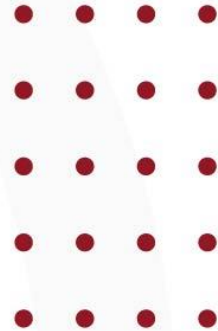
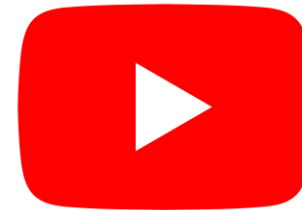


# YouTube for Business

All what you need to know.

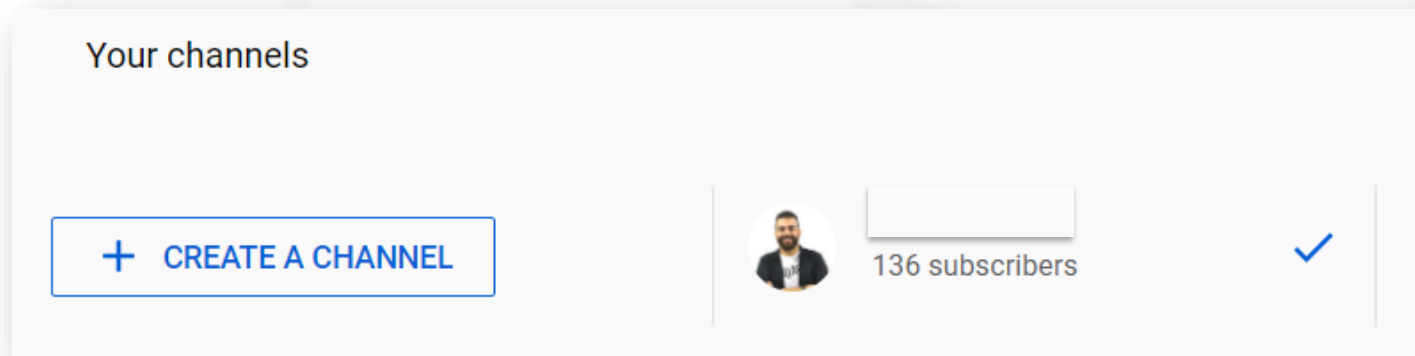


## YouTube Space

- Creating and optimizing your YouTube channel
- Understanding your audience (and your competition) using data
- Advertising on YouTube through YouTube ads and influencer marketing

## Getting Started

1. Log into [YouTube](#) using your Google account details.
2. Go to your [YouTube channels page](#). If you've never created a YouTube channel before, you'll only see your personal account. If you already have an existing brand channel, you'll see it as well. To create a new brand channel, click **Create a new channel**.



## Perform a Market Research on Similar Accounts

- Subscriber count
- Average views per video
- Frequency of posting
- Overall video quality
- What people are saying in the comments
- The main topics they post about

### Then, ask yourself:

- What are their most popular videos?
- How are they presenting themselves?
- What is their brand voice?
- How can I differentiate my company from them?
- What ideas can I get for new content from this channel?

