

Training Guide



Marketing 2018 Made Easy

Powered By "Your Website URL here"

Drive Lots Of Customers and Sales
With Our Proven & Tested YouTube™
Marketing Techniques

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Introduction:



Welcome to the latest and very easy to apply “YouTube Marketing 2018” Training, designed to take you by the hand and walk you through the process of getting the most out of YouTube in 2018, on behalf of your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate YouTube Marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 Chapters, ready to show you the latest YouTube Marketing strategies for 2018.

This is exactly what you are going to learn:

Chapter 1: What Is YouTube Marketing All About?

Chapter 2: Creating and Optimizing A Branded YouTube Channel

Chapter 3: Enabling Monetization On Your Channel

Chapter 4: Picking A Profitable Niche And Doing Keyword Research

Chapter 5: Ranking A Video The Right Way

Chapter 6: Making Money With Direct Affiliate Links

Chapter 7: Using End-Of-Video Calls To Action To Send People To Your Store

Chapter 8: Making Money By Jacking Product Launches

Chapter 9: Making Money By Renting Annotation Space

Chapter 10: Using YouTube To Raise Money With PayPal.Me

Chapter 11: Promoting Your Videos For Cheap With AdWords

Chapter 12: How To Find Direct Sponsorship Deals (PowerPoint)

Chapter 13: How To Increase Watch Times, Engagement, and Other Metrics

Chapter 14: Search Engine Optimization Strategies That Make Money In 2018

Chapter 15: Must-Know YouTube Best Practices For Businesses

Chapter 16: Alternative Monetization Strategies To Consider

Chapter 17: Do's And Don'ts

Chapter 18: Premium Tools And Services To Consider

Chapter 19: Shocking Case Studies

Chapter 20: Frequently Asked Questions

Well, it's time for you to start getting the most out of YouTube Marketing in 2018, on behalf of your Business.

I know you'll love this training.

Chapter 1: What Is YouTube

Marketing All About?

Video marketing has been a growing trend for a few years now. We've been saying that video is where the web is going, and we weren't wrong: ever since last year video traffic makes up at least 78% of online traffic, and estimates forecast that it will go up to 80% in 2020!



In fact, it's been found that all online traffic after 5 PM is video traffic, and most of that traffic goes to the largest video streaming platforms around, particularly YouTube, which uses video traffic to generate revenue.

YouTube has massive amounts of traffic, viewers, and content. It is the second most visited website in the world, right after Google. There are currently over 1 billion people using the platform to upload and consume video content, with over 300 hours of video being uploaded every day to the site!

Now, it is well known by this point that YouTube generates revenue by way of digital advertising. By letting content creators upload content to the

platform, it has created the perfect channel where businesses can put their adverts in front of a large audience. It is a win-win situation where businesses can get more exposure, and where YouTube and content creators can pocket their respective share of the advertising revenue.

But the truth is that ad revenue is not the only way of making money on YouTube, and advertising is not the only option for businesses that want to get more customers and more exposure.

In fact, YouTube marketing has not only become a great marketing tool because it allows marketers to upload unique content that is easy to share and consume, but also because it allows online and offline businesses to take advantage of video traffic to grow their presence.

This is because YouTube is the second largest search engine, and it can help marketers to improve any brand or business' search engine optimization efforts.

That said, YouTube marketing is all about ranking your videos to help them reach the top spot in search results, both on YouTube and on Google. Once you are able to rank a video in the top listings you will be able to get, on average, a 34% increase in exposure.

That means that if you upload a video on YouTube to promote your business or brand and you are able to rank it on top, you will be able to generate more visitors to your website, or to your online store, or to your online events.

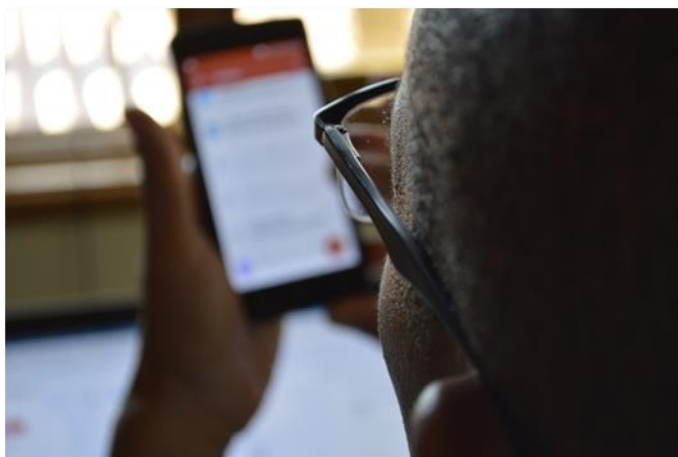
Also, more people will be able to learn about your brand simply by searching a few keywords on Google, and that will generate more customers for your business.

And that's not counting countless other ways to make money out of your top-ranking videos, including growing your mailing lists, selling your digital products, promoting affiliate products, and so on!

Now, ranking a video is not easy, let alone ranking it on top, what with all the competition and oftentimes saturated niches. But with our advice you will be able to apply proven strategies that will help you to easily dominate YouTube Marketing, so allow us to grab you by the hand and show you how to do YouTube Marketing the right way today!

Chapter 2: Creating and Optimizing A Branded YouTube Channel

The first step in your YouTube Marketing journey is to create a branded channel for your business. A branded YouTube channel will allow you to use your brand's name as the name of your channel, to manage editing permissions, and to offer your viewers a more customer-centric experience.



Getting Started

In order to create a branded YouTube channel you will need to have a Google account, and we are going to assume that you already have one. If you don't, you'll simply have to go to "Google.com" in your browser, and then to click on the "sign in" button. Then you'll have to click on "create account" and to submit the sign-up info that you'll be asked for.

If you already have an account, you will simply have to click on "sign in", then to enter your Gmail username, then your password, and then to click on "next". Once you are logged in to your Google account you'll have to go to "youtube.com" on your browser.

Once on YouTube's homepage click on the profile icon located on the top-right corner, and then click on the "My Channel" option from the menu.



Creating A Branded Channel

Now click on the “Use a business or other name” link. Now enter the name of your brand or business in the “brand account name” field, and then click on the “create” button.

Customizing Your Branded Channel

Now that your branded channel has been created, it is time for you to customize and optimize it. Start by clicking on the “customize channel” button.

First upload your channel icon and your channel art. To upload your channel icon you will simply have to click on the “edit” button corresponding to the channel icon. Because your icon will be linked to a brand account, you will be redirected to the channel’s “Google Plus” account. Once there you will simply have to click on “upload photo”, then to select and double click on your icon image on your computer, and then to click on “done”.

Now go back to YouTube and click on the “add channel art” button. Now click on “select a photo from your computer”, then select and double-click on your channel art image from your computer. Now wait for it to fully upload and click on “select”. Make sure that your channel art is at least 2560 by 1440 pixels before uploading it.

Optimizing Your Branded Channel

Now click on the “about” tab to start optimizing your channel for search. Click on the “channel description” button to enter your channel description. Search

engines will use the information in your description to rank your channel, so make sure to include your target terms, keywords and your website URL into your description.

Click on “done” once you’ve entered your channel description. Now click on the “Email” button and enter your business email address, then click on “done”. Now select your current location from the “location” menu, and then click on the “links” button to add your custom URLs.

Here we recommend you to enter your business website address as well as your social media profile URLs. Once you have added your custom URLs click on “done”.

Adding A Channel Trailer

Finally, let’s show you how to add a channel trailer to your channel. A channel trailer is a short video that is shown to your channel visitors. You’ll simply have to create a short video to tell your visitors what your channel is all about, and to encourage them to subscribe.



Start by clicking on the camera icon button on the top-right corner, and then click on the “upload video” option. Now click on “select files to upload”, locate your channel trailer video on your computer, and double click on it.

You can add the video title, the video description, and the tags while it uploads and processes. Once that is completed you will be able to select a thumbnail for your video on the “video thumbnails” section. You can click on “publish” to post your video once you are done editing it.

Now go back to your channel by clicking on the left-hand menu and then by clicking on “my channel”. Now click on “customize channel”. Click on the “for new visitors” tab and then on “channel trailer”. Now select the channel trailer video that you’ve just uploaded and click on “save”.

Awesome! Now you’ll be able to hook new channel visitors with your channel trailer video. Now that your branded YouTube channel is ready, you will need to enable it for monetization, and we’re going to show you how in the next chapter.

Chapter 3: Enabling Monetization On Your Channel

One of the most popular ways of making money on YouTube is by monetizing your content through the platform's partner program, which allows content creators to earn shared revenue from ads served on their videos.



Monetization Requirements

This partner program, called “YouTube Partner Program”, is available to all users under certain conditions and requirements:

- ✓ Content creators can join the program as long as it is available in their countries.
- ✓ A content creator's channel has to reach 1,000 subscribers and 4,000 watched hours in the last 12 months in order to be reviewed by YouTube to join the program.

Now that you know the conditions and requirements, let's take a look at the steps that you'll have to follow to enable monetization on your channel.

Getting Started

To see if your channel is eligible for monetization, you have to start by going to the channel's status page. Go to YouTube's homepage while signed in to your channel and click on the channel icon located on the top-right corner.

Now click on the "creator studio" button from the menu. Now move to the left-hand menu and click on the "channel" tab. You will land on the channel's "status and features" page. Check under "Monetization" if your account is eligible. If the word "Eligible" appears in the "monetization" column, then it means that your channel is eligible for monetization.



Applying For Monetization

Click on the "Enable" button in the "Monetization" column. You'll be taken to the "monetization" page. The first step is to accept the partner program terms and services, so

simply click on the "start" button in "step 1" to "Read and agree to the YouTube Partner Program terms".

Read the "YouTube Partner Program Terms", check the three agreement boxes, and then click on "I accept". Awesome! First step completed.

Signing Up For AdSense

The second step is to sign up for AdSense. AdSense is Google's ad revenue program, and you will need to connect your channel to an AdSense account to get paid. So start by clicking on the "Start" button in "step 2" to "Sign up for AdSense".

You will be taken to a page where you'll be instructed to link your channel to an AdSense account either by signing in to an existing AdSense account or by creating a new one if you don't have one yet, so simply click on "next" to proceed.

You'll be prompted to sign in to your existing Google account first. So if you already have an AdSense account you will simply be signed in. If you don't have one you will simply be prompted to create one under your Google account.

After you sign in you'll simply have to click on the "Link To YouTube" button to continue. Once your AdSense account is linked to your YouTube account successfully you will be redirected back to YouTube. Awesome! Now your accounts are linked to allow you to get paid.

Setting Monetization Preferences

Now click on the "Start" button in "step 3" to "set monetization preferences". In this step you will simply have to select whether to "monetize all existing and future videos" and to select the "ad formats" that you want to show on your videos.

