

**Special Free Report**

The YouTube logo is centered on a light gray background. The word "You" is in black, and "Tube" is in white inside a red rounded rectangle. A small "TM" trademark symbol is to the right of the red box. The background features a faint, light gray network of interconnected nodes and lines, resembling a globe or a social network map. A large, thick red curved shape is on the left side of the page.

**You Tube**™

**MARKETING 3.0 MADE EASY**

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

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# Limited Special Offer

## YouTube Marketing 3.0 Made Easy

(Exclusive Training)



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# Introduction:



Welcome to the latest and very easy to apply “YouTube Marketing 3.0” Training, designed to take you by the hand and walk you through the process of getting the most out of YouTube for your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate YouTube Marketing, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters, organized into 4 sections. This is exactly what you are going to learn:

## **Section 1: YouTube Marketing Basics**

In Chapters 1 through 3, we’ll talk about:

- ✓ What is YouTube all about?
- ✓ What YouTube can do for your Business?
- ✓ Shocking YouTube Marketing Facts to Consider

## **Section 2: Marketing on YouTube – Step by Step**

In Chapters 4 through 9, we'll talk about:

- ✓ Creating a YouTube Account
- ✓ YouTube Walk Through
- ✓ YouTube Channels
- ✓ YouTube Creator Studio Walk Through
- ✓ Start advertising on YouTube
- ✓ Video Marketing Tips to Consider

## **Section 3: Advanced YouTube Marketing Strategies**

In Chapters 10 through 16, we'll talk about:

- ✓ YouTube Partner Program
- ✓ Live Streaming with YouTube
- ✓ Smart Ways To Get More Subscribers on YouTube
- ✓ How to Make Money on YouTube with Affiliate Marketing
- ✓ How to Get YouTube Videos Ranked
- ✓ Using the YouTube Trending Feed for Market Research
- ✓ YouTube for Developers

## **Section 4: Additional Tips to consider**

In Chapters 17 through 20, we'll talk about:

- ✓ Do's and Don'ts
- ✓ Premium tools and Services to consider
- ✓ Shocking Case Studies
- ✓ Frequently Asked Questions

Well, it's time for you to start getting the most out of YouTube Marketing. I know you'll love this training.

**Victor Leinonen**



# Section 1

## YouTube Marketing Basics

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

# Chapter 1: What is YouTube all about?



We're glad to tell you that we are going to talk about something that you'll just love. We are going to talk about YouTube and what makes it a great platform for everybody.

And who doesn't know about YouTube? It is the second most popular and most widely visited

website on the planet and it is considered the place to go if you want to discover video content created by people from all walks of life. But what is it, really?

## What is YouTube?

YouTube is, at its very heart, a dedicated web based video sharing platform for everybody to use. Yet YouTube has become so much more thanks to the introduction of several features throughout the years that include light social functionality as well as monetization for user created content.





YouTube got started as a simple video sharing website by three former PayPal employees, who were said to have had a hard time finding a way to upload short videos that had been shot at social gatherings.

Its creators were also inspired by the difficulty that they had to find replays of popular broadcasts anywhere on the internet. It was launched in 2005 and quickly gained immense popularity among internet users. Such was its popularity that it was bought by Google for almost \$2 billion the following year after its launch!

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# Chapter 2: What can YouTube do for your Business?



YouTube is the second most popular, most visited, most interacted with website on the planet, a site where video content is the main draw and where the most appealing video content offerings have the potential of

getting millions of views on a scale that was just not possible before.

If you have been paying attention so far you will have noticed that we are not talking about YouTube to merely praise its features, but to highlight the things that represent a benefit for people like you and me.

Because as an online marketer or business owner you are always thinking about new ways to promote your content, your products and your services, all platforms and tools that you access represents an opportunity for marketing, even when marketing is not their intended purpose.

In this respect YouTube also represents an amazing marketing opportunity because video content sells, and YouTube has been slowly replacing TV as the preferred platform for small business as well as for large enterprises to promote their stuff.

Using YouTube as a business is then a great way to easily reach a wider audience because on a basic level it allows you to create and upload videos to highlight

your offers and to advertise on other people's videos. So what else can YouTube do for your business?

## **YouTube Will Help Your Business to Reach Google More Easily**

All business owners and marketers dream of the day when their content appears on the first page of results on Google without them having to fork out large sums of money on advertising, and YouTube can help you to realize this dream because YouTube is



part of the Google ecosystem, and Google gives significant relevancy to video content on their video streaming platform.

So if you have high quality content on your site and you create a YouTube video and insert it within your content, you will have a nice place on top of Google search results!

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# Chapter 3: Shocking YouTube Marketing Facts to Consider

YouTube is, as you can see, a great starting platform for any marketer or business owner who is seriously considering investing some time and effort into making it big on the internet because of its marvelously wide global reach.



Best of all, YouTube fosters a sort of very strong engagement with its users because video content is one of the best forms of content that any platform can use to capture people's attention, and promoting your stuff on YouTube is easier because it looks pretty natural, as lots of businesses and marketers are not afraid to use the camera to show off the benefits of the products and services that they have to offer!

In this chapter we are going to show you some shocking YouTube marketing facts that will inspire you to get ideas on how to better plan strategies that will allow you to take your online marketing efforts as far as possible!

- ✓ Up until a few years ago the mobile landscape was largely ignored by most marketing agencies and by the businesses that hire them, but mobile advertising has become a large portion of the overall mobile marketing industry in more recent years.

- ✓ YouTube has grown so much in popularity that consumption of marketing content on the platform from mobile devices increases at a rate of 100% with each passing year!
- ✓ A little known fact about YouTube marketing is that you can insert the marketing videos that you upload to YouTube on your marketing emails and get between a 200% and 300% increase in click through rates!
- ✓ Landing pages are one of the most recognizable staples of the online marketing model, and YouTube videos only make them better, as including a YouTube video on your marketing landing pages can help you to increase conversions by a whopping 80%!
- ✓ Do you like product review videos? Everybody likes them! And we have the data to back up this claim, as 64% of people are more likely to buy a product online after they watch a video about that product!
- ✓ More and more online marketers are becoming aware of the importance of video marketing and about the wide, global audience reach offered by YouTube, as over 87% of online marketers are using YouTube marketing as part of their online marketing efforts.
- ✓ Small businesses are also becoming more aware about the importance of using YouTube as an excellent launch pad for their online marketing tasks, as 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.

