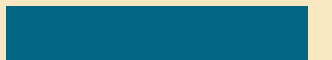


8

# Ways How TO USE YOUTUBE FOR BUSINESS MARKETING?



# YouTube has,



**1.3 billion active  
monthly users**



**300 hrs video  
uploaded  
every minute**



**5 billion videos  
watched daily**

- Video is a massively dominant form of content creation today.
- It is more appealing and engaging for the audience and is becoming easily accessible with the growing speed of internet.
- The question now is only how to use YouTube marketing for business.



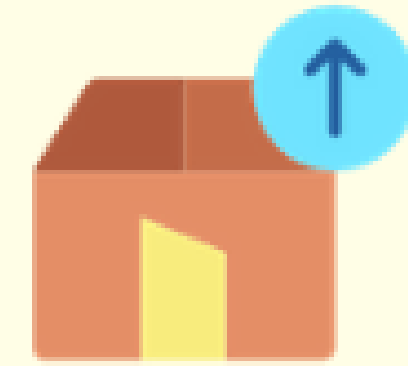


**THINGS TO REMEMBER  
WHILE FORMULATING A  
YOUTUBE MARKETING  
STRATEGY.**

# 1. SELECT THE TYPE OF VIDEO AND DETERMINING APPROPRIATE



- Video on YouTube can be of many types like talking heads, interviews, screen-shares, tutorials, product reviews content stories etc.
- It is important to identify which kind of video is best suited for your brand.