"Display ads" are required, but you can select or deselect "overlay ads", "sponsored cards", and "skippable video ads". Once you have made your selections simply click on "save" to finish.



Getting Reviewed

Your channel will be reviewed for monetization once you have reached the 1,000 subscribers and 4,000 hours watch time thresholds. You can always come back to this page to check your progress. Focus on growing your channel by applying our advice and you'll get there in no time!

Chapter 4: Picking A Profitable Niche

And Doing Keyword Research

Being successful on YouTube is a matter of picking a profitable niche that you'll be able to promote well. There are niches that are harder to promote than others because they're too specific, or because they're not too popular.



There are two easy methods to research niches that you can pick to promote on your channel. The first method is by using YouTube, and the second method is by using affiliate marketplaces.

Using YouTube To Find A Profitable Niche

There are two ways to use YouTube to find profitable niches and topics to promote. The first one is by using the “Trending” feed. You can access the “trending” feed from YouTube’s homepage by moving to the left-hand menu and clicking on the “trending” tab.

The “trending” page will show you a list of hot-topic videos that are trending on YouTube at the moment.

The other way to find profitable niches to promote on YouTube is by checking the “Popular On YouTube” page, which you can access by clicking on the “Popular on YouTube” tab on the left-hand menu.

You will find that at any given moment the most popular niches include travel, health care, technology, gaming, make up routines, fashion, sports, app reviews, and cooking.

Using YouTube to find profitable niches will be better for you if your goal is to monetize your content through ad revenue or direct sponsorships, because you will be able to see how trending videos are optimized to get lots of engagement.

Using Affiliate Marketplaces To Find A Profitable Niche

If on the other hand your goal is to monetize your content through affiliate links



or your own online store then you should look for profitable niches on large stores such as Amazon.com or affiliate marketplaces such as clickbank.com, which we are going to use as examples.

To find profitable niches or products and services to promote on amazon.com you will simply have to go to Amazon's best seller's URL (<https://www.amazon.com/Best-Sellers/zgbs>). Once there you will simply have to look at the featured listings.

From top to bottom you will find the most popular products, the ones that are selling like hotcakes. You can also click on the “new releases” tab to check out the newest items from the bestselling niches.

Let’s now move over to clickbank.com. This site offers you a much more straightforward way of finding profitable niches and popular products to promote because it allows you to check the most popular products right on the homepage.

For example, it is evident that the health care and fitness niches are popular and profitable based on the number of products from those categories that are featured on the homepage, so let’s click on the “health and fitness” category tab on the left-hand menu to check this niche further.

In this example you can see how we just found a niche that is profitable because it offers a lot of products targeted at people looking for solutions to eat healthier and look healthier.

Once you find a profitable niche to promote you have to research the keywords and terms most commonly used by people searching for information and products related to that niche.

Doing Keyword Research

There are two places to research keyword profitability and reach: on YouTube and on Google, the world’s larger search engines. Let’s start on Google, and let’s use the niche that we picked as



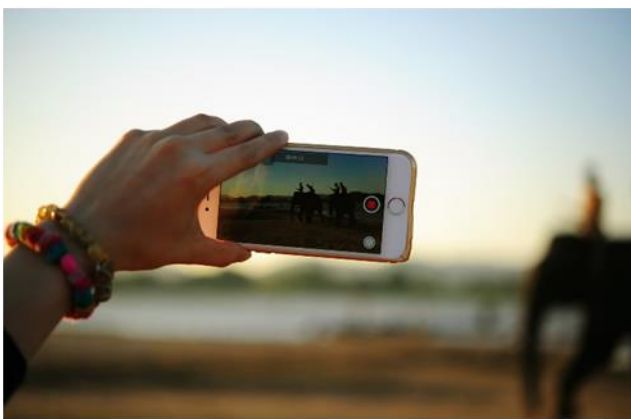
our target keyword.

So we type the name of our niche in the Google search bar. Once you type the name of your niche in the search bar, you will get a list of suggested search terms. Those are your long-tail keywords, or in other words, the search terms triggered by your target keyword.

What you have to do with these long-tail keywords is to type them down on a notepad file, because you will have to use them as tags on your videos. We recommend you to click on each suggestion to check the top results on the first page.

Let's now go to YouTube. There you'll have to apply the same steps. Type the name of your niche in the search bar and type down the suggestions. Now click on each search term suggestion to check the results.

Now, on the first page of results, take notes about the most popular videos. You'll be able to identify them by the number of views, which should be in the thousands or millions of views.



If any of the top videos exceeds 2 million views, then you'll know that you will have to use the search terms used in the top videos' titles in your own video titles, because it means that those search terms attract very large

search volumes on YouTube.

Now go back to Google and type one of the popular search terms on the search bar and click on it to check the results. If any of the top YouTube videos appears

on the first page of results, then it means that using that search term in your own video titles will help your videos to appear on the first page of Google results too!

Chapter 5: Ranking A Video The Right Way

Ranking your videos on the first page of results on YouTube and on Google is one of the most important parts of the YouTube marketing process because that's how you'll make your videos relevant and easy to find, and we're going to teach you how to do it now, the right way.



Uploading Your Video

Start by uploading your video to your YouTube channel. You can upload a video to your channel from anywhere on the site by clicking on the camera icon button located on the top-right corner, and then by clicking on the “upload video” option.

Now click on “select files to upload”, locate your video file and then double click on it. Your video will start uploading, and you can start optimizing your video once it is uploaded and processed.

Optimizing Your Video For Search

To rank a video on top you will have to optimize your video for search by stuffing the higher-traffic search terms that you found during your keyword research with your target keywords and the name of the brand or product that

you are going to promote in your video title and in your video description, by using the higher-traffic search terms and your target keywords as tags, and by using video keywords in your titles and descriptions.

Optimizing Your Title

Let's start with the video title. Your video title should be at least 5 words long, and it has to include at least three out of these four elements: high-traffic search terms, target niche keywords, the name of your brand or product, and video keywords.

In this example, we are going to start by entering a high-traffic term for our target niche in the "Title" field. Now we are going to enter our target niche keyword, which is also the name of the website that we are going to promote, because the website's name is a long tail keyword targeting a specific niche, the "diabetes care" niche.



You have to make sure to type a coherent title, so you might need to rearrange the order of your keywords and high-traffic terms.

Now that we have rearranged our keywords into a coherent title, we have to insert our video

keyword. Video keywords are keywords that YouTube analyzes as more relevant because they are included in the majority of high-traffic videos that are uploaded to the platform.

Video keywords include “Review”, “How To”, “Tips”, “Tutorial”, “Cute”, “Funny”, and keywords related to the fitness, sports, health, and lifestyle niches. For our example, we are going to add the “Tutorial” keyword at the end of our title.

Optimizing Your Description

Now you have to optimize your description. The strategy here is simple, as you’ll just have to stuff your most relevant keywords within the first 250 characters of the description.

That’s because YouTube video descriptions only show the top 250 characters, or approximately the first 25 words in the description. After 250 characters, viewers will have to click on “read more” to check the rest of the description.



Search engines also pull keywords from the first 250 characters in your description, so we recommend you to also include your website’s URL in the description. Don’t shorten it! If you shorten it, Google and YouTube might not be able to index it.

Adding Tags

Tags are a crucial part of ranking your video because they’re the most specific data that search engines will use to index your videos and to increase your brand’s or channel’s authority.

Adding tags to rank your videos is easy. You'll just have to enter the search terms with the highest search volumes that you found during keyword research and your target niche keywords in the "tags" field.

Publishing Your optimized Video

Now that you're finished optimizing your video for search and top rankings, you'll just have to select a thumbnail on the "video thumbnail" section and then to click on the "publish" button.



Verifying Your Ranking

YouTube videos are ranked almost immediately because they're uploaded to YouTube's own website, which means that both the YouTube and Google algorithms give a very high priority to video content uploaded to the

platform.

Because of that, you'll be able to check how high your video ranked on search results right after you publish it. So after you publish your video, type one of the keywords or a combination of your keywords on the YouTube search bar and click on "search".

In our example case, you can see how our video ranked right on top of the search results, and it is visible without having to scroll too much down the page!

You can also type the same keywords on Google to see if it ranked on top there as well. In our case, we're going to move over to google.com and then we're

going to enter the same keywords that we used to search our ranked video on YouTube on the Google search bar, and we're going to click on the search button.

As you can see, our video has been ranked on top, right alongside more popular uploads! So make sure to always apply these crazy simple optimization tricks to rank your videos from the get go!

Chapter 6: Making Money With

Direct Affiliate Links

One of the best and easiest ways to make money on YouTube is by promoting affiliate offers through direct affiliate links. The process is fairly straightforward, so let's take a look.

Finding An Affiliate Product or Offer To Promote

First, you will need to find a good, profitable affiliate product that you can promote on your niche. To find a profitable affiliate offer you will simply have to head to an affiliate



marketplace such as Amazon.com or Clickbank.com, or to your favorite affiliate network, and then to use your niche keywords to search for popular products that you can sell to your audience.

In our example case, we are going to use Amazon.com to find a product that we can promote as Amazon affiliates. We'll simply have to select the “all categories” option from the categories menu, to enter our niche keyword in the search bar, and then to click on the search button.

As you can see, we've found the best seller product in our niche as the top result, so we will simply have to click on the product's name to enter the product page. Once in the product page, we'll just have to move over to our affiliate

panel on top of the page, and then to click on the “Text” button under the “Get link” section. Now we will simply have to copy the affiliate link.

Once you have selected a product and generated your affiliate link, you will have to create a video to promote it. Depending on your product, it could be a review video, a “How-To” video, or a product demonstration video.



Uploading And Optimizing Your Affiliate Product Video

Once you have created your affiliate product video you will simply have to click on the camera icon button from anywhere on YouTube and then to click on

“upload video”. Now click on “select files to upload”, locate your affiliate product video, and then double click on it.

The video will start uploading in the video editing page, so you can start optimizing it. Start with the title. For affiliate product videos, we recommend you to add a niche keyword, the name of the affiliate product, and a video keyword at the end.

For this example, we are going to start by adding our target niche keyword. Then we are going to insert a hyphen followed by the name of our affiliate product. Then we are going to insert another hyphen, followed by our video keyword.

Now, the video keyword has to match the type of video that you are uploading. In our case, we are going to upload a video review of the affiliate product that

we found on Amazon.com, so we will add the “Video Review” keyword after the hyphen.

Adding Your Direct Affiliate Link

For affiliate product videos, we recommend you to insert a simple call to action followed the name of your affiliate product, and then to insert your affiliate link at the end of the sentence in the video description.

In our example, we are going to insert the word “Buy” as our call to action, followed by the name of our affiliate product, and then we are going to insert our direct affiliate link.

Additional Optimization Tips For Affiliate Product Videos

You can use the rest of the description field to insert your video transcript. This will help you to insert more of your target niche keywords into your description without stuffing, which will help your video to rank higher.