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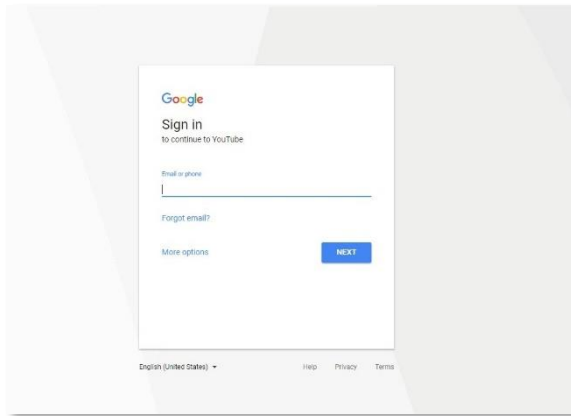


# **Section 2**

## **Marketing on YouTube – Step by Step**

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

# Chapter 4: Creating a YouTube Account



Ok, so the first step to start promoting your marketing content is by becoming an active YouTube user, and in order to become an active YouTube user you will need a YouTube account that will allow you to access every amazing feature

offered by the YouTube platform.

Creating a YouTube account is as easy as easy can get, it is free and you can do it with a few clicks on your mouse. In this chapter we are going to show you how to create your own YouTube account the proper way.

## Getting Started

The first step to start creating your YouTube account is to simply head to youtube.com. Now, once there you will have the option to access your YouTube account by using the “sign in” button but only if you have a Gmail account already.

This is because when you create a Gmail account you are signing up for the entire ecosystem of Google services, which includes popular Google platforms such as YouTube, Google Plus and Google Drive, which means that by creating a Gmail account you are also creating a YouTube account.

Enter your Gmail credentials after in order to sign in on YouTube using your Gmail account. Now you will notice that your profile image is featured in the top right corner. Click it. As you can see, you will be able to access your YouTube account from this tab, and you will have other options available such as access to your “creator studios” and to your YouTube account “settings”.

## Creating A YouTube Account From Scratch

Now, you would be hard pressed to find someone who doesn't have a Gmail account nowadays, but it's possible. So in case you don't have a Google account, let's show you how you can create one from scratch, the easy way.

Start on the Google main page and click on the “sign in” button on the top right corner. You will be taken to a login screen asking you to enter your Gmail address, but because you don't have a Google account you will need to click on “more options” and then on “create account”.

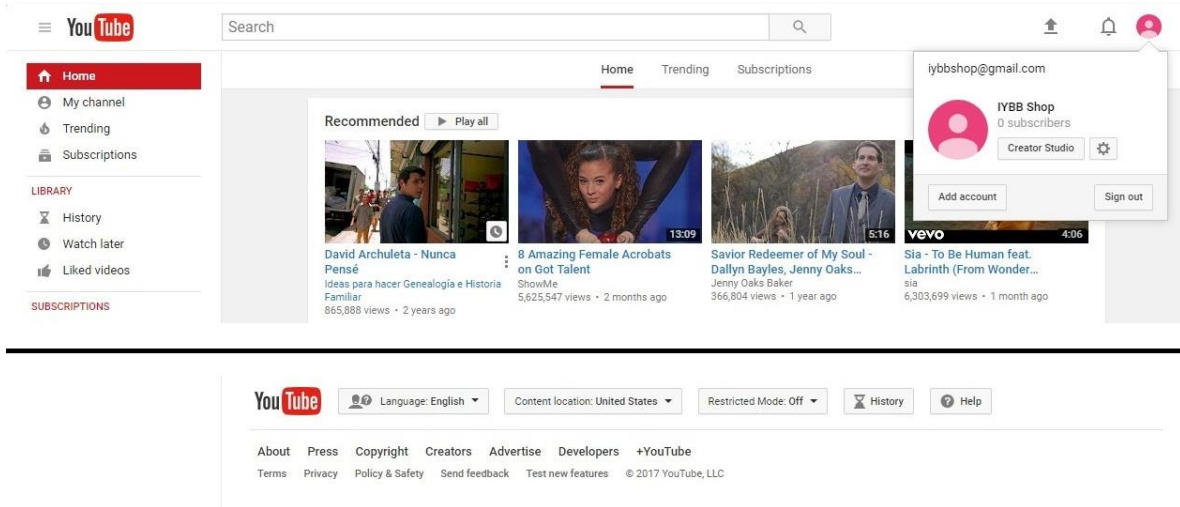
Now you will be asked to enter your personal information to create a Google account that you can use to have your own YouTube account. Start by entering your first name and your last name. Then enter a username that will also work as your Gmail email address. Make sure that your username of choice is available. If it is not available choose one from the recommended by Google.

Now you will have to create a password and to confirm your password after you create it. Now enter your date of birth in the “birthday” section starting with the month, then the day, and then the year. Now select your gender from the “gender” menu below.

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# Chapter 5: YouTube Walk Through



So you already created your YouTube account, or perhaps you had one all along without being aware about it because you never tried to sign in to YouTube while your Gmail session was open, and now you are ready to start uploading some cool marketing videos.

You’ve probably used YouTube before to watch videos, but YouTube goes well beyond that feature and there are lots of buttons and tabs that you might not have used yet. In this chapter we are going to show you every function available on YouTube’s front page.

Let’s start by taking a look at the picture icon in the top right corner to revisit the functions available there when you click it. There you have the “creator studio” button, which allows you to manage, check and edit your video content, and we are going to take you through a deeper look into this feature on a following chapter.

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## Chapter 6: YouTube Channels

Use YouTube as...

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S

By clicking "Create channel", you agree to YouTube's [Terms of Service](#). [Learn more](#)  
 Changes you make here may show up across Google services with content you create and share, and to people you interact with. [Learn more](#)  
[Use a business or other name](#)

Anyone with a working internet connection can use YouTube to watch great video content. It's a free service that can be accessed worldwide through basically all types of desktop and smart devices.

Because of this most people do not bother to create YouTube accounts, as the platform allows everybody around the world to enter the website and start looking for videos by simply using the search bar.

But people looking to access more advanced features and people that want to have a more personalized experience can create YouTube accounts that will allow them to like videos, to set up reminders to watch videos at a later date and to subscribe to YouTube channels.

But if you want to upload your own videos and to have a more personalized experience you will need to have a YouTube channel, and in this chapter you are going to learn all about them.

## **What Is A YouTube Channel?**

A YouTube channel serves the purpose of providing a more personalized experienced to anyone that joins YouTube because it is a lot like having your own YouTube homepage, and it also serves the purpose of providing YouTube users with a profile that can be used to interact with other users.

YouTube channels allow anyone with a YouTube account to do much more than to upload videos to the platform. YouTube channels will show the account name of the user, the account type, a description about the channel, the videos uploaded by the owner of the channel, a list of channels followed and friended by the owner of the channel and a discussions section.

