the product you are trying to sell, you will want to make sure the information you provide is entertaining and keeps the viewer interested. If needed, try and think with the mind of your customer. What would you like to see, what questions would you like to have answered, and what would make you want to learn more? If you approach your videos with the goal of providing quality yet entertaining content you are sure to keep the hits coming for years to come.

These are just a few of the most popular tips that can help you use YouTube marketing to make your product a success. Tag your videos with the proper keywords and make sure your videos are entertaining, and you are sure to create the following for your product that you have always dreamed of.

Increase Your Viewership by Embedding Content

YouTube is a great way to market your business, product, or service. There are many ways of creating a great YouTube marketing campaign, and many advantages that YouTube offers to achieving a marketing success. First of all, YouTube is free. Second of all, YouTube allows you to spread your marketing campaign simply and easily all over the Internet, via embedding.

When you've added a video to YouTube, you'll then have the option to embed it. This means that you can add your video to another web site by copying a pre-prepared segment of HTML

code that YouTube offers you. This way, you can paste your video into blog entries, web sites, social networking profiles, and any other outlet you can imagine.

You can use embedding to make your video available on a broader basis across different kinds of sites. Users of one site may not necessarily use another, and so if you spread your content across different sites, you're more likely to attract more viewers.

Like YouTube, blog services such as WordPress and Blogger are also free, and thus you can create more than one if you want to. You can then use these blogs to post embedding videos from your YouTube campaign. It doesn't have to be very complicated, but the more instances of your YouTube videos that appear on the web, the better your chances are of attracting more viewers.

You can also embed your YouTube marketing campaign videos on social networking sites such as MySpace. You can create a free profile for your company, something becoming increasingly more popular, and post your YouTube videos on your new profile. You can also sometimes leave comments to other users with your video embedded, thus getting your video onto other users' profile pages, as well. If your video is popular or entertaining, many times viewers will embed it into their own sites as well, with the intent of getting their own friends, readers, and

13

viewers to watch it, thus spreading your content even more and drawing you more viewers and potential customers.

Embedding is just one of the many powerful and free tools offered by YouTube for marketing a video, and one of the reasons why YouTube has become such a popular marketing tool for the new millennium. Videos are great ways to attract attention to a product or service. They can be entertaining as well as eye-catching, especially when compared with simple text advertisements or still images.

What Draws People into Marketing on YouTube?

You hear about more and more people gravitating towards and actively using YouTube. It seems that the latest video that has people talking or laughing is the talk around the water cooler. You may have even posted a video here and there, finding it a convenient and fun way to show loved ones what's going on in your life or to see what's going on with them. YouTube has turned into a true communication tool, but it seems that it is quickly becoming another channel for companies to do business through. So what would draw a potential company in to handle some of their marketing efforts through YouTube? What would make a company that has utilized any number of other tactics turn to this relatively new and up and coming site? There are several reasons for which a company is drawn to YouTube for their marketing efforts:

- A New Channel Means New Opportunities. If you have never used YouTube for marketing

efforts, then it's almost like starting with a clean slate. This is a whole new channel which for many companies gives them a chance to reinvent themselves. This is an opportunity to start fresh and in the case of a smaller company, may even allow you to develop a new and perhaps trendier branding strategy altogether.

- **Reaching Your Target Audience Directly.** While more traditional marketing efforts have the ability to reach a company's target audience, many of these tactics are failing. Using tactics such as direct mail for example are almost archaic now and therefore marketing through YouTube is an up and coming trend. It also happens to be a trend whereby you have the ability to reach out to your target audience directly and can do so through a much more targeted approach.
- **Less Expense with Better Results.** Traditional marketing efforts such as print and television advertising cost a bundle, and the results are often questionable. Shooting a video that you can show on YouTube costs next to nothing and has a higher concentration of viewers. This means that you spend far less to get more views which translate into more potential business. Spending less with better results is extremely important to many companies as they struggle in already tough economic times.

If you are a company looking for a new marketing avenue, then YouTube can be just what you've been looking for. This is a site that allows you to post pertinent and compelling content

14

and reach your target audience directly for a minimal cost. It can be worth testing the waters and you may just find that YouTube is the next generation of marketing efforts for most companies out there.

Increase Your YouTube Viewership by Adding a Transcript

No matter what kind of video you put on YouTube, whether you're marketing your business or becoming the next Tron Guy, you want the biggest audience possible, right? That means you want the most views. Now, you can pay to promote your video, or you can experiment with keywords and descriptive text and hope that viewers will be directed to your video.