In our example, we will simply hit the “Enter” key to go below the first line in our video description, and then we are going to insert our video transcript.

Also, remember to insert relevant tags. Again, we recommend you to insert the high-traffic search terms that you collected during your keyword research.

Publishing Your Affiliate Product Video

Now select a thumbnail for your video from the “video thumbnails” section and then click on the “publish” button. And that’ll be it! You can make sure that your video ranked on top by entering the name of your affiliate product on the YouTube search bar and clicking on the search button. Now you’ll just have to wait for the affiliate sales to start coming in!

Chapter 7: Using End-Of-Video Calls To Action To Send People To Your Store

YouTube can easily become one of the highest sources of traffic to your websites and online stores, and you won't have to put too much effort into it because you'll drive your viewers to your website or store organically from YouTube right before they finish watching your videos.

There are two ways to send people straight from your videos to your websites and online stores. The first method is by adding an "End Screen Link" to your videos, and the other is by adding an "End Screen Video" to your videos.

By Adding End Screen Links To Your Videos

Adding "End Screens" with direct links to your websites and online stores to your videos is the easiest method, but you'll have to become a verified YouTube

Partner through the YouTube Partner Program to be eligible to add direct link cards to your videos.

To add an "End Screen Link" to a video you'll simply have to start by going to your "Creator Studio". Click on the channel icon on the top-right corner from anywhere on YouTube and then click on the "creator studio" option.



Now click on the “video manager” tab on the left-hand menu to go to the “Videos” page. Now select one of your uploaded videos, make sure that it is longer than 25 seconds, click on the drop-down menu button and then click on “End Screens and Annotations” to go to the “End screens” page.

Once there click on the “Add Element” menu button and locate the “Link” option. If you’ve already become a verified YouTube Partner by getting 1,000 subscribers and 4,000 watched time hours, you’ll just have to click on the “Enable” button corresponding to the “Links” option. Then you’ll be able to add your online store URL to an “End Screen Link” at the end of your videos.



By Adding End-Screen Videos To Your Videos

Now, if you haven’t become a YouTube Partner yet, you’ll still be able to add direct links to your store with this strategy. You will just have to create and upload a brief store trailer video with your store’s URL in

the description to your YouTube channel.

That way you’ll be able to add a card with your trailer at the end of your videos to encourage your viewers to visit your store through the link in the description. You just have to add an in-video call to action to instruct your trailer viewers to click on the link in the description to visit your store.

You can get started by uploading your store trailer first. Click on the camera icon button from anywhere on YouTube, then click on the “upload video” option,

and then on “select files to upload”. Locate your store trailer video on your computer and double-click on it to upload it.

Now enter a title for your store trailer video. Your store trailer video title can be something simple. In our case, we’re simply going to use the name of our business website followed by the keyword “online store trailer”.

Now you have to add your online store’s URL in the description. This is the most important part, as this is the link that your trailer viewers will have to click after watching your video. Lastly, enter the high-traffic terms and niche keywords that you usually use as tags to optimize your videos in the “tags” field. Now click on the “publish” button to post your store trailer.



Now it is time to link one of your videos to your store trailer. Go back to your creator studio by clicking on the channel icon on the top-right and then by clicking on “creator studio”. Now select one of your videos, click on its corresponding drop-down menu button, and then click on the “end screens and annotation” option.

The last 5 to 20 seconds of video will be selected by default as the duration of your end-of-video call to action, so you’ll just have to click on the “add element” menu and then to click on the “create” button corresponding to the “video or playlist” option.

Next up check the “choose a video or playlist” option, select your store trailer from under the “uploads” tab, and then click on “create element. Your “end screen” call to action will be added to your video.



You can left-click and hold on the “video card” to drag it across the video screen to position it where you think it would fit best before finishing. Once you finish editing your end-of-video call to action you’ll just have to click on “save”.

You can turn on the “preview” option to see exactly what your new call to action will look like on your video. You can then click on the call to action to watch the video trailer.

As you can see with our example, our channel trailer includes an in-video call to action to encourage viewers to check the online store link below in the description. And that is it!

Chapter 8: Making Money By Jacking Product Launches

Affiliate marketing is one of the best ways to make money on YouTube, and there's a little-known affiliate marketing strategy called "product launch jacking" that is easier to execute on YouTube than everywhere else.

This strategy consists in finding a hot affiliate offer to promote before it launches. That way you will be able to rank your promotion before everyone else!

Finding An Upcoming Hot Product Launch

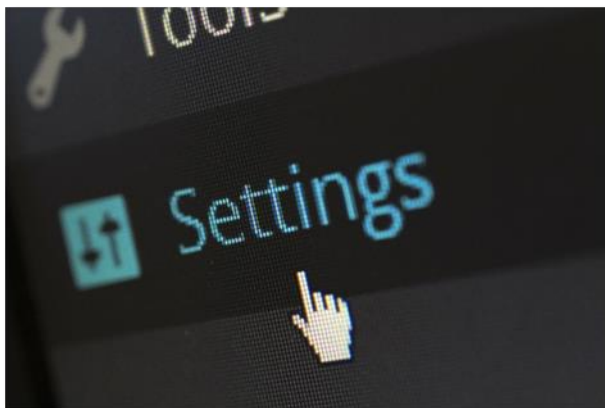
The first step of this strategy is to find an upcoming product launch. The safest place to find hot upcoming product launches is at "muncheye.com". There you will be able to check upcoming product launches on the most popular affiliate marketplaces by date.



Now, our recommendation is to select a product launch with an unusual name. That's because an unusual name will be easier to rank with your target keywords than a name with a high degree of competition.

Once you have selected a product launch, click on it to go to its launch page. If the affiliate landing page is not on muncheye.com, simply go to the affiliate

marketplace where the product is going to launch, and search the name of the product. Once on the affiliate landing page, take a look around and make sure that it looks good and professional.



Setting Up Your Promotional Video

Now look for the product creators on the page and contact them. You have to ask them if they can give you access to a promotional video

about the product, or if they can give you access to the product so you can promote it ahead of the launch.

If they can't provide you with a video or product demonstration, simply create a video to discuss the product launch and to discuss the product features highlighted on the affiliate landing page.

Setting Up A Jacked Product Launch Channel

To properly rank and promote your promotional video you have to create a channel dedicated to the product launch. This is because the additional keywords in the channel name and description will boost the video's ranking, and will also help you to hijack post-launch sales by funneling searches back to your channel and videos.

Start by clicking on the channel icon located on the top-right corner. Now click on the "settings option. Now click on "see all my channels or create a new channel". Now click on "create a new channel".

Now enter the name of the product in the “brand account name” field. We recommend you to include a “video keyword” in the channel name if it applies. For example, if you have been given a product demonstration to review, include the keyword “review” at the end of your title. In our example, we will simply use the name of the product, which will be easy to rank later.

Click on the “create” button once you’ve entered the name of your new channel. Now click on the “customize channel” button. Upload your channel icon and your channel art. Now click on the “about” tab to add the product description on the channel description.

Uploading And Optimizing Your Product Launch Video

Now click on the camera icon button on top and then on the “upload video” option. Click on “select files to upload”, locate your product launch video on your computer and then double-click on it.



Now it is time to optimize your video, starting with the title. You want to rank the video for high-traffic terms in your niche, so start by adding them, followed by the name of the product, a video keyword, the keyword “launch”, the launch date, and the name of the affiliate marketplace at the end of the title. Please note that you can vary the order of the keywords in your title to form a coherent title.

In the description you can add the video title followed by the affiliate link provided by the product vendors. Then make sure to add your high-traffic terms

in the “tags” field. Then click on publish. And that is it! For better results, make sure to always pick product launches that are still one or two weeks before launch day.

Chapter 9: Making Money By

Renting Annotation Space

Another easy way to earn money on YouTube is by renting annotation space on your videos to promote videos from other creators, to promote other channels, and to promote third-party websites.

What Is Annotation Space?

Annotation space is promotional real estate on your video screens. It is called “Annotation Space” because annotations were used to promote other people’s URLs masked under an account’s verified URL.



But because annotations were discontinued, it now refers either to end screens that link to other people’s videos or channels, or to cards that link to other people’s videos, playlists, channels, or external URLs.

Renting Out Annotation Space With Cards

We already showed you how to easily set up end screens to promote a video that links to an external URL through the video description, and now we are going to teach you how to use cards to promote other people’s videos, channels, or URLs.

Now, to find other creators interested in using your videos to promote their content, you have to add calls to action and a business URL in your videos and

your channel description to let others know that you are willing to rent annotation space on your videos for a fee. You can also post the offer on sites such as [fiverr.com](https://www.fiverr.com).



Adding Cards To Your Videos

Once a creator selects one of your videos or series of videos to promote their own videos or channel, and once they have provided you with their video or channel URLs, you will be ready to

add the cards to the annotation space.

Start by going to your creator studio from anywhere on YouTube. Click on the channel icon on the top-right corner, and then on the “creator studio” option. Now click on the “video manager” tab to go to the “videos” page.

Now click on the drop-down menu button corresponding to the video that your client selected and then click on the “cards” option. Now use the playtime lever to select the moment at which the card will appear.

Now click on the “add card” menu button. You’ll notice that you can add cards to promote a “video or playlist”, a “channel”, a “donation” card to promote non-profit organizations, a “poll” card to collect information from your viewers, which some companies might be interested to rent, and a “link” card to promote others’ merchandising sites and crowdfunding pages.

In our example, we are going to promote someone else’s channel. So we’re going to click on the “create” button corresponding to the “channel” card

option. Now we're going to add the channel URL provided by our client in the "channel username or URL" field.

Then we're going to add our client's channel message in the "custom message" field and a teaser text for the channel in the "teaser text" field. Then we're going to click on "create card".

And that'll be it! You'll be able to make some good money on the site by leveraging evergreen content on your channels to rent annotation space!

Chapter 10: Using YouTube To Raise Money With PayPal.Me

One of the easiest ways to make money on YouTube once you have a sizeable audience is by asking for fan funding during Live Streams. It is easier than you might imagine, and you'll only need a verified YouTube account to do Live Streams and a PayPal.Me link.

How Can You Get A PayPal.Me Link To Get Funded On YouTube?

Simply go to the www.paypal.me URL in your browser, click on the “Create Your PayPal.Me Link” while logged in to your PayPal account and follow the on-screen instructions.



How Can You Share Your PayPal.Me Link During Live Streams?

To start a Live Stream, first you'll have to click on the camera icon button on the top-right corner, and then to click on the “Go Live” option. Now configure your Live stream by adding your “encoding setup” to your encoding software and adding a title and a description to your live stream. Once you are ready to start streaming you'll just have to start your encoder.

You will be able to share your PayPal.Me link with your audience on the live chat. To get funded, you'll just have to call your viewers to action by asking them to help you grow your channel with a message on the live chat that includes the

call to action and your PayPal.Me link. Chat participants will be able to make personalized donations just by clicking on your PayPal.Me link!

