

# YOUR GUIDE TO YOUTUBE MARKETING



Small businesses need to use the right tools to reach their audience, and world-conquering, video platform, YouTube provides the chance to engage on enormous scale.

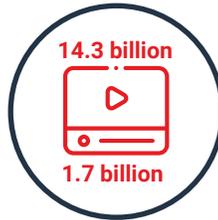
**However, making the most of YouTube isn't always obvious. So, take a look to our simple guide and find out how to set up and get the best out of your YouTube channel and videos.**

## WHY USE YOUTUBE FOR MARKETING?

If you're entirely convinced on taking the plunge into marketing on Youtube you might want to know that:



YouTube has over a billion users, almost **1/3** of everyone on the internet.



YouTube has **1.7 billion** unique monthly visitors. In total, the site gets **14.3 billion** visits per month. That's more than Facebook, Instagram, and Amazon.



On average, businesses have **377** videos on their channel and add 33 new videos every month.

That's why you need to be using Youtube, and here's how to go about it.



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## ELEMENTS OF A SUCCESSFUL VIDEO



Branded  
Intro Footage



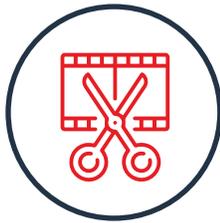
Clear Speaking/  
Dialogue



High-Definition  
Footage



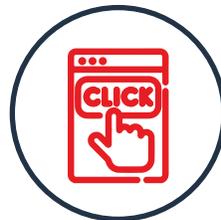
Professional  
Appearance



Cleanbreaks/  
Transitions



How-To  
Demonstration



Call to  
Action

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## HOW TO CREATE YOUR CHANNEL

If you don't yet have a branded YouTube channel, here's how to get started:



Sign into YouTube with Google account.



Click your picture in the top right corner and go to **My Channel**.



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4

Choose a name for your brand account.



A screenshot of a web form for creating a brand account. It features a text input field labeled "Brand Name". Below the field are two buttons: "CREATE" and "BACK". A red mouse cursor is pointing at the "CREATE" button.

## PRO TIP

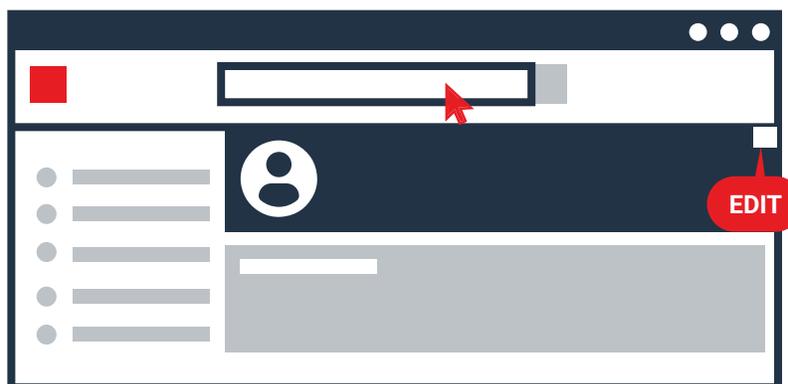
Keep the channel titles to around 60 characters to ensure they are fully displayed in search results.



5

Select **Customize Channel** and fill out your brand's details.

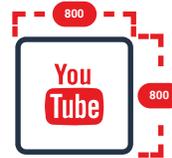
**CUSTOMIZE CHANNEL**



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6

Create a channel icon (recommended as an **800 x 800** pixels version of your logo) and a banner (**2560 x 1440** pixels)



## PRO TIP

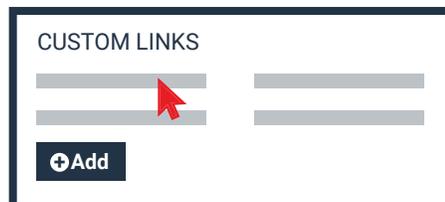
A tool like Canva can be useful for creating free branded web imagery.

Otherwise, Engage 2 Engage can custom design an icon and banner for you.



7

Add custom links to key areas of your website.



## PRO TIP

You can add your social media accounts (Twitter, Facebook, LinkedIn, etc) to your custom links section and have them overlaid on your channel's banner.



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8

Add any relevant featured channels  
(such as key industry resources or partner brands).