But there is also a fairly simple, and free, adjustment that you can make to your video that will usually increase its viewership tenfold. You can add a transcript. Transcripts in YouTube are referred to as Captions and Subtitles. When you're viewing your finished movie, you can press the Captions and Subtitles link to upload a caption file.

Now, you may think that you need expensive software in order to create captions for your video. The truth is that all you need is a text editor and a little bit of time. First, create a plain text file. Then, type in the numbers 00:00:00.00, and press enter to move to the next line. Next, watch your video in a program with a timer, such as Quicktime Player or Windows Media Player. Find where the first spoken words begin, and type the time into the text file. The organization is like this: Hours:Minutes:Seconds.Frames, so if your movie player says that your first spoken words are five seconds in, you'll type 00:00:05.00. Then press enter to move to the next line, and type the spoken words into the text file. Play your video until this set of spoken words are finished,

and then record where they end on the next line. For example, if your spoken words end five seconds after they began, you would type in 00:00:10.00.

You can continue this process for the entire video, and especially if your video is on the short side, it won't take very long. You can then upload the file into YouTube and your viewers will have the option of turning on the subtitles that you've created.

What this also does is adds relevancy to your search terms. Viewers searching for content will now be able to search through not only your keywords and your description, but also through your transcript as well. Not only does this provide a diversity of search terms, which increases the number of times your video appears in searches, but it also allows viewers searching for your kind of content to find it easier.

Internet Marketing With YouTube

If you are beginning to explore internet marketing with YouTube then you almost certainly already appreciate how powerful web-videos are in increasing traffic to your site.

15

Whether you aspire to be a knowledgeable marketer, a clothing designer, a building contractor - whatever your occupation might be - internet videos are an easy method to get the right people to visit your site or blog, at lots of them; this may mean an easier reformat and eventually increased profits, more customers and more subscribers to your emails, and many additional people to visit your site.

You have to understand that many principles, methods and conditions are connected which are essential to learn about and are essential in order for your business to flourish by using this particular marketing method. Initially you have to study how to change your digital movies to a web arrangement (the majority of people are fresh to this), what exhibits settings to use size, resolution, etc., especially where and how your web video should be fixed on an obtainable webpage for greatest results and so on.

As a result, if you think you are interested in internet marketing with YouTube, wouldn't you fancy studying the secrets of the method? You can learn how to make a video at an astonishingly low budget that can carry an undreamed-of quantity of targeted new visitors to your website. Think about your website receiving that much free traffic, and this isn't restricted to the YouTube way.

There are other winning ways to obtain all those free hits. It is important to understand that the preponderance of people take pleasure in viewing movies as an alternative to reading more simple text, and you should actually grab this opportunity to get started right now.

It is very simple to do, and it's of little significance if you have higher knowledge of computers

or if you are more of a beginner. Solid guidance and uncomplicated instructions are all that you need to use this technology and your website will be worthy of all its fresh traffic! Even if you have to teach yourself about internet marketing with YouTube, have a quick look at their free of charge advice.

It will provide all that you need to know about how to create some high-performing web videos including some tips for reaching your goals by marketing with YouTube and increasing your traffic.

Making the Most of Marketing on YouTube

YouTube is revolutionizing the industry of advertising. It seems that everyone and anyone is beginning to create a declaration on YouTube. Therefore, the query is, should you market on a website like YouTube? The answer for that is positively and absolutely yes! YouTube is the 12th most visited site on earth and it receives about eighteen million views each day. That is an astounding exposure for your business.

In addition to that, a lot of researchers consider that a top-rated video on YouTube will be seen by at least 40% more people than an ad on a nationwide TV station. Therefore, obviously, if you

16

do not market on YouTube you are undoubtedly missing the boat. The method of marketing on YouTube is comparable to marketing anywhere else. You want to stand out from your competition. You want to create a testimonial and have people keep you in mind. This may be accomplished if you pursue a few easy steps.

Make certain that your video is not just an obvious ad. The majority of people that look at videos on YouTube are not looking for a sales pitch. Instead, they are almost always looking for information. Although you shouldn't try just to twist your video into an ad, it is still significant that people appreciate what product you stand for. You should not turn it into a mystery.