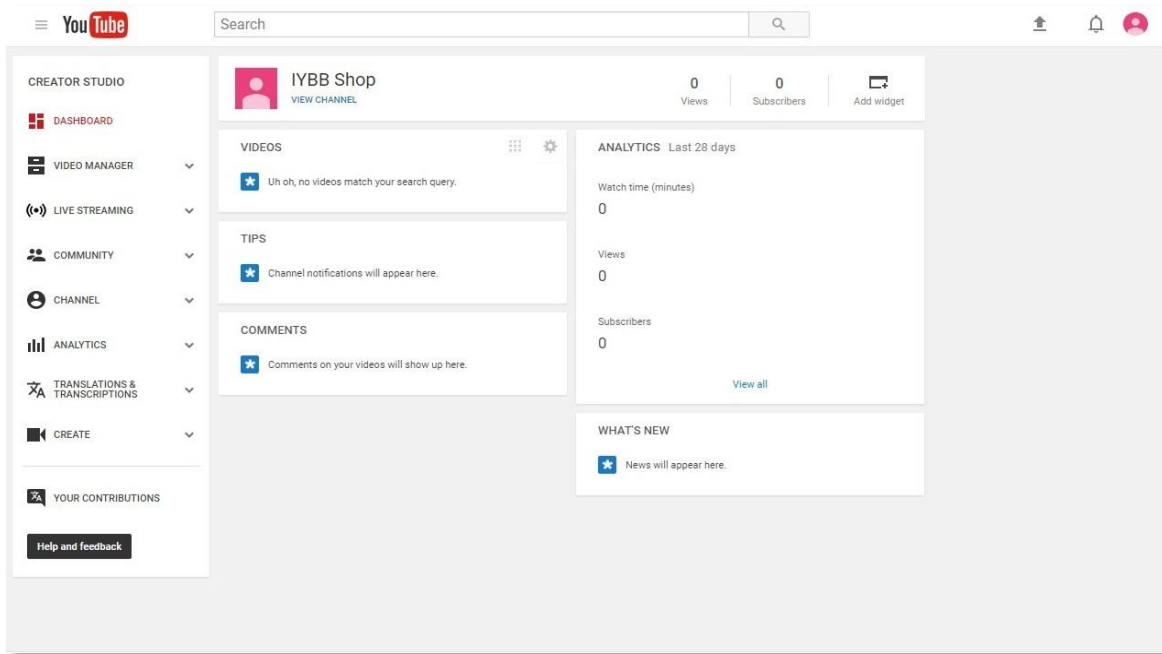
## **What Types of YouTube Channels Are Out There?**

There are two types of YouTube channels: Personal Channels and Business Channels. Personal channels are the quickest and easiest way to have your own channel, and business channels are YouTube channels that rely on the basic channel structure while also providing additional customization options, such as the option to manage your channel from multiple YouTube accounts and to name your channel after your brand or business.

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# Chapter 7: YouTube Creator Studio

## Walk Through



Awesome, so now you have your own YouTube channels and you are preparing to show your new marketing videos the world over, and you would greatly benefit from knowing how to use your channel’s dashboard so you can master its video sharing features from the get go.

To go to your YouTube Creator Studio click on your account icon on the top right corner and click on “creator studio” while logged into your YouTube channel. You will be taken to your Creator Studio Dashboard, where you will have a quick view of your videos and analytics.

You will also have access to tips for your channel, to recent comments made on your channel and to news related to your channel and your video content. You

can edit the way in which this information is featured on your channel by using the “add widget” button.

Let’s now look at the tabs on the left side menu from top to bottom. First is the “video manager” tab, where you will have access to your videos and to your playlists. In the “videos” section you can check and manage all your uploaded videos.

You can use the “edit” menu on each of your videos to configure them in detail. You can use it to edit stuff such as “info and settings”, “enhancements” and “audio”, among other things.

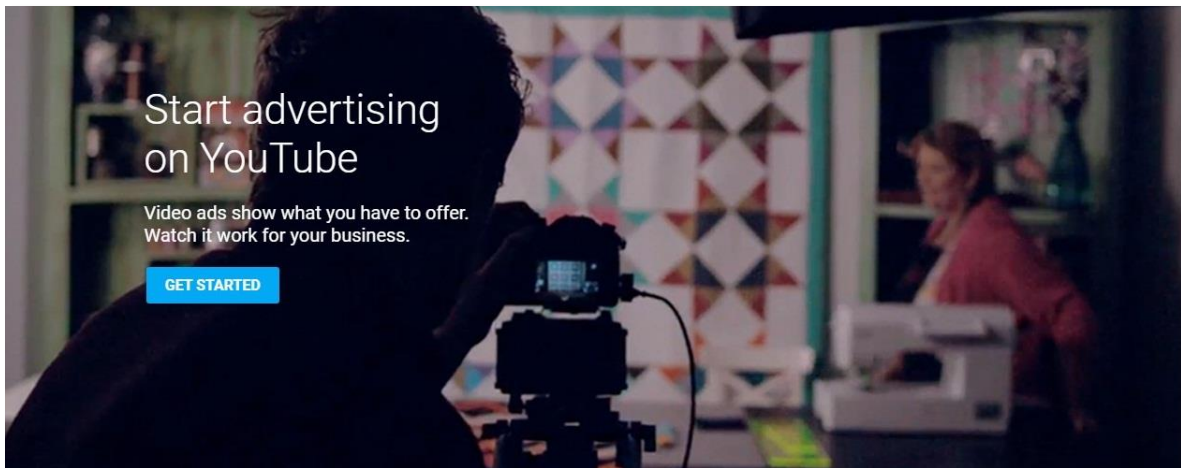
You can edit privacy and license settings as well as do bulk delete videos by selecting videos from your list and using the “actions” menu. You can add videos to a playback list by using the “add to” button.

Let’s now check the “playlists” section. In this section you will find your video playlists, which you can create by using the “new playlist” button.

The “live streaming” tab is where you will be able to set up live video sessions on the YouTube platform. You will have two live streaming options available on this tab, “stream now” and “events”, and we will explain them in greater detail on a following chapter.

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# Chapter 8: Start advertising on YouTube



One of the things that has made YouTube such a popular platform is that it allows people to monetize basically every type of content that they upload to the platform because it operates on a shared revenue model.

This means that YouTube shows ads on videos uploaded by YouTube users on behalf of advertisers and splits the earned revenue with users. You can become one of those advertisers and start promoting your stuff on YouTube, which can help you to grow your business at an unprecedented level.