Additional Tips

- ✓ Ask your viewers if they'd like to see something specific in your videos, like if they want you to review a specific product, or stream from a specific game, or to check a specific service. This will allow you to show your audience that you are not panhandling, but getting your channel funded to take it to the next level!
- ✓ Add your PayPal.Me link to your video descriptions too. The more someone enjoys your content, the more he or she will be willing to fund your channel at any given time!

Chapter 11: Promoting Your Videos

For Cheap With

AdWords

So far all of our strategies have focused on making the most out of YouTube Marketing organically, but we also want to teach you how to boost your reach with paid advertising.



Getting Started

You'll have to go to your creator studio to get started. Click on the channel icon located on the top-right corner and click on “creator studio”. Now click on the “video manager” tab to go the “videos” page. Now select a video that you'd like to promote, click on its drop-down menu button, and then click on the “promote” option.

Setting Up Your Video Ad Campaign On AdWords

You will be redirected to AdWords, Google's own solution for advertisers. Click on the “get started” button to start creating your video ad campaign. First you have to enter the name of your new video campaign in the “campaign name” field.

Now you have to set up your campaign budget in the “budget” section. Start by selecting the type of budget that you’d like to manage on the “type” menu. If you select “daily” you will spend a daily fixed amount on ads. If you select “campaign” you will spend a fixed amount for the entire campaign.

For this example we are going to select “daily”. Now enter the average you want to spend below. Advertising on AdWords is very cheap. You can spend \$1 a day and still get valuable traffic and leads. For this example we are going to enter \$5.

Now click on “start and end dates” below to set start and end dates for your campaign. Now click on “Networks” to select in which networks you’d like to serve your ads. As a general rule we recommend you to leave all networks

selected to boost your reach across all channels possible.



Now select the “language” your target viewers speak and the “locations” of your target audiences.

Now select your “bidding strategy”. Your bidding strategy is the way in which you’ll bid for ad space on

YouTube. Selecting “Maximum CPV”, or “Maximum cost per view”, will allow you to bid per each view. If you select “Maximum CPV” you will only pay if your videos are watched for at least 30 seconds.

Selecting “Maximum CPM”, or “Maximum cost per mile”, will allow you to bid per each thousand impressions, whether they engage the viewer or not. If you select “Maximum CPM” you will only be able to advertise videos no longer than

7 seconds, or “bumper ads”. For this example, we are going to select “Maximum CPV” as our bidding strategy.

You can also edit “content exclusions”. “Content exclusions” allow you to limit where to show your ads. For instance, you will be able to select “inventory type” and “excluded types and labels” to avoid showing your video ads on content that doesn’t fit your brand or your offers.

Creating Your Ad Group

Now enter a name for your ad group in the “ad group name” field. Now enter your maximum bid in the “Maximum Bid” field.



Remember that your maximum bid will depend on your bidding strategy. In our case, it is the highest amount that we’re willing to pay for a single view.

Now define your target audience in the “people” section. You can define targets by “demographics” and by “audience”.

Now define your target content in the “content” section. Here you will be able to define the type of content you would like to show in your ads.

You can enter your target keywords and your high-traffic search terms in the “keywords” column. You can then select “topics” to show your ads on videos about those specific subjects. Lastly, you will be able to select “placements”. Placement targeting will allow you to select specific channels, videos, websites, and apps where you can show your video ads.

Creating Your Ad

To create your video ad you will first have to select a video. Enter the name of the video that you are going to promote on the search bar to the left, and then select it.

Then you'll have to select your video ad format. If you select "maximum CPM"

as your bidding strategy, the "bumper ad" format will be selected by default.



In our case, because we selected "maximum CPV" as our bidding strategy, we have two options: "In stream ads", which are video ads that appear during a video, and "Video discovery ads", which are thumbnail ads that appear on YouTube search results, next to

"related videos", and on YouTube's homepage.

In our case, we are going to select the "In-stream ad" format. Now we're going to enter our business website's URL in the "final URL" field.

After selecting your ad format and editing your ad's URL and text, you'll simply have to enter a name for your new ad in the "ad name" field, and then to click on the "save and continue" button. Next you'll just have to confirm all your ad campaign settings and to click on "continue to campaign". And that'll be it! Your video ad will start rolling soon after.

Chapter 12: How To Find Direct Sponsorship Deals

Hey there everyone! There are several ways to supplement your income with YouTube besides ad revenue and the proven strategies that we discussed before, and one of them is through sponsorship deals.

What Is A YouTube Sponsorship?

Have you noticed that some YouTube personalities get to preview, review and promote stuff that they like? Perhaps you've

watched videos where someone reviews a product or service provided to them by a company that is explicitly mentioned in those videos, or maybe a video where the host promotes an offer related to the content in the video.

Those are sponsored videos, where brands sponsor a content creator in order to promote its products or services to the sponsor's audience through his or her videos.



What Are The Benefits of A YouTube Sponsorship?

Click here to access my exclusive YouTube Marketing 2018 Video Training! [\(Insert URL\)](#)

Sponsorships can help you to increase your exposure because people will be able to find your content just by using the name of your sponsor as a search keyword. You'll also get paid by the sponsors, and you will receive their products and services for free!

Additionally, your channel's authority will increase as you grow in popularity, as sponsors will increasingly fight for the chance to appear on your videos!

How Are Sponsorship Deals Made?

There are two ways to reach a sponsorship deal.

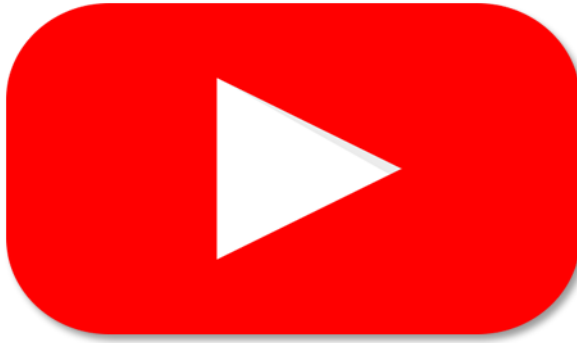
For one, companies reach out to popular content creators and offer



them the chance to review their products or services. What they do is that they send the product for free to the content creator, which will in turn review it for its audience. Oftentimes, companies will simply pay content creators a fee to have their brands inserted into videos.

On the other hand, content creators can directly reach out to potential sponsors and propose sponsorship deals. If you are a content creator and you haven't been contacted by a sponsor just yet, it is about time that you take the lead.

How To Find Direct Sponsorship Deals



Identify Your Audience First

Brands won't be interested in what type of videos you produce as much as what type of audience watches them. So the first step is to examine

your audience. Start by identifying its demographic data, such as the average age of people in your audience, dominant genders, dominant languages, and locations. You can do this by taking a look at your analytics.

Next you have to examine what type of brands and products they are interested in, what trends they follow, and where they shop both online and offline. There are two ways to effectively examine this information.

First is by checking their interactions with your videos, especially comments on videos related to purchasing habits, lifestyles, or products in general. You might have to create a couple of videos to properly research this.

Secondly is through engaging with people in your audience, by asking them specific questions, by creating polls, running giveaways to see what type of products get the most participants, and so on.

Research Brands

Once you have identified the specific type of brands, products, and services that your audience is interested in, you will have to research them. Our advice is to look for newer, smaller brands at first.

These types of brands are eager for more exposure, and are willing to invest in a quality sponsorship deal that can provide them with a qualified audience whom to sell to.

Take notes about what type of products they sell, their marketing message, their image, their prices, their promotions, their locations, and their history. Then examine how well they would align with your audience.

Determine How You Can Benefit These Brands

Now, you have to be aware that brands receive sponsorship proposals all the time, and they already know that a sponsorship deal will benefit the promoter. That is why you have to determine what you can offer to a brand in exchange.

Normally, you can offer them exposure to your audience in two ways. For one, you can offer them to create high quality review videos to promote their products. Or you can also offer them exposure in the form of shout outs.

Review videos are commonly paid with free products and services, which means that a brand will provide you with products for free so you can review them on camera.

Yet the most profitable route is to charge a fee for shout outs, because you'll receive cash instead of free products or services. You'll be able to charge more as your audience grows because brands will try to outbid each other for a spot on your videos.

Additionally, you can offer brands an exclusive sponsorship deal. This means that you and a brand will sign a contract where you agree to promote the brand's business only.

Create Your Sponsorship Proposals

We recommend you to create different sponsorship plans at different price points to give brands room for negotiation.

Now, each brand is different, and they are run by different people, so avoid creating a single template for all of your proposals. Instead, take the time to write personalized sponsorship proposals taking into account the information you researched about them.

For example, if you plan to contact a new, very small brand, you may need to adjust your prices according to what smaller companies normally pay for sponsorships.

Contact The Brands

Once you have selected a few brands that you would like to have as sponsors, and once you have a sponsorship proposal letter ready for each one, it will be time for you to start contacting them.

The easiest and most professional way is by simply going to these brands' websites and to look for their contact emails. Normally, you'll find their contact information on the "Contact Us" page.

Now, do not simply send your proposal to the first email address you find. Check carefully, as they might have a separate business email address where they prefer to receive sponsorship proposals.

Additional Tips

Make your sponsorship proposals all about the sponsors. Be direct about what your plan is to help them reach more people. Let them know that you believe in their



brands and their products, and that you know how to make your audience interested as well.

Know how to sell yourself. Talk about your subscribers, your milestones, your daily view and engagement rates, and about the quality of your content, let them know that you are confident in your ability to help them get more exposure.

Don't give up easily. You might not get a sponsorship deal right away, so your best bet is to keep growing your channel and your audience. The bigger your audience, the easier it will be to score sponsorship deals.

Chapter 13: How To Increase Watch Times, Engagement, and Other Metrics

Great search engine optimization is not the only way to rank on top and grow your channel. YouTube metrics such as time users spend on your channel, watch times and engagement rates also influence how much visibility your videos get on the platform.

That is why we have put together a series of little known strategies that will help you to boost your channel's exposure and beat your competitors in a very short time.

Reduce Abandonment With Cards

There will be a certain number of viewers that are going to stop watching your videos at a certain

play time. This doesn't necessarily mean that these viewers don't like your videos; What's happening is that these viewers only watch videos until a certain point before they are over.



The problem is that, unless these viewers are watching your videos from one of your playlists, they'll likely abandon your channel to watch something else on the recommended videos queue.

To reduce abandonment and increase the amount of time that viewers spend watching your videos and browsing your channel you can simply insert cards to add recommended videos at the exact points where these viewers stop watching.

To know the average play time at which your viewers stop watching your videos you'll just have to go to your "creator studio", to click on the "Analytics" tab located on the left-hand menu, and to click on the "watch time" option.

Once on the "watch time" page you will be able to see the average play time at which your viewers stop watching each one of your uploaded videos in the "average view duration" column below the "watch time" graph.