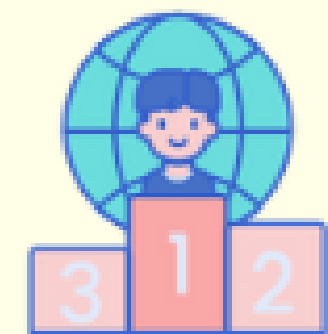
Unboxing Video



Product reviews



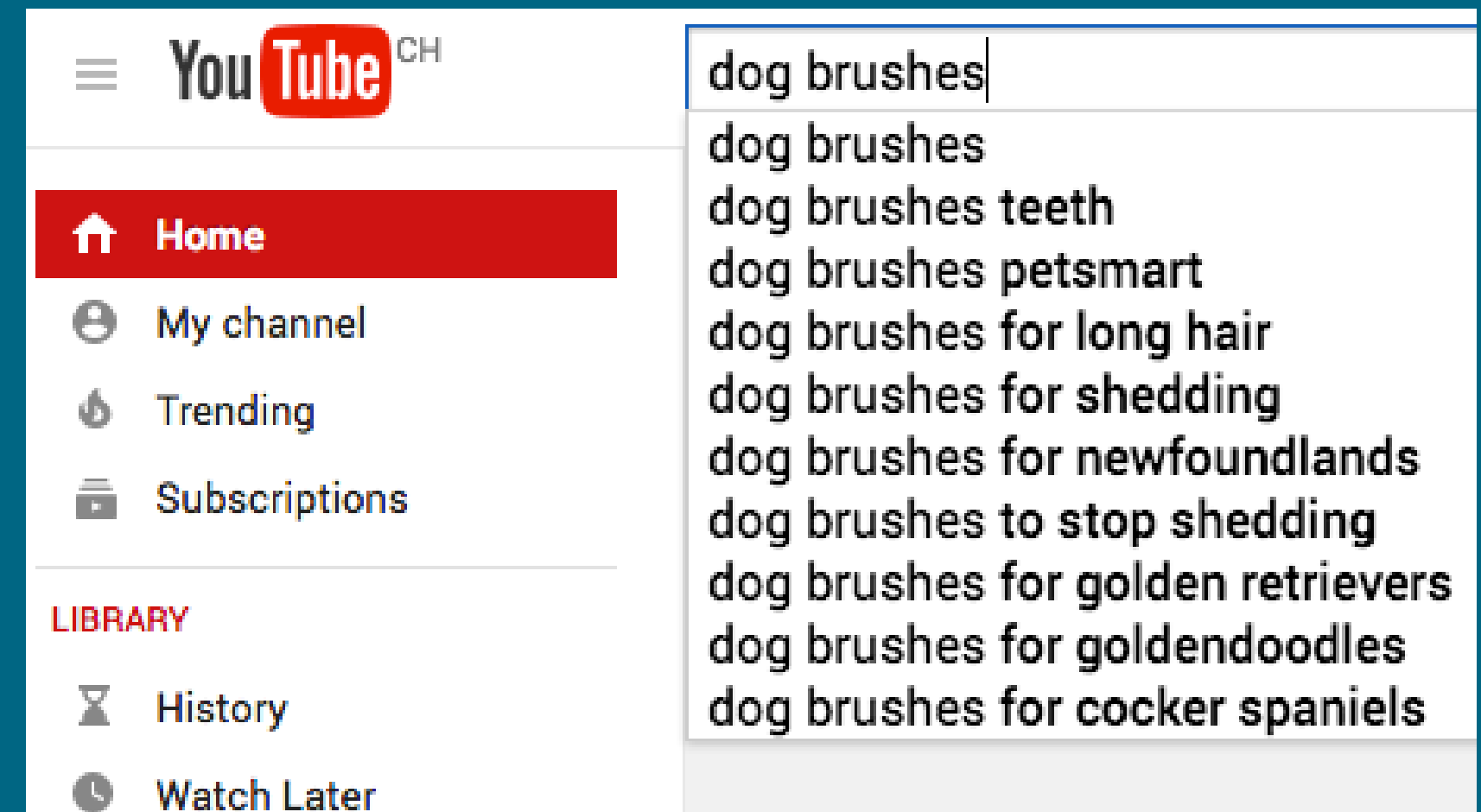
How To/Tutorials



Best of videos

# 2. KEYWORDS

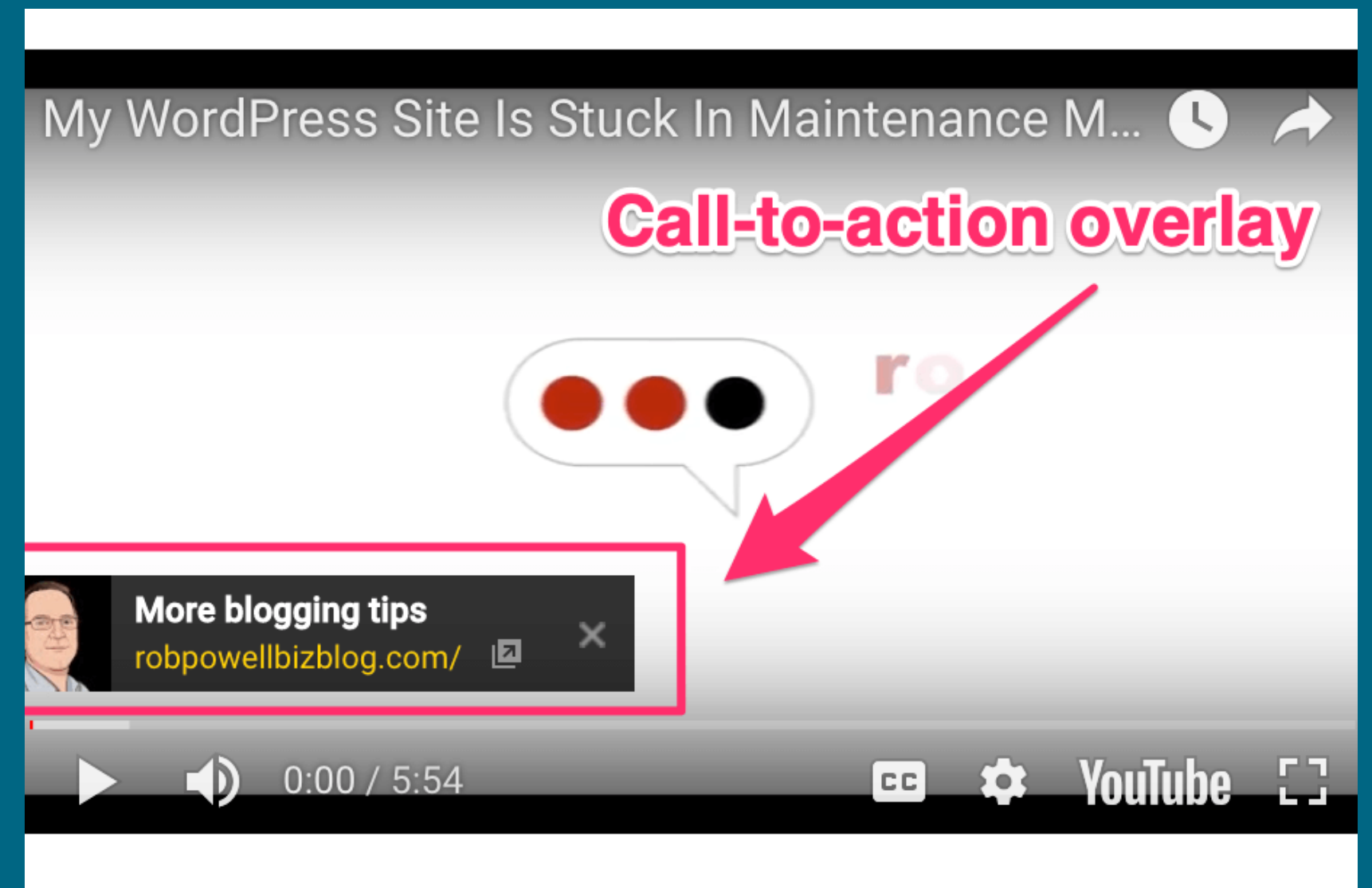
- Keywords are the key to determine the target audience and reach out to them.
- They should thus be used effectively so that people can find you on the YouTube search engine.



