

Cheat Sheet



Marketing 2018 Made Easy

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

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Limited Special Offer

YouTube Marketing 2018 Made Easy

(Video Training)



Click Here to Download Your Video Training!

(Insert your Upsell Offer URL)

Click here to access my exclusive YouTube Marketing 2018 Video Training! **(Insert URL)**

What Is YouTube Marketing All About?

- ✓ Video marketing has been a growing trend for a few years now
- ✓ YouTube has massive amounts of traffic, viewers, and content. It is the second most visited website in the world, right after Google
- ✓ Now, it is well known by this point that YouTube generates revenue by way of digital advertising
- ✓ 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
- ✓ 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
- ✓ Now, ranking a video is not easy, let alone ranking it on top, what with all the competition and oftentimes saturated niches

Enabling Monetization On Your Channel

- ✓ Monetization Requirements
- ✓ To see if your channel is eligible for monetization, you have to start by going to the channel's status page
- ✓ Applying For Monetization
- ✓ Signing Up For AdSense
- ✓ Setting Monetization Preferences
- ✓ Getting Reviewed

Creating and Optimizing A Branded YouTube Channel

- ✓ 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
- ✓ Creating A Branded Channel
- ✓ Customizing Your Branded Channel
- ✓ Optimizing Your Branded Channel
- ✓ Adding A Channel Trailer

Ranking A Video The Right Way

- ✓ Uploading Your Video
- ✓ Optimizing Your Video For Search
- ✓ Optimizing Your Title
- ✓ Optimizing Your Description
- ✓ Adding Tags
- ✓ Publishing Your optimized Video
- ✓ Verifying Your Ranking

Making Money With Direct Affiliate Links

- ✓ First, you will need to find a good, profitable affiliate product that you can promote on your niche
- ✓ 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 you have selected a product and generated your affiliate link, you will have to create a video to promote it
- ✓ 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"
- ✓ For affiliate product videos, we recommend you to insert a simple call to

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

- ✓ There are two ways to send people straight from your videos to your websites and online stores
- ✓ 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
- ✓ 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 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
- ✓ 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
- ✓ Now it is time to link one of your videos to your store trailer
- ✓ 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”

Making Money By Renting Annotation Space

- ✓ Annotation space is promotional real estate on your video screens
- ✓ 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
- ✓ Start by going to your creator studio

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

- ✓ You can use the rest of the description field to insert your video transcript
- ✓ Now select a thumbnail for your video from the “video thumbnails” section and then click on the “publish” button

Making Money By Jacking Product Launches

- ✓ The first step of this strategy is to find an upcoming product launch
- ✓ Now, our recommendation is to select a product launch with an unusual name
- ✓ Once you have selected a product launch, click on it to go to its launch page
- ✓ Now look for the product creators on the page and contact them
- ✓ To properly rank and promote your promotional video you have to create a channel dedicated to the product launch
- ✓ Start by clicking on the channel icon located on the top-right corner
- ✓ Now enter the name of the product in the “brand account name” field
- ✓ Click on the “create” button once you’ve entered the name of your new channel
- ✓ Now click on the camera icon button on top and then on the “upload video” option
- ✓ Now it is time to optimize your video, starting with the title

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 drop-down menu button corresponding to the video that your client selected and then click on the “cards” option
- ✓ Now click on the “add card” menu button
- ✓ 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

Using YouTube To Raise Money With PayPal.Me

- ✓ 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
- ✓ 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
- ✓ 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
- ✓ 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
- ✓ Add your PayPal.Me link to your video descriptions too

Promoting Your Videos For Cheap With AdWords

- ✓ 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”
- ✓ 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
- ✓ Now you have to set up your campaign budget in the “budget” section
- ✓ For this example we are going to select “daily”
- ✓ Now click on “start and end dates” below to set start and end dates for your campaign
- ✓ Selecting “Maximum CPM”, or “Maximum cost per mile”, will allow you to bid per each thousand impressions, whether they engage the viewer or not
- ✓ Now enter a name for your ad group in the “ad group name” field. Now enter your maximum bid in the “Maximum Bid” field
- ✓ Now define your target audience in the “people” section
- ✓ You can enter your target keywords and your high-traffic search terms in the “keywords” column
- ✓ To create your video ad you will first have to select a video
- ✓ Next you’ll just have to confirm all your

How To Find Direct Sponsorship Deals

- ✓ 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
- ✓ 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
- ✓ On the other hand, content creators can directly reach out to potential sponsors and propose sponsorship deals
- ✓ Brands won't be interested in what type of videos you produce as much as what type of audience watches them
- ✓ 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
- ✓ Once you have identified the specific type of brands, products, and services that your audience is interested in, you will have to research them
- ✓ Take notes about what type of products they sell, their marketing message, their image, their prices, their promotions, their locations, and their history
- ✓ We recommend you to create different sponsorship plans at different price points to give brands room for negotiation
- ✓ The easiest and most professional way is by simply going to these brands' websites and to look for their contact emails
- ✓ Make your sponsorship proposals all

ad campaign settings and to click on "continue to campaign"

How To Increase Watch Times, Engagement, and Other Metrics

- ✓ 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
- ✓ 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
- ✓ Now select one of your videos from the "uploads" tab, and then click on the "create card" button
- ✓ One way of keeping people watching content on your channel is by redirecting them to your playlists from an external video link
- ✓ YouTube also rewards channels with high engagement rates
- ✓ 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
- ✓ 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
- ✓ Adding a YouTube icon with a link to your channel on your website is a

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about the sponsors

Search Engine Optimization Strategies That Make Money In 2018

- ✓ 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?
- ✓ 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
- ✓ 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
- ✓ 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
- ✓ What you should do instead though is to name your video files after your target keywords
- ✓ 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
- ✓ Finally you'll just have to select how to

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?

Alternative Monetization Strategies To Consider

- ✓ You can supplement your income as a content creator by selling merchandise branded after your logos and content
- ✓ 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
- ✓ 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
- ✓ 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

Do's

- ✓ Post Response Videos
- ✓ Use Testimonials
- ✓ Use Calls To Action
- ✓ Hold Niche-Related Interviews
- ✓ Organize Everything Into Playlists
- ✓ Add A Watermark To Your Videos
- ✓ Use Storytelling Techniques
- ✓ Monitor Analytics

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add your closed captions

Must-Know YouTube Best Practices For Businesses

- ✓ 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
- ✓ First, you have to define your buyer personas. Buyer personas are essentially the percentage of viewers among your audience that qualify as potential buyers
- ✓ The other way is through people that have shown an interest in your offers
- ✓ 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
- ✓ 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
- ✓ 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
- ✓ 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
- ✓ You have to optimize your channel's presentation as much as you would optimize your storefront or online store

- ✓ Split Test And Optimize Your Videos
- ✓ Be Entertaining

Don'ts

- ✓ Don't Spam The Comments Section
- ✓ Don't Post Corporate-Centric Videos
- ✓ Don't Try To Make Everything Go Viral
- ✓ Don't Argue With Your Audience
- ✓ Don't Expect Immediate Growth
- ✓ Don't Rush Your Videos
- ✓ Don't Overuse Humor
- ✓ Don't Rely On Number Of Views To Measure Performance
- ✓ Don't Put Your Most Popular Content On Top
- ✓ Don't Tell, Show

Shocking Case Studies

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