

YOUTUBE

MARKETING 101 COURSE

**What Is YouTube Marketing And Why
Should You Care?**

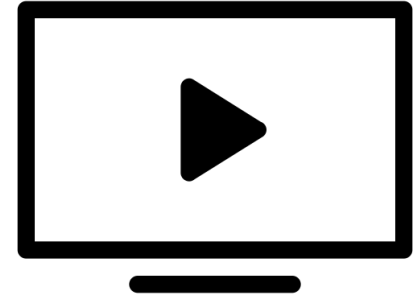


Written Content vs Video

 **Written Content**



 **Video**



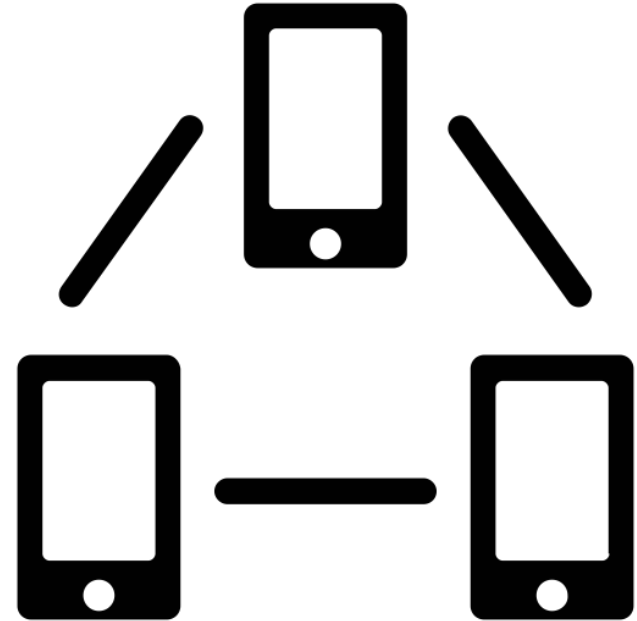
- **A losing battle to try and hold the attention of audiences who are over saturated with marketing messages, adverts and other media vying for their attention.**

- **The viewer struggles to look away.**



YouTube Offers Many Of The Advantages Of Social Media Marketing

- **Gives you a way to build a following you can market to in future**
- **It allows you to leverage your connections through influencer marketing and other strategies.**





Unlike Facebook or Twitter where there's a large element of luck involved, success on YouTube is all about having something interesting to say and a unique way to deliver that point



If you have something unique and interesting, and you know how to package it, YouTube can deliver you almost guaranteed success.



The Fundamentals of YouTube



YouTube is a website that allows users to upload videos from their computers and host them online

They can embed the videos on their websites



Direct traffic and visitors to them without putting strain on their servers



YouTube also allows other users to search through those videos to find content they find interesting.



→ Creators can improve the likelihood of their content being discovered by using smart titles and the right keywords, which will act as search terms.

When you find a YouTube user whose content you enjoy, you can subscribe to their channel and see their newest videos on the homepage whenever you visit the site.

→ YouTube also allows users to create profiles and it allows for direct messaging as well as commenting on videos.

→ Active discussion on a video is a great way to increase engagement and to heighten visibility.







Youtube Advertising



Creators Can Earn Money From Their Videos...



**Or They Can Promote Their Own Channels Via
Other Users.**



You  **Tube**