For example, if the "average view duration" of one of your videos is 46 seconds, that means that you will have to insert a card with a recommended video at the 46 second mark.

To add cards to your videos you will simply have to start by clicking on the "video manager" tab located on the left-hand menu in your "creator studio" dashboard. Then you'll simply have to click on the drop-down menu button corresponding to the video that you will insert a card into, and then to click on the "cards" option.

Once on the “cards” page you will have to select the exact point at which to insert your new card using the playtime lever in the video player. Then you have to click on the “add card” menu button and then on the “create” button corresponding to the “video or playlist” option.

Now select one of your videos from the “uploads” tab, and then click on the “create card” button. Now a card with a suggested video from your channel will appear during playtime before viewers decide to stop watching your video.



Increase Time Spent On Your Channel With Playlist URLs

YouTube rewards channels where people spend the most time with more exposure, which makes

sense because that is how both the company and content creators make money from advertisers. That is why it is important to keep people watching as much of your content for as long as possible.

One way of keeping people watching content on your channel is by redirecting them to your playlists from an external video link.

When people watch a video on YouTube, there will always be a list of recommended videos on queue to the right side of the screen, so once your videos end, the next video on the list will start playing.

Unfortunately, the majority of the videos that are next on the list will not be from your channel. To avoid this, you can add a playlist's ID at the end of your video URLs when you are going to use them as links.

To do so, you will simply have to go to your channel by clicking on the channel icon located on the top-right corner from the YouTube homepage, and then clicking on the "my channel" option.

Once on your channel click on the "playlists" tab, and then on one of your playlists. Move to your browser's address bar once the first video on the playlist starts playing, and copy the playlist ID from the URL, which is the alphanumeric string that you'll find right after it reads "&list=".

For example, if your playlist URL looks like this:

https://www.youtube.com/watch?v=pE4wsNyC_Go&list=PLRUmJDksNJ3rN_tRaAyhF-hLknPGxytKR, then your playlist ID will look like this:
"PLRUmJDksNJ3rN_tRaAyhF-hLknPGxytKR".

Once you are ready to add the playlist ID to your video URL, you will simply have to type "&list=" at the end of your video URL and then to paste the playlist ID right after.

So if your video URL looks like this:

<https://www.youtube.com/watch?v=gepYjGGWupA&index=2>, then your video URL with the playlist ID should look like this:
"https://www.youtube.com/watch?v=gepYjGGWupA&index=2&list=PLRUmJDksNJ3rN_tRaAyhF-hLknPGxytKR".

So when you redirect people to your video using this URL, they will be redirected not only to your video but to your entire playlist, which means that they will spend more time watching your videos, increasing watch time!

Engage With Your Audience

Directly

YouTube also rewards channels with high engagement rates. That is, channels that get a lot of positive interactions from their audiences, including positive like to dislike ratios, shares, and comments.



The platform algorithm pays special attention to comments on your videos, so it is extremely important that you interact with your viewers in the comments section.

The best way to engage with users in the comments section is by responding directly to comments, by answering questions right before the end of your videos, by liking and pinning certain comments, and by encouraging users to like and share your videos!



Keep The “Related Channels” Feature ON

There is a lot of competition on YouTube for any given niche, and

many of the strategies that you'll find out there are all about keeping it at bay. One of those strategies is to turn off the "related channels" feature.

The reasoning behind this strategy is that it can help you to avoid recommending other people's channels on your own channel.

But the problem with this strategy is that your channel won't be featured on other people's channels as well, which will decrease your exposure.

So make sure that the "related channels" feature is active on your channel by going to your channel's "creator studio", and then clicking on the "channel" tab located on the left-hand menu. Now click on the "Advanced" sub tab.

Once on the "advanced" page, go to the "channel recommendations" section and make sure that the "related channels" feature is active by selecting the "Allow my channel to appear in other channels' recommendations" option.

Add "Sub Confirmation" On Links To Your Channel

Adding a YouTube icon with a link to your channel on your website is a common strategy that will help you to drive organic traffic to your videos, but did you know that there is a way to convert website visitors into subscribers using those links?



It's really easy, and all you have to do is to type "?sub_confirmation=1" at the end of your channel URL before you add it as a link on your website or anywhere else.

For example, if your channel URL looks like this:

["https://www.youtube.com/channel/UCLC4XAnuWKzuoZps-giiCuQ"](https://www.youtube.com/channel/UCLC4XAnuWKzuoZps-giiCuQ), then

your channel URL with sub confirmation should look like this:

["https://www.youtube.com/channel/UCLC4XAnuWKzuoZps-giiCuQ?sub_confirmation=1"](https://www.youtube.com/channel/UCLC4XAnuWKzuoZps-giiCuQ?sub_confirmation=1).

When visitors click on a link to your channel with sub confirmation, they will see a pop-up asking them to subscribe to your channel before they land on your channel, and it will help you to get new subscribers real fast!

Chapter 14: Search Engine Optimization Strategies That Make Money In 2018

There's a lot of talk going on about how "search engine optimization" or "SEO" for short is increasingly becoming irrelevant, but trust us, you'll only hear that from people who think that SEO is the same as keyword stuffing.

The truth is that search engine optimization is crucial when it comes to making your YouTube videos more profitable, which depending on your objective, might mean increasing the chances of getting people to click on your affiliate links, growing your audience to score higher-paying sponsorships, or getting more leads for the businesses you promote on your videos. So here is a list with our top picks for SEO strategies that have been making us money on YouTube in 2018!

Use Attention-Grabbing

Thumbnails

This might sound a bit too obvious for most of you, especially if you are already familiar with YouTube and some YouTube marketing, but

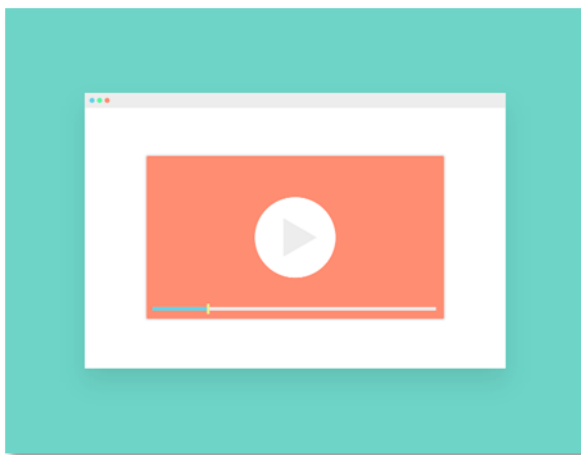


did you know that thumbnails can dramatically increase your channel's relevance by increasing click-through rates?

That's right: it doesn't matter how catchy your video title is if your video has no personalized thumbnail, because only viewers who are already looking for content using the keywords in your titles are going to click on your videos, and if they see a video with a similar title but with a more attractive thumbnail, then they are going to click on that one.

Adding an attractive, attention-grabbing thumbnail to your videos will not only help you get more clicks from people looking for content in your niche, but also from people who stumble upon your videos by chance, and people who find your videos on an external website or a "recommended" queue.

Visual tricks that will help you make your thumbnails more attractive than your competitors' include adding large text, highlighting or magnifying some areas on the image, and pointing with red or yellow arrows at something unusual on your images.



Build Backlinks

One of the most powerful ways to increase your rankings and to stay on top of search result pages on YouTube and on Google, and to also increase relevant traffic to your videos, is by building backlinks.

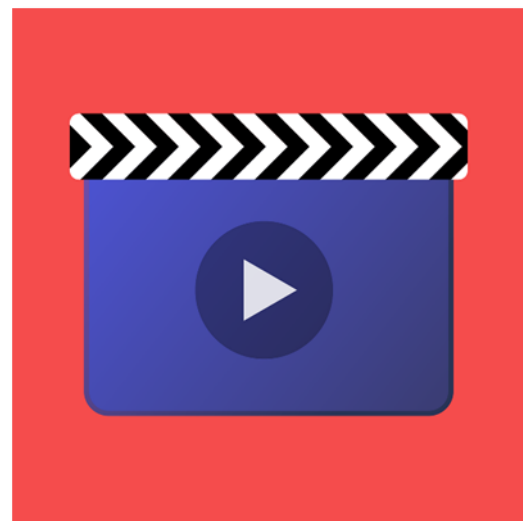
Backlinks are links to your videos and to your channel that are placed on authoritative sites, blogs, and social media pages that target specific keywords in your niche. Backlinks also include guest posts, video embeds and other types of links to your content, such as when someone shares one of your video URLs on a social media comment or on a YouTube video description.

There are several ways to build backlinks, and we recommend you to start by using your channel to comment on popular videos in your niche to increase the likelihood that your comment will stay on top, by asking authoritative bloggers if you can guest post on their sites, and by embedding your videos on high-traffic pages on your own sites.

You can also power up link building by buying backlinks on [fiverr.com](https://www.fiverr.com), where you can find “Private Blog Networks” that sell SEO packages that will provide you with backlinks to your videos on hundreds of authoritative blogs, social media pages, as well as with hundreds of video embeds.

Name Your Video Files After Your Target Keywords

We’re pretty sure that you don’t put too much thought into your video file names beyond naming your video files after the title of the videos, or maybe by



giving them simple names that will help you to identify them separately inside your folders.

What you should do instead though is to name your video files after your target keywords. That is because when you name your video files after your target keywords you are essentially using the file name as a keyword that Google and YouTube can recognize.

Because their algorithms can't analyze the content in a video, they analyze the keywords in the file name just like they would analyze a tag to learn what the video is all about. This helps the algorithm to index your videos more easily!



Use Closed Captions

We recommend you to upload a text transcript of the narration of your video because the keywords inserted into your transcripts will also be indexed by the YouTube

algorithm. You can also paste your transcript in your description to get more of your target keywords indexed without using keyword stuffing.

You can add closed captions to a video from your "creator studio" by clicking on the "video manager" tab located on the left-hand menu and then on the "videos" option. Then you'll just have to click on the drop-down menu icon corresponding to a video which you'd like to add closed captions to, and then to click on the "subtitles/CC" option.

Now you have to click on the “add new subtitles or cc” menu button. Then you’ll just have to select “English” or another language by typing the name of the language in the “search other languages” menu.

Finally you’ll just have to select how to add your closed captions. You will have the option to “upload a file” if you already created subtitles on a subtitle format, you will have the option to “transcribe and auto-sync” so you can simply transcribe the narration and let YouTube to automatically sync it with the voice over, and the option to “create new subtitles or closed captions” so you can type and sync your transcript as you watch the video.

Additionally, we recommend you to upload timed subtitles in other languages if you can afford to. Doing so can help you attract viewers that may otherwise be unable to watch your content as well. Think about it this way: If a potential viewer that doesn’t speak your language is willing to activate closed captions to get an idea of what your content and offers are all about, that means that you’ve just made a lead!