Make certain that your video is not that dark. Dark videos are not so pleasant to view, so consider a well lit room when filming. Make certain that the audio function in your video is capable of being heard. You want people to take notice of what you are saying. Do not wait for perfection. Your videos will never be perfect and you should not expect them to be so. YouTube is definitely not about excellence. Actually, most people find that several quibbles and quirks will provide your video with a less staged emotion that will appeal to more people as being genuine.

You should also have some fun with your YouTube marketing! You need to smile and look like you are having a very good time at the moment you shoot your video. Try to add some force to your tone and a spring to your step.

Even though it's very important to present a pleasant image, don't be too anxious about how you look. In fact, most of the time, people are able to relate better to people who are just normal people in YouTube videos. So be confident and everything will be just fine for your business

marketing at YouTube.

4 Making the YouTube Community Work for You

Just as quickly as YouTube popped up and became a very popular and very mainstream site, so too do the features of it. About the time that you think that you've seen it all or are quite aware of all the different features that YouTube has to offer, a new one comes to the forefront. As YouTube has grown in popularity, so too has the community within it. This not only means that there are some intriguing people and interesting videos to watch, but this also means that there's an untapped resource for which to promote your own clips.

Utilizing the growing online community within YouTube is one of the quickest ways to get your video seen and of course to drive traffic and business. If you're not already an active part of the YouTube community, then you should be. Here we look at some excellent ways to use the YouTube online community to promote your own videos:

- Use YouTube Bulletins and Emails to Promote. You may very well have to put in some time to research other users that are like you and may have interest in your message, but these people are out there. Use the already included YouTube email and bulletins to

17

tell people that may be interested that you have a video. Not only will this eventually help to drive views and ultimately business, but it will also help to increase the number of relationships that you have through YouTube. Both lead to legitimate marketing success!

- Use YouTube Like a Blog. Not only does YouTube present you with the ability to leave content for the world to see, but you can make comments on other people's videos thus building up your relationships within the site. The key to getting viewers on YouTube is to have a large following, and this stems from utilizing the online community. The more you view and comment on other people's videos, the more likely you are to have a bigger following when it comes to your own videos.
- YouTube Groups Equal Networking Opportunities. When it comes to meeting new people within the YouTube online community, there's no better place to do so than through groups. If a group for a given topic or niche doesn't exist, then create it yourself. However you are sure to find a group for a vast number of topics and niches, so join the group. You are sure to network with others that have the same interests and this immediately means more hits, views, and possible business in the long run.

They say it's not what you know, it's who you know. That may be an old cliché but it certainly rings true in the YouTube online community. If you're looking for effective ways of getting an increasing number of views, then build up your relationships in the online community. The more people you talk to and more marketing tools you use, the more views and potential business you can get through YouTube.

The Truth behind YouTube Marketing – Do Consumers Really Take You Seriously?

With new videos being uploaded to YouTube each and every day, finding the quality videos in a sea of useless junk can sometimes be a difficult task. While YouTube may be the go to site for nearly any video on the web, companies are trying to cash in on the video phenomenon by creating their own web presence on YouTube. While this may seem like the perfect solution to expanding a company's popularity both online and off, it can be difficult to determine whether or not your web visitors really take you seriously.

Since your visitors don't talk, it can be hard to determine if they are watching your video because they were referred to you because you have the best product on the market, or because their friend told them your video was the funniest yet useless video on the net. While the fear that your customers may not like what you have to say may keep most companies from entering the realm of YouTube marketing, success can be had if you just take it seriously.

In order to obtain your viewers' trust, you need to think like your consumer. You need to do an analysis of what information you think your customer will want to know, while avoiding the sales pitchy information that will make your visitor feel like you are patronizing them instead of providing them with legitimate information. The most common reason why customers may watch your video yet avoid buying is either because you are providing information that sounds

18

so far fetched that it could not possibly be true, or possibly because you come across like you are talking down to your customer. In order to be successful you need to avoid both tactics at all costs.

If for some reason your product was created under what could be perceived as unusual circumstances, feel free to share this information with your customer but make sure you have solid facts to back it up. Proof can actually make the unrealistic seem more realistic; just try not to overdo it. Keep the information you provide as simple as possible and your visitors are more likely to take your word for it, giving you the chance to possibly change the occasional visitor into a potential customer for life.

While YouTube marketing may seem like a minefield of potential failures, it can turn your business into a success if done correctly. Make sure you provide your visitor with legitimate information that makes you and your product credible and you are sure to create a loyal following for years to come.

