

YouTube

I think Facebook, Twitter and YouTube are the cornerstones of any social media strategy.

Chad Hurley

quote fancy



YouTube

Girls be like



I watch youtube
makeup tutorials

YOU
NEVER
GET
BORED

WITH

You 



Authority Blogging Project

YouTube

- ✓ Last Week's Assignment
- ✓ Why Use YouTube
- ✓ Creating Success on YouTube
- ✓ Week 10 Assignment



YouTube: Why??

Top Search Engines

	NETMARKETSHARE	STATISTA	STATCOUNTER
GOOGLE	70.83%	87.35%	91.98%
BING	12.61%	5.53%	2.55%
BAIDU	11.83%	0.7%	1.44%
YAHOO!	2.30%	2.83%	1.66%
YANDEX	1.41%	0.76%	0.45%
DUCKDUCKGO	0.42%	N/A	N/A

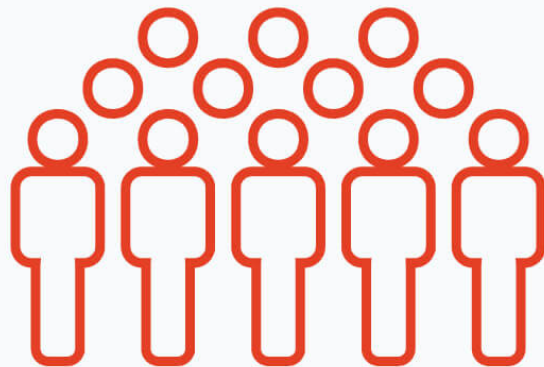


YouTube: Why??



The Power of YouTube

YouTube



YouTube is the second largest search engine. It receives more than

1.5 billion

users per month and plays over 1 billion hours of video each day to users.

(SEJ, 2018)



Why YouTube?

- ✓ 5 Billion videos watched daily
- ✓ Users are looking for a solution
- ✓ 2.7 Billion active users (1/2023)
- ✓ Creating video is easier than ever



