

YouTube Basic Training

6-4-20 Webinar YouTube Basic Training

Goal of YouTube Marketing

- Send users to your website where you can generate leads and convert visitors to customers
 - o therefore, add links to your channel and in video descriptions
- Grow followers and connections
 - o Goal: get them to submit a lead gen form on your website with contact info

Why YouTube Marketing?

- YouTube is the 2nd most popular website in the world, and the 2nd most popular search engine in the world (2nd only to Google)
- YouTube is primarily used to search for videos on the platform
 - o If someone wants a video on how to do something, they go to YouTube
- Consumers are watching more videos than ever
 - o A business not creating video content will be crushed by competitors
- YouTube marketing is a must for businesses to succeed

Basics

- Channel: Add graphic and website link to your channel
 - o After you have videos, customize your channel (training 6-18-20)
- Create regular content (past webinar)
 - o First 5 seconds most important to hook viewers
 - o Targeted to your audience
 - o interesting and informative
- Write an engaging title
 - o Include keywords
 - o Not sensationalized clickbait
- Use a custom thumbnail
 - o Put your logo on the thumbnail
- Write a description
 - o using keywords early in your description
 - o include link to your website
- Add subtitles / captions (**tip: Scribie.com**)
 - o Important for SEO
 - o Don't use auto generated subtitles
- Add tags (**tip: TubeBuddy**)
 - o place most important keywords (tags) first
 - o use quotes for keyword phrases such as "internet marketing"
 - o use a blend of common keywords in your tags
 - o don't use popular tags or keywords that are not applicable to the video
- During vide, ask for likes, comments, shares, and for people to subscribe
- Add cards and end screens
- Add videos to your website
 - o YouTube is a free video server
 - o Add a transcript on the page: great for SEO (**tip: Scribie.com**)
 - o Add commentary

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More Info

- <https://scribie.com/>
- <https://www.tubebuddy.com/>
- <https://creatoracademy.youtube.com/page/home>
- <https://www.wordstream.com/blog/ws/2018/09/20/youtube-marketing>
- <https://neilpatel.com/blog/youtube-marketing-guide/>
- <https://www.socialmediaexaminer.com/youtube-marketing-ultimate-youtube-business-guide/>
- <https://www.hubspot.com/youtube-marketing>
- <https://blog.hootsuite.com/youtube-marketing/>