

Cheat Sheet

You  **Tube** TM

MARKETING 3.0 MADE EASY

**Proven and Tested YouTube marketing
strategies to Skyrocket your Sales and
Profits**

What Can You Find On YouTube?

- ✓ Music videos
- ✓ Movie trailers
- ✓ Gameplay footage
- ✓ Sports broadcasts
- ✓ News
- ✓ Concerts
- ✓ Sports events
- ✓ Live blogs
- ✓ Gaming tournaments Educational videos
- ✓ Documentaries
- ✓ Live seminars

Shocking YouTube Marketing Facts to Consider

- ✓ Mobile advertising has become a large portion of the overall mobile marketing industry in more recent years
- ✓ Consumption of marketing content on the platform from mobile devices increases at a rate of 100% with each passing year!
- ✓ Upload to YouTube on your marketing emails and get between a 200% and 300% increase in click through rates!
- ✓ Including a YouTube video on your marketing landing pages can help you to increase conversions by a whopping 80%!
- ✓ 64% of people are more likely to buy a product online after they watch a video about that product!
- ✓ Over 87% of online marketers are using YouTube marketing as part of their online marketing efforts
- ✓ 9% of US based small business are using YouTube, and 22% of them are planning to post a video to the platform in the next 12 months.
- ✓ 90% of people say that product oriented

YouTube's Features

- ✓ Video Playback
- ✓ Video Uploads
- ✓ Live Video Streaming

What can YouTube do for your Business?

- ✓ YouTube Will Help Your Business to Reach Google More Easily
- ✓ YouTube Will Help You Grow a Worldwide Audience
- ✓ YouTube Will Let Your Customers to Promote For You
- ✓ YouTube Will Transform Your Business Into an Authority

Creating a YouTube Account

- ✓ Go to youtube.com
- ✓ Use the "sign in" button but only if you have a Gmail account already
- ✓ Enter your Gmail credentials after in order to sign in on YouTube using your Gmail account
- ✓ You will notice that your profile image is featured in the top right corner. Click it.
- ✓ You will be able to access your YouTube account from this tab

- ✓ videos on YouTube help them to make purchasing decisions
- ✓ The number of YouTube channels making six figure salaries is increasing by a 50% rate year by year

Creating A YouTube Account From Scratch

- ✓ Start on the Google main page
- ✓ Click on the “sign in” button
- ✓ You will be taken to a login screen asking you to enter your Gmail address
- ✓ Click on “more options” and then on “create account”
- ✓ Enter your personal information
- ✓ Hit the “next step” button
- ✓ Click through the terms of service document by clicking the blue scroll down button
- ✓ Click on “I AGREE”
- ✓ Now your new Google account has been created!
- ✓ Now go to YouTube
- ✓ Click on “sign in” and you’re all set!

Creating a Personal YouTube Channel

- ✓ Go to your account icon on YouTube
- ✓ Click on “YouTube Settings”
- ✓ Now click on the “create a channel” link
- ✓ Enter the name of your new channel in the pop up window
- ✓ Click on “create channel”
- ✓ Now that you have created your new channel it is time to customize it

YouTube Walk Through

- ✓ You have the “creator studio” button
- ✓ Next up is the “YouTube settings” button
- ✓ You can use the “add account” button
- ✓ And the “sign out” button
- ✓ You have the “upload” button
- ✓ A standard “search” bar
- ✓ The “Home” tab is the main tab
- ✓ You also have The “trending” tab
- ✓ And the “subscriptions” tab
- ✓ You can see the “language” button
- ✓ The “content location” menú
- ✓ The “restricted mode” menú
- ✓ The “history” button
- ✓ The “home” tab
- ✓ The “my channel” tab
- ✓ The “trending” tab
- ✓ The “library” menú
- ✓ And the “subscription” menu

Creating a Business YouTube Channel

- ✓ Go to the “YouTube settings” button on your account icon

- ✓ Now click on the “create new channel” link
- ✓ If you haven’t created a personal channel yet a “use a business or other name” link will appear instead
- ✓ In the following page enter the name of your brand or business in the “brand account name” field
- ✓ Click on “create”
- ✓ And that’s it!

YouTube Creator Studio Walk Through

- ✓ Click on your account icon on the top right corner and click on “creator studio”
- ✓ You can use the “add widget” button
- ✓ The “video manager” tab
- ✓ You can use the “edit” menu on each of your videos
- ✓ You have the “playlists” section
- ✓ The credits section
- ✓ The “upload defaults” section
- ✓ You also have the “featured content” section
- ✓ The “branding” section
- ✓ And the “advanced” section

Start advertising on YouTube

- ✓ To start advertising on YouTube go to the “launch an ad” tab on the “youtube.com/yt/advertise” URL
- ✓ Click on the “get started” button
- ✓ You will be taken to a campaign creation page
- ✓ Click on “skip campaign creation”
- ✓ You will be asked if you already have an AdWords account
- ✓ If you haven’t configured an AdWords account for your new Google account by the time that you reach this stage, simply select “yes”
- ✓ Click on “sign in”
- ✓ You will now have to start configuring your new AdWords for video account
- ✓ Specify your country or territory, your time zone and your currency and then click on “continue”
- ✓ Now you will have to enter your “billing”

