



# You**Tube** Marketing

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## About the Tutorial

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Launched in May 2005, YouTube allows billions of people to discover, watch, and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers, both large and small.

This tutorial is designed to make the readers understand how YouTube can be used as a marketing tool. It explains how you can create a video to promote your business and create greater awareness about the products and services you offer.

## Audience

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This tutorial is primarily going to help all those readers who are into marketing and advertising through videos, specifically those who aspire to make a career in YouTube Marketing.

## Prerequisites

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Before proceeding with this tutorial, you should have a good understanding of the fundamental concepts of marketing and advertising.

## Copyright & Disclaimer

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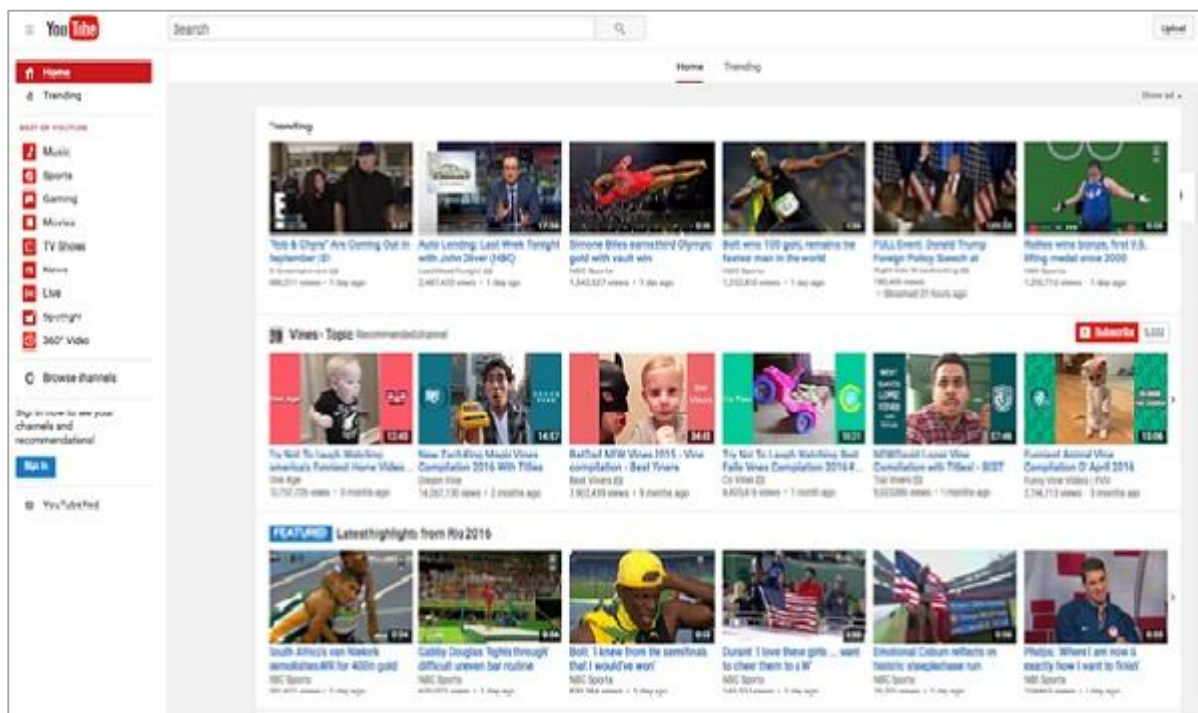
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# 1. YouTube Marketing – Overview

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

The following screenshot shows how a YouTube page looks like:



## Salient Features of YouTube

YouTube is no longer a new media platform, as proven by these stats –

- YouTube has more than 1 billion users
- Every day people watch hundreds of millions of hours on YouTube and generate billions of views
- The number of hours people are watching on YouTube each month is up 50% year over year
- 300 hours of videos are uploaded to YouTube every minute
- ~60% of a creator's views comes from outside their home country
- YouTube is localized in 75 countries and available in 61 languages
- Half of YouTube views are on mobile devices

- More than a million advertisers are using Google ad platforms, the majority of which are small businesses

## The YouTube Advantage

From a business point-of-view, YouTube Marketing has introduced new techniques that many businesses aren't yet exploiting. The following YouTube guide will walk you through these opportunities for marketing on YouTube --

- Assess different ways you can use YouTube for marketing.
- Using YouTube to inform and educate your audience.
- Researching video content ideas
- Using YouTube to support conversion.
- Leveraging the YouTube community to promote your video.
- Branding your YouTube channel.
- Increasing your reach and visibility.

## Important Points to Note

You can keep your focus on the following points to become a YouTube rock-star:

- You need to capture the curiosity of video consumers by creating unconventional content.
- You'll need to ensure your video is **discoverable**.
- Consider joining hands with YouTube celebrities to enlist already curated audiences.
- Always ensure that the video links back to your website and includes a call-to-action.

Finally, make sure to be consistent with regular postings to the YouTube channel.

## 2. YouTube Marketing – Creating an Account

Creating a YouTube account is free, quick, and painless. To create a YouTube account, just submit some basic information and create a username and password. No need to add your street address or phone number, and you won't need a credit card.

The following figure shows how to create a Google account if you don't have one.

**Create your Google Account**

One account is all you need  
One free account gets you into everything Google.

Take it all with you  
Switch between devices, and pick up wherever you left off.

**Name**  
b2k      MediaMarketing

**Your email address**  
I would like a new Gmail address

**Create a password**

**Confirm your password**

**Birthday**  
monm      Day      Year  
You can't leave this empty.

**Gender**  
I am...

**Mobile phone**  
US

**Location**  
United States

I agree to the Google Terms of Service and Privacy Policy

Next step

If you already have a Google account, a default account is already created with that sign-in information. In case you don't have a Google account, then you can create a YouTube account by following the steps given below.

- Go to [YouTube.com](https://www.youtube.com) and click the Sign Up link. The Sign Up link is at the top-right of the page. This link takes you to the Create Your YouTube Account page
- Enter your e-mail address and a password. You must enter a valid e-mail address to register.
- Re-type Password and Username fields.



- In the Location drop-down list, select the country where you live, then enter your postal code. This is required only for citizens of the United States, United Kingdom, and Canada.
- Click to select your gender and enter your date of birth. No one under the age of 13 will be given permission by YouTube to create an account.
- Type the characters (letters and numbers) from the colored box into the Word Verification field. If you can't read the characters, click the New Image link next to the box to view a different image and color scheme.
- Check or uncheck the next box. (Let others find my channel on YouTube if they have my email address) This gives you some control over who sees your videos.
- Check the Terms of Use, Privacy Policy box after you read all the legalese.
- Click the Create My Account button. If you leave any fields empty or if you choose a username that's taken already, YouTube refreshes the page with red warning notes identifying the fields that need to be corrected before you can register.

After filling all the details, you get a Gmail account through which you would have access to YouTube also.

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**End of ebook preview**

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