

Learn more than 10 ways to market on YouTube

Introduction

In our time, it began to develop very quickly. As soon as the idea of traditional marketing was moved to e-marketing, social networking applications began to race to be the best, and many applications appeared, including those dedicated to images such as Snapchat, and others dedicated to photos and videos such as Facebook and others What is dedicated to tweets such as Twitter, each application is distinguished from the other by the features it offers, YouTube had the largest share among applications, as it ranks second in search after Google

Marketing through YouTube means producing marketing videos to promote a product or service, and it includes several types, including promotional and educational videos, customer testimonials, and others

Marketing for a YouTube channel is more attractive than text or written marketing, as many people do not have time to read, but prefer to watch a video.

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What is YouTube Marketing and why is it important

YouTube is the preferred destination for marketers to retain customers and attract new customers, YouTube allows viral marketing, which makes videos spread quickly among a large audience on the Internet, Marketers can use other social media, such as Facebook, Twitter or Instagram, to direct consumers to YouTube videos as a way to try to get new customers
Especially popular videos that later top the YouTube homepage, which leads to more visits
YouTube allows you to create your own channel, and this is what makes you get a place in the Internet among all kinds of channels on YouTube related to the products you offer, Video has become an integral part of the experience of Internet users, YouTube alone records 5 billion views per day, YouTube is the engine of Therefore, in order to be able to compete in appearance, it is necessary to take into account the use of strong keywords, a strong description and two main and sub-headings that arouse curiosity and attention
The importance of YouTube stems from the fact that it is
YouTube is not only an entertainment platform, but the site contains various content that suits all ages. It includes music, cultural, educational, religious and entertainment channels.
Save videos to watch later even when you are not connected to the Internet
Take “GIF” by writing “GIF” before “YouTube”
Download 500 songs at the same time through “You Tube Music”
Translate the video through the Google Translate feature by choosing the “Subtitle” option from “Setting”, then choosing “Auto Translate” and choosing the preferred language
One of its most important features is that it contains nearly a billion videos that support converting audio to text in order to serve the 300 million deaf people around the world
Marketers use it as an effective SEO tool for marketing and search engine optimization
The possibility of creating your own channel for free and making profit from it



What are the ways of marketing on YouTube

There are several ways to help you market the content of your YouTube channel, including ,You may be interested in reading our guide to professionally photographing your store's products

First: Make videos about the most searched keywords

To ensure the success of your YouTube channel marketing campaign, you must choose the most searched words to reach your target audience easily through the following tools

Keyword Planner

It is one of the most popular tools used to identify the most frequently used keywords, and it is a free method

Keyword Tool

It is also an effective tool that enables you to identify the relevant tags for your video

“Tube buddy”

Tube Buddy is a software extension for Chrome browser that offers many features and features to manage the channel, create videos, and shorten time and effort, and one of its most important features

Shortening the time through ready responses, which is very important for owners of channels that receive a lot of comments

They are pre-written comments so that you can press on them quickly instead of copying them

Ease of use

Easily choose keywords

You can subscribe for free for 14 days

Second: Employ the keywords “Keywords” with titles, descriptions, and tags

After extracting the appropriate words for your marketing topic through the aforementioned tools, you must put these words and include them in the video title and descriptive phrases

It is recommended that the video title should not exceed 70 characters in order for it to appear fully in the search results

Third: Pay attention to the quality of your videos
YouTube requires its users to create a high-quality video so that visitors stay to the end of the video to achieve higher results for YouTube and thus profit for you

If the video quality is not clear and the sound is weak, the visitor will not stay long and will not complete the content

Therefore, you must make sure of the quality of the tools used before you start shooting so that you do not incur losses later

Fourth: Using Thumbnails
It is the image that the viewer sees at first glance and decides to open the video or not. It must be as attractive as possible and be chosen carefully

It is preferable that the image size be at least (640 * 360) pixels, and make sure that the image is of high quality and clear

Fifth: improve the description
One of the most important factors that attract visitors is the descriptive paragraph that describes the content of the video. The more interesting and attractive the description, the more visitors it will attract to open and spread it faster

But you must pay attention that the description is true to what the video actually contains and not just to attract attention because it will lead to counterproductive results
The description must contain the keywords for SEO

