

How To Promote Your Music Video on YouTube

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Thinking about making some videos and promoting them on YouTube? Or do you want to do a better job of promoting your music on youtube?

Check this out.

I've have my thoughts BUT, I do not know everything there is to know, so I've also included links to other great resources. And if you are serious about youtube marketing i would suggest you bookmark and/or add these resources to your feed reader to stay up to date.

<http://www.reelseo.com/>

<http://willvideoforfood.com/>

Here's a great ebook written by an internet marketer, Paul Colligan. I've been following him for years and he always has quality information.

<http://www.youtubestrategiesbook.com/>

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Intro

Why you should be on Youtube...

- To be on the second largest search engine on the planet
- Make some money with your music via the [YouTube Partner Program](#)

- Being present on site that [64% of young adults credit as the place they go to discover music](#)
- Drive fans to your email list where you can build a relationship with them or to places where they can purchase or stream your music like CDBaby, iTunes, Bandcamp, Spotify, etc.

More on this:

<http://members.cdbaby.com/campaigns/youtubeguide.pdf>

Types of Videos

Most musicians think there are only one or two different kinds of videos. But there are many different videos ranging from simple webcam shots of you performing a cover tune to the time consuming, expensive highly polished production videos. Each one serves a different purpose and using a mix of all of them can help you both find fans and build relationships with existing fans.

Here are the types I've used in the past:

Live

Live action videos can be footage from your latest performance or just you hitting record on your webcam, mobile device or camcorder.

Lyric

Lyric videos are very popular. They stream your lyrics while your song plays in the background. You can get pretty fancy with images or just add some text. Here are some great examples to inspire you: <http://musicgoat.com/create-lyric-videos-creativity-is-key>

Image

Image videos are probably the simplest to create. They can be an image of the band, fan photos or your album art with your song in the background.

Polished

These are probably the most difficult since they are highly produced. Think Michael Jackson's Thriller or the infamous OK GO video for "Here It Goes Again." Use these if you have a big budget or if you have a single that you really want to promote.

Promo

Promo videos are more like commercials. You could use them to show venues and booking agents what you are about or as just an intro for fans coming to your website. A short 1-2 minute mix of voice overs, performances and or studio quality backing tracks.

Vlog

Vlogs are just you talking into the camera to your fans. Kind of like a video diary.

Interviews

These could be as simple as having some audio of someone interviewing you playing in the background over and image or could be a high quality studio interview.

More on this:

<http://diymusician.cdbaby.com/2011/08/12-kinds-of-videos-to-promote-your-music/>

How to Optimize Your Videos

As musicians, we all want our music to be heard and to be noticed. For most of us YouTube music marketing consists of putting up a video of our music on YouTube and *hope* to get some fans. However, its not that simple.

It isn't enough just to put videos online. If you want your videos to get more views, then you have to learn how to optimize Youtube videos.

There are 5 main elements that YouTube uses to rank videos:

- Title
- Description
- Tags
- Views
- Ratings

At first, you won't have views or ratings so you will be focusing on titles, descriptions and tags.

As a bonus, your videos can also show up on Google if you do well on those 3 aspects.

Title

You get the most search engine value from your title. Include your name and your song title in the title so current fans can find you easily. You can also add the word “video” to your title since many people include that in their searches.

Choosing keywords is critical. Use Googles Keyword Planner to get some ideas (<https://adwords.google.com/KeywordPlanner>). Utilizing the most relevant keywords, pick a smart and searchable title for your video.

Example:

Tags

This is really important. Any keywords you couldn't fit in the title should go in your tags. Don't just put one word tags in your videos. Most people search phrases such as “top playlist 2013” or “garfield sex music”. If you have longer tags, then you have a higher chance of ranking up your videos. Also be sure to add your name and any misspellings it may have when people search for you.

Description

This is one of the most overlooked element of videos. I see so many videos by artists - indie and bog time - that have little or nothing in their descriptions. Having the right information in your description is huge because it can generate email sign-ups and sales over and over throughout the life of the video.

Think of your video's like little salesmen floating around on Youtube, Google and wherever else they get shared. Having them optimized to do some selling makes it possible for them to be selling for you for years to come. You only need to set them up right once and they keep working for you forever.

I have videos that were released years ago that still generate emails sign-ups and sales.

Here is the basic format.

Call To action... (the very first line)

Call To Action with a live link that takes them right to a landing page or place where they can get a free track. This is the most important action i want them to take, getting them on my email list.

Something like

“Click <http://yourwebsite.com> to get a free download of this song.”

TO DOWNLOAD, STREAM or PURCHASE COREY'S MUSIC...

This is where I list links to the stores and streaming services where they can get more of my music. If they don't want to get on the email list, I give them the opportunity to interact with my on other services they might frequent or prefer to interact with me on. Places like iTunes, CDBaby, Amazon, or Spotify.

