



Training Videos [!\[\]\(c8d96c8885d3000a912c2582004aed63_img.jpg\)](#)

Step-by-step.
Topic by topic.
Tool by Tool.

The easiest way possible.

Using the most effective tools.

In the shortest time ever.

Video #1: Introduction

- Detailed explanation**
- Clear vision of what to expect**

Video #2: What YouTube is all about

-Easiest Definition.

-Important Factors.

Video #3: Why you should definitely use YouTube for your Business today.

-Amazing Benefits.

-Shocking Facts.

Videos #4 - #10: How your business can get the most out of YouTube.

-YouTube Channel.

-YouTube Editor.

-YouTube Creator Studio.

-YouTube SEO.

-YouTube Upload

-YouTube Ads.

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Video #14: Shocking YouTube Marketing Case Studies

Video #15: How to make tons of money with YouTube as an affiliate.

It's time to dominate YouTube Marketing!

Video #2

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.**
- ✓ **YouTube is crucial for businesses and marketers.**
- ✓ **1 billion+ unique viewers visit YouTube every month.**

Definition

- ✓ **Mostly, videos are uploaded by individual users, but businesses, marketers and professional movie makers are also taking advantage of it.**
- ✓ **Users subscribe to the channels they like.**
- ✓ **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.**
- ✓ **TV commercials still works for big brands and businesses.**
- ✓ **Video ads are more targeted, alluring and engaging than TV commercials.**

The revolution of video

- ✓ **Most businesses are utilizing video ads to market themselves.**
- ✓ **Social Media is a great way to engage and communicate with your audience.**
- ✓ **Video ads are used by businesses and online marketers to increase sales.**

The revolution of video

- ✓ **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.**
- ✓ **Businesses are also trying to go with the latest technologies to promote their brands.**
- ✓ **Online video commercials are steadily expanding their reach.**

Online Video vs Offline Video Commercials

Offline Video Advertising

- ✓ 15 or 30 second advertisement spot.
- ✓ TV ads cost a huge amount of money.
- ✓ Offline video ads are limited to your living room.
- ✓ Used to target mass media.

Online Video Advertising

- ✓ Extensive range of ad formats available.
- ✓ It cost you for impressions.
- ✓ The availability of the internet is everywhere.
- ✓ Focused on your potential customers.

How video can impact your brand

- ✓ **Video advertising is growing daily as it boosts engagement.**
- ✓ **Engagement analysis demonstrates how people take actions with online videos.**
- ✓ **Video is an impressive technique to build a relationship with your customers.**

How video can impact your brand

- ✓ **By using YouTube videos on a website for promotional video ads, you will notice an increase in ad recall.**
- ✓ **Video advertising is really effective and works great to showcase your products or services.**
- ✓ **The content of promotional video needs to be attractive and informative.**

Video #3

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.**

Amazing Benefits

1. YouTube is free

- ✓ **Most advertising campaigns cost lots of money, as well as time.**
- ✓ **It only takes time to create a video.**
- ✓ **To advertise with YouTube, you don't need to invest too much money in professional items.**

2. Add 24/7 exposure

- ✓ **Other advertising methods can't defeat an innovative YouTube video to attract and hold a potential audience.**
- ✓ **Now, it is available on the internet 24/7.**
- ✓ **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.**

3. Grow your audience around the globe

- ✓ **YouTube is a global perception that attracts customers from around the globe.**
- ✓ **YouTube advertising has the potential to be viewed by worldwide users.**
- ✓ **Regularly creating and uploading videos unlocks the door to getting new viewers for your business.**

4. Boost SEO rankings

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

- ✓ **Writing long video descriptions.**
- ✓ **Motivating.**
- ✓ **Subscribing and linking.**
- ✓ **Sharing YouTube.**
- ✓ **Organizing videos by category.**
- ✓ **Using video keywords.**

5. Demonstrating your product

- ✓ **Demonstration is a great way to showcase products or services that your brand is selling.**
- ✓ **All these things make your customers aware of you in order to boost your brand reputation, sales and revenue.**
- ✓ **With YouTube videos, you can show the expertise that makes you unique from your competitors.**

6. Save bandwidth

- ✓ **YouTube allows you to link and embed your video on your website without maximizing your website's bandwidth.**
- ✓ **YouTube also saves you website storage.**
- ✓ **Streaming videos also consumes more bandwidth.**

