

Special Free Report



MARKETING 2.0 MADE EASY

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Beat your competitors easily with
these latest YouTube marketing
techniques.

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Limited Special Offer for You: YouTube Marketing Made Easy

(Video Training)



Click Here to Download Your Video Training!

(Insert your Upsell Offer URL)

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Introduction:



Welcome to the latest, and very easy to apply YouTube Marketing Training, designed to take you by the hand and walk you through the process of getting the most out of YouTube.

I'm so excited to have you here, and I know this will be very helpful for you.

This exclusive training will take you by the hand and show you step-by-step, topic by topic, and tool by tool, what you really need to know in order to dominate YouTube Marketing the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn:

In Chapter I, you will learn what YouTube is all about. We will give you the easiest definition for it, as well as cover very important factors so you can have a simple, but accurate and complete understanding of YouTube Marketing before you start working on it.

In Chapter II, you will learn why you should definitely use YouTube for your Business today. You will learn about some of its amazing benefits, as well as several shocking facts that will make you decide to start getting into it right away.

In Chapter III, you will learn how your business can get the most out of YouTube. We will cover topics like: YouTube Channel, YouTube Creator Studio, YouTube Upload, YouTube Analytics, YouTube Editor, YouTube SEO and YouTube Ads.

In Chapter IV, you will learn The Top 10 YouTube Automation Tools that you can use to get the most out of YouTube. These are several websites dedicated to

giving you highly important services so you can set up and monitor some very successful campaigns.

In Chapter V, you will learn the 10 do's you have to apply for Successful YouTube Marketing Campaigns. These are specific things you should remember to use or practice, so you can succeed.

In Chapter VI, you will learn the 10 don'ts you have to avoid for Successful YouTube Marketing Campaigns. If you ignore these, be prepared to be disappointed.

In Chapter VII, you will get the chance to look at several shocking YouTube Marketing Case Studies. These are actual examples we have taken from the internet to show you how YouTube Marketing actually works for other businesses, so that you can have complete confidence in your ability to achieve your own business success story.

In Chapter VIII, you will learn how to make tons of money with YouTube as an affiliate. Strategies that you can apply and definitely see great results. These strategies have been used by experienced online marketers obtaining awesome results.

Well, it's time to dominate YouTube Marketing, fellows. I know you will love this training.

To Your Success,

Your Name

Chapter I: What YouTube is all about

■ Definition

YouTube is the most favored video sharing social media platform. It was created in 2005 by Steve Chen, Chad Hurley and Jawed Karim.

In 2006 YouTube was acquired by Google. It has transformed the overall outlook of television

advertisement and other video networks with an overwhelming influence.

YouTube is crucial for businesses and marketers, because it has a huge database of users. Hence, you get the chance to broaden your brand message extensively. According to Alexa Rank, it is the most visited website, after Google and Facebook.

More than 1 billion unique viewers visit YouTube every month. YouTube is a zero cost video hosting site which permits its registered users to watch, upload, share and store video, as well as subscribe to channels.

Mostly, videos are uploaded by individual users, but businesses, marketers and professional movie makers are also taking advantage of it. They create videos to share their work, showcase products and services, testimonials, behind the scenes, etc.



Users subscribe to the channels they like. These channels can be a brand, an online marketer, companies, etc. According to YouTube, millions of subscriptions take place on a daily basis.

YouTube also runs an advertising program to promote businesses and engage users with video ads and TrueView ads.

■ The revolution of video

Three decades ago, television was among the prime methods of marketing. However, due to changes in digital marketing, businesses and marketers need to choose on which platform they should advertise, either via TV or online or both.

TV commercials still works for big brands and businesses. However, if you are a beginner, TV video ads will cost a huge amount of money without giving you the desired output. Video advertising has changed completely in recent years, viewers mostly like to watch videos online instead of TV.

Video ads are more targeted, alluring and engaging than TV commercials. You don't need to show your product and services to those who are not interested. Video directly impacts buyers.