But what are video ads? Video ads are YouTube videos that are promoted on other videos on the platform. Some of these videos are called pre-roll ads precisely because they roll before YouTube videos eligible for monetization start rolling, and the rest of these video ads appear beside playing videos.

YouTube advertising allows you to have total control over your daily advertising budget so you only spend what you are comfortable spending on advertising,

and you only pay for real engagement, because you only pay for video ads that run for more than 30 seconds.

YouTube advertising has a nice variety of targeting options that will allow you to reach only the best and most qualifying leads and customers for your promotions and business because you can target users by age, gender, location, interests and more.

The good news is that you can measure the success of your video advertising campaigns with the help of built-in analytics that make it easy for you to see how your video ads are performing, which will allow you to optimize your ads by making adjustments based on your metrics at any time.

To start advertising on YouTube go to the “launch an ad” tab on the “youtube.com/yt/advertise” URL and click on the “get started” button. You will be taken to a campaign creation page where you will be able to select a video to promote, to create your video ad, to decide how much you are going to spend to promote it and to choose your target audience.

You can skip this step and create your video ad later so you can start creating your video advertising account first, so let’s simply click on “skip campaign creation”. Now, you will be asked if you already have an AdWords account, which is Google’s display advertising platform.

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# Chapter 9: Video Marketing Tips to Consider

Video marketing is all the rage now because YouTube has made it the perfect marketing method even for those that are not seasoned marketers. Sometimes the only thing that you will need to succeed with video marketing is good content, and YouTube will do the rest by bringing in audiences from all around the world!



Yet with all the competition surrounding the industry the healthiest thing to do is to apply some fool proof strategies that will protect your video marketing campaigns against failure. That is why in this chapter we are going to show you some video marketing tips to consider.



## **Make Your Videos About A Story, Not a Sale**

Ask anybody on the internet and everyone will tell you that one of the most annoying types of video content is the old fashioned sales guy trope,



where brands use video to bombard viewers with a sales pitch that is best left for long infomercials.

Video marketing on the internet works very different than that, and online viewers really consider value as an important part of video content. So in order to offer value to your customers through video content you have to forget about pitching the benefits of buying your products or services.

You have to focus instead on creating videos that showcase your products or services through a story that talks to your customers on a personal level, always considering that video content has to be fed to the target demographic by telling a story centered on how your product or service will play a part in their lifestyle!

### **Create a Hook During The First 10 Seconds of Video**

Marketing researchers have found that most online users will click away from a video if they are not hooked during the first five to ten seconds of watching it, so you have to create the most compelling first ten seconds of content for all your marketing videos in order to retain as many leads as possible.



The best ways to engage with people within the first ten seconds of videos is by sparking curiosity and by letting your potential viewers to know why they should watch the entire thing, right on the spot. Asking questions, using teaser images or segments, and simply conveying value during these first ten seconds of video are marketing gold!

## Be Funny



Most of the time, People sort through online content to be entertained, even if they don't admit it. People want a little variety to spice up their routines, and the internet is great at providing these short bursts of entertainment as

they allow people to have these little escapes without having to abandon their obligations.

This means that you have to make your marketing videos entertaining in order to get people's attention on a more visceral level. Humor can even make a simple video to go viral, so make sure to make your audience laugh hard!

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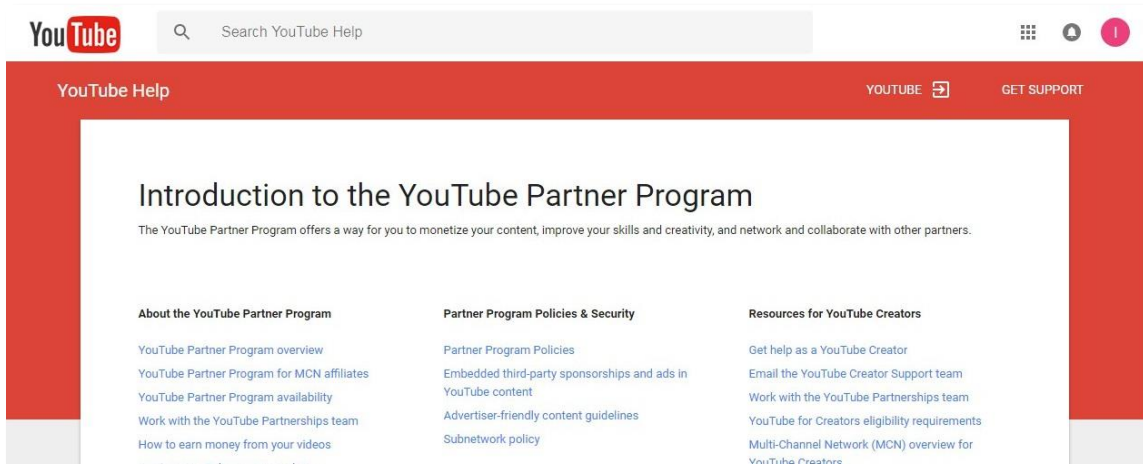


# **Section 3**

## **Advanced YouTube Marketing Strategies**

**Proven and Tested YouTube marketing  
strategies to Skyrocket your Sales and  
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# Chapter 10: YouTube Partner Program