7. Enhance viral potential

- ✓ **YouTube video has viral potential.**
- ✓ **To go viral and enhance exposure, you need to be creative with your video content.**
- ✓ **You also need to focus on your prospective audience to get the right audience to your business.**

8. Get high volumes of traffic

- ✓ **YouTube gives you a better chance to connect with millions of viewers.**
- ✓ **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."**

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.**
- ✓ **Including transcripts of videos can assist in being found easily by search engines and users.**

10. Stay relevant in prospects' minds

- ✓ **When it comes to video advertising, the first name which comes to mind is YouTube.**
- ✓ **Communicate with your potential customers through video content regularly.**
- ✓ **It also boost your creditability when you are on the top of your prospect's mind.**

Shocking Facts

- ✓ **YouTube is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively.**
- ✓ **Average time spent on YouTube per mobile session is 40 minutes.**
- ✓ **9% of U.S. small businesses use YouTube.**
- ✓ **72% of millennials use YouTube.**
- ✓ **80% of YouTube's views are from outside the U.S.**
- ✓ **300 hours of video are uploaded to YouTube every minute.**
- ✓ **60% of a creator's views come from outside their home country.**

- ✓ **6 billion hours of video are watched every month.**
- ✓ **Everyday there is a 3X increase in user subscriptions and a 4X increase in channel following on YouTube.**
- ✓ **4 billion videos are viewed worldwide in a day.**
- ✓ **YouTube has more than 1 billion unique visitors every month.**
- ✓ **The number of hours people are watching on YouTube each month is up 50% year over year.**
- ✓ **YouTube is localized in 75 countries and is available in 61 languages.**

- ✓ **Half of YouTube views are on mobile devices.**
- ✓ **Mobile revenue on YouTube is up over 100% year over year.**
- ✓ **YouTube has more than a million advertisers, who are using Google ad platforms, the majority of which are small businesses.**
- ✓ **75% of advertisers are using TrueView In-stream ads and 75% of In-stream ads are now skippable.**
- ✓ **YouTube's mobile revenue is up 2x year over year.**
- ✓ **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.**

- ✓ **YouTube partner revenue is up 50% year over year — and we've seen this level of partner revenue growth for three straight years.**
- ✓ **The number of channels earning six figures per year on YouTube is up 50% year over year.**
- ✓ **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.**
- ✓ **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.**

- ✓ **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.**
- ✓ **The number of hours people spend watching videos on mobile is up 100% year over year.**

Video #4

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**

YouTube Channel

- ✓ **A YouTube Channel is simply the home page for a YouTube account.**
- ✓ **It shows the account name, the account type, the public videos you've uploaded, and any user information you've entered.**

Video #5

YouTube Creator Studio

- ✓ **YouTube Creator Studio is a tool meant for managing YouTube video channels. It has the features designed for it and provides an excellent way to reach the demographic wanted.**
- ✓ **There are several sections that will help you control your YouTube Channel, such as: Dashboard, Video Manager, Live Streaming, Community, Channel, Analytics and Create.**

Video #6

YouTube Upload

Video #7

YouTube Analytics

Video #8

YouTube Editor

Video #9

YouTube SEO

Step 1

Researching

Step 2

Uploading

Step 3

Backlinking

Backlinking

- ✓ You can send 3,000 scrape box trackback links.
- ✓ Run your video through SB Bomber for 1,000 social bookmarks. You can also run it through social monkee for an additional 200 social bookmarks.
- ✓ Add the video to your social ads account.
- ✓ Syndicate the three articles into the blog network for syndication.
- ✓ Embed your videos onto 5-10 web 2.0 sites.
- ✓ And Finally, add the URL to a blog network blogroll.

Backlinking

- ✓ **Then submit your links to major sites such as:**
 - **Blogger.com**
 - **Multiply.com**
 - **Wordpress.com**
 - **LiveJournal.com**
- ✓ **When you have all your links, you can run it through Pingfarm.com to ensure that it is pinged and indexed.**

Final Remarks

- ✓ **If you have completed the above back linking strategies, and your video is not in the first page, you can send it to additional blog network links.**
- ✓ **Do not think that if you release just any video it is going to make you a boat load of money.**
- ✓ **Know that people will only view a video that will be beneficial to them.**

Video #10

YouTube Ads

Video #11

The Top 10 YouTube Automation Tools

Video #12

The 10 do's you have to apply for Successful YouTube Marketing campaigns.

