

# YouTube Video Marketing For Business: Tips and Techniques

Colin Martin

## Chapters

What is Video Marketing?

What is a Channel?

Building Subscribers and Friends

Finding the Right Keywords

Getting Views

Descriptions and Tags

Leaving Comments

Youtube Partners

What to Say and How to Say It

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Who the @%#&! are you and why should I listen to you?

Colin Martin has been helping hundreds of small business people from all over the world produce and market their short videos. He has trained under and been in the employment of Tom Antion, at Antion and Associates, since 2007. As you may know, Tom Antion is one of the most successful and prolific Internet marketers on the scene today and his use of videos has made a huge impact on his business.

Colin has shot, produced, edited, uploaded and marketed hundreds of videos for the mentees of the Great Internet Marketing Retreat center plus dozens of other authors, speakers, coaches, consultants and small business people. Video is the fastest growing and most powerful online marketing tool available today and he knows how to do it inside and out. His expertise is unsurpassed and his experience has been proven over and over again.

## **What Is Video Marketing?**

The use of online video (also called web video) for the dissemination of information on the web is steadily growing. Businesses of every size and type are using online video productions to help build their brand, teach their customers to use the products they sell, show off their employees and offices, run ad campaigns and drive traffic to their websites. Youtube is the big player in a video marketing strategy because of the immense popularity in the past few years.

In fact, there are ton of free video hosting sites that have sprung up from the popularity of Youtube, but without the audience size. But many are quality sites that are slowly attracting more and more visitors. Revver.com, Dailymotion.com, BrightCove.com and Photobucket are growing very fast with daily traffic in the millions. What this gives you are more places to get

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views and more traffic to drive to your websites:

<b>Video Sharing Site</b>	<b>Page Rank</b>
<a href="#">Google Video</a>	9
<a href="#">BrightCove</a>	8
<a href="#">PhotoBucket</a>	8
<a href="#">YouTube</a>	9
<a href="#">DailyMotion</a>	8
<a href="#">IFilm</a>	8
<a href="#">Break</a>	7
<a href="#">Blip.tv</a>	7
<a href="#">GrindTV</a>	7
<a href="#">Metacafe</a>	7
<a href="#">Myspace</a>	9
<a href="#">Vimeo</a>	7
<a href="#">BuzzNet</a>	6
<a href="#">LiveLeak</a>	6
<a href="#">Stupidvideos</a>	6
<a href="#">Flixya</a>	6
<a href="#">GoFish</a>	6
<a href="#">Kwego</a>	7
<a href="#">Lulu</a>	6
<a href="#">Pandora</a>	6
<a href="#">Viddler</a>	6

According to Google -

Over 2 billion videos are viewed every day. Again, while most of us have heard this number several times before, it's no less staggering.

YouTube Mobile gets over 100 million views per day. That means mobile is 5% of YouTube's usage at this point.

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In 2010, there were over 700 billion video playbacks. 2011 will probably more than double that number.

A full 10% of YouTube videos are in HD. And while that number is surely climbing, it's a powerful reminder of how far HD video equipment has yet to spread.

2 billion video views per week are monetized, and that number is rapidly increasing.

Hundreds of partners are making six figures per year. Hundreds of thousands of users want to be partners right about now.

94 of AdAge's top 100 advertisers have run campaigns on YouTube. There may still be plenty of disagreement in what the best method is to leverage online video for brands, but this stat shows there's no shortage of brands willing to give it a try.

The total number of advertisers using YouTube has increased 10-fold in the last year. This just in... online video advertising—specifically YouTube advertising—is all the rage. Expect this trend to continue in 2011.

Online video is an ever growing trend that not only fits big business and major corporations, but small business as well including:

- Musicians
- Actors
- Marketers
- Public Speakers
- Affiliate Marketers
- Authors
- Manufacturers
- Restaurants

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- Nightclubs
- Doctors, Lawyers, Chiropractors, Dentists

and anyone that needs to market their products and services on the Internet.