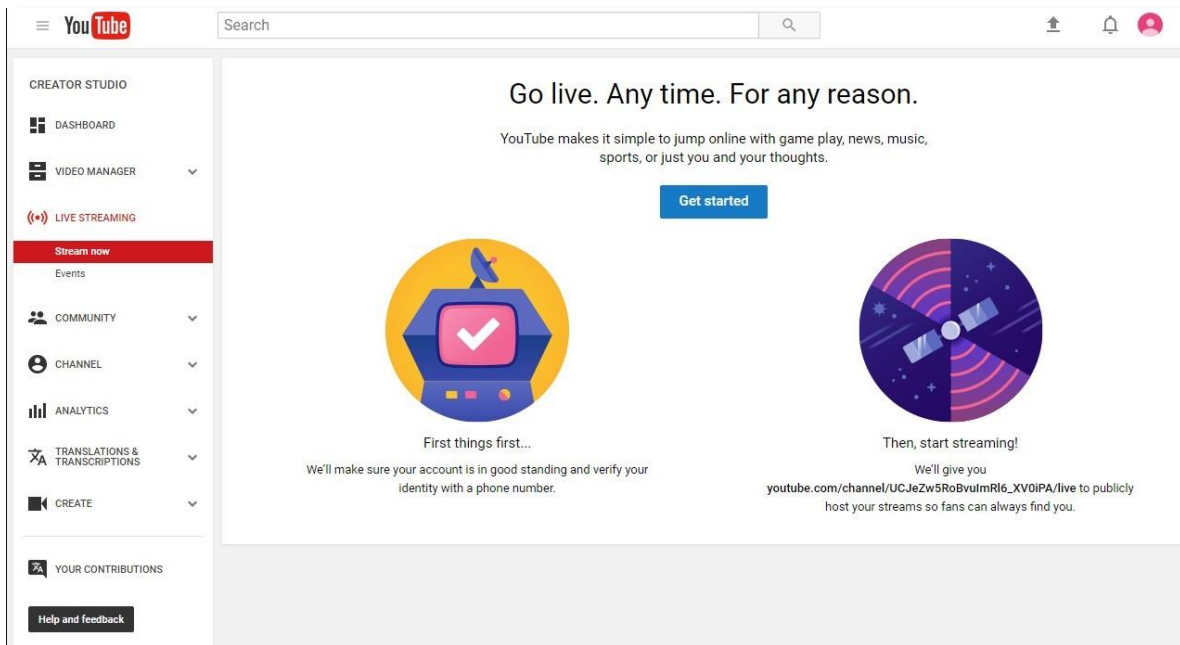
YouTube is a great platform for growth because it has something in store for everybody, and it is also a place where marketers, content creators and developers can earn a good deal of money by way of video advertising revenue.

The good thing is that YouTube has created a win win situation for everyone involved because monetization has forced content creators as well as advertisers to only serve the best class of content possible, and audiences benefit from getting quality content.

We already showed you how advertisers can take advantage of the YouTube platform to promote their videos, and now we are going to show you how YouTube allows content creators and marketers to monetize the content that they upload to the platform.

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# Chapter 11: Live Streaming with YouTube

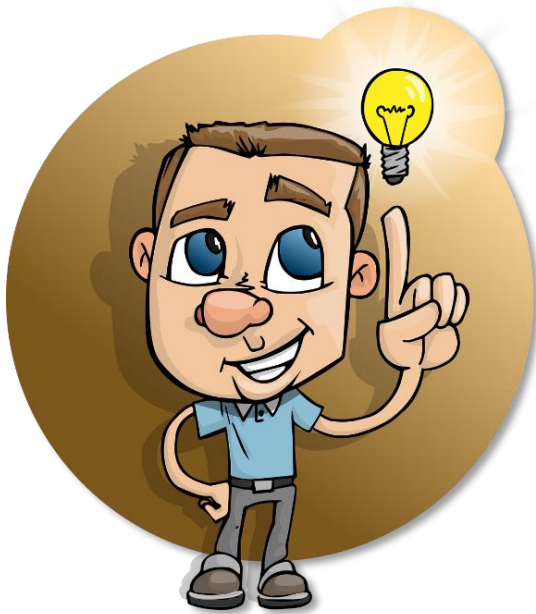


Everybody knows YouTube as a video sharing platform, but not everybody knows how far YouTube has gone when it comes to serving great video content because it does not only deliver already recorded videos to share.

YouTube also allows people to share live streaming video, which is nothing but video broadcasts that are shared in real time, allowing video content creators to offer a much more interactive experience to viewers.

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# Chapter 12: Smart Ways To Get More Subscribers on YouTube



Marketers, business owners, influencers or anyone depending on a social media following to keep afloat knows that increasing the number of fans and leads is essential to survival because where there is no following there is no business.

And that is true for YouTube as well, perhaps more important than on any other platform because the number of

subscribers and interactions that a channel gets is proportional to how financially successful it is going to be at any given moment.

So the idea behind a successful YouTube channel is to keep increasing its numbers of subscribers, but how do channels get more subscribers than they already have? What is the secret behind those channels with over 100k subscribers?

In this chapter we are going to show you the strategies behind building a large following on YouTube, and which are the smartest ways to get more subscribers on a daily basis!

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# Chapter 13: How to Make Money on YouTube with Affiliate Marketing



YouTube has rapidly become a money printing machine for many people, and making money on the YouTube platform is no longer about advertising revenue and paid subscriptions because smart marketers have found other ways.

We are talking about affiliate marketing of course, which is one of the oldest and best ways to make money using the infinite pool of money making opportunities on the internet. In this chapter we are going to guide you through the best ways to make money on YouTube with affiliate marketing.

## Produce Video Product Reviews

One of the most popular subjects that you will find covered on YouTube videos is product reviews. People just love product reviews! And product reviews are a great opportunity to earn some good affiliate money on YouTube.



This is because you can create an awesome, engaging product review where you can promote your affiliate link for that product by simply sharing it in your

description. This way you can tell your viewers to follow the affiliate link on the description below the video right after your review starts and right before the video ends!

### **Use Link Shortening services to post your affiliate links**



Now, you have to be aware that long affiliate links are most likely to be ignored simply because these are not visually appealing, and they make

