**Video #12**

**Video #12: The 10 do’s you have to apply for Successful YouTube Marketing campaigns.**

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.

1. **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.

1. **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.

1. **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.

1. **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.

1. **Tag videos with relevant keywords**

A tag is a keyword to label and identify your video content. Proper tagging is crucial to increase views. Ensure that your tags define and relate to the content of the video.

You can opt for tags according to your YouTube campaigns goal; whether you're specific tagging, compound tagging or generic tagging. Be creative and smart with tags and phrases to broaden your audience reach.

1. **Play to your strengths**

To increase traffic and expand your business, you need to work to your strengths. You need to look for the uniqueness of your business to show through in the video.

Discover the individual thing you have and advertise that on your YouTube channel. To create a great video, you need to focus on your goals by keeping your potential audience in mind to get the most from your promotional video.

1. **Share webinars, interviews, and video responses**

In order to increase traffic towards your YouTube channel, you can share videos in other communities such as blogs, forums, social media platforms, and websites.

Take advantage of webinars, milestones, interviews, testimonies, and reviews to make your customers aware of your products or services. These things assist you in connecting with viewers virtually.

1. **Create playlists**

Optimize your YouTube channel by initiating and creating a video playlist to control video cataloguing. A playlist can boost your organization and make your viewers more aware of your products or services.

Creating a playlist also improves your discoverability, because videos are indexed individually more than other videos. Playlists mean those videos are related to each other, so related videos are displayed in the sidebar.

1. **Write a detailed description**

A good description is all about what your video has inside which will help your viewers make them understand what they are going to watch. It also boosts SEO rankings in search engine results pages.

You need to be informative, navigate with a clear URL and transactional with calls to action. Try to include important things at the start of the description to gather a huge audience.

1. **Optimize your channel**

Optimizing your YouTube channel can increase your engagement, awareness, brand credibility, sales and revenue. You need to set up your channels with a relevant name, and a description as it will appear in search results.

Tagging and tiles, annotations, thumbnails and playlist URLs also assist you in optimizing your YouTube advertising campaign to achieve your business goals.