# 3. CALL TO ACTION LINKS TO GENERATE LEADS



- Unlike other social media platforms you cannot directly sell your products from YouTube.
- It is thus necessary to include call to action links to divert traffic from your YouTube channel to Website.





# 4. BE SOCIAL AND INTERACTIVE



- YouTube has grown to become the second largest social networking website in the world.
- It is thus important to develop a conducive social atmosphere for the brand to interact with the audience.



# 5. PROMOTE YOUR VIDEOS



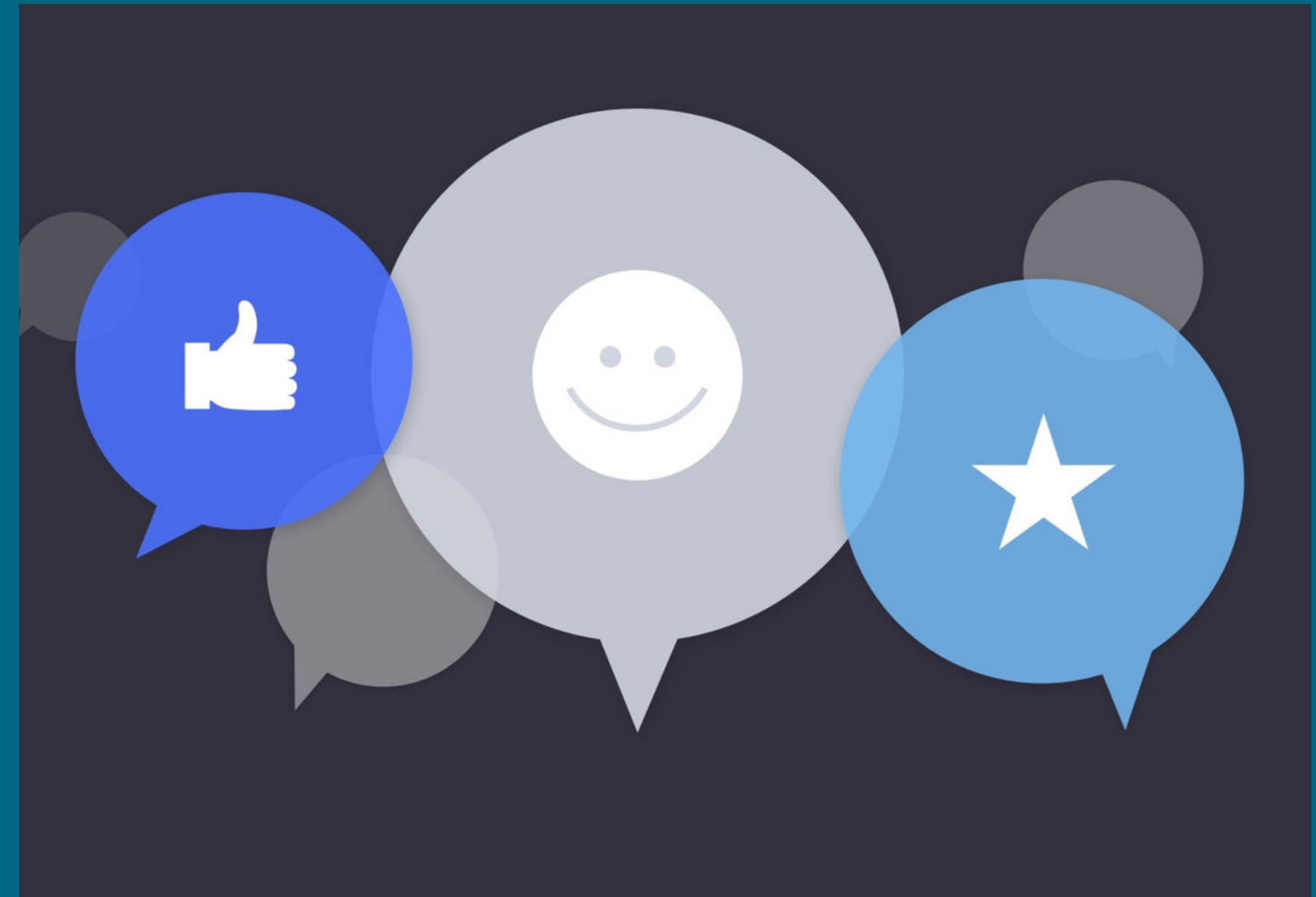
- YouTube is an awesome networking platform but it is important for people to know that you are on YouTube.
- Thus it is essential for you to promote your YouTube activities on various platforms like social media and google.