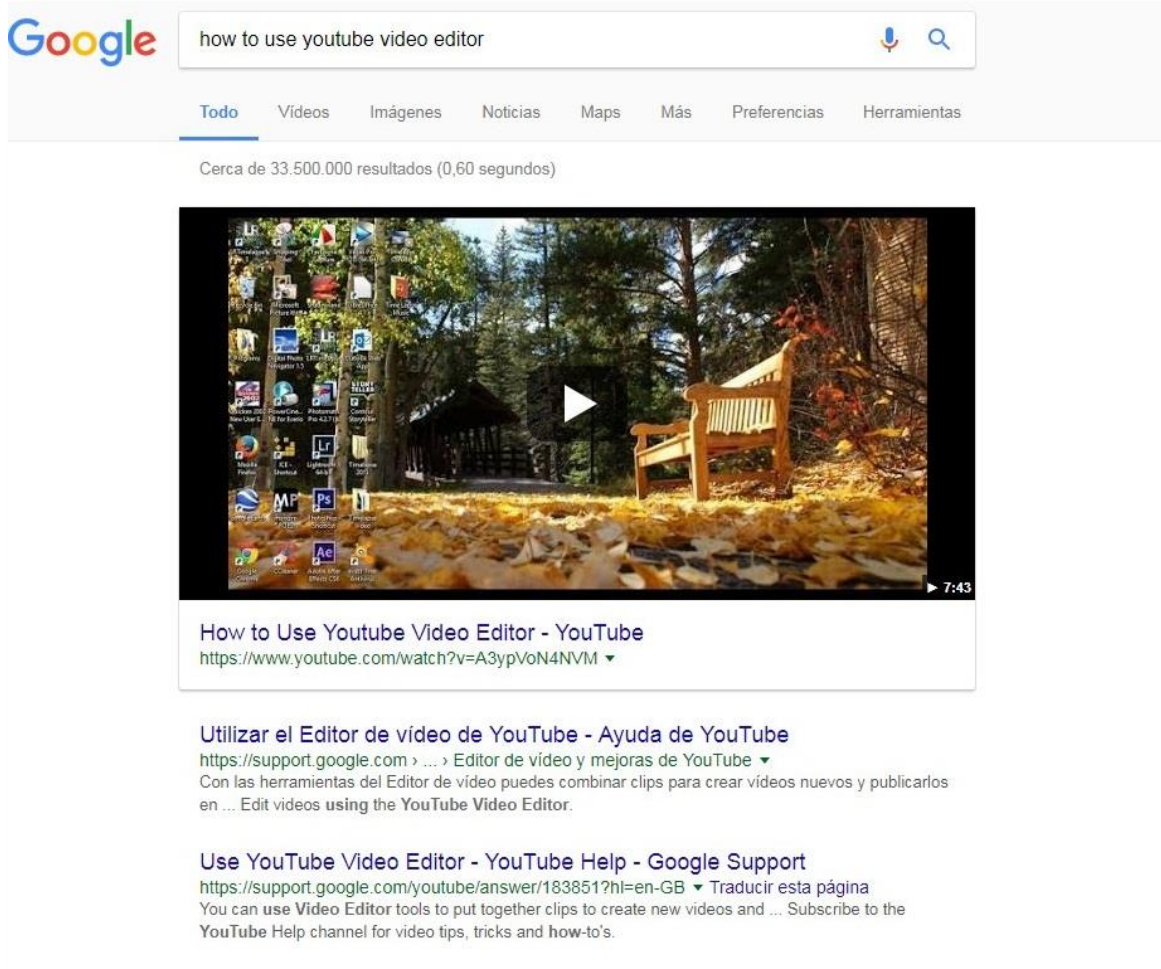
viewers think that you are just redirecting them to a sleazy offer.

To avoid giving this impression simply use a Link Shortening service such as bit.ly or the amazon link shortener if you are promoting amazon affiliate products.

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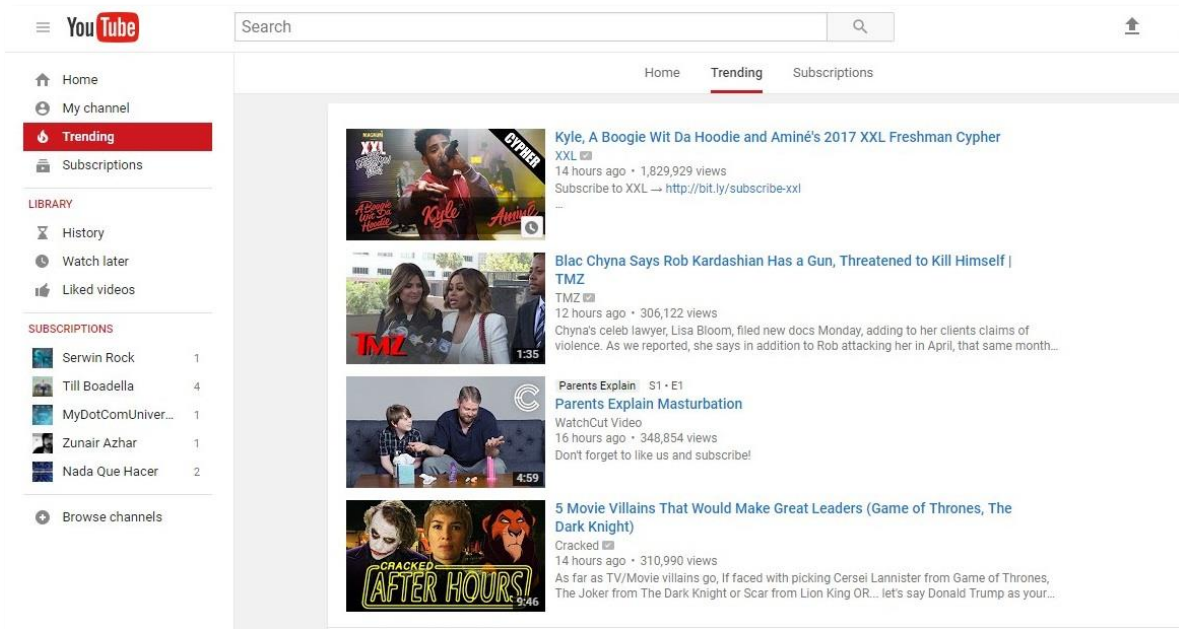
# Chapter 14: How to Get YouTube Videos Ranked



Getting your YouTube videos to reach the first page of results on YouTube is great, but getting your YouTube videos on the first page of results on YouTube AND also ranking on the first page of results of Google is even better!

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# Chapter 15: Using the YouTube Trending Feed for Market Research



YouTube is a great platform for market development and for encouraging businesses to try out new marketing strategies that will allow them to find new audiences and to keep growing on a modern sales channel.

And if our past videos are any indication, YouTube can also be a great platform for market research, as any topic that can be found on the internet is surely going to be covered by someone on a YouTube video right when such a topic starts going viral.

And thinking about making it a platform that can make it easier for people to research stuff that can keep YouTube growing as a video sharing website, in 2015 Google introduced the “trending” tab, which features the videos that are going viral at any given time.

The trending tab can be found on YouTube's front page, right below the search bar. As you can see, this trending tab will show you the videos that, as the tab's name implies, are trending at the moment that you are checking it.

In this chapter we are going to show you how to use the "trending" feed to do your own market research so you can find stuff to discuss on your YouTube videos as well as on your other marketing channels.