Most businesses are utilizing video ads to market themselves on each and every platform, such as desktops, mobile devices, tablets and laptops. Online video advertising is impossible to avoid, because it is overtaking offline television ads.

Social Media is a great way to engage and communicate with your audience. Videos are all about products or services as a way to motivate viewers into making a purchasing decision.

Video ads are used by businesses and online marketers to increase sales of their products and build brand awareness via videos explaining their products or services.

Online marketers use video to improve their sales funnel and boost revenue. Business video ads are all about increasing a user's interest in their products and are less focused on sales.

These video ads can be video email, testimonial, webinar, launch series ads and product demonstrations.

■ **Online Video vs Offline Video Commercials**

When people think about a video commercial, the first two things that come to mind are TV commercials and online video commercials. As technology continues to transform advertising techniques, businesses are also trying to go with the latest technologies to promote their brands. Online video commercials are steadily expanding their reach.

With offline TV video commercials, you have a standard 15 or 30 second advertisement spot to promote your products. While in an online video commercial, there is an extensive range of ad formats available. Advertisers can also opt for different playing options, like whether the video ads are displayed before the video, during the video or at the end of the video.

TV ads cost a huge amount of money and the cost of a spot depends on the ratings of the station without any assurance that people are going to watch your commercial or not. Online video commercials cost you for every 1000 impressions, which means you are paying for real viewers.

Offline video ads are limited to your living room. You can't watch them outside of your home. The availability of the internet is everywhere, so viewers can watch it anywhere in the world. With online video commercials, you can easily track your ROI.

Offline video commercials are used to target mass media. With online video commercials, you have the option to focus on your potential customers with unlimited reach. Online promotional videos are shareable within your social networks, but you can't share TV advertisements.

■ **How video can impact your brand**

Video advertising is growing daily as it boosts engagement, brand credibility and improves search engine rankings. It is one of the prime aspects on which businesses and marketers need to focus.

Engagement analysis demonstrates how people take actions with online videos, but brand metrics determine where they need to focus such as impression, awareness, and interest.

Video is an impressive technique to build a relationship with your customers and associate them with your brand. YouTube is an online video platform, where you can understand how the audience reacts to promotional videos.

By using YouTube videos on a website for promotional video ads, you will notice an increase in ad recall. To gain more benefits from YouTube video, you need to test your video campaign, creativity, and metrics. A/B testing can be used to analyze the outcome.

Chapter II: Why you should definitely use YouTube for your Business today

Every business and marketer needs to advertise their brand to attain goals and increase the purchasing potential of their customers.

YouTube also plays an important role to help you stand out within the competitive environment.

Integration of YouTube in your online marketing campaign will assist you in driving more potential customers towards your brand.

Here are some reasons why YouTube is really important for your business.

■ Amazing Benefits

1. YouTube is free

Most advertising campaigns cost lots of money, as well as time. But having YouTube in your online marketing strategy is completely free. It only takes time to create a video, but you can upload as many videos as you'd like without spending any money.



To advertise with YouTube, you don't need to invest too much money in professional items such as a camera or other things to create a video, you can use a handy cam and video editing tools, which are accessible through YouTube.

2. Add 24/7 exposure

Other advertising methods can't defeat an innovative YouTube video to attract and hold a potential audience. With YouTube, you get remarkable exposure for your business, because videos play the role of a virtual sales person. All you need to do is create videos and upload them to YouTube.

Now, it is available on the internet 24/7. Your audience can access you at any time, so there are more chances to get sales, reviews and comments, which can increase your brand's visibility on YouTube.

If you make a smart and proficient video, and upload it into the appropriate category, there are more chances to get views with little effort. You don't need to pay attention to it after uploading it.

3. Grow your audience around the globe

YouTube is a global perception that attracts customers from around the globe. You can access it anywhere on numerous devices such as a desktop, laptop, or smartphone.