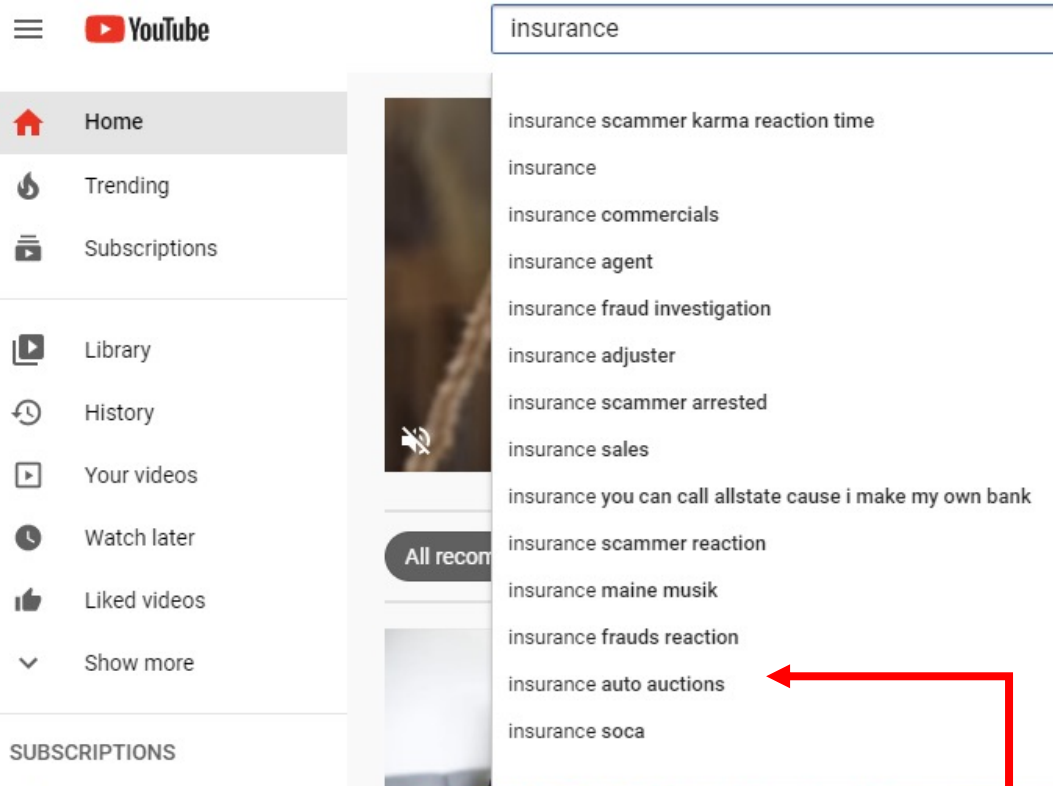
Creating Success on YouTube

Most Popular/Best video types to create

- ✓ How to
- ✓ Tutorial



Creating Success on YouTube



Research, Research, Research

- ✓ Look for channels & people in your target audience
- ✓ Look at their channel videos
 - Which are most popular?
 - Watch the videos
- ✓ Look at **Subscriber count –vs– Views**
- ✓ Use **Google's autofill** to see what comes up



Authority Blogging Project

Creating Success on YouTube



Focus

1-3 topics



Authority Blogging Project

Creating Success on YouTube

Keyword placement

- ✓ Filename of the uploaded video
- ✓ Title
- ✓ Description
- ✓ Tags



Authority Blogging Project

A screenshot of a YouTube video player. The video title is "Make this Downtime Work to Market Your Business". The video thumbnail shows a man and a woman smiling, with a large text overlay that reads "MAKE THIS DOWNTIME WORK FOR YOUR BUSINESS MARKETING". The video player shows a progress bar at 0:01 / 20:38. Below the video player, the video title is repeated, followed by the view count (19 views) and the date (Streamed live on Mar 17, 2020). The channel name is "Creative Services International" with 45 subscribers. The description includes a link to "Get 7 Client-Getting Strategies" and several promotional links. A "TAGS" section is visible on the right side of the description, listing various keywords such as "how to", "client magnet", "women entrepreneurs", "creative marketing ideas", "effective marketing strategies", "marketing methods", "marketing techniques", "marketing mix", "target market", "entrepreneur motivation", "black entrepreneurs", "entrepreneur tips", "target marketing strategies", "entrepreneur stories", "different marketing strategies", "business marketing strategies", "internet marketing strategies", "marketing strategies for small business", "coronavirus strategy", and "csicorporation". Red arrows from the list on the left point to the video title, description, and tags sections.

Creating Success on YouTube

By: Sunny Lenarduzzi



www.sunnylenarduzzi.com

Your video content needs to be:

Valuable - Your content must be valuable to your ideal audience and leave them wanting to come back to you as the expert in your industry.

Intel - This means that you're sharing content in your videos that comes from your own experience and expertise. When you create content that no one has ever heard before, it makes you stand out from the crowd.

Relationships - One of the keys to building your subscriber base quickly is to build a tribe around your channel. In order to do this, you need to encourage comments on your video and respond in a timely matter to show that you care about your audience.

Authority - Building authority leads to higher rankings for your video content, which leads to being seen by a bigger audience. How do you build authority? Stick to your niche.

Leverage - And one of the most important aspects of using YouTube to grow your business and brand is to leverage all of the views on your videos to increase traffic to your business. You don't want someone to find you on YouTube, love your content and then forget about you. So, remember to tell people where to engage with you off of YouTube! That can be places like:



Sunny Lenarduzzi ✓

457K subscribers • 325 videos

Welcome to the bright side of branding, business and being

VIRAL



Authority Blogging Project

Creating Success on YouTube

engagement

- ✓ **Be the first person** to like and comment on your video
- ✓ **ASK** your viewers questions in your videos and have them answer in the comments
- ✓ **ASK** for LIKES
- ✓ **ASK** for SHARES
- ✓ **Respond** to your comments to encourage more comments



Creating Success on YouTube

authority

- ✓ **CREATE** playlists for similar subjects
- ✓ **USE** TubeBuddy
- ✓ **CREATE** a consistent schedule for posting videos
- ✓ **USE** keyword placement



Homework



- ✓ **Create/optimize your authority YouTube channel**
 1. Create or update your channel for How to or Tutorial videos
 2. Optimize with your keywords
 3. Create a video for a blog post