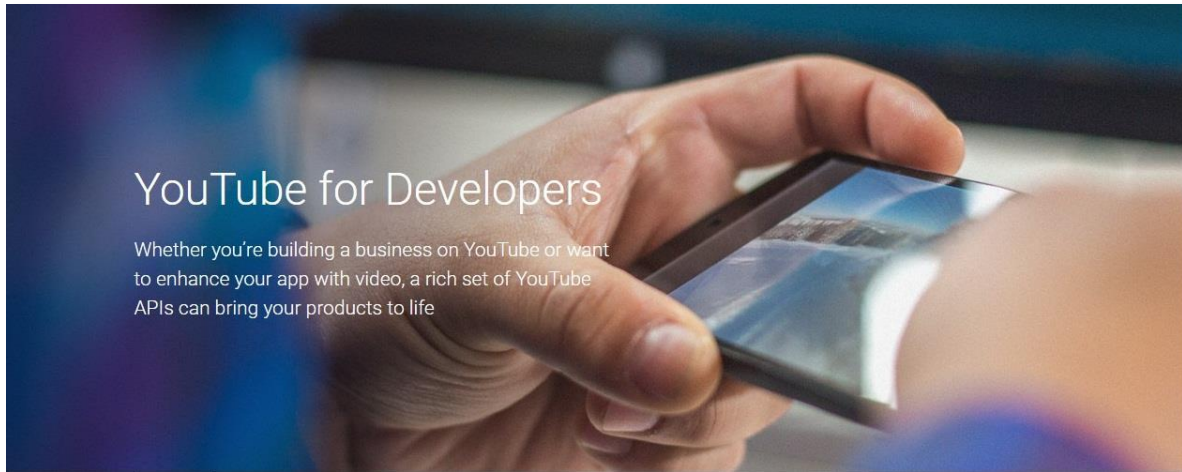
Let's start by giving you a technical explanation of how this trending feed works. As you can see here, the videos featured in here are not shown to you based on your viewing habits, as that would only show you videos that are related to your own criteria.

This would be of benefit for showing you trending videos on your own niche, but keep in mind that such results would be somewhat limited, and that you can do your own research by using niche keywords on YouTube and on Google to get better results.

Instead, YouTube uses an algorithm that tracks user interactions on videos to position those that are a hot topic and on top of the list. The interactions that this algorithm tracks include comments, number of views, relevance of the topic in the video in relation to current events and external references such as search engine queries.

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## Chapter 16: YouTube for Developers



Every platform has its space for developers that can use their unique skills to create and deploy amazing applications that will allow users to use and interact with their platforms in a way that goes beyond its main function, and YouTube is no exception.

The YouTube for developers platform is a great way to integrate the YouTube experience on your own applications because it provides you with access to a nice selection of YouTube APIs that can help you to bring your digital products to life with video.

You can access the YouTube for Developers platform by going to the “youtube.com/yt/dev” URL on your browser, where you will find Demos so you can see how YouTube APIs work in action, which is great for finding ideas for your next app implementation.

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# **Section 4**

**Additional Tips to  
consider**

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

# Chapter 17: Do's and Don'ts



You are bound to commit mistakes when you first start getting into something whether it is fishing or doing video marketing on the internet, and even seasoned

marketers are not completely safe from the occasional mess up.

And when you don't stumble you are likely to just dismiss good strategies that could give you a heads up, so in this chapter we are going to teach you the do's and the don'ts of YouTube marketing so you are ready to do only your best right from the get go.

## Do's



**Make sure that your content is always fresh and served on a regular basis**

We already told you about the importance of producing evergreen content on a regular basis, but is also important to mention that the content has to be optimized to target your audience's interests and to provide value for your viewers.



**Keep your videos consistent with the keywords that you use on your titles and descriptions**

We already showed you how to optimize your videos for rankings, but you have to be careful to only use keywords that are concise with the actual content in your videos.

**Make it all visually attractive**

Not only on your videos, but also on your channel. Attractive channel presentation is a great factor when it comes to attracting new subscribers, so make sure to take good care of how your thumbnails, banners and channel trailer look!

**Don'ts****Don't submit low quality videos**

You already know that the best videos are those that look nice and clean, but you might be tempted to upload a video on a whim somewhere down the line when pressured to deliver content. Don't do it! Always make sure that your videos keep up with the highest of production quality standards!

**Don't use number of viewers as the only metric that you track to measure your performance**

Remember that your objective might be different than getting a large number of viewers, such as if you are doing videos to promote affiliate offers, in which case you will need to track user engagement through click through rates.

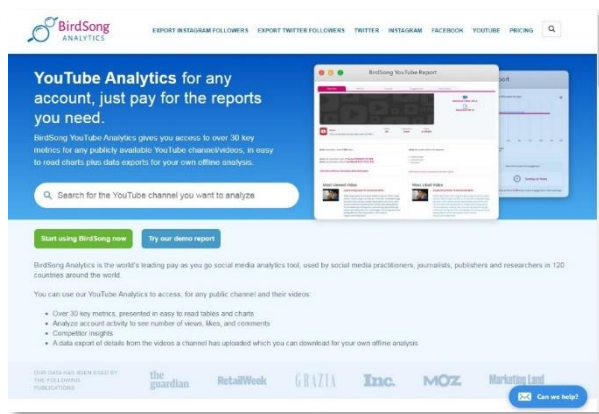
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# Chapter 18: Premium tools and Services to consider

Every expert needs a toolbox to help him or her into making the best out of their expertise, and YouTube marketing experts are no exception. But coming up with a really useful YouTube marketing toolbox is a really daunting task that requires lots of trial and error.

That is why we are going to show you the best tools and services available to YouTube marketers with a curated list of tools that you can use to get ahead of your competition without having to deplete your budget and time while trying every tool on the market until you find the best ones, because we already did it for you!

## [BirdSong YouTube Analytics](#)



BirdSong’s amazing analytics tool is the kind of tool that you need to automate your competitor spying tasks. Competitive analysis is important to apply on any YouTube marketing campaign because it will allow you to identify what is

working best for top performing channels.

Having this information at hand will help you to better engage with your visitors and also will teach you proven ways to better attract new viewers by reverse engineering what has worked for many other successful YouTube marketers.



The BirdSong YouTube analytics tool will give you access to over 30 types of metrics in easy to read tables and charts, to analyze account data that will allow you to check the number of views, likes and comments that your most successful competitors are getting on their videos and to get a data analysis report that you can use on your offline research.

What this all means is that it will allow you to know the best times to upload videos in order to get liked, the best days to upload certain types of videos, the best times to upload and get comments, to know how video duration affects engagement on certain niches and which types of words are captioned the most, among many other metrics!