YouTube advertising has the potential to be viewed by worldwide users, but you still need to ensure that your video is watched by your potential audience. If you don't focus on a prospective audience, you can't get the right users.

Regularly creating and uploading videos unlocks the door to getting new viewers for your business. Adding closed captioning, a call-to-action, offers and

targeting users according to their needs, can also boost the views of unique visitors.

4. Boost SEO rankings

A YouTube video generally contains a link to the brand's website in the description. If viewers look for information about your business and like to watch more of your videos, they will go through the link to view your website.

These actions assist your website to be higher ranked in search engine result pages:

- ✓ Writing long video descriptions that have at least 200 words
- ✓ Motivating
- ✓ Subscribing and linking at the end of the video
- ✓ Sharing YouTube videos in other online social media communities, forums and blogs
- ✓ Organizing videos by category
- ✓ And using video keywords to optimize your ranking, improves your rankings in search engine.

5. Demonstrating your product

Demonstration is a great way to showcase products or services that your brand is selling. A YouTube video can be a great way to educate your customers by showing them your products with installation, FAQ's, tips and tricks videos.

All these things make your customers aware of you in order to boost your brand reputation, sales and revenue. Because after watching, audiences are more likely to buy.

With YouTube videos, you can show the expertise that makes you unique from your competitors. For that, you can upload tutorials and expert videos related to your business. A video can give your audience a reason to buy from you.

6. Save bandwidth

YouTube allows you to link and embed your video on your website without maximizing your website's bandwidth, because YouTube videos are hosted on the YouTube video hosting servers, so viewers' download speeds will not be affected due to the video.

YouTube also saves you website storage. If you only want to listen to audio or watch video, use YouTube and save your bandwidth. Because it provides adaptive streaming (DASH), where individual streams are available for audio and video.

Streaming videos also consumes more bandwidth, which can diminish the use of these types of video. Using VLC media player to watch, stream and record, can also save bandwidth for your website.

7. Enhance viral potential

YouTube video has viral potential. To take advantage of that, you can embed video on your website, blogs, forums and other social media communities. People like to share what they like among their network. If viewers find your video interesting and grabs their attention, the chances of getting it shared are increased.

To go viral and enhance exposure, you need to be creative with your video content. You can create buzz, share your achievements, be funny or upload something valuable to get shared again and again.

You also need to focus on your prospective audience to get the right audience to your business. This way, your business can get attention and high brand recognition.

8. Get high volumes of traffic

YouTube gives you a better chance to connect with millions of viewers and spread your business message among the prospective audience. Videos reach is more than other advertising methods. Four billion videos are viewed daily, and still growing rapidly.

To get a high volume of traffic, you need to:

- ✓ Focus on the video title and description
- ✓ Add channel tags
- ✓ Have a look at comments
- ✓ Build different playlists for different types of videos
- ✓ And mark your best videos as "featured."

Recent activities can also be a win-win situation for viewers and your business. Include a call to action to motivate viewers to share the video to increase traffic toward your YouTube video.

9. Increase effectiveness of social activities

Users are more likely to buy after watching a video, so YouTube is crucial to enhance the effectiveness of your business.

Choose a regular uploading of video content and stick with it, segment important videos and create playlists. Also, make sure you have a consistent look and tone for your videos to boost the effectiveness of your YouTube channel.

Including transcripts of videos can assist in being found easily by search engines and users. You can also add a call to action and annotations at the end of the video to take your audience to the next level. High quality thumbnails force users to watch your video content.

10. Stay relevant in prospects' minds

When it comes to video advertising, the first name which comes to mind is YouTube. Be informative and precise with your advertising videos. Don't try to sell with your videos. Keep your targeted audience in mind before creating video content.

Communicate with your potential customers through video content regularly to build trust and awareness of your brand among users.

It also boost yours creditability when you are on the top of your prospect's mind. Most users like to buy from users in whom they believe. Being on top can increase sales and revenue for your business.

■ 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](#))

Chapter III: How your business can get the most out of YouTube.