# 6. INCLUDE TESTIMONIALS

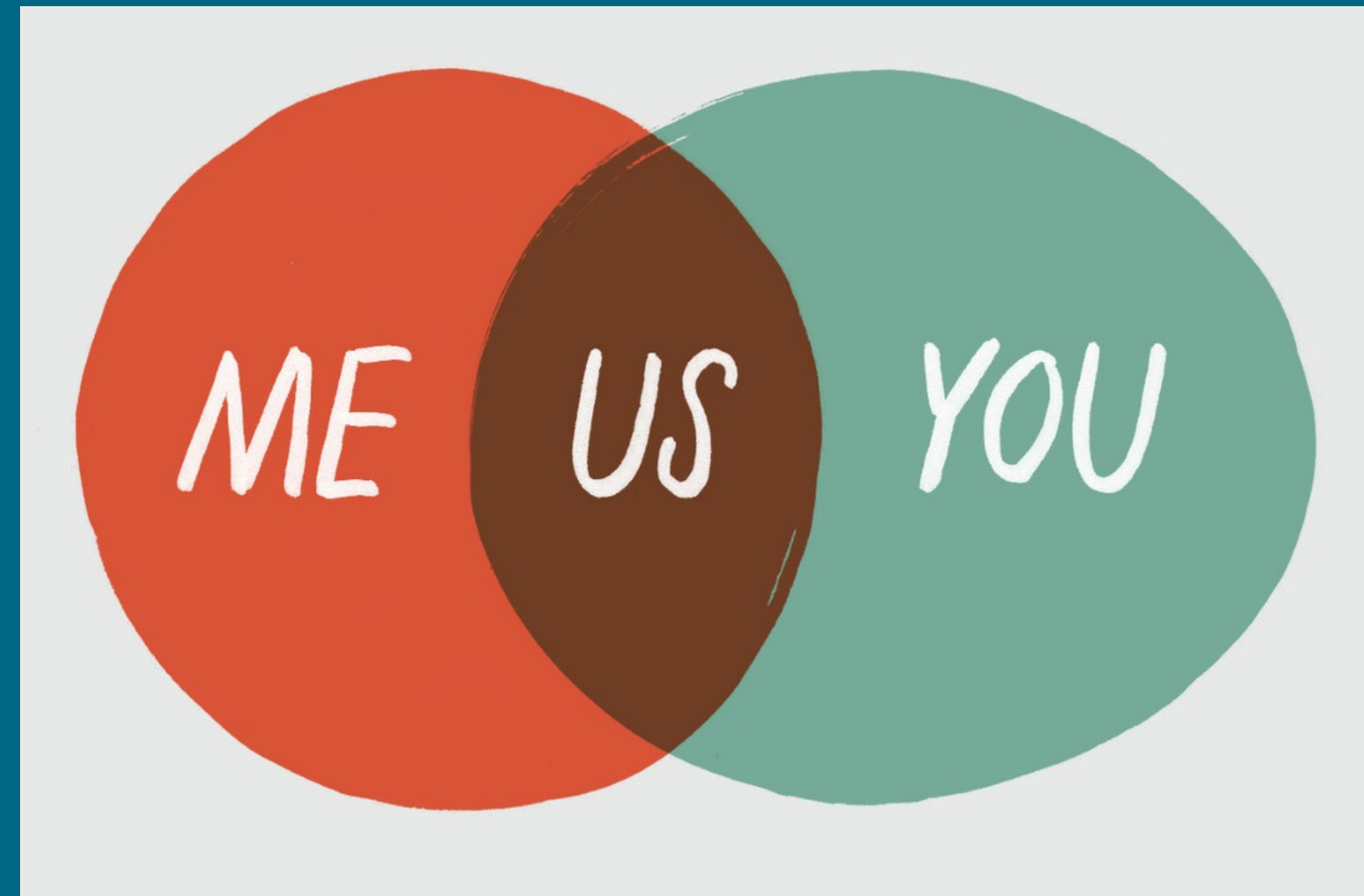
- Customer testimonials are an important part of YouTube marketing.
- They help enhance reputation as the customers trust the reviews of external entities more than the company's claims itself.