## Canva



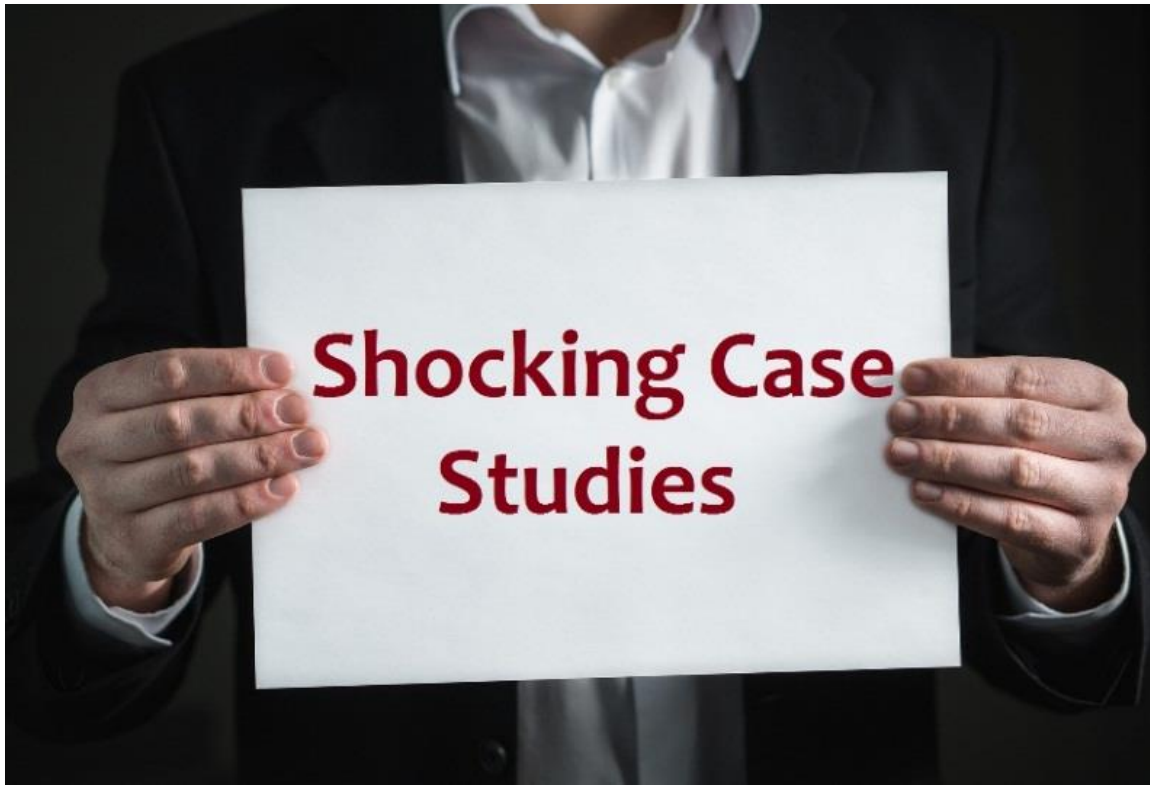
We mentioned in our past videos in this training that there is a graphic design aspect to YouTube marketing that has to be approached with an artful eye because catchy and attention grabbing thumbnails are pretty much guaranteed to get lots of

clicks to your videos on searches and on recommended video feeds.

And the good news is that designing awesome looking and high converting thumbnails for your videos is a very easy process when you know the right tools to use, and “canva” is our choice in that department because “canva” will allow you to use custom thumbnail templates that you can use to create your thumbnails in record time!

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## Chapter 19: Shocking Case Studies



The following are the stories of some of the marketers, businesses and individuals that have made it big on the YouTube platform by following only the best marketing strategies available, and we want to share them with you so you can follow their example and then lead the way for the new marketers to come!

### [Blendtec](#)

Blendtec is easily one of the most recognizable and beloved channels all across YouTube around the world. They are famous for their “will it blend?” videos, where they simply use blenders to see if they can crush certain objects.

Their initial objective of the guy behind Blendtec, Tom Dickson, was to use the videos for product demonstrations.

The people behind blendtec followed the principle of “less is more” when they started uploading their product demonstration videos, then after finding out that they could get millions of views with such a simple approach they decided to make their videos into comedy sketches.

The first few videos posted on the channel brought in a massive six million views on the channel, and currently the channel holds a record 281 million views!

## [PlayStation](#)

The PlayStation channel serves as the home for everything PlayStation related on YouTube. You might know the PlayStation brand as one of the leading platforms in the ever growing gaming industry.

The objective behind the PlayStation channel has been always to have a place where PlayStation fans can find amazing video content featuring their favorite brand, as well as to attract new customers and followers by showcasing amazing gaming productions.

PlayStation’s strategy is simple: it uses branding tactics that allows people to immediately recognize the PlayStation brand. It also relies on unique content related to their products.

PlayStation was one of the fastest growing channels in the year 2013, attracting over 2 million subscribers in that year alone, and it currently has over 5 million subscribers from all around the world.

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# Chapter 20: Frequently Asked Questions



Congratulations! If you have made it this far on our training you have surely learned a whole lot about how to make YouTube marketing the right way, yet we believe that you might need some assistance along the way, and that is why we have prepared a brief chapter to give you a heads up on some frequently asked questions about YouTube marketing.

## **What Type of Video Content Should You Create?**

First off, you have to create videos that are related to the niche or business that you are going to market and promote, as creating videos that are unrelated to what your target audience wants will not allow you to get new customers only because you are uploading more content to your channel.

## **What Type of Videos Are There?**

You might be mostly familiar with in-person videos, where there is a host discussing the topic in front of the camera, but the truth is that there are several types of video, and each type of video is better suited for certain content:

- ✓ **In-Person videos:** Videos featuring people in front of the camera are the most common videos out there, especially when it comes to marketing and business oriented videos. Many people get nervous in front of a camera, but being camera friendly is a skill that you can develop over time.

The good thing about these videos is that you can edit and repurpose them to give them an extra edge or a cleaner, more professional look and feel, depending on what you are going to cover in your videos.

- ✓ **Live Streams:** Live streams are a variation of the In-person videos. Whereas you are recording a video that you can easily stop and repeat, a live stream is a live broadcast. Live streams are better suited for videos where you want to interact with your viewers.
- ✓ **Screen capture videos:** Screen capture videos have become a common staple of the YouTube marketing world because they allow marketers to record on screen actions that can be shown on YouTube videos using screen recording software.
- ✓ **Slideshow videos:** These are the type of videos where you can paste images and text to create a slideshow presentation, often with an audio or voice track.

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## Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.

And in order to take your YouTube Marketing even farther, we invite you to get the most out of it by getting access to the Full Training [clicking here](#)  
[www.localbiztoweb.com.au/shop/](http://www.localbiztoweb.com.au/shop/).



Thanks so much for the time you have dedicated to learning how to get the most advantages from YouTube Marketing.

YouTube Marketing has come to stay in the market forever.

To Your Success,

**Victor Leinonen**

# Top Resources



Videos

## Limited Special Offer

## YouTube Marketing 3.0 Made Easy

(Exclusive Training)



**Click Here to Access the Full Training!**

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