

About the course YouTube Marketing Training

What is YouTube's marketing strategy? With YouTube being touted as the world's second largest search engine (behind Google), it is a valuable opportunity for marketers to get their brands and organizations discovered and to connect via video. Your YouTube Marketing Strategy should include: Audience Research. 10-step YouTube marketing strategy Create a YouTube channel for business. Learn about your audience. Research your competition. Learn from your favourite channels. Optimize your videos to get views. Upload and schedule your videos. Optimize your channel to attract followers. Try YouTube advertising. Is YouTube good for marketing? YouTube is a critical marketing tool for practically any company in any industry. ... For business, online video marketing presents a unique opportunity. Used efficiently, video marketing can help to build trust and establish an organization as having authority. Moreover, it makes it easier to connect and engage customers Can you pay YouTube to promote your videos? To help drive more views and subscribers to your channel, you can pay to run an ad campaign for your videos on YouTube through Google Ads. ... There's no minimum price to run an ad and you can change your ads, targeting, and budgets at any time. You can also end your campaign whenever you want. How do I get content on YouTube? Look at YouTube channels that are in your niche and have a similar target audience to yours, especially successful ones. For example, if your YouTube channel is about DIY projects, do a search on YouTube for "DIY". Go through the search results to find videos and channels that will give you inspiration for new content. Feb 12, 2020 How can I attract more views on YouTube? Get Views from YouTube's Organic Search Results Use Descriptive and Keyword Rich Titles. Have Quality and Keyword Rich Descriptions. Use Tags. Optimize Your Thumbnail Image. Create Transcripts of Your Videos. Provide Content that Educates or Entertains or Both. Piggyback off of Viral Trends. Use Guest YouTubers.

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