Chapter 15: Must-Know YouTube

Best Practices For Businesses

YouTube is a must for businesses that want to grow their online presence, to build their brand, to get more leads, and to close more deals. As a business owner, or as a marketer managing YouTube Marketing efforts on behalf of a business, you won't need to spend a lot of money on video ads to get results if you apply the following best practices.

Create A Video Marketing Calendar

As a business owner, or as a marketer with business owners as clients, you already know how important it is to keep everything

on schedule. That means that you will have to include a slot for YouTube Marketing on your business calendar.

Because it is not enough to upload marketing videos to YouTube when you feel like it, the best way to get started is by adding video marketing to your existing blog and social media editorial calendars, or by simply creating a separate video marketing calendar.



Now, there are several factors that you have to consider when creating a video marketing calendar beyond posting video content at certain dates and intervals.

First, you have to define your buyer personas. Buyer personas are essentially the percentage of viewers among your audience that qualify as potential buyers. There are two ways to define your buyer personas.

The easiest way to define a buyer persona is through your existing customers, which include people that have bought from your affiliate links, people that have bought from your online stores, and people who have bought from your sponsors.

The other way is through people that have shown an interest in your offers. You can identify them by checking who is watching your product-centered videos and by checking who is actively discussing product-related topics in the comments section of your videos.

Once you have identified these people you have to create a checklist with the following questions:

- ✓ What are the problems or needs of buyers and potential buyers of your products?
- ✓ How can your products help them solve their problems or needs?

Once you have identified your buyer personas, you will have to create your video marketing calendar based on the best times to promote specifically to them. To do this effectively you will have to research what platforms your buyer personas spend the most time on, what are the best times to post

content and announcements to those platforms, and what type of content is the best for engaging people on those platforms.



Divide Your Video Marketing Calendar Into Different Types Of Videos

One of the most successful ways of providing value to your potential customers on YouTube is by dividing your video marketing calendar into different activities.

That way you'll make sure to keep your audience as well as your customers coming back to watch your videos at a specific rate, depending on what type of videos they like to watch the most.

The different types of marketing videos that we have found to work the best for different people are:

- ✓ Product Promotions
- ✓ Event Promotions
- ✓ Whiteboard Videos and Animations
- ✓ Webinars
- ✓ Software Demonstrations, especially if they're live
- ✓ Live Streams
- ✓ "Behind The Scenes" and "Company Culture" videos

Don't Oversell

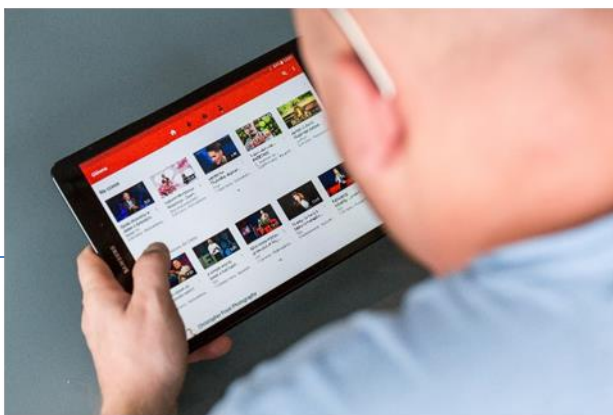
Although directly selling your products or services is the end goal of any business, you have to remember that YouTube is a social video sharing platform. That means that you have to learn how to use it to build buyer trust first.



You see, most people on YouTube are looking for entertainment. When people are not looking for entertainment, they're looking for information that can help them solve a particular need or problem. Most of the time, this information comes in the form of a tutorial, or a "how to video".

As a business, this is the opportunity to showcase your product or service in a helpful way, first by addressing the problem and then by executing a solution using your product or service as a means to solve that problem.

So the main objective of your video content should always be to provide value by helping viewers to solve their problems. You won't need to encourage your viewers to buy your product, as they would just make a purchasing decision on the spot or later, based on how helpful your videos are!



Tune Up Your Channel

You have to optimize your channel's presentation as much as you would optimize your storefront or online store. That's because a business' YouTube channel has to be its video content hub.

Steps that you can take to optimize your business YouTube channel include branding everything by including your company logo as your channel logo and by including it on your channel art, organizing your content in rows that display your most relevant content first, and featuring a trailer video for your business at the top of your channel.

Include As Many Conversion Elements As Possible In Your Videos

Unless your business makes its revenue by monetizing video traffic, we recommend you to include as many conversion elements as possible in your videos to increase the chances of converting viewers into leads and customers.



Conversion elements that work very well and are not intrusive include:

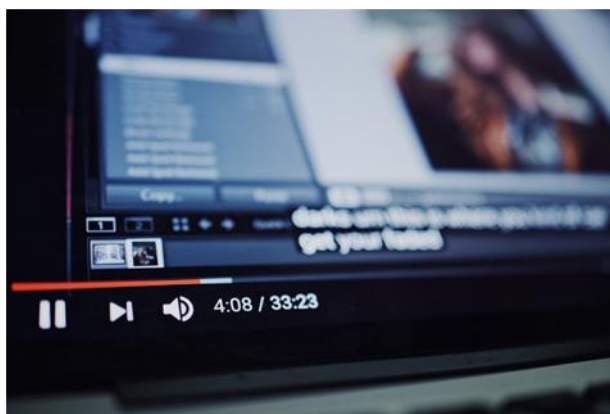
- ✓ Annotations that link to your business website.
- ✓ Annotations that link to related product-centered videos on your channel.
- ✓ Affiliate links within the first 250 characters in your description.
- ✓ Extended Outro segments.

Chapter 16: Alternative Monetization Strategies To Consider

YouTube can be a gold mine for marketers, businesses, and entrepreneurs looking for additional revenue streams to add to their bottom lines. That is because there are countless ways that you can make money on the side with your YouTube videos, and here are the ones that have made us the most money this year so far!

Sell Your Own Branded Merchandise

You can supplement your income as a content creator by selling merchandise branded after your logos and content. There are



several print-on-demand services out there such as “Teespring.com” that will help you to sell t-shirts, coffee mugs, posters, pillows, bags, and other types of merchandise with your own designs without you having to invest money up front.

You will only have to upload your designs to your product pages, to produce mock-up images of your products to promote on your videos and to add links to your product pages in your descriptions, or on annotations.

Selling your own branded merchandise will not only allow you to make additional money off your brand on YouTube, but it will also increase your exposure offline by letting people promote your brand for you!



Offer Bonus Content Through A Subscription

As a YouTube marketer or content creator, you can set up a subscription-like venue for people that would like to

support your work.

It works like this: You are already uploading or promoting content for free to your viewers, but that content is supported by ad revenue, your affiliate sales, sponsorships, online store sales, or a combination of those.

There will always be viewers that like your content more than others, and they will be willing to pay you if you can offer them bonus content outside of what you post on YouTube, and you can totally get paid by these fans for that bonus content through a funding platform.

The most popular funding platform so far is "Patreon.com", where you can easily set up a series of reward tiers that your fans can subscribe to. The higher the tier, the more perks they get from you, and also the more they have to pay to you.

You can offer your fans rewards such as early access to your videos, access to live chat sessions with you, and the right to give you ideas about what you should include in your videos, and they'll have to pay a monthly subscription to access those rewards!

License Your Content

There are going to be times when media companies and private label rights resellers may want or need to use your content or videos to produce their own products,

especially if you produce high quality and very informative content, because that saves them time and resources.



You can sell the rights to use your content to third parties by adding a business email address on your channel description and at the end of your video descriptions. You'll just have to add a simple line of text to let companies and individuals know that they can contact you if they're

interested in using your content for commercial purposes!



Sell Your Own Digital Products

The people that are subscribed to your channel and that consume

your content on a regular basis are already interested in what you do, and you can take that interest one step further by offering a branded, extended, and more complete version of your YouTube content in the form of digital products.

What you have to do is to simply repurpose your content into something that you can sell. For example, you can take all your video scripts about a particular topic, transcribe them, and make an eBook about that particular topic. Or you can make longer, more complete versions of your tutorials and how-to videos, package them into a single series and sell them as video training.

Once you've packaged and branded your digital products you can set up an online store where you can sell them using a service such as Shopify.com. Then you'll just have to promote your digital product store on your videos by adding cards with links to specific products!

Chapter 17: Do's and Don'ts

Do's



Post Response Videos

You can post response videos to popular topics of discussion in your niche, and even in response to specific videos posted by bigger YouTube channels, to leverage the search volume generated by those topics.



Use Testimonials

We recommend you to contact repeat customers to offer them the opportunity to appear on your videos as testimonials of your products or services. Using testimonials will help you to increase sales and leads.



Use Calls To Action

Make sure to always give directions to your viewers by telling them to follow your links, to check your promotions, to watch related videos on your channel, to like your videos, and to subscribe if they haven't already.



Hold Niche-Related Interviews

Interviews are a great way to attract traffic to your channel because they allow you to target a combination of

keywords that will help your videos to rank on the first pages of results, namely: your niche keyword, the name of the interviewee, and the word “interview”.



Organize Everything Into Playlists

The number of videos in your channels will grow fast, so we recommend you to separate each category of videos into playlists to keep everything organized, which will help you provide a neat user experience to your channel visitors.



Add A Watermark To Your Videos

Adding a watermark with your logo to your videos will not only make them look more professional, it will also help you to expand awareness about your brand or business. You can easily add a watermark by going to your “creator studio” and then selecting the “branding” option under the “channel” menu tab.



Use Storytelling Techniques

You can use storytelling techniques to script your marketing videos. This will help your audience to relate to your brand on an emotional level, which will build customer trust.



Monitor Analytics

Use the “analytics” section of your channels to monitor your video marketing performance. Pay special attention to

metrics such as watch times, traffic sources, playback locations, demographics, Social shares, comments, likes, and dislikes.



Split Test And Optimize Your Videos

Test two or more video variations of the same topic, then check your analytics to see which one performed best, then optimize your videos by using the elements that people liked the most from the best performing videos.



Be Entertaining

Even if your audience is looking for serious information about a product or service, being entertaining will help you to keep your viewers engaged for a longer time, as well as to keep your brand or business top-of-mind.

Don'ts



Don't Spam The Comments Section

Don't ever try to share your affiliate links or online store links in the comments section, especially on other people's videos. YouTube will simply filter the links and you'll look like a bot!



Don't Post Corporate-Centric Videos

YouTube is first and foremost a user-centric platform, so unless your business profits from business-to-business

clients, avoid posting corporate stuff that won't be relevant to most viewers and consumers.



Don't Try To Make Everything Go Viral

Going viral is a strategy that works great for new product launches and promotions, but not for everything else. Just focus on creating relevant, helpful marketing videos, and let your audience promote them for you.



Don't Argue With Your Audience

Don't use the comments section to lash out at bad criticism or mean comments. Instead, try to keep the conversation civil by addressing criticism and "trolling" in the most professional way possible.