YouTube has an awesome set of marketing tools that almost no other platform may offer to you. Those tools are:

- ✓ YouTube Channel
- ✓ YouTube Creator Studio
- ✓ YouTube Upload
- ✓ YouTube Analytics
- ✓ YouTube Editor
- ✓ YouTube SEO
- ✓ YouTube Ads

To have access to this part of the training please [click here](#)

Chapter IV: The Top 10 YouTube Automation Tools.

Tube Toolbox

Tube Toolbox is a software that you can install on your computer.

This tool assists you by automatically scheduling periodic advertising tasks without crossing YouTube's term and conditions. You can target potential viewers who are interested in your products or services to increase the traffic towards your YouTube channel.

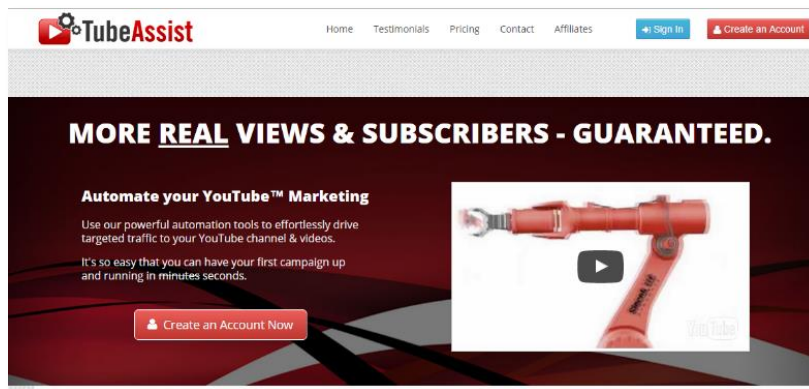
With this automation tool, you can contact viewers via Tube Toolbox messages, video sharing, subscribing channels and posting comments. Tube Toolbox also focuses on your account safety with the help of YouTube Data API integration send delay option to protect your YouTube account.

You can synchronize your YouTube account and manage the list of users and videos. A 'Getting started' is also provided to guide you. A free trial is available from Tube Toolbox.



[TubeAssist](#)

TubeAssist is an automation tool that allows you opt for the precise kind of YouTube campaign based on your business objective.



It enables you to target prospects to increase traffic towards your YouTube campaign and improve engagement with your customers. There is no middle man, so you can directly get in touch with your customers.

This automation tool is accessible 24/7 on any device, so you don't need to worry about usage on your data plan. It also follows the Terms of Service of YouTube and utilizes its own public programming API. You can opt for different TubeAssist plans based on your requirements, such as the personal plan for \$19/month, professional \$29/month and agent \$69/month.

To know more about The Top 10 YouTube Automation Tools. [Click Here](#)

Chapter V: The 10 do's you have to apply.

YouTube video marketing can boost your advertising campaigns results.

Presently, it is the best way to promote your products and services.

Most businesses and marketers are taking advantage of YouTube advertising to reach their marketing objectives.

To achieve your business goals, here are some do's that will surely help you to succeed.



Monitor and analyze your channel

Monitoring your channel on a regular basis can give you a clear view about what is working in your YouTube advertising campaign. Analyze your videos' view counts to determine which kind of video attracts more viewers.

Get a clear demographic overview of your viewers to target similar audiences. Find out the source of traffic and focus specifically on playback to know how your viewers reach you.



Visually attractive video

To get more views, your videos need to be creative and attractive. Choose something that is instantly noticeable. Take advantage of thumbnails that are a little bit risqué or banners to hook viewers.

Be uniform with your style across your YouTube channel. Title cards are also a tremendous method to grab the attention of your viewers.



Focus on video content (share quality content)

Users spend more time on a website that includes a video, so including a video can increase the chances of getting more sales.

Video content needs to be new and unique from the other marketers to get more viewers.

Break your video content into multiple segments. Cross promote your quality video content across other channels to get more shares.