## YouTube Policies & Guidelines



Copyright



Threats



Violent or graphic content



Hateful content



Nudity or sexual content



Harmful or dangerous content



Child Endangerment



Harassment & Cyberbullying



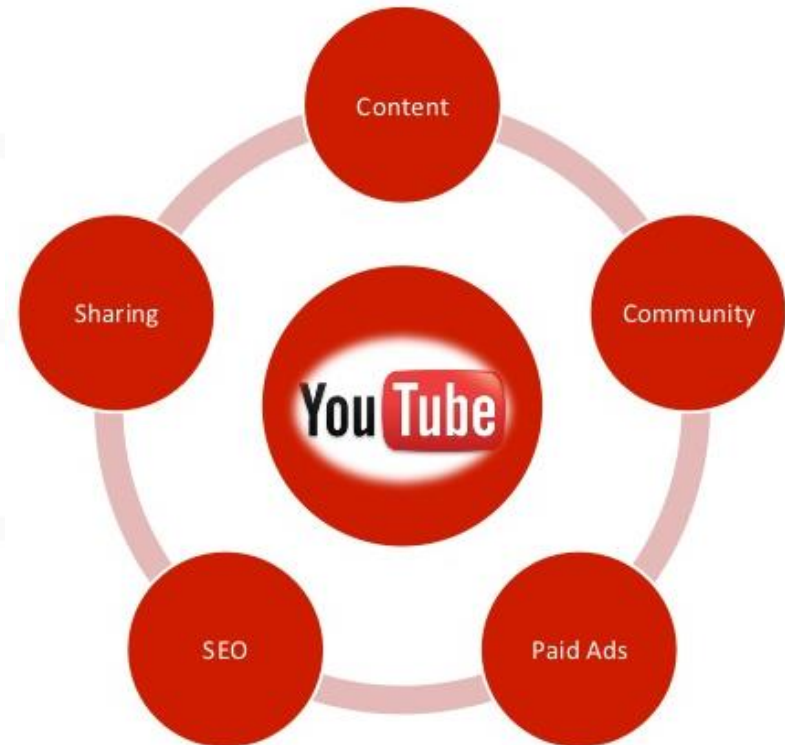
Spam, misleading metadata, and scams

## Develop your YouTube Marketing Strategy

*Take it seriously*

### The basic video marketing standards are:

- **Inform** them about product features, or how to use the products you sell
- **Educate** them about developments in your industry, give them behind the scenes access and teach them about your company
- **Entertain** them with videos somehow related to your industry – original content being best



## Going Viral with a Video Strategy

- **Simplicity.** Users want to be able to click on something, quickly consume, share, and move on. For best results, keep videos under two minutes.
- **Unique.** Otherwise, they have no chance of standing out against the myriad of other videos on newsfeeds and in search results.
- **Timely.**
  - ❖ The most difficult aspect for marketers
  - ❖ Requires staying up to date on current topics and react quickly.

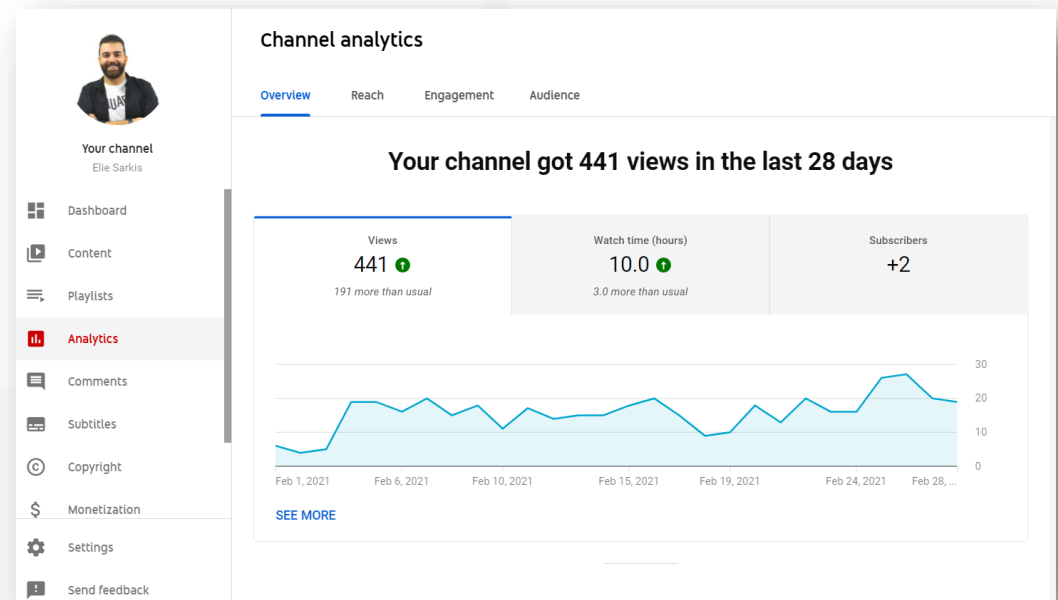


## Learn more about your Audience

- Go to **Analytics** section and see the view counts, average watch time, revenues generated, and interaction rate across videos.
- The Analytics tab also contains valuable data on your subscriber demographics.

Monitor the **Watch Time** and **Demographics** analytics to answer questions like:

- Where are your videos being viewed, and when?
- What age are your viewers?
- What gender do your viewers most commonly identify as?





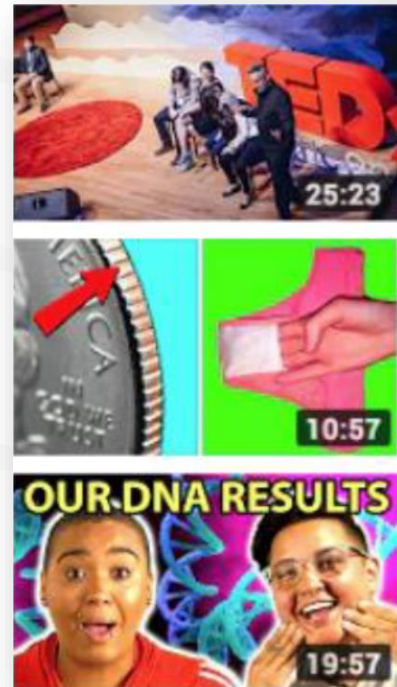


## **Content Strategy, Features & Optimization**

# Content Creation

## Optimize your videos for SEO to get more visibility and views

- Pick the right title (with the right keywords)
- Make an interesting thumbnail
- Write a compelling video description
- Add hashtags to your video description



The image displays three video thumbnails arranged vertically. The top thumbnail shows a man in a dark suit performing a hypnotic act on a group of people seated on a stage. The middle thumbnail is split into two panels: the left panel shows a close-up of a coin with a red arrow pointing to a specific mark, and the right panel shows a hand holding a pink object. The bottom thumbnail features two people, a woman on the left and a man on the right, both looking surprised or excited, with a DNA double helix graphic in the background.