Don't Expect Immediate Growth

Don't expect a sudden increase in traffic to your website or in sales, or you'll be tempted to quit YouTube altogether. Just focus on building customer trust to get more business later.



Don't Rush Your Videos

Rushing your videos will mostly result in low quality, and that will reflect poorly on your brand. So take the time produce a quality script, to practice it, to edit it well, and to post it on schedule.

**Don't Overuse Humor**

While it is Ok to use a little humor to make your brand more appealing even to people outside of your target audience, don't make your marketing videos into comedy routines, because that could impact your brand negatively.

**Don't Rely On Number Of Views To Measure Performance**

There are metrics that are way more important than the number of views on your videos, such as user engagement and average watch times.

**Don't Put Your Most Popular Content On Top**

On a similar note, your most popular videos are not necessarily the ones that will help newer leads to make a purchasing decision, so take the videos that you think your potential audience wants to see and put those on top!

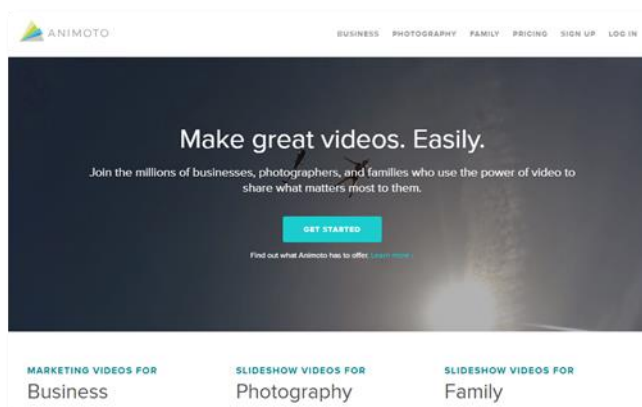
**Don't Tell, Show**

Do not waste your videos talking points without demonstrations. If you're promoting a product, use it. If you're promoting a service, show it off. If you're promoting software, use it on camera. Otherwise, you will lose viewers to competitors actually showing what they have to offer.

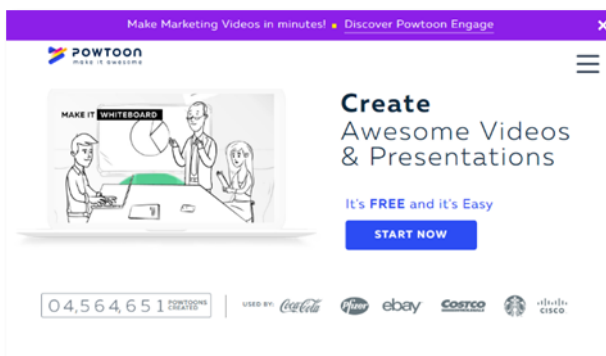
Chapter 18: Premium tools and Services to consider

Animoto

"Animoto" is a powerful web-based video editing tool that will allow you to create great looking marketing videos to grow your business or brand on



YouTube. Its drag-and-drop features will let you edit your raw videos and images into video ads, marketing videos for social media, and professional-grade promotional videos!



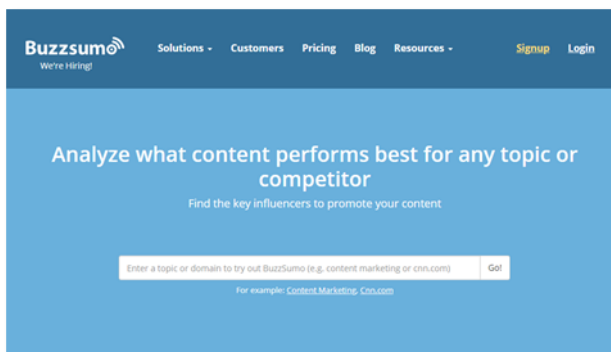
Powtoon

"Powtoon" is an online video editing tool that will help you transform your marketing videos into awesome animated

presentations. It is so easy to use, you'll just have to add your logo and your message, then you'll be ready to add all kinds of pre-existing elements. With Powtoon you will be able to create expensive-looking marketing videos in less than 20 minutes!

VidIQ

“VidIQ” is a YouTube certified partner platform that can help you to increase the commercial appeal of your YouTube channels. They do so by increasing your channel’s organic reach by as much as ten times, by helping you build a loyal audience, by providing you with unique analytics data, and by directly involving you in the content and channel optimization strategies.



BuzzSumo

“BuzzSumo” is an online social search tool that will help you to find topics and keywords the easy way by analyzing what type of content performs best for any topic or competitor. In other words, it will let you use keywords to help you identify trending topics and popular content on YouTube and other social platforms.

Canva

Design is a big part of YouTube marketing, and "Canva" is a web-based design tool that will help you create beautiful and professional-looking designs and images for your YouTube videos and for your channel.



It has a user-friendly interface that will allow you to seamlessly create banners, logos, images, backgrounds, and much more!

CoSchedule

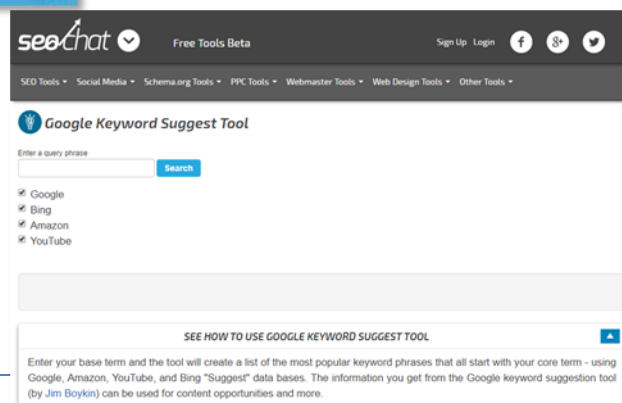
"CoSchedule" is an online headline-analyzer tool that will help you write better headlines that will drive traffic and higher search result volumes to



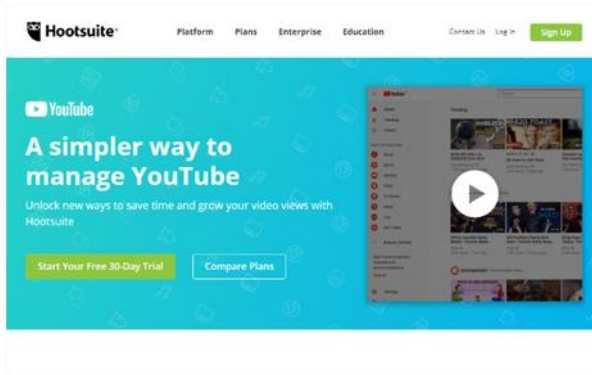
your YouTube videos. You'll just have to enter your headlines into the text analyzer and "CoSchedule" will come up with the perfect combination of keywords that will attract traffic to your videos!

Google Keyword Suggest Tool

The "Google Keyword Suggest Tool" is an easy-to-use online



tool that will help you find the best keywords and tags that you can use in your videos. You will just have to enter your main niche keyword in the tool's search page bar and it will show you a list of the most popular phrases and long tail keywords that contain your target keyword.



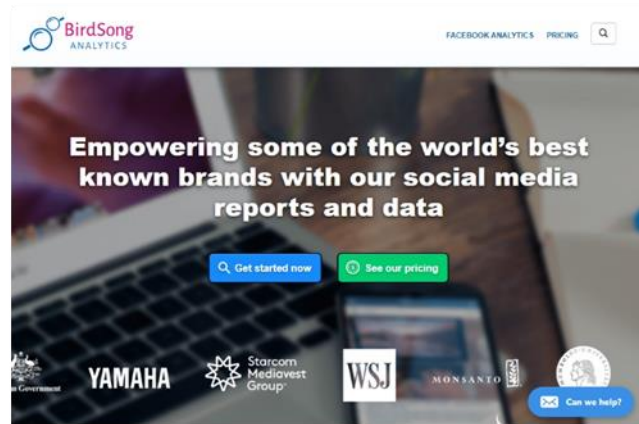
[Hootsuite](#)

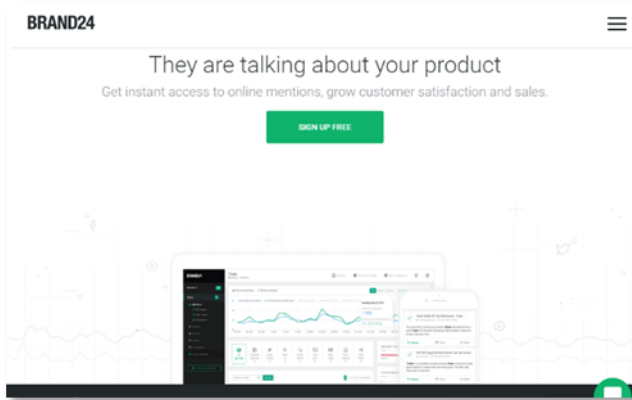
"Hootsuite" is a social media management tool that makes it easy to manage your complete YouTube marketing workflow. It will allow you to schedule your

marketing videos, to automatically share them on all your social media accounts, to moderate comment sections, and to manage multiple YouTube channels and accounts!

[BirdSong Analytics](#)

"BirdSong Analytics" is an online tool that focuses on social media reports and data. We recommend it especially for competitor analysis, as it will analyze your YouTube channel for engagement and search engine optimization elements.





[BRAND24](#)

“BRAND24” is a social insights platform that will help you find what people are saying about your brand, your industry, and your competitors by giving you

instant access to online mentions of your brands across the web!

Chapter 19: Shocking Case Studies

Society6

"Society6" is a community-driven ecommerce store where artists from all over the world can sell their creations as art prints, apparel, and more.



Objective: This unique online retailer needed to find a way to market its broad product offer to an equally broad audience.

Strategy: Society6 decided to launch a YouTube marketing campaign focused on a single segment of its audience, so they worked with several lifestyle influencers whose main audience were college-going millennial women.

Results: Society6 was able to achieve 1 million views in a very short time, as well as a 5.68% increase in engagement rate!

Google Teams Up With Wassabi Productions



Wassabi Productions

And Google

"Wassabi Productions" is a video blogging channel on YouTube owned by famous YouTuber Alex Burris, where

he creates lifestyle focused videos, reaction videos, prank videos, and video blogs.

Objective: Google, knowing Alex has a large following, approached him for a partnership to promote the company's new product, the "Home Mini" smart speaker.

Strategy: Google and Alex created a single sponsored product reveal video for YouTube, where he decorates his apartment for Christmas with the help of the "Home Mini" speaker.

Results: To this date, Alex's video has generated over 350,000 views, more than 22,000 likes, and more than 1,200 comments, for an engagement rate of 6.6%!

Zoella And HP

"Zoella" is the name of the channel run by Zoe Sugg, a fashion video blogger from England.

Objective: Zoella was approached by HP, the famed printer manufacturer, to promote its new portable photo printer called "Sprocket".