Story behind the song...

Just tell them a little about the song or video. This is a good place to add some kywords as well to appease the YouTube search algorithm.

Lyrics..

If it is a song, add the lyrics. It is an simple way to get more copy in there while giving viewers more reason to stick around and internalize your music.

Special thanks / Credits...

Thank everyone who helped out or give a shout out to a fans or collaborator.

Call to action... (Last Line)

If they read this far, let them know where they can get the free download.

To see exactly how I do it, go check out my video for a song called “Take this Ring.” I still get a nice trickle of email sign ups and sales for this even though I created years ago.

<https://www.youtube.com/watch?v=neNy6868LBs>

[image]

Create a Compelling Thumbnail

When people are browsing through videos, they are typically drawn to the ones with the most compelling thumbnail. YouTube allows you to upload a custom thumbnail, so be creative with what you pick.

The videos with the most controversial thumbnails get the most attention on YouTube, such as those with almost nude women, but that doesn't mean yours has to be the same (although it does help, just make sure you don't break any of YouTube's community guidelines). The most important thing to consider when uploading a thumbnail is that it is clear, relevant, and provokes curiosity.

But to help make a music video go viral, you can't depend on “natural” means. For most of the biggest YouTube hits, chances are that there was a publicity team behind it with a strategy to help the video go viral. You can use these same strategies to help their own videos go viral.

[image]

More on that:

10 Ways To Get More Views and YouTube Subscribers

Over 50% of video views come within the first week, so it's important to promote your video during this period to get on trend lists, most viewed lists, etc.

If you are starting out, this isn't going to happen over night. But I have a list of things that you can do to get the ball rolling.

1) First and most important...Make good videos.

2) Send an email to your mailing list asking them to subscribe on Youtube. Add a little more touch by making it a video with you actually asking them. That would be a nice boost right off the bat.

3) The biggest one IMHO (and the one I am guilty of not staying on top of) is to post on a regular basis. Once per week at the least and even more if possible.

Even if your video is just music with a album cover or picture it works. It gets people commenting and sharing. When I was doing this every two weeks last summer it made, and is still making, an impact.

4) Comment on other videos by similar artists. Both textual and via a video.

I will find videos with music similar to mine that are getting a lot of views and comments (you can tell by looking at the how frequent the comments are) Then I make a "video response" and share one of my videos as the response.

I did that with my "Take This Ring", which works well in the wedding circles, on video's like the latest huge country ballad and some of those popular wedding videos and my views, subscriptions, email sign up and downloads shot up.

5) After people sign up for my mailing list I send them to a page that asks where they hangout online. I have a column for Twitter, Facebook, Google Plus and Youtube. I ask them to enter their info so I can stop by and say hi (I set it up using a Google doc and it works slick).

6) Share your videos on your blog, Facebook, Twitter, wherever as often as you can without being "that guy." :)

7) Buy ads on other videos via Google Adwords

8) Put annotations on your videos with a Call To Action encouraging people to subscribe.

9) Collaborate. Network with other artist and see if it makes sense to take turns performing on each others videos. I'm sure you'll get a few fans interested enough to check out your channel.

10) Record yourself doing covers of popular songs. Just make sure you get the song and artist you are covering in the title so you show in searches.

11) Create a list of at least 300 Twitter users and influential music bloggers who could potentially tweet or post about your type of music. You can do this by utilizing sites like [Followerwonk](#), which will help you find Twitter users in your music niche. Reach out to them through email, and ask for them to post a link to your video. If they are hesitant to do it, ask for the possibility of actually paying them to post your video on their Twitter or blog.

Start small. Implement one or two of these ideas each week. See which one works for you and your audience. Use what does, dump what doesn't.

12) Facebook fan pages are the new blogs. Find a Facebook fan page that posts music based around your style and has a healthy amount of fans (at least 50,000) and engagement (10+ likes, and 5+ comments on each post), and reach out to the owners to see if you can get your music posted on the page. If they won't do it for free, try offering to pay them to post it on their page. This strategy is a very effective way to help your video go viral: Whenever someone likes it, all their friends see it. You'll automatically benefit from the network effect.

13) Reach out to blogs that deal with your genre of music. When reaching out to blogs, you want to personalize your pitch as much as possible so it doesn't look like you just sent spam. If you have the budget, you can even pay to sponsor a blog post featuring your video.

Call To Action

I devoted one section to this because it is very important. At the end of each video you need to invite your viewers to do something. It is a “call to action.” Something like, click below this video and get our free track, subscribe to our channel, comment on the video, share this, etc.

YouTube Tool

Multiply your efforts by using a great tool.

[TubeAssist](#)