

Special Free Report



Marketing 2018 Made Easy

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” Special Free Report, 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 Special Free Report 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 Special Free Report is comprised of 7 Chapters, ready to show you the latest YouTube Marketing strategies for 2018.

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.

Your Name

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: 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.





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:

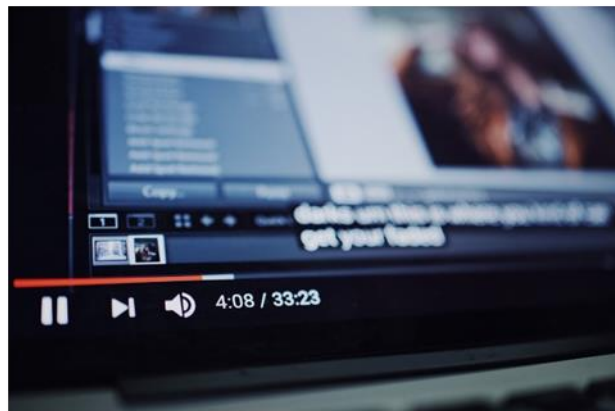
- ✓ Product Promotions
- ✓ Event Promotions
- ✓ Whiteboard Videos and Animations
- ✓ Webinars
- ✓ Software Demonstrations, especially if they're live
- ✓ Live Streams
- ✓ "Behind The Scenes" and "Company Culture" videos

Chapter 3: 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.



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.

Chapter 4: 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”.

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

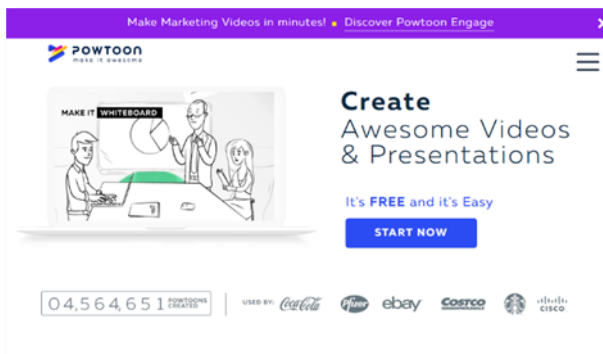
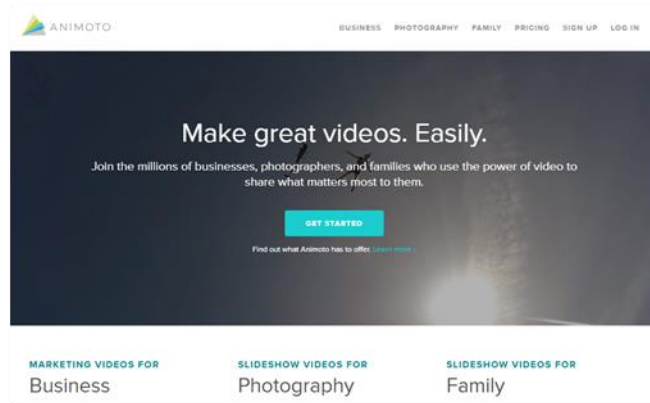
Going viral is a strategy that works great for new product launches and promotions, but not for everything else. Just focus on creating relevant, helpful marketing videos, and let your audience promote them for you.

Chapter 5: 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!



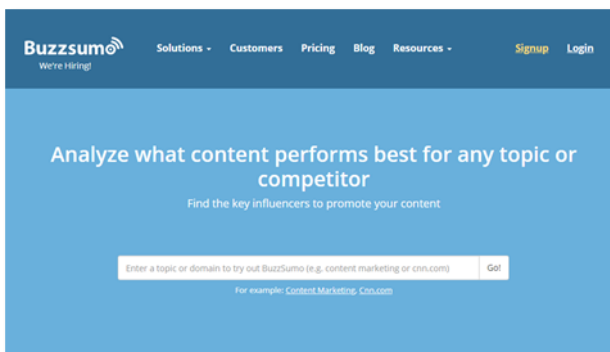
[Powtoon](#)

“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.

Chapter 6: 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%!

Chapter 7: 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.

Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Report, 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 Full Training [clicking here](#) (Insert your Front End 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>
<https://www.jvzoo.com/affiliates/findproducts?cat=&subcat=&type=0&rows=25&terms=youtu be>

Webinars

<https://www.youtube.com/watch?v=VczsNBk3rio>
<https://www.youtube.com/watch?v=ELr8Bmg3on4>

Infographics

<http://www.socialmediamarketo.com/youtube-stats-video-marketing-infographic/>
<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

<https://www.jeffbullas.com/50-awesome-youtube-facts-and-figures/>
<https://www.livetiles.nyc/100-fascinating-facts-youtube>

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