

# Warket Yourself on YOUTUBE

The Second Largest Search Engine And One Of The Best Lead Generation Platforms

DANIEL WENTWORTH

O1 Chapter 1:

(O1) Introduction

(O3) Chapter 2:

**YouTube Marketing Goals** 

O5 Traffic to Website (Sales, Leads, Conten\_

**Passive Presence** 

O5 Social Following (aka YouTube as Autore\_

**Brand Awareness** 

**O6** Enhancing or Repairing Public Relations

06 Expand Existing Audiences

Market Research

- (08) Chapter 3:
- **O8** Getting Started On YouTube
- O9 Selecting Your Channel Name
- Optimizing Your Images
- 10 Don't Just Copy And Paste Your About Sec\_
- Chapter 4:
- Content & Optimization Strategy

- 12 Start with your FAQs
- **12** Educational or Instructional
- (13) Client Testimonials
- Live Stream an Event
- 13 Interviews and Team Profiles
- 13 Mini-Commercials
- Videos That Support Your Content
- Share Your Story
- Mapping Out Your Video Content Plan
- Posting Videos Outside of YouTube
- Organically Optimizing Your YouTube Vide\_
- Rename Your Video File

16

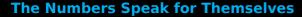
**Input All Metadata** 

## Chapter 1:

#### Introduction



Established in 2005, YouTube is one of the first global social networks around, and its relevance continues to do nothing but grow. The video content posted, viewed, and shared on YouTube can be watched on desktops, laptops, notebooks smartphones—any time of day or night. YouTube attracts a larger range of demographics across all ages, hobbies, interests, and careers than any other social media platform—and YouTube videos can generate high search engine page rank. If that's not enough, the combined audio/visual makes content more memorable than plain written text.



As the demand for quality video content increases, YouTube continues gain more subscribers. Below is a closer look at some of the benefits to creating an organic video marketing strategy.

Worldwide, YouTube has over 1 billion users (yes, a billion) and a whopping 30 million of them watch videos every day. An astounding 5 billion videos are viewed each day, totaling in over 500 million hours of daily viewing. Over 300,000 new videos are uploaded daily. 80% of people ages 18 to 49 regularly watch YouTube videos. Over 50% of YouTube videos are viewed on mobile devices. The average mobile viewing session lasts 40 minutes, so there's an amazing opportunity to connect with your audience there. 38% of users are female and 62% are male. So clearly the general stats and demographics are there and by themselves they warrant using YouTube as a marketing channel, but the marketing-related stats are even compelling. Today, around 87% of online marketers use video content. One-third of online activity is watching videos. 92% of mobile video viewers share the content they watch. When given the choice, 59% of executives will choose video content over written articles. Video drives a 157% increase in organic traffic from SERPs. The click through rate of emails with videos is 96% higher.



Content retention increases 10% to 95% comparing video to text. Users spend 88% longer on websites with video. Blog posts with video attract 3x more inbound links. Adding video to ads increases engagement 22%. And 85% of businesses have in-house staff who curate video content, which shows you how important all your competitors think video marketing is.

That settles it. You obviously need to be marketing on YouTube. Next up, we'll talk about establishing YouTube marketing goals.

### **Chapter 2:**

# YouTube Marketing Goals