Because of changes in the way search engines look for web pages, web video can be a shortcut to fast search engine results. At Antion and Associates, I used video we produced for the web in conjunction with the proper keywords in the titles and got first page search engine results in less than **24 hours for highly competitive keywords!**

Not only that, we have done this over and over for years, with hundreds of online videos. I have promoted websites, affiliate products, sales letters, opt-in pages, membership sites, live events and special promotions.

These videos work for you 24/7, month after month, year after year. When done properly, there is nothing more powerful than video to get fast and effective search engine positioning. And beyond the SEO principles that video can provide is the medium itself.

Videos are dynamic presentations of your brand. With effects, music, text and voice-overs, there is nothing short of expensive television commercials that can use to promote your business or brand more effectively. You can make your business look and feel the way you want; you have full control with video. And with the ease of new and modern day editing software, you don't have to be a geek to make them yourself.

One cool way that I am getting attention for my business is through the use of internet television shows. You can create a video production every week, no more than 8 – 10 minutes long, to share your philosophy and expertise. You can train or entertain your viewers in whatever your business promotes. People will come back week after week to see the newest episodes, increasing views and brand awareness.

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You can use these weekly shows as a syndication tool as well. You can pump these video files to blog owners that may want to show them on their website. Why would someone want to run your show on their blog?

For two reasons: It is valuable content that the blog owner doesn't have to write or pay for; and it can be an income source for the blogger. You can talk about a training system or product in your show, tell people to click on the link below the video and sign up or make a purchase. The link that you provide the blog owner has an affiliate ID for that particular blog and the owner makes a commission. In this fashion, it is very similar to a real syndicated television show and how a tv station makes money from the commercials. You get views and sales from the blog traffic, the owner gets content and commissions. It's a win/win if done correctly.

On top of all the things you can do with online videos, optimizing them for search engines and building subscribers to your Youtube channel are two of the most important. Let's take a look at the backbone of your Youtube account; the place that acts like your own station where your videos are stored and your friends are congregated – your channel.

[Show your business to the world and make the perfect impression the first time!](#)

## **What Is a Channel?**

A video channel is the profile area that a video sharing site provides when you sign up. Similar to a Facebook profile, a channel is where people from all over the world can view your videos, find out information about you and see all of the videos you have hosted there.

You can upload a custom background image to help brand your channel and change the colors of the template. Your channel can have an unlimited amount of clickable links to your websites in the channel description and you can determine which of your videos will be the 'featured' video and it will

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play upon someone visiting your channel. You can store the videos that you 'favorite' in a special section and even create play lists: videos (yours or anyone else's) that are grouped together by topic or artist.



communitychannel  
**Subscribe** ▾  
Add as Friend |  
Block User | Send Message

### Profile

**Name:** natalie  
**Channel Views:** 49,364,144  
**Total Upload Views:** 366,409,990  
**Style:** VLogging  
**Age:** 24  
**Joined:** Sep 12, 2006  
**Last Visit Date:** 5 days ago  
**Subscribers:** 954,860  
**Website:** <http://www.twitter.com/natalietran>

For business inquiries ONLY (other people have access to this email address):

natalietr@trn (at) gmail.com

Please replace the space and brackets with an "@" . This has been done to avoid spam.  
Unfortunately I cannot help with School Assignments or Travel Information etc. at this time.