+ Add Channel

Featured Channels



## HOW TO OPTIMIZE YOUR VIDEOS

No matter how well you set up your channel, you'll only be successful if your videos entice people watch and share them.

1



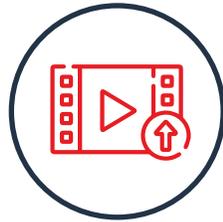
Press the **Create Video** or **Post** button (which looks like a video camera) at the top of the page

### PRO TIP

Longer video time means more ads are placed. More ads allow content creators to generate more money. Plus, higher watch time increases engagement.



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Click **Upload video**.



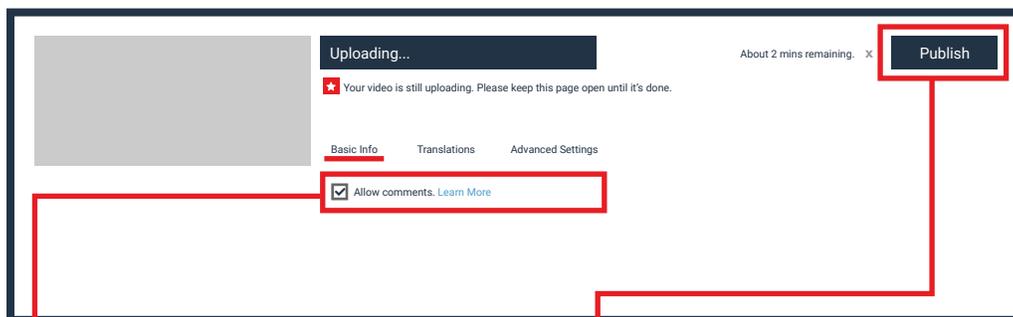
Drag and drop, **select your video** by clicking, or import from Google Photos.



While your video is uploading, **fill out the description** with information about it.

## PRO TIP

Include keywords in your title. Use the Chrome extension 'Keywords Everywhere' to quickly type terms into the search bar and find out their monthly search volume.



Amend the settings to **allow** or **not allow comments**

When upload is complete, select **Publish**

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## HOW TO GROW YOUR CHANNEL

Now that your videos are out there and being found, it's time to build up the audience for your channel to keep the views coming in.



### Create playlists

Playlists increase the amount of time users watch your videos which will contribute to your channels ranking in YouTube search.



### Post to a regular schedule

Stick to a schedule so viewers, customers, and subscribers can know when to expect new videos.



### Encourage subscriptions with a CTA

YouTube says that subscribers "tend to spend more time watching your channel than viewers who are not subscribed".



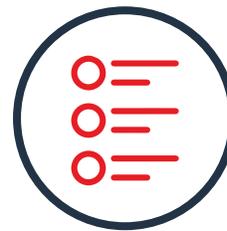
### Use YouTube cards to promote your other videos

Find the point in your videos where your audience tends to drop out and use a card to keep them on your channel.



### Reply to comments

Replying to comments on your videos can help you gain subscribers.



### Make more videos that convert

Use YouTube Studio stats to find out which videos convert the most viewers to subscribers and focus on making more videos like those.

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## TIPS & TRICKS

You're now well on your way to becoming a YouTube expert, so here's a few more hints to help you optimize your videos and channel.



### Enable an automatic subscription prompt

When promoting your channel outside of YouTube add **?sub.confirmation=1** to the end of your channel's URL and a subscribe prompt will automatically appear on your channel when people click the link.



### Curate themed playlists

Creating related playlists for your videos can help YouTube's search algorithm understand their subject matter, which helps you get more views.



### Upload your own transcripts

Google includes transcripts and closed captions of YouTube videos in its search results, but only if they're crafted and uploaded manually rather than automatically.

### Utilize end screens

End screens show at the end of your video and give you the chance to point viewers towards more videos, to subscribe to your channel or to visit your website.



### Set up your featured content

You can tell Google in the **Featured Content** section which of your videos you want to automatically promote across your other videos.



By following this guide, you'll have everything you need to know to run a successful YouTube channel for your small business.

So, what is holding you back to get started? Want a team who will help you launch your message on YouTube and more?

Let **Engage 2 Engage** help guide you through the steps, create your presentation designs, add branded footage and so much more.