**"Is Hypnosis Fake?" Hypnotist stuns TEDX crowd**  
Albert Nerenberg  
Recommended for you  
25:23

**15 Things You Didn't Know The Purpose Of!**  
Factnomenal  
Recommended for you  
10:57

**OUR DNA RESULTS**  
Ethnically Ambiguous People Take A DNA Test  
BuzzFeedVideo  
Recommended for you  
19:57

## Add cards, bumper ads, and watermarks to promote your channel

- **Cards:** small, transparent CTAs that expand when clicked. Use these to direct viewers to your website, purchase pages, or even other videos on your channel.
- **Bumper ads:** six-second video ads appearing at the start or end of a video.
- **Watermarks:** custom subscribe buttons visible only to non-subscribers.

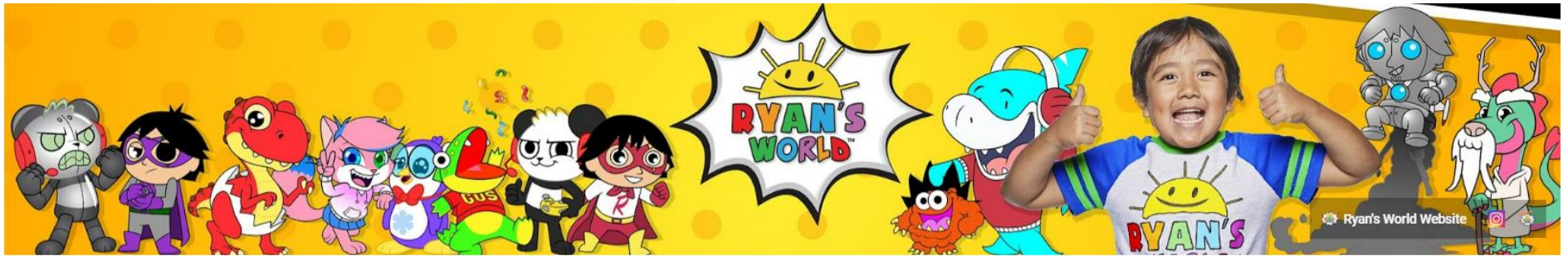
## Best time to post On YouTube





## **YouTube vloggers to look at**

## YouTube vloggers | Ryan's World



Ryan's World ✓

@RyansWorld  
34.1M subscribers

Subscribe

## YouTube vloggers | Vagabrothers




The banner features two men against a teal background. The man on the left wears a brown hat and a white shirt. The man on the right wears a dark t-shirt. In the center, a hand icon makes a peace sign next to the text 'VAGABROTHERS' in a serif font, with the tagline 'stay curious & keep exploring' in a cursive font below it. On the right side of the banner, there is a 'Subscribe' button with a downward arrow, and below it, a row of social media icons for YouTube (labeled 'T-SHIRTS'), Instagram, Facebook, and Twitter.

**vagabrothers** ✓  
1.08M subscribers

**SUBSCRIBE**

## YouTube vloggers | Nikkie Tutorials



The banner features a central image of Nikkie Tutorials with her hands raised in surprise. To her left and right are hands holding various makeup brushes and products. The background is a light beige color. On the right side of the banner, there is a social media icon bar with Twitter, Facebook, and Instagram icons. The Nikkie Tutorials logo, a stylized 'Nt', is centered on the right side of the banner.

**NikkieTutorials** ✓  
13.8M subscribers

[SUBSCRIBE](#)



## YouTube vloggers | Kristen & Siya



[HopscotchtheGlobe.com](mailto:HopscotchtheGlobe.com) [Twitter](#) [Facebook](#) [Instagram](#)




Kristen & Siya ✓

316K subscribers




SUBSCRIBE


## YouTube vloggers | Hey Nadine



**HEY NADINE**  
*Travel Advice & Adventures*

**CLICK SUBSCRIBE**  
*new videos every week*

heynadine.com   



**Hey Nadine** ✓  
492K subscribers

[JOIN](#) [SUBSCRIBE](#)



**Create highly viewable  
YouTube videos.**

*Set a strategy for it.*



**Thank you!**