Advertise your videos

To advertise your brand, you can utilize the tools available directly from YouTube. Include a call to action to motivate viewers to comment, like and share among their network.

Add a video on your website and a blog. Share YouTube video links with your current customers. Use SEO strategies to get listed in Google, Yahoo, and Bing. Advertising assists you in increasing the sales of your business.

To know more about The 10 do's you have to apply for Successful YouTube Campaigns, please [click here](#)

Chapter VI: The 10 don'ts you have to avoid.



Don't publish all of your videos on the same day

Creating so many videos and uploading all of them on the same day can destroy your brand reputation completely. One after another notifications can annoy your audience and most likely they'll unsubscribe from your YouTube channel to avoid the notifications from you.

To fix this, schedule your YouTube videos, so your viewers will not get too many notifications from you. Scheduled video also boosts audience's curiosity to watch your YouTube videos.



Don't avoid feedback

Audience feedback is really important in order to optimize your brand and keep a good reputation in your niche market. Ignoring user's feedback can degrade your brand's trust. If viewers don't get a proper response from you, they will unsubscribe and neglect your videos.

Answer every question that is asked by your audience to improve your brand's integrity, and give users a reason to talk about you.



Don't overuse annotations

Annotations can be a great way to increase traffic and subscribers to your YouTube channel. YouTube provides the opportunity to

add comments to be shown overtop of the video. Don't use this type of annotation because it looks unethical and distracts your viewers.

Overusing annotations can also lessen the impact on your audience. Invasive annotations and all capital letters need to be avoided when writing text annotations. So, don't annoy your videos with too many annotations.



Don't ignore video quality

Using poor quality videos for your YouTube advertising campaign leads to less viewers and subscribers. Most users avoid watching low quality video. The visual content of your video needs to be of the best quality to engage more customers. The audio quality also needs to be good.

Creating a quality video doesn't require expensive tools or apparatus, you can create it with your mobile device by focusing on angles.



Don't try to sell all of the time

Selling all of the time with your YouTube videos can irritate your viewers. They'll ignore updates from you, and that can decrease your subscribing rate. Uploading advertising videos all the time can be the cause of losing important leads.

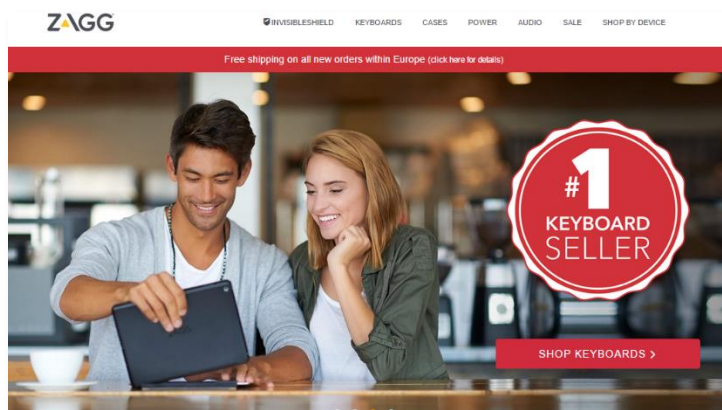
It can also poorly impact your products sales and return on investment. Try to post regularly with different kinds of videos to connect, engage and demonstrate your products instead of advertising.

To know more about The 10 don'ts you have to avoid for Successful YouTube Campaigns, please [click here](#)

Chapter VII: Shocking YouTube Marketing Case Studies.

Zagg

Zagg is an innovator of scratch-protection and accessories for portable devices including shields, skins, keyboards, cases and many more.