Marketing on YouTube – New Approaches

YouTube marketing is the procedure of deliberately placing your content on this free of charge

and user-driven media site and doing so for the reason of growing and promoting your personal sales. In such an aggressive market, YouTube has appeared as an original tool in viral marketing, but if you do not have the knowledge to make proper use of it – the procedure may go wrong, or just relegate your campaign into the long forgotten depths. But YouTube marketing is a rising tendency and something that a lot of businesses are now trying to take advantage of so it is worth learning how to do it well.

What is the attractiveness of marketing with YouTube?

There are more than a few things that are happening in this territory that are worth taking into account.

In the same way as the television adverts work, YouTube offers consumer generated videos in order to publicize services, products and anything that you want to be seen by hundreds of thousands of YouTube users.

How to get YouTube marketing right

If a well-liked user video uses a definite brand name keyboard or webcam, and it's seen in the film as being used or as having its features demonstrated to be even almost accidentally, that product will benefit from free exposure and thus from free advertising. In recent times, big companies such as Nokia have taken advantage of the benefits of this trend and they have partnered up with powerful bloggers for promoting their services and products.

19

If a corporation does something incredible that is unique online, and it involves the video in some way, it is going to finish up on YouTube. In addition to that, do you know what the spectators of these videos will do? They will tell their friends about it or they will email the video to them.

Make a little calculation and see how many users you will get if every user sends a link to the video that you have posted online. As the amount of visitors increases, that is going to result in several thousands of people that are seeing your advertisement online in just a couple of days.

Chevrolet is one triumph tale with this type of YouTube marketing that has achieved around four million hits on its normal website after they created a campaign based on allowing users to generate their own parody ad and upload it on YouTube. This is a smart strategy that you might consider applying for your own YouTube marketing.

The Top 3 Strategies to Marketing on YouTube

With so many ways to market your product or business, it can be overwhelming. Luckily, there is a free and fun site that a great many people use. YouTube is an excellent way to market your product. Of course, in order to be fully successful, there are a number of strategies you must

use. The three most important and effective strategies are below.

First, you must make sure that your video content is relatively short. When someone does not have to devote a great deal of time to viewing your content, they are much more likely to watch it. If they have a short break at work, they are more likely to watch something that is one or two minutes than ten. While it can be difficult to create effective content that is short, it has to be done, or it will not be viewed as much. Once you get used to creating short content, it will become much easier.

Second, content that has a bit of humor is always more popular. Be sure your content is tasteful, but it should also be entertaining and funny. If a viewer finds something entertaining and amusing, they are much more likely to pass it on to their friends, family, or coworkers. If people enjoy your content, they will possibly pass it on to others, increasing your viewership that much more.

Finally, you must be sure that your content does not obviously push your product, company, or service. This can be challenging when you are using YouTube for marketing, but it can be done. You can mention your product, or show your product, or even demonstrate it in some way. But be sure your YouTube content does not show like a commercial or other advertisement. People are used to seeing such things, and they are not as effective as marketing tools. Additionally, a viewer is not likely to pass on a commercial to their loved ones.

Using the 3 top strategies to marketing on YouTube is easy, and it will make success much more likely. If your content is short, funny, and not pushy, many people will be interested in watching it. If your content is long, boring, and seems like a commercial, nobody will want to

20

watch it or show it to their friends. While it can be hard to follow these strategies at first, with time, it will become very easy.

Tips for Efficient Marketing on YouTube

There is a known fact that marketing with YouTube is one of the fastest methods of advertising nowadays. anyone can do that, but it is pretty difficult to begin if you don't have any clue about this kind of original marketing. Here are some marketing tips for YouTube that will come in very handy particularly if you really want your business to be extremely successful.

Try to focus on something fun, the kind of thing everyone will want to share with his friends. Make sure you create a clear demonstration of the product that you are marketing for. Also make certain that the video is real, do not make any tricks or mirrors.

The viewer's participation needs to be encouraged and supported. You may even introduce a call to action like —make your own video similar to thisll. Take some benefit of the YouTube tags and use adjectives in order to target people searching based on the mood. And finally yet

importantly, try to experiment. Come up with something new and you will definitely have success, just because you are original and creative.

It's true that having a high ranked video on YouTube is definitely not the same as having the highest ranked page for your best keyword with a search engine such as Google, this should be considerably easier to achieve, and might yield unbelievable results right away.

It is in fact simple to convince a lot of people to watch the videos on just about any given keyword you choose and you are likely to get a top 10 ranked video on YouTube without having to make too much of an effort.