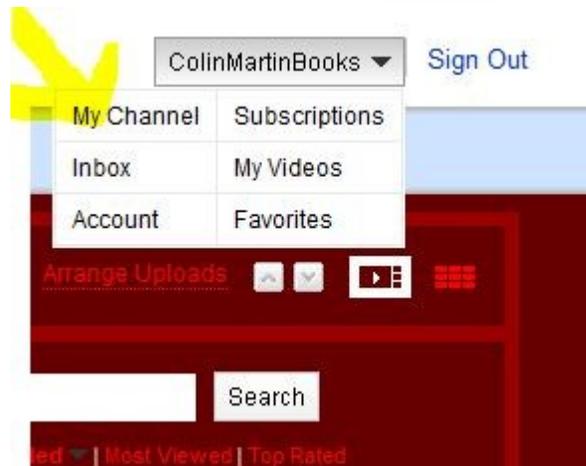
### Recent Activity

-  **communitychannel** favorited a video (1 month ago)  
 **#Winning Charlie Sheen #Tigerblood intern Shaun Malseed**  
25 year old Australian, Shaun Malseed, has left everything behind, ready to start #WINNING as Charlie Sheen's @TIGERBLOOD inter
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-  **communitychannel** uploaded a new video (1 month ago)  
 **The Body Shiver**  
Check out: <http://www.youtube.com/watch?v=sYyrQm...> for my Las 1 forget to thumb me and let me know your theory behind the ever s..
-  **communitychannel** uploaded a new video (1 month ago)  
 **JUST KEEP IT**  
Check out: [http://www.youtube.com/watch?v=\\_cOkXI...](http://www.youtube.com/watch?v=_cOkXI...) for my LA vid to thumb me and let me know if you're the same kind of irration... mo
-  **communitychannel** uploaded a new video (1 month ago)  
 **You Looking At P@#!?**  
Check out <http://www.youtube.com/watch?v=5O2SYb...> for my Mexi in case you were wondering, every time you watch one of my vids,...

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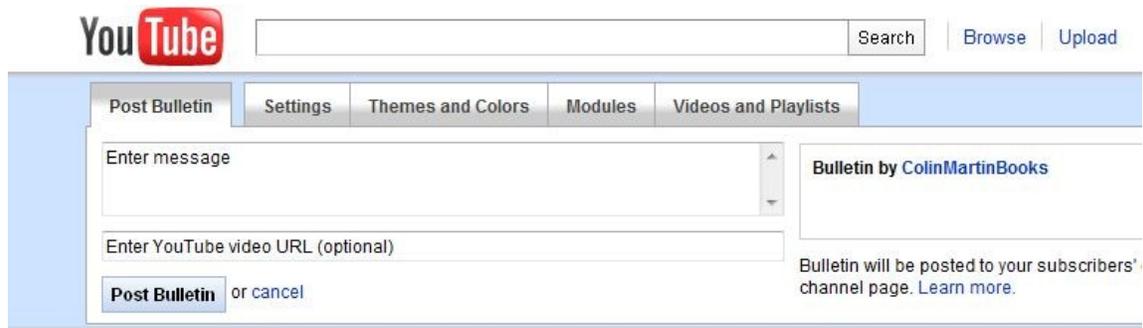


Channels give you all the features you need to promote any kind of business. While most of the other video sharing sites give you some kind of channel or profile, Youtube has the most flexibility and range. Editing your channel:

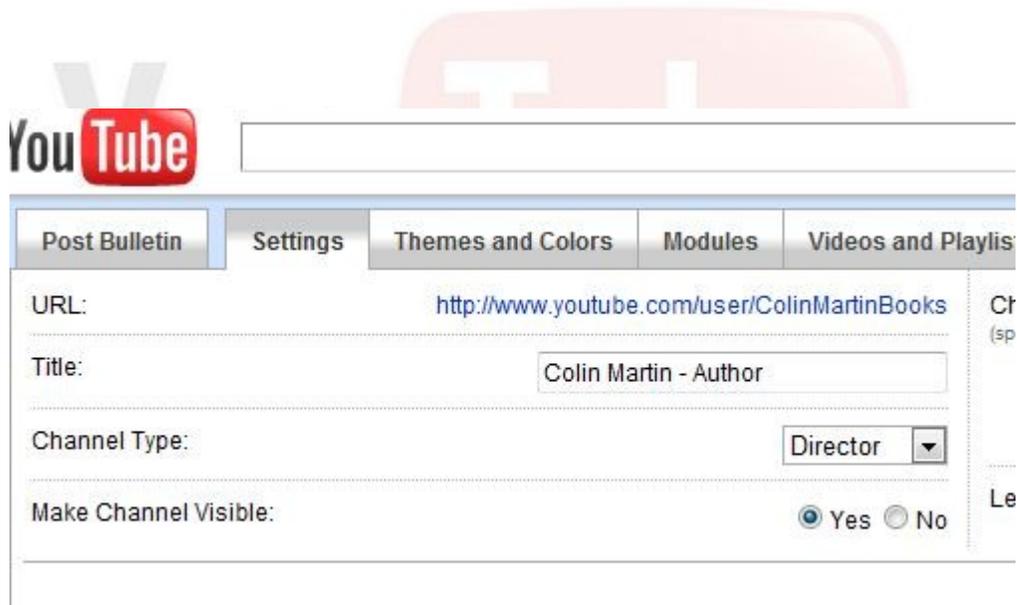


Start editing your channel by logging in, clicking on your username up in the right hand corner of your channel and clicking on “My Channel.”