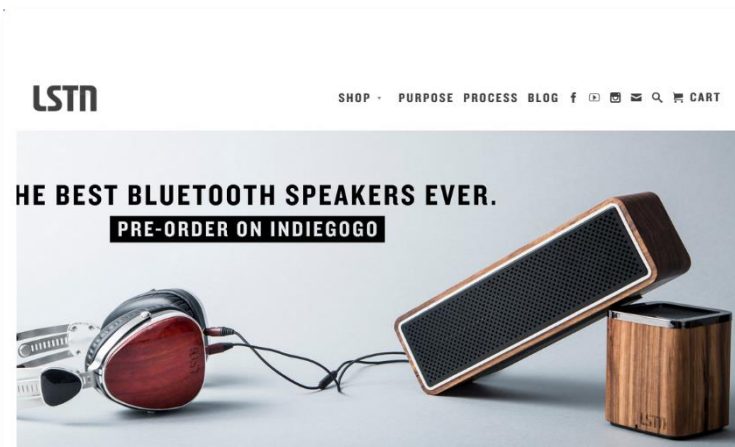
Zagg engages and educates its customers using the power of demonstration and flexibility of video.

The objective of Zagg was to boost the traffic to their YouTube channel to get new customers and educate them as to how their products work.

They uploaded 2 videos per week to foster audience interest and curiosity. YouTube ads, constant listening and answering questions from their audience regarding their product demonstration also boosted their brand awareness.

They got 13 million views on their branded YouTube channel for a specific product, and targeted video increased their conversion rate by 75%.

generate funds for hearing restoration, and make people aware of hearing loss.



With all these, the company was also looking to grow their business. LSTN Headphones took advantage of YouTube video ads to gain new customers.

They paid special attention to inform their audience of their objective with genuine emotions, so users could feel good about advocating for a positive cause.

YouTube advertising assisted them to present the gift of hearing to more than 20,000 people globally.

To know more about Shocking YouTube Marketing Case Studies, please [click here](#)

Chapter VIII: How to make tons of money with YouTube as an affiliate.

To have access to this part of the training please [click here](#)

Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take your YouTube Marketing even farther, we invite you to get the most out of it by getting access to the complete Training [clicking here](#) (Insert your Front End offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from YouTube.

YouTube has come to stay in the market forever.

To Your Success,

Your Name

Top YouTube Marketing Resources



Videos

- ✓ <https://www.youtube.com/watch?v=-xui3wDDnrs>
- ✓ <https://www.youtube.com/watch?v=AAWHdin7-Wk>

Tools

- ✓ <http://boostlikes.com/blog/2013/08/15-best-youtube-marketing-tools>
- ✓ <http://tubetrackr.com/>

Training Courses

- ✓ <http://www.marketmotive.com/content-marketing-training-courses/>
- ✓ http://www.videotrafficacademy.com/2012975.html?utm_exp=106180036-0.UsDQhg_mTr6akIXc-TNzDA.2&utm_referrer=https%3A%2F%2Fwww.google.co.ve%2F

Blogs

- ✓ <http://blog.vidiq.com/>
- ✓ <https://blog.bufferapp.com/youtube-optimization>

Forums

- ✓ <https://www.warriorforum.com/tags/youtube%20marketing.html>
- ✓ <http://www.socialmarketingforum.net/tag/youtube/>

Affiliate Programs

- ✓ http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=youtube+training
- ✓ <https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=youtube>

Demographics

- ✓ <http://www.alexa.com/siteinfo/youtube.com>
- ✓ <http://digiday.com/platforms/demographics-youtube-5-charts/>

Webinars

- ✓ <https://www.youtube.com/watch?v=4aKCBPtAvS4>
- ✓ https://www.youtube.com/watch?v=HU_69f-dx18

Infographics

- ✓ <https://www.pinterest.com/socialmediagp/the-best-youtube-video-marketing-infographics/>
- ✓ <http://www.brafton.com/infographics/top-10-ways-to-optimize-your-business-youtube-channel/>

Case Studies

- ✓ <http://www.somesso.com/list/youtube-video-marketing>
- ✓ <http://www.digitaltrainingacademy.com/casestudies/tag/youtube>

Facts

- ✓ <http://expandedramblings.com/index.php/youtube-statistics/>
- ✓ <http://blog.viewbix.com/tweetable-video-marketing-facts/>

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