The reputation of your video marketing can be judged by looking at the number of views it has achieved and it is significant to observe that there are two methods by which video results are returned: by the name of the video and by the tags that are used to depict the video.

In fact, these are almost certainly the two most significant optimization tools (besides making a great video) that you may make use of in order to get your video viewed a lot of times. Luckily, most of the YouTube users are not experts at the keyword optimization techniques and they only tag their videos with a small number of related keywords. You can win out in your marketing, over them, if you do your optimization correctly.

Despite the enormous success and growth of online video in the last few years owing to Google's much exposed gaining of YouTube, there is still an abundance of growth coming. Grab the marketing opportunity now and get ahead of the game.

21

Tips on How to Get Started with YouTube Marketing

Whether you are new to internet marketing or you are a seasoned pro, odds are you have found yourself considering dipping your toes into the world of YouTube marketing. While YouTube is nothing more than a sea of videos uploaded by anyone with a video camera or webcam with something to say, creating the right YouTube presence is not as easy as it may seem. Here are the three most popular tips that can help you get started in YouTube marketing so you can become a success instead of just another failed product that gets tossed by the wayside.

First, determine what kind of information you want to provide the viewer. While creating a sales pitch may sound like the best way to capture your viewer's interest, if you spend all your time telling them that you are the greatest choice for the following reasons, your visitor is less likely to take you seriously. Instead of rushing to create a video with the first thought that comes to mind, you need to take some time to do an analysis of what you offer. If you were in the customer's shoes what is the first thing you would want to know about your company or product? You may even want to consider creating some form of story line. That way your viewer will need to come back to view the next episode and make them more likely to become a customer for life.

Second, consider creating a trivia video. If your product or company was created to solve an unusual problem or you learned some tricks along the way that the average consumer may not know, feel free to create a video of this data to share with the world. Viewers love to learn new things, and providing them with an interesting fact that they may not have been aware of increases the possibility that they will come back looking for more. Just make sure the information you provide is legitimate. If you choose to make up your trivia, you run the risk of offending your viewer. Bad press can spread faster than a wildfire, possibly killing your online presence long before it even starts.

Lastly, always make sure your content is fresh. While this does not mean you need to upload new videos every day, you will want to make sure you provide your viewers with new content on a consistent basis. Whether you choose to do this every week or twice a month, you need to keep your site fresh so new visitors will realize that you are a source for good information.

These are just a few of the most common tips that can help you get started with YouTube marketing. Make sure to keep your site fresh and full of quality content and in no time you will have the YouTube following and customer base that you have always dreamed of.

Tips on What to Avoid in YouTube Marketing

If you have found yourself considering making the leap into YouTube marketing, odds are you are just a little bit concerned about possibly making some form of video marketing mistake that

22

can cost your product or business the success that you had always dreamed of. While YouTube is full of videos that have been posted by amateurs with something to say as well as seasoned professionals looking to sell you something, those who are in the know are more than well aware of the type of web presence you need to create in order to be a success. Here are some of the most common YouTube marketing mistakes and how to avoid them.

First, avoid creating the wrong atmosphere. If you are trying to promote a product that has a lot of competition on the web, the last thing you want to do is start your marketing campaign by trash talking your competitors. If you have ever spent any amount of time watching videos on YouTube, you may have come across some videos that were created by some people who had something to say and didn't really care about who they offended. While this may be fine for the casual user, those who are trying to create a successful web presence for their business will always want to put their best foot forward. Promote your product in a positive light and let the customer make the decision.

Second, avoid uploading poorly made videos. At some point in your internet travels you have more than likely come across at least one site that contained a video that was poorly done. Whether you couldn't hear the video or the picture was poor, odds are it caused you to formulate a negative opinion about the site, regardless of how great their product may be. Make sure your

videos are perfect and enlist the help of friends and family if you need an unbiased opinion. This way you will be sure to create the right web presence that will have customers coming back to you for years to come.

Lastly, avoid getting distracted. While building a successful business can be tough, creating a successful web presence requires constant attention. Although you may have a to-do list that is twenty pages long, you need to make sure that you keep your videos updated on a consistent basis. If you put your YouTube channel on the backburner until you have the time needed to devote to it, odds are you will never find the time to work on it like you would have liked to, which causes your channel to go stale, ending your chance for web success long before it even started.

These are just a few of the tips of what to avoid when it comes to marketing on YouTube. Make sure to always keep your site fresh and always present a positive, professional attitude and you will be on your way to obtaining the internet success that you have always dreamed of.