

# **YouTube Marketing** **UNCOVERED**



# YouTube Marketing Uncovered

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## Section 1: The Truth About YouTube

It sounds like a marketer's dream: Start out making a quick, spur-of-the-moment video in your kitchen – and end up being the most subscribed-to channel on [YouTube](https://www.youtube.com), with over 1,000,000 subscribers.

In fact, your videos become so popular, you end up with a movie deal!

If you're casting about in your mind, trying to figure out which of the top marketers or celebrities has done just that, don't bother. The perpetrators of this astonishing feat were two high school students, Ryan Higa and Sean Fujiyoshi, just having some fun with buddy Joshua Butler and the odd assortment of friends helping out behind the scenes. They called themselves "Nigahiga", and specialized in humor that had my 13 and 15-year-old relatives in stitches – and eagerly sharing Nigahiga video links with everyone on their Facebook network.

How did the boys achieve **over 1,000,000 visitors**? By creating true viral videos that people (especially teenagers) just couldn't wait to share with everyone they knew. In other words, Nigahiga was outrageous, irreverent – and made people laugh.

Is your marketing or promotional video likely to go "viral" – that is, be spontaneously promoted in a rapidly-expanding pyramid of enthusiastic link-forwarding to the tune of over 1,000,000 subscribers?

The bald truth is... not likely. Unless you manage to do one of these three things:

- A.** You use irreverent, crude humor and lampoon highly popular celebrities, movies or books (paying no attention to copyright issues, YouTube's own conventions and rules, and U.S. slander laws).
- B.** You show something truly amazing – “Norah the Piano Playing Cat” comes to mind, as well as the man who ate Mentos and drank Cola, then “exploded”; or the world’s most gigantic Lego “snowball”, (which garnered such attention, the popular TV show Mythbusters devoted an entire show segment to proving the video was faked).
- C.** You pay a highly sophisticated video marketing company the equivalent of a small Hollywood budget (6 figures) to professionally promote – forget about making and producing; that’s extra – your video

That, folks, is the reality. Unless you have more than a penchant for lowbrow comedy, a frog who can sing Broadway tunes, or a million dollars, you’re not going to rival Nigahiga any time soon.

That being said, what can you do with YouTube video? Can you expect to see your YouTube marketing or niche video go truly viral?

The answer is yes; perhaps not to the tune of 1,000,000 views – but there are many ways you can help your video go viral. The scale is not going to be as expansive as Nigahiga (unless you lampoon the celebrity scandal of the moment without any regard to copyrighted material or the laws of libel), but it’s still more than possible for you to significantly boost your marketing efforts or your company brand.

(What is a “viral video”? It’s an irresistible one that instantly “connects” with people and gets naturally, organically and feverishly passed on to others without any incentive other than its own value.)

And as for business, marketing or career-related tasks you can do or goals you can achieve using YouTube video... well, viral videos are just the tip of the iceberg.

### ***Making Money with YouTube***

If your interest lies in sales or marketing, you might describe YouTube as a combination of social networking and article directory.

All the same rules apply to it as to any other marketing mode:

- 1. Do your research**
- 2. Pay attention to SEO (by using proper tags, i.e. keywords)**
- 3. Make sure you give your video a powerful title that actually begins with your keyword**
- 4. Target it to the right niche (by placing it in the right category)**
- 5. Direct traffic by promoting it in multiple ways**
- 6. Include your website URL at the beginning and end of your video**
- 7. Include a call to action**



As you can see, it's no revolutionary new miracle technique – just good, solid internet marketing principles applied to yet another form of media. As with social networking, article submission, press releases, Minisites, blogs or any other marketing technique, YouTube video holds the potential to allow your video to be as brilliant or as inept, as successful or as ineffectual, as you can make it. And as with other marketing techniques, mastering the basics along with a few specific “insider” tips and secrets – as well as avoiding certain common mistakes – can greatly increase your chances of gaining new subscribers (and fans), as well as genuinely boosting your sales.

There are some things you can't do: You still can't use someone else's copyrighted music, photographs, images or video clips without permission. As with any social network, check YouTube's guidelines before you do anything at all. Violating these terms may mean instant suspension.

### ***Can You Use a Video Sales Page on YouTube?***

Yes you can. But most marketers agree that **creating a video sales page** that is too blatantly a sales page doesn't result in high conversions unless you already have a huge list and fan base – short videos tend to “rush” the potential customer, unless they've arrived via a landing page, first.

The preferred method lies in creating “How To” videos demonstrating a product actually (and easily) being used, with a call to action or – more commonly – a simple link somewhere in or with the video; usually more than once.

There's a great deal of wisdom in using this latter approach. When you show someone how to use something complex – easily – and save them time, aggravation and money, you create a grateful potential subscriber or customer (while establishing yourself instantly as the “savior” of that niche.)

You can also create **a promotional video**. Liz Tomey did this when introducing a new membership site. The video consisted basically of Tomey showing viewers her favorite places to relax and walk, her house, and talking about herself. She did this to both show viewers what it was possible for them to achieve too, through online marketing, and to let them get to know her in a friendly, informal way.

This is not the only way to make a promotional video, of course. You're really limited only by your imagination. (We'll talk more about promoting yourself, your brand or your product later on in this Special Report.)

The real question to ask yourself is...

### ***What Is YouTube Best Used For?***

If you've been in marketing for any length of time at all, you'll know that different arenas of distribution are better for different messages – and niches. For example, there are times when a press release will carry more weight than an article – and vice versa. There are times when a blog will get your message out and generate sales more effectively, and times when a minisite does a better job.