Strategy: Zoe created a sponsored YouTube video where she expertly incorporated brand integration into her conversational style with a holiday themed "do-it-yourself" tutorial.



Results: Zoe's video generated more than 1.2 million views, over 76,000 likes, and more than 400 comments, for an engagement rate of 6%!

Samsung Partners With YouTube Powerhouse Unbox Therapy



[Unbox Therapy And Samsung](#)

"Unbox Therapy" is a tech-focused channel with more than 9 million subscribers where Lewis Hilsenteger

unboxes and reviews tech products.

Objective: Lewis was approached by giant tech manufacturer Samsung, who wanted him to unbox and review the company's newest gaming computer monitor.

Strategy: Lewis' strategy was to hook his viewers by teasing the monitor's large size before unboxing it, and then by highlighting specific features at the end of the video.

Results: Lewis' video generated 3.6 million views, 130,000 likes, and more than 20,000 comments!

[Tyler Oakley And Skype](#)

Tyler Oakley is one of YouTube's most famous stars, who is mostly known for his

Skype Markets With Lifestyle YouTuber Tyler Oakley



challenge videos and collaborations with other YouTubers.

Objective: Tyler was approached by Skype, the popular communication app, for a sponsorship deal. Skype's marketing objective was to promote its mobile app.

Strategy: Tyler created a video titled "Gossiping with YouTube friends", where he set up a group chat session on Skype with fellow YouTubers and content creators. His strategy was to use this group session to highlight Skype's mobile app reliability without having to discuss its features.

Results: Both Skype and Tyler were able to achieve their marketing goals: the video generated 1.1 million views, 36,000 likes, and more than 2,500 comments, for an engagement rate of 3.4%!

Xfinity Mobile's Tech Marketing Campaign With Smosh



[Smosh and Xfinity](#)

"Smosh" is a comedy-focused YouTube channel with more than 22 million subscribers that posts weekly comedy sketches, music videos, and reaction videos.

Objective: The channel was approached by Xfinity, Comcast's service marketing arm, to increase its brand awareness.

Strategy: Smosh created a video titled "EVERY GRANDPARENT EVER" to parody older generations using modern-day technologies. The Xfinity brand was used during the intro voiceover and on the video description.

Results: the video was an instant sensation, generating 1.1 million views and an engagement rate of 3.4%, boosting Xfinity's brand recall in the process!

[Audible](#)

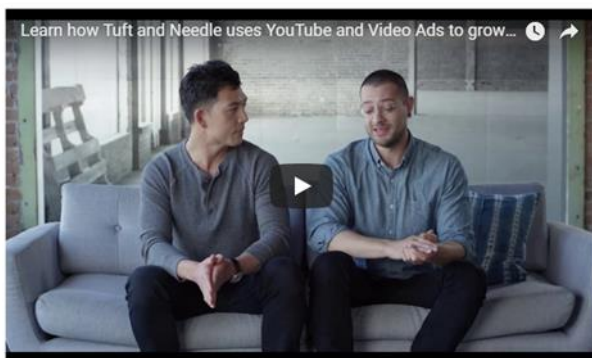
"Audible" is an audio entertainment producer that sells and distributes digital audiobooks, digital versions of radio and TV programs, and digital audio editions of newspapers and magazines.



Objective: Audible's objective was to reach a larger, younger, and technologically-minded audience.

Strategy: Understanding that YouTube celebrities have a wide reach and influence over the millennial demographics, the company decided to run a YouTube influencer campaign involving stars such as PewDiePie, Roman Atwood, and Grace Helbig.

Results: The campaign's results were staggering, generating over 83 million views, increased brand recall and more business among its target demographic!



[Tuft & Needle](#)

“Tuft and Needle” is a mattress manufacturer and online retailer from the United States.

Objective: The company’s objective was to change the way the mattress retail industry is perceived by most customers.

Strategy: The team behind the “Tuft and Needle” decided that video marketing was the best way to show the difference between their sales approach and the traditional one, and they promoted their videos on YouTube to reach people searching with keywords such as “best mattress”.

Results: While the team initially spent no more than \$50 to \$100 on YouTube ads, now more than half their advertising budget goes towards the platform!

GoPro

“GoPro” is an American tech company that specializes in action cameras, video recording apps, and video editing software.



Objective: The company’s objective was to reach a larger audience outside of its niche, to help its products become more mainstream.

Strategy: The brand decided to tell its fan base to upload their own “GoPro” videos to YouTube and to use the brand’s name in the titles.

Results: GoPro's clever YouTube marketing strategy helped its channel grow to 1.8 million subscribers, attracted more than 450 million, and more importantly, increased its revenue by 200%!



[Blendtec](#)

"Blendtec" is a company that sells professional and home blenders, and it is one of the best examples of a business running a successful YouTube

marketing campaign.

Objective: Tom Dickson, Blendtec's founder, wanted to make its products more popular in an already saturated niche.

Strategy: Tom went with a very simple strategy. He simply used his company's blenders to blend any type of everyday product, such as marbles and iPhones. That way, he could use his products for demonstration while making them different and entertaining.

Results: The channel attracted more than 280 million views after launching that campaign, and sales increased by 700%!

Chapter 20: Frequently Asked Questions

What Can You Really Achieve With YouTube Marketing?



Basically any marketing objective you can think of can be achieved on YouTube as long as you have a clear understanding of how the platform works, as well as a clearly defined goal for your channel. By knowing what you created a YouTube channel for will not only help you to have a clear vision of the type of content that you have to create, it will also help you to define what you want to achieve with it.

For example, if you create a channel to represent your online store, then your goal should be to use it to drive traffic and to increase sales through product demonstrations and store showcases.

Is It Better To Use YouTube To Build Brand Awareness Or To Drive Revenue?

You can't use YouTube to drive either separately, because both are part of the basic marketing process. You have to start by building brand awareness, and then you can start driving revenue once you have built customer trust.

Should You Create Multiple YouTube Channels?

It depends on what you have to offer. If you'll be using YouTube to market a single type of product, then it is better to create a single channel focused on that line of products. If on the other hand you'll be using YouTube to market different brands or products, then it will be better to create separate channels, each one dedicated to each brand and product.

For example, if you'll be using YouTube to market your own online store and one brand of affiliate products, and you'll also plan to create content to earn from advertising revenue, then you should set up a channel for your online store, one for your affiliate products, and one for your own content.

Should You Produce Your Own Videos?

This will depend on three factors: the type of content that you'll create, your budget, and your willingness to learn how to properly shoot and edit video content.

For one, you can produce most of your videos regardless of the type of content. In fact, you'll very likely be producing your own videos at the beginning. That is, unless you have the budget to hire a freelance editor or agency.

Now, you can go the other route if you have a large budget; so instead of paying someone or some company to produce your videos, you could simply buy better equipment and better software and then produce your material yourself.

But that will require you to learn how to use the equipment, and how to use the software, and how to edit video, and how to edit and clean up audio files, and more. You might even need a team of people to help you produce your content once your channel starts growing.

What Are The Best Types Of YouTube Videos For Marketing?

The best type of videos for your marketing campaign will vary in importance and effectiveness depending on your objective.

In general, the best type of YouTube videos for marketing include:

- ✓ Product Demonstrations.
- ✓ Product Reviews
- ✓ Explainer Videos, Tutorial Videos, And "How-To" Videos.
- ✓ Video Blogs.
- ✓ Live Streams.

What Is The Simplest, Easiest Way To Promote Your Channel?

The easiest, most cost-effective way to promote your channel is to simply get your videos shared. Every time that you upload a new video, make sure to share a direct link across your social media channels.

Embedding your new videos and your playlists on your business websites and on your blogs is a great organic way to promote your channel as well.

What's A Great Way Of Measuring Your Channel's Success Besides Analytics?

A great way to measure your channels success is to check whether it is being mentioned online. The easiest method to discover whether your channel is being mentioned online is to Google the name of your channel.

Take notes about user sentiment towards your channel, and write down the terms and keywords that are used when your channel is mentioned. They will help you to optimize your videos by adding these keywords as tags later on.

The other method to find out if your channel is being mentioned online is to use sentiment analysis tools such as "Brand24".

Why Aren't People Watching Your Videos Yet?

If your videos aren't getting any views, it might simply mean that they are poorly optimized. If your videos aren't getting any views, take the time to examine them.

Now write down the following questions into a checklist and answer them accordingly:

- ✓ Do your videos have an attention-grabbing thumbnail? Do those thumbnails include an element of surprise or mystery?
- ✓ Have you included the most important keywords in your titles?
- ✓ Have you created a keyword-rich description for your videos?
- ✓ Are you encouraging your viewers to like your videos and to subscribe to your channel?

Then optimize your videos according to the answers you got.

And Why Aren't Some Watching The Whole Video?

There are three possible answers to this question, and you have to carefully check your average watch times to see when people stopped watching your videos, and to check the ratio of number of views to average watch times.

If you get a lot of viewers and most of them stop watching after a short time, it means that they don't find your videos engaging. That means that your content has potential, but you'll have to optimize your presentation to hook your viewers right away.

If you get a lot of viewers and most of them stop watching before the videos end, it might mean that your videos are too long even for your audience.

And if you get just a few viewers and most of them stop watching after a short time, then it means that you're having a hard time engaging them.

Are There Strategies Outside of Search Engine Optimization To Help Your Channel Earn Authority?

You can earn more authority and credibility in your industry by producing testimonial videos, thought leader interviews, and case study videos. This way you will be able to reach other thought leaders in your industry organically, and they will share your videos if they find your content insightful.

Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take your Youtube Marketing Efforts even farther, we invite you to get the most out of it by getting access to our Step by Step Video Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Youtube Marketing.

Youtube Marketing have come to stay in the market forever.

To Your Success,

Your Name

Top Resources



Videos

<https://www.youtube.com/watch?v=SmnWqllX7tQ>

<https://www.youtube.com/watch?v=VHJaY8OlK14>

Tools & Services

<https://www.chadtennant.com/tools-for-youtubers-keyword-seo/>

<https://www.razorsocial.com/youtube-channel-management/>

Training Courses

<https://www.udemy.com/courses/search/?src=ukw&q=youtube>

<https://www.lynda.com/search?q=youtube>

Blogs

<https://neilpatel.com/blog/youtube-marketing-guide/>

https://blog.feedspot.com/youtube_marketing_blogs/

Forums

<https://www.warriorforum.com/tags/youtube%20marketing.html>

<https://www.warriorforum.com/tags/youtube.html>

Affiliate Programs

<https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=youtube>

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<https://www.socialmediatoday.com/social-business/why-youtube-matters-marketing-infographic>

Case Studies

<https://www.thinkwithgoogle.com/marketing-resources/gopro-youtube-case-study/>

<https://www.thinkwithgoogle.com/marketing-resources/brand-marketing-case-studies/>

Facts

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