- ✓ **YouTube video marketing can boost your advertising campaigns results.**
- ✓ **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.**
- ✓ **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.**

2. Visually attractive video

- ✓ **To get more views, your videos need to be creative and attractive.**
- ✓ **Be uniform with your style across your YouTube channel.**
- ✓ **Title cards are also a tremendous method to grab the attention of your viewers.**

3. 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.**
- ✓ **Break your video content into multiple segments.**
- ✓ **Cross promote your quality video content across other channels to get more shares.**

4. Advertise your videos

- ✓ **To advertise your brand, you can utilize the tools available directly from YouTube.**
- ✓ **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.**

5. Tag videos with relevant keywords

- ✓ **A tag is a keyword to label and identify your video content.**
- ✓ **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.**

6. Play to your strengths

- ✓ **To increase traffic and expand your business, you need to work to your strengths.**
- ✓ **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.**

7. Share webinars, interviews, and video responses

- ✓ **In order to increase traffic towards your YouTube channel, you can share videos in other communities.**
- ✓ **Take advantage of webinars, milestones, interviews, testimonies, and reviews.**
- ✓ **These things assist you in connecting with viewers virtually.**

8. Create playlists

- ✓ **Optimize your YouTube channel by initiating and creating a video playlist to control video cataloguing.**
- ✓ **Creating a playlist also improves your discoverability.**
- ✓ **Playlists mean those videos are related to each other, so related videos are displayed in the sidebar.**

9. 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.**
- ✓ **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.**

10. Optimize your channel

- ✓ **Optimizing your YouTube channel can increase your engagement, awareness, brand credibility, sales and revenue.**
- ✓ **Tagging and tiles, annotations, thumbnails and playlist URLs also assist you in optimizing your YouTube advertising campaign to achieve your business goals.**

Video #13

The 10 don'ts you have to avoid for Successful YouTube Marketing campaigns.

1. 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.**
- ✓ **To fix this, schedule your YouTube videos.**
- ✓ **Scheduled video also boosts audience's curiosity to watch your YouTube videos.**

2. Don't avoid feedback

- ✓ **Audience feedback is really important in order to optimize your brand and keep a good reputation in your niche market.**
- ✓ **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.**

3. Don't overuse annotations

- ✓ **Annotations can be a great way to increase traffic and subscribers to your YouTube channel.**
- ✓ **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.**

4. Don't ignore video quality

- ✓ **Using poor quality videos for your YouTube advertising campaign leads to less viewers and subscribers.**
- ✓ **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.**

5. Don't try to sell all of the time

- ✓ **Selling all of the time with your YouTube videos can irritate your viewers.**
- ✓ **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.**

6. Don't buy fake subscribers

- ✓ **Businesses and marketers always look to gain more traffic for their YouTube channel and websites, because it increases your brand visibility.**
- ✓ **This leads to losing potential viewers, brand reputation, traffic and user engagement.**
- ✓ **Real viewers boost your sales and credibility.**

7. Don't SPAM

- ✓ **Spamming your potential viewers can reduce views.**
- ✓ **Google is continuously working to stop spamming.**
- ✓ **Scamming content, deceptive thumbnails and artificial subscribers can be a prime cause to be banned by the Google Display Network.**

8. Don't repeat your video content

- ✓ **No one likes to watch repetitive content.**
- ✓ **If the Google Display Network finds your video is repetitive content, it will mark your videos as spam.**
- ✓ **Be unique with your video content to diminish repetitiveness and to engage your viewers with your brand.**

9. Don't avoid thumbnails

- ✓ **Without video thumbnails, viewers will be unable to view a snapshot of your products or services.**
- ✓ **Neglecting thumbnails can be a cause of losing prospective customers.**
- ✓ **To get more from your YouTube advertising campaign, you can use a thumbnail that is suggested.**

10. Don't avoid the call to action

- ✓ **Ignoring a call to action in your video can harm your YouTube channel.**
- ✓ **Don't hesitate to utilize a call-to-action in your videos.**
- ✓ **Try to motivate your customers and make them click on your video to explore more about you.**

Video #14

Shocking YouTube

Case Studies.

Video #15

How to make tons of money with YouTube as an Affiliate.