# 7. COLLABORATION WITH OTHER ARTISTS AND BRANDS



- YouTube is a large community with many influencers and developers involved in blogging and content creation.
- Collaborating with such individuals helps your brand gain traction.

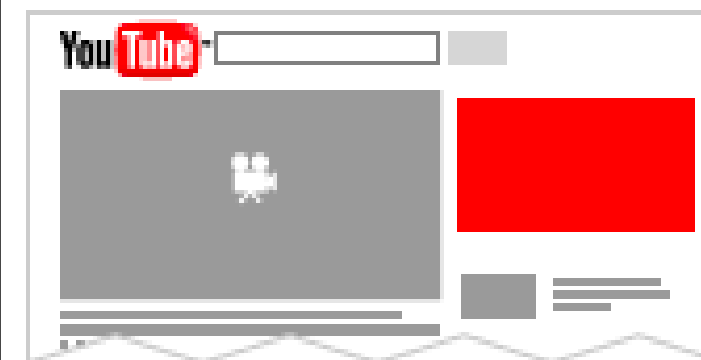


# 8. PAID CAMPAIGNS ON YOUTUBE

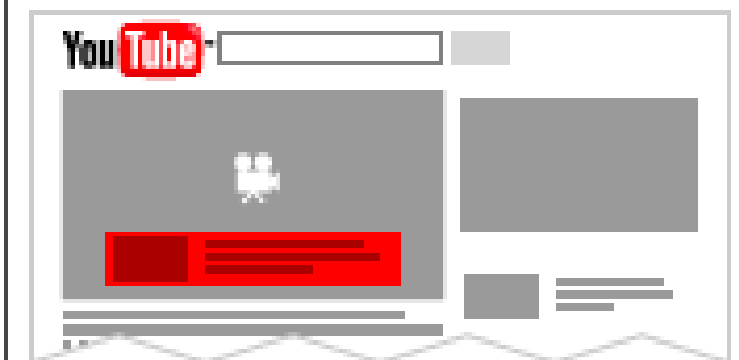


- Lastly comes the paid campaigns which can help you get continuous traffic to your channel.
- Overtime this traffic develops into loyal followers and subscribers.

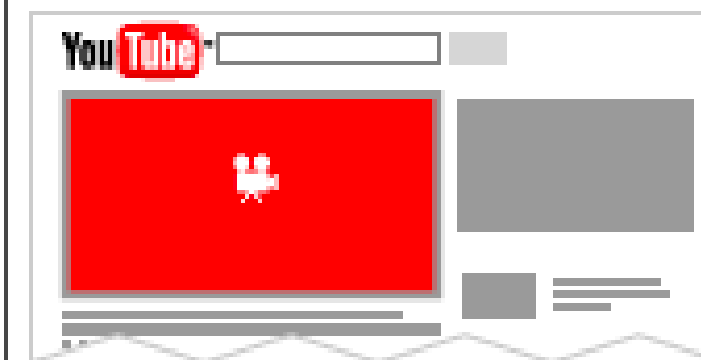
Display ads



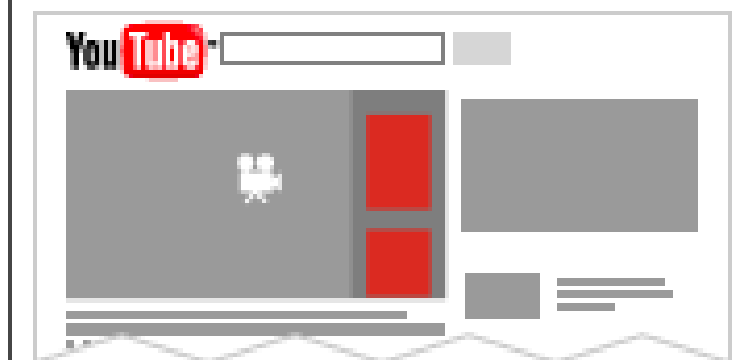
Overlay ads



Bumper ads



Sponsored cards



# Conclusion



- YouTube is already big and it is growing by the day with people adding new interesting content.
- All you have to do to capitalize this resource is to be there and have a robust marketing strategy to stand out from your competitors.





# CONTACT US

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**Thank  
you!**