

Cheat Sheet



MARKETING 2.0 MADE EASY

Powered by Your Website URL

Beat your competitors easily with
these latest YouTube marketing
techniques.

Limited Special Offer for You: YouTube Marketing Made Easy

(Video Training)



Click Here to Download Your Video Training!

(Insert your Upsell Offer URL)

Click here to access my exclusive YouTube Marketing Video Training! **(Insert URL)**

Shocking Facts

- ✓ YouTube is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively. ([Source](#))
- ✓ Average time spent on YouTube per mobile session is 40 minutes. ([Source](#))
- ✓ 9% of U.S. small businesses use YouTube. ([Source](#))
- ✓ 72% of millennials use YouTube. ([Source](#))
- ✓ 80% of YouTube's views are from outside the U.S. ([Source](#))
- ✓ 300 hours of video are uploaded to YouTube every minute. ([Source](#))
- ✓ 60% of a creator's views come from outside their home country. ([Source](#))
- ✓ 6 billion hours of video are watched every month. ([Source](#))
- ✓ Everyday there is a 3X increase in user subscriptions and a 4X increase in channel following on YouTube. ([Source](#))
- ✓ 4 billion videos are viewed worldwide in a day. ([Source](#))
- ✓ YouTube has more than 1 billion unique visitors every month. ([Source](#))
- ✓ The number of hours people are watching on YouTube each month is up 50% year over year. ([Source](#))
- ✓ YouTube is localized in 75 countries and is available in 61 languages. ([Source](#))
- ✓ Half of YouTube views are on mobile devices. ([Source](#))
- ✓ Mobile revenue on YouTube is up over 100% year over year. ([Source](#))
- ✓ YouTube has more than a million advertisers, who are using Google ad platforms, the majority of which are small businesses. ([Source](#))
- ✓ 75% of advertisers are using TrueView In-stream ads and 75% of In-stream ads are now skippable. ([Source](#))
- ✓ YouTube's mobile revenue is up 2x year over year. ([Source](#))
- ✓ The number of users coming to YouTube who start at the YouTube homepage, similar to the way you might turn on your TV, is up more than 3x year over year. ([Source](#))
- ✓ YouTube partner revenue is up 50% year over year — and we've seen this level of partner revenue growth for three straight years. ([Source](#))
- ✓ The number of channels earning six figures per year on YouTube is up 50% year over year. ([Source](#))
- ✓ The number of advertisers running video ads on YouTube is up more than 40% year over year. And the top 100 advertisers, the average spend per advertiser is up over 60% year over year. ([Source](#))
- ✓ YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year-olds than any cable network in the U.S. ([Source](#))
- ✓ The number of hours people spend watching videos (aka watch time) on YouTube is up 60% year over year, the fastest growth we've seen in 2 years. ([Source](#))
- ✓ The number of hours people spend watching videos on mobile is up 100% year over year. ([Source](#))

Amazing Benefits

- ✓ YouTube is free
- ✓ Add 24/7 exposure
- ✓ Grow your audience around the globe
- ✓ Boost SEO rankings
- ✓ Demonstrating your product
- ✓ Save bandwidth
- ✓ Enhance viral potential
- ✓ Get high volumes of traffic
- ✓ Increase effectiveness of social activities
- ✓ Stay relevant in prospects' minds

Automation Tools

1. [Tube Toolbox](#)
2. [TubeAssist](#)
3. [Hootsuite](#)
4. [FanBridge](#)
5. [Pixability](#)
6. [Keyword Tool](#)
7. [Simply Measured](#)
8. [ChannelMeter](#)
9. [Quintly](#)
10. [Unmetric](#)

How your business can get the most out of YouTube?

- ✓ [YouTube Channel](#)
- ✓ [YouTube Creator Studio](#)
- ✓ [YouTube Upload](#)
- ✓ [YouTube Analytics](#)
- ✓ [YouTube Editor](#)
- ✓ [YouTube SEO](#)
- ✓ [YouTube Ads](#)

The 10 do's you have to apply

1. Monitor and analyze your channel
2. Visually attractive video
3. Focus on video content (share quality content)
4. Advertise your videos
5. Tag videos with relevant keywords
6. Play to your strengths
7. Share webinars, interviews, and video responses
8. Create playlists
9. Write a detailed description
10. Optimize your channel

The 10 don'ts you have to avoid

1. Don't publish all of your videos on the same day
2. Don't avoid feedback
3. Don't overuse annotations
4. Don't ignore video quality
5. Don't try to sell all of the time
6. Don't buy fake subscribers
7. Don't SPAM
8. Don't repeat your video content
9. Don't avoid thumbnails
10. Don't avoid the call to action

Case Studies

- ✓ [Zagg](#)
- ✓ [LSTN Headphones](#)
- ✓ [The BBQ Guys \(ShoppersChoice\)](#)
- ✓ [Rokenbok](#)
- ✓ [RevZilla](#)
- ✓ [Marriott Hotels](#)
- ✓ [GEICO](#)
- ✓ [Gillette](#)
- ✓ [Adidas](#)
- ✓ [American Home Shield](#)