YouTube & CPA

- ✓ **YouTube is one of the platforms that you can use to earn cash.**
- ✓ **The number of views you have in YouTube determines the traffic that you can get.**
- ✓ **There are different ways you can use to promote your CPA offers.**

YouTube & CPA

- ✓ **Step 1: Identify the CPA offer that you want to promote**
 - **You must ensure that you have a specific offer that you want to promote.**
 - **The video you want to create must be related to the CPA offer.**

YouTube & CPA

- ✓ **Step 2: Create your Video**
 - **Create the video and upload it to YouTube.**
 - **Make sure you optimize it so that the video can get more views to create traffic.**
 - **When your video gains more views, post your CPA offers to ensure that people click on them.**

YouTube & CPA

- ✓ **Step 3: Sponsor a related video**
 - **If you find a video related to your CPA offer, you can sponsor it.**
 - **Contact the publisher of the video and offer them an incentive.**
 - **The most important thing is to make sure that the YouTube video is related to the CPA offers.**

YouTube & List Building

- ✓ **If you want to succeed in the YouTube sector through list building, you must ensure that you have a setup.**
- ✓ **You must have an attractive video that you post on YouTube that results in list building.**

YouTube & List Building

- ✓ **Step 1: Develop a theme**
 - **This is the first and most important step. It can make or break your YouTube success.**
 - **So, if you want to be unique, you must sit down and come up with a theme.**
 - **Before you begin doing anything on YouTube, find your theme and stick to it.**

YouTube & List Building

- ✓ **Step 2: Be consistent**
 - **Even if you have zero views and subscribers, ensure that you are consistent.**
 - **When you are consistently releasing a video every week, you may hit 1,000 daily views within a month.**

YouTube & List Building

- ✓ **Step 3: Add annotations to everything**
 - **YouTube has a unique feature that allows you to add annotation popups while the viewer is watching.**
 - **You can also encourage people to register and become members of your organizations.**
 - **This will increase your membership register very fast.**

YouTube & List Building

✓ Step 4: Host guests

- If you are aiming at generating maximum exposure, you need to host industry leaders as guests in your videos.
- When you bring in guests, your daily view count is greatly increased.
- You also become more credible, and you can get massive sponsorship.

YouTube & List Building

- ✓ **Step 5: Blast your release days**
 - **This is the last step and one of the most important steps.**
 - **Let everyone know your release date so they can watch your videos.**

YouTube & ClickBank

- ✓ **ClickBank is a platform for the marketplace of product creators and affiliates.**
- ✓ **Most affiliates have earned cash through creating a unique link for thousands of products.**
- ✓ **ClickBank takes care of all the checkouts and e-commerce, and at the same time offers an affiliate program.**

YouTube & ClickBank

- ✓ **Step 1: Look into YouTube videos that have already been optimized.**
 - **To build a sales funnel, you need to look for a YouTube video that has already generated enough traffic.**
 - **Choose the right product to promote on ClickBank.**
 - **Make sure you find a product that is not too competitive and promote it.**

YouTube & ClickBank

- ✓ **Step 2: Search the product name**
 - **Before you google search, make sure that you have a YouTube video on the first page and ensure that it has less than 20,000 views.**
 - **You can then email the publisher and ask him or her for a review copy.**

YouTube & ClickBank

- ✓ **Step 3: Create a screen capture video**
 - **A call to action is an important aspect in affiliate marketing.**
 - **When you save the video, use the product name for naming the video.**
 - **When you use ClickBank correctly, you will generate more reviews.**

YouTube & SEO

✓ Keywords

- **It is important that you learn how to use the phrases and words in your niche and use them in every tagline and headline.**
- **For instance, if you need to promote a mobile app, you can use the word "mobile advertising."**

YouTube & SEO

✓ Descriptions

- **Descriptions can explain to your viewers what your marketing video is all about.**
- **Make sure the descriptions are short and accurate.**
- **In a short description, do not forget to include the link to your website or your landing page.**

YouTube & SEO

✓ **Thumbnails**

- **These are still images that act as a preview for your video.**
- **They are a powerful marketing SEO element, so you need to choose and customize them wisely.**
- **Make sure that the thumbnails stand out from the rest.**

YouTube & SEO

✓ Link building

- **Link building is another SEO strategy that you can use to boost your video in YouTube.**
- **YouTube works just like other platforms.**
- **All you need to do is ensure that you place the link to your YouTube video in as many online spots as you can.**