Sixth: Choose the titles carefully
When choosing a title, you must choose a short and distinctive title so that it appears complete, be as interesting and attractive as possible, and include the keywords that you extracted previously
It is recommended that it be in the form of a question because visitors often use the question in search engines

Seventh: Use your circle of acquaintances in marketing your channel at the beginning
In the beginning, of course, you will not have many visitors, so you can resort to your circle of friends and relatives to promote you at first

Eighth: Integration with other platforms
Marketing a YouTube channel on social media
Social media marketing is possible as the use of different platforms varies between visitors according to their country, environment and culture

You can market your channel through other social media such as Facebook, Instagram, Pint Rust, Snapchat and others to reach the largest number of target audience

Ninth: Take advantage of “Trends”
Trending trend, “Trend” means the emergence of a certain trend for a period of time and a large number of people follow this trend, you can take advantage of the emergence of these trends

By including the audience of these trends in your video content

Tenth: Take advantage of the live broadcast
The “Live” feature is one of the most important ways to increase the credibility of your audience for the product or service you are promoting
This is because the content is not modified with montage or effects, but the content is displayed without improvements

Eleventh: Prepare the channel professionally
What is meant here is the presence of everything the user is looking for within the channel, the possibility of smooth navigation within the channel, and the clarity of sound and image
So that the user can feel comfortable and enjoy while watching

Twelfth: Include your brand in all your videos
Of course, including the brand in every video is critical to fixing your content in the mind of the recipient and remembering your activity once you see the brand



What are the types of ads on YouTube

In general, ads on YouTube are divided into two main types ,You might also be interested in checking out Influencer Marketing

Ads that play automatically while watching other YouTube videos, some are skippable after watching the first 5 seconds, some are non-skippable (less than 16 seconds)
Ads placed as thumbnails next to related videos, in search results, or on the YouTube mobile homepage



What types of videos can be posted on the channel

When you start developing your marketing plan and decide to add YouTube marketing to it, you need to define your goals that you want to achieve from YouTube marketing, for example, do you want the YouTube marketing campaign to improve the conversion rate of visitors to customers, or do you want to increase awareness of your brand, or do you want Increase the number of posts, comments and likes ,You may be interested in checking out Social Media Marketing
There are many types of videos that you can use in YouTube marketing, and each of them has goals that it helps to achieve
To help you decide what types of videos you will produce in your YouTube marketing campaign, below we will cover the most prominent types of videos, and what goals each type achieves, start by creating the type of videos that

you think fit your company and your goals and gradually add others

Promotional video: It is the most popular type of video, and aims to increase awareness of your brand and increase potential customers, you can use it in paid ads provided it does not exceed 30 seconds, and if you produce one creatively, it may be shared widely, and you achieve the goal of spreading through it
Product Explanation Video: This type of YouTube marketing video shows how your product solves a problem, meets a need or makes your customers' lives easier, through a hypothetical scenario of its importance from the buyer's perspective. Throughout this video, use an emotional glimpse to convince your audience of the product's importance, and generate leads. The following video from Fiverr shows how using the Fiverr website helps buyers to accomplish their tasks and work online
Customer Testimonials Video: One of the most important types of YouTube marketing videos, and for B2B activities, this is the type that buyers look for when they arrive on your website
This type of video helps convince potential customers to buy. And it doesn't require a high budget, you can ask your customers who have had a happy buying experience to record their testimony in a short video with their personal cameras in which they answer a set of questions you sent them. Google makes excellent use of this type of video, as the following clip shows how an artist was able to paint different places around the world using Google Street View technology
Branding Video: This type of YouTube marketing video tells your audience about your brand, its values, message, and history, helps you reach new audiences, builds awareness of your brand, and deepens the connection between you and your customers
Blog video: This type of YouTube marketing video helps you appear in search engines. Use this type to provide information that your audience is looking for or answer an important question they are interested in, then direct them to your business at the end of the video to get their attention
Entrepreneurial video: If you have extensive experience in your field, you can export an image of yourself as an expert and pioneer in your field, through an educational video for your audience on a specific topic, through which you present your entrepreneurial views in your field

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team, where we offer you a group of specialists in professional web design services, social media and SEO services, and many various digital marketing services. Hurry up to contact us through our various digital platforms, or visit the digitsmark website on the Internet

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