- ✓ The “creator studio” dashboard gives you access to a lot more features than you thought that YouTube had

YouTube Partner Program

- ✓ Check if you are from a country where the Partner Program is available
- ✓ Go to the YouTube Help Center and accessing the “YouTube Partner Program” menu
- ✓ Follow the “Introduction to the YouTube partner program” link
- ✓ Click on “YouTube partner program availability”
- ✓ Check a list with all the countries where the partner program is available
- ✓ Once you have made sure that you are eligible for monetization go to YouTube’s front page and click on your account icon
- ✓ Enter the “creator studio”
- ✓ Look for the “monetization” box and click on “enable”
- ✓ Read and agree to the YouTube Partner Program terms by clicking on “start”
- ✓ Read the YouTube Partner Program terms document, check the three agreement boxes and then hit “accept”
- ✓ Sign up for AdSense
- ✓ You need to create a new AdSense account in order to be paid on the Partner Program

Smart Ways To Get More Subscribers on YouTube

- ✓ Posting new content on a regular basis
- ✓ Using Smart Calls To Actions
- ✓ Optimize your video titles

information

- ✓ Then you have to set a “primary contact”
- ✓ Select a “payment method”
- ✓ Lastly, you will have to agree with the AdWords terms and services and click on “save”

Live Streaming with YouTube

Stream Now

- ✓ Click on the “stream now” tab
- ✓ Set up your encoding software
- ✓ Add streaming info to your broadcast
- ✓ Add optional features to your broadcast
- ✓ Click on “play” to go live

Event

- ✓ Click on the “new live event” tab to get started
- ✓ Enter the basic info for your event
- ✓ In the “privacy” section specify if your event is going to be public, private or unlisted
- ✓ Choose your type of broadcast as “quick”
- ✓ Now click on the “advanced settings” tab to make some changes
- ✓ Now click on the “Go Live Now” button to continue

How to Make Money on YouTube with Affiliate Marketing

- ✓ Produce Video Product Reviews
- ✓ Use Link Shortening services to post your affiliate links
- ✓ Create an awesome affiliate website where you can embed your affiliate videos

- ✓ Customize your video thumbnails
- ✓ Make your videos no longer than 5 minutes long
- ✓ Create quick videos to promote coupons and discount codes that can be applied to products that you promote
- ✓ Include a link to your squeeze pages in your description

How to Get YouTube Videos Ranked

- ✓ Identify video keywords
- ✓ You have to start by your video Title, which should be at least 5 words long and to include your keywords at the very beginning of the title
- ✓ Now comes the description. Insert your keywords within the first 25 words of your descriptions from 3 to 4 times, and to make your description at least 250 words long
- ✓ Now use the “tags” field to insert keywords related to your content.

Do's

- ✓ Make sure that your content is always fresh and served on a regular basis
- ✓ Keep your videos consistent with the keywords that you use on your titles and descriptions
- ✓ Make it all visually attractive
- ✓ Always monitor your channel's performance

YouTube for Developers

- ✓ Go to the “youtube.com/yt/dev” URL
- ✓ There you will also be able to find API resources that include documentation, sample codes and tutorials
- ✓ In the “demos” tab you will see several examples of the application programming interfaces working in real time
- ✓ The “sentiment” analysis tool can help you to analyze how audiences react to videos
- ✓ The “live” widget will allow you to automate your YouTube live streams
- ✓ The “YouTube analytics API” will allow you to chart and compare data as to gain insights from your audience
- ✓ The “topic explorer” will make it easier for you to find the most relevant content and freebase topics through the YouTube Data API
- ✓ The “upload widget” will allow you to capture and upload video from any device
- ✓ Now on the “API Resources” tab you will find everything that you will ever need to get started on the YouTube for developers platform
- ✓ In the “showcase” tab you will find information about great and successful apps that were created using the “YouTube for Developers” platform
- ✓ Lastly, the “developer stories” tab features several recounts from developers that have used the YouTube for developers platform

Premium tools and Services to

- ✓ Create playlists for related videos

Don'ts

- ✓ Don't submit low quality videos
- ✓ Don't use number of viewers as the only metric that you track to measure your performance
- ✓ Don't always put your most watched videos on top of your video lists
- ✓ Don't neglect sound quality
- ✓ Don't oversaturate your marketing videos with effects

Shocking Case Studies

- ✓ [Blendtec](#)
- ✓ [PlayStation](#)
- ✓ [GoPro](#)
- ✓ [LSTN Sound Co.](#)
- ✓ [Rokenbok Education](#)

consider

- ✓ [BirdSong YouTube Analytics](#)
- ✓ [Canva](#)
- ✓ [Drumup](#)
- ✓ [FullScreen Media's "END CARDS" template](#)

Frequently Asked Questions

- ✓ What Type of Video Content Should You Create?
- ✓ What Type of Videos Are There?
- ✓ Is number of views an important metric?
- ✓ Can I Buy Subscribers and Likes?
- ✓ Can I use Music on My Marketing Videos?