Also, if your product is a set of videos on DVD, the obvious way to promote it – to video-loving niche members – is via YouTube.

On the other hand, if your market is all dial up customers and you've called yourself "Bare Bones Low Speed Marketing", you'll probably have such minimal success telling your subscribers to check out a video, it's not worth the investment of time or effort.

Suit your message to your market. The best way to do this is to ask yourself first:

- ***"Where do my subscribers and potential buyers usually hang out?"***

No matter what your niche, most marketers "hang out" at YouTube – for both business and personal reasons. This being the case, it makes solid common sense not to ignore this additional method of business or product exposure.

So when should you specifically make a video, rather than write an article or send out an email to your list? Let's look at the most effective and popular ways marketers successfully use YouTube for the answer...

- 1. Enhancing your marketing** – a YouTube video is just one more area of exposure, when you're promoting a product or your services. It's not always the best way in every case – but the more methods you

use, the more people you'll reach (including those who never bother with article directories or blogs, preferring videos instead).

- 2. Online Tutorials** – anything that is best shown or demonstrated in action rather than explained is a ripe candidate for a YouTube video. Instead of reading up on the latest whiz Traffic Finding tool, for example, many people will go straight to YouTube, input the product's name, and actually search for tutorials on it. (Hint: Call your video "Product Name" + "Tutorial".)

Likewise when they want to see what their favorite marketer is up to: Many people will input the marketer's name and search YouTube, before they'll Google them and go read a web page or article on or by that marketer.

- 3. When you've got something visually amazing or unique to share** – And when you do have something visually amazing or unique to share, first ask yourself the question: "Is this something that directly relates or will help promote me or my products?"

For example, if you really did have a frog who could belt out Broadway Tunes, you might want to make a sensational video of him impersonating Liza Minelli. And you would be certain to have your website URL prominently embedded either in the video, or in the information YouTube displays.

(The danger with this approach is... while you may easily get a million views from people who want to see your singing frog, not one of them might be the slightest bit interested in checking out your “Adsense For the 21<sup>st</sup> Century” site.) Keep it relevant – and if the clip is really too phenomenal to ignore, make it relevant – somehow!

### ***What is the Single Biggest YouTube Marketing Mistake?***

This answer will vary, depending on who you talk to – but you can take your pick of 3 glaring mistakes that kill more YouTube video promotion efforts than all the rest combined:

- 1. Forgetting to include your URL and call to action with or in your video**
- 2. Not making effective use of tags (keywords) and categories**
- 3. Making a “Talking Head” video**

Point number 3 is a major bugbear for many people. It has been argued (and rightly so) that people make “talking head” videos – videos of themselves sitting in a static room and talking to the camera – because they don’t know what else to do...

...or they don’t have a creative bone in their bodies. (Either, or both, can be true!)

However, making a “Talking Head” video is not always a losing technique... if it’s a deliberate move on your part – say, to appeal more to a left-brain, analytical market segment; the sort who think fantasy novels are a waste of time, and who want just the information, with no emotional involvement – it may actually work much better than annoying them with screen shots of tropical beach locations fading inspiringly in and out of their screens as you talk.

Another time the “Talking Head” approach may be indicated: As a briefer-than-normal intro to a sales page (and embedded *in* the sales page). Even then, if you use this approach, the people left on dial up (and there are more than you may think) are likely to skip it. If they can’t close the video they may give up waiting for it to load, and close your page. This is especially true if you don’t give them an option to play or not play the video. If you learn nothing else, don’t embed videos that play automatically when your sales page loads in. The close rate from those on dial up or in a hurry will be instant!

But applying any “rule” to YouTube has a direct parallel with art: Many people don’t realize that famed Cubist painter, Pablo Picasso, completely mastered representational, realistic drawing and painting first, before he ever turned to abstract art. At the tender age of 14, he abandoned realism (having produced some of the greatest drawings the world has ever seen) because he felt there was nothing original left to say in that medium and style. It no longer excited or moved him, and he instinctively felt he did not “connect”.



He certainly captured peoples' attention with his Cubism, since he was the first artist to invent it. He even "pre-qualified" his patrons and fans, by creating a style they would be drawn to either love or loathe.

In other words, you've got to completely learn and understand a rule (and the principles behind it) before you decide – deliberately – to break it.

The last word on "Talking Head" videos?

- Make sure that what you're actually saying really packs a punch, when it comes to valuable information.
- Keep it even shorter than usual. WAY shorter.

### ***The Unique Advantages of YouTube***

You may be thinking, "Hm, making videos for YouTube is just another task to add to my list. Is it really worth the effort?"

To answer that, let's look at some of YouTube's special benefits:

1. It's free
2. You can do what you like ("within reason and law", as cartoon character, The Brain, once famously said to sidekick, Pinky)
3. You can optimize your video with keywords – especially ones that draw in highly-rated **related videos** – a secret advantage you don't have with many other marketing mediums.
4. There is an audience pool of over 1 billion visitors to draw from
5. It can put a "face" (yours) to a name. It can help you make a personal connection with your viewers not possible through ordinary channels.

### ***The Biggest Disadvantage***

Search engines cannot yet read data contained in the actual video itself (just as they can't read words displayed in an image). But this is easily overcome with a little kindergarten-simple SEO, such as making sure you include those tags and a clickable URL in non-video areas of your YouTube page.

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