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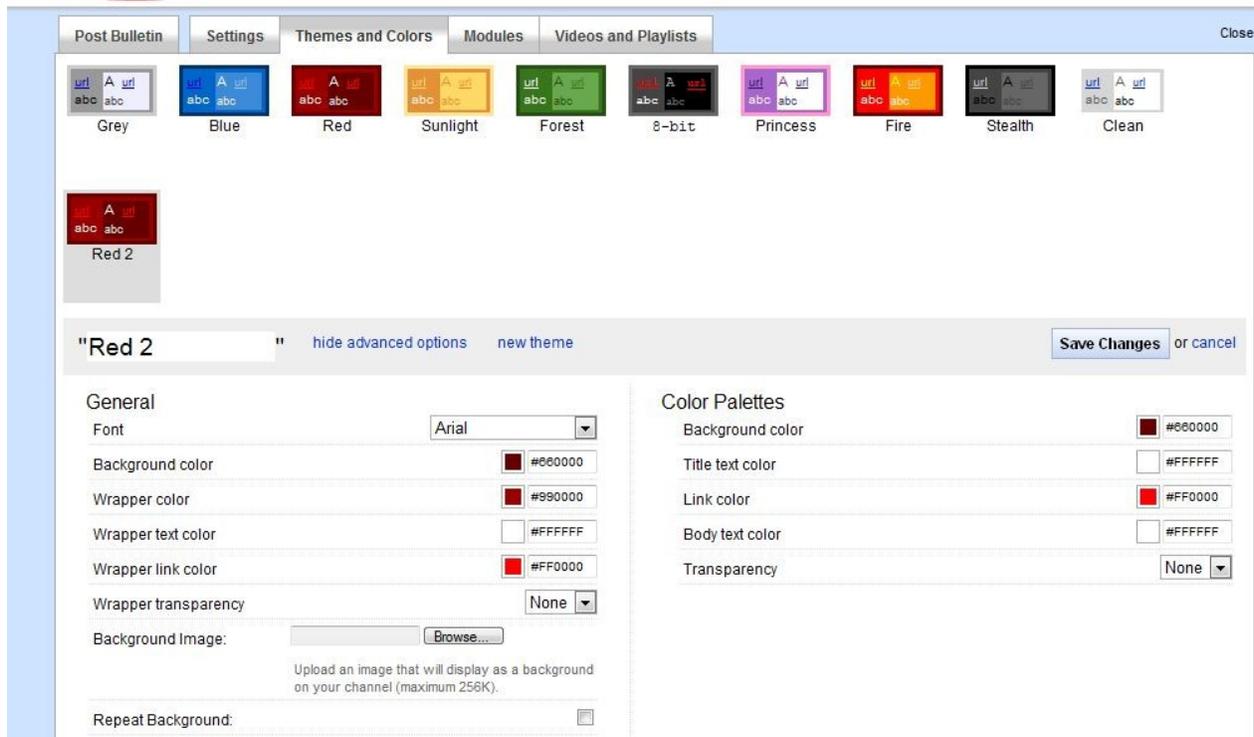


Tabs will appear along the top of your channel to change the way your channel looks. The first one in line is “Post Bulletin.” You can create a bulletin to show on your channel with a link to a video if you desire.



The setting tab just sets whether the channel will be visible or not to the public. You want this set to 'yes.' You can change the title of your reflect your product, business or brand. You can change the channel 'type' to choices for bands, directors or gurus. Changing the channel type won't have any affect on your channel's popularity.

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'Themes and Colors ' let's you select the colors of the theme, including borders, text, font styles and background. Notice the 'browse' button on the left hand side. This is where you can upload a .jpg image for your channel's background. The 'wrapper' is the border that separates the different modules on the theme. 'Transparency' dictates how see through the text and borders are against the background image.

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