

Our 5 Top Tips for your...YouTube Strategy

- ▶ Your YouTube presence is an extension of your brand. For too many companies it is the weak link in their social media and online presence - poorly branded and optimised and, as a result, a failed opportunity to generate revenue from the content that has been commissioned.
- ▶ As well as hosting videos, YouTube provides an unparalleled opportunity to generate positive Google search impact for your business. YouTube is packed with videos that nobody is watching or finding because the basic work to become visible is not being done. Don't be an also-ran.
- ▶ The difference between failure and success in terms of YouTube viewing figures for your videos is not a pile of constant work. It is about simple steps, learned from an expert, and implemented properly.
- ▶ Because of the way YouTube interprets the content of your video, you'll get a lower ranking if your video is a slideshow set to a pop song, rather than someone speaking useful information.
- ▶ The first 48 hours of your video's existence on YouTube is important in its likelihood of getting good traction on an ongoing basis. In this early period, promote it like crazy. Also be careful not to upload to other platforms, specifically Facebook, on the same day as you will simply divide your audience. Stagger your rollout.

CLIENT TESTIMONIAL

I hired Chris to help me with my business YouTube account. From setting it up correctly to talking and showing me though how it all works, what I should be doing and how to grow my views Chris made everything really easy to understand.

I would highly recommended him to others looking for help with YouTube or corporate videos.

Ellie Kelly, Owner, Buttons Parties



PROJECT SUCCESS STORY

We've set-up, optimised, or manage over 50 YouTube channels for our clients. The strongest endorsement of the power of proper optimisation came after we deleted a client's video from their channel due to poor performance and then re-uploaded it properly. The new video performed twice as well immediately. Another client gained 5 times the traffic from their new video - properly keyworded - as they did from their previous effort.

Our biggest volume success is from a lighthearted promo video which has gained on average 1000 views per month every month since going live - even though the product is now no longer available!

