

# You've made a YouTube video. Now what?



Congratulations! You've made your first video, or web show, or web blog, or a bunch of videos! You've optimized the headlines and text, and posted everything on your YouTube channel.



But...nobody's watching! And you told all your Facebook friends to "check out your video"! What's the deal? Isn't that all [Rebecca Black](#) did? Or that [Gangnam Style](#) guy?

## WHERE ARE MY FANS? MY MILLION VIEWS?

Making your videos is just the first part of a successful YouTube marketing campaign. Now you've got to tell your audience that your videos are great to watch and will change their lives in some wonderful way. Notice how I said "audience," not "world" -- you want your videos to attract and engage a specific person who will hopefully become your fan and then your customer. You don't want to be Rebecca Black. Nobody does.

### Before you start marketing...

This Cheat Sheet focuses on YouTube marketing for small business. This means your videos are not only to entertain but to draw your audience to engage in your business and become customers. So get these three non-YouTube things ready before you start:



### 1. Company Web Site

The worst thing you can do is drive traffic from your videos to a web site that's confusing or unclear about what you want them to do. Provide simple choices about how visitors can engage with your brand. Go to [MarieForleo.com](http://MarieForleo.com) to see an excellent example of a clear and concise **call to action**. Put subscription offers right up front.



### 2. Company Blog

A blog with regular updates (at least once a week) will provide fresh content for searches and keep you engaged with your audience. If time is an issue, then just run your blog as your company site (see pg. 6 for more info).



### 3. Mobile version of your site and blog

This is where most businesses screw up big-time. You **MUST** have mobile versions of your site and blog or *you will lose customers*. Why?

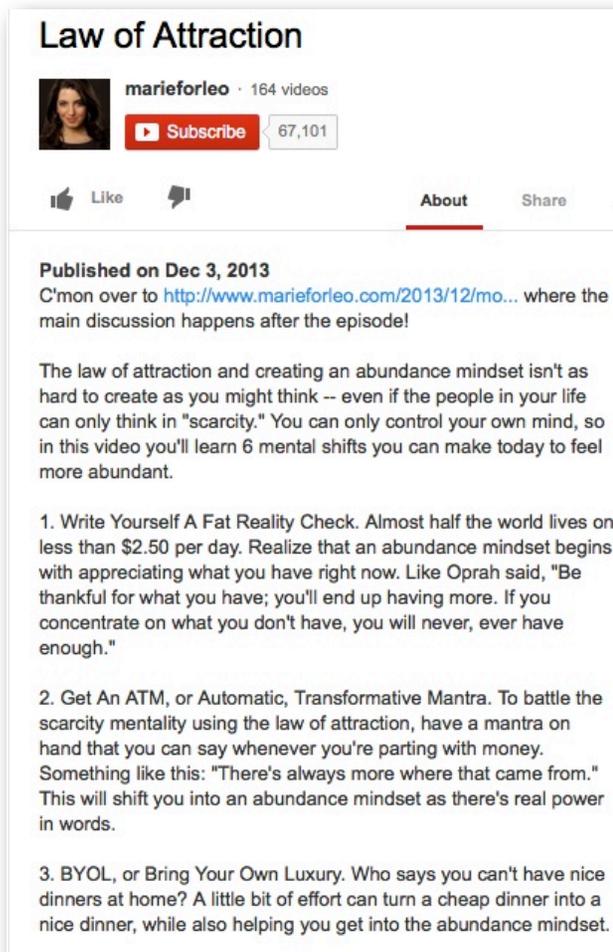
- Half of your online audience is using a mobile device.
- More than half of all mobile traffic on earth is [online video](#).

It's easy to create mobile versions of your site. There are plugins for Wordpress; many hosting companies will create a mobile version for you. Don't skip this step!

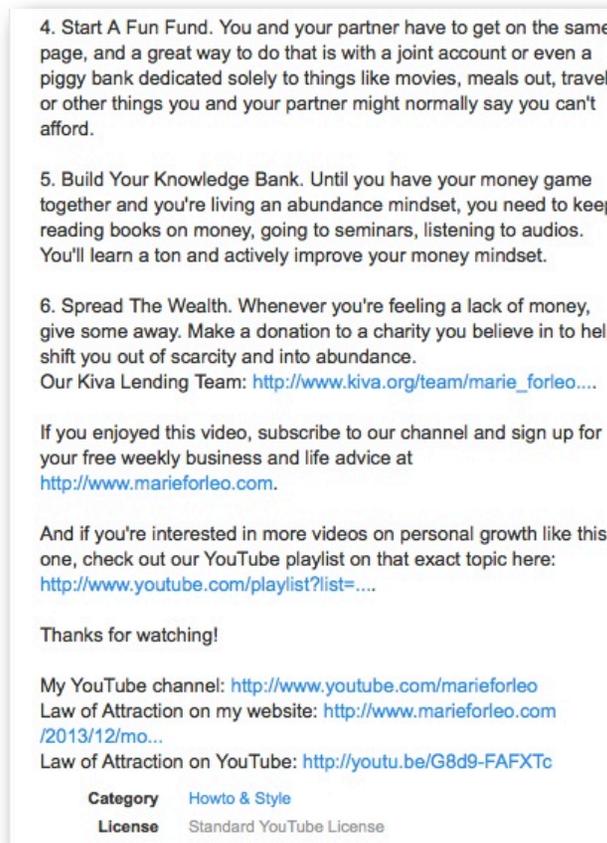
## Optimization: Text Descriptions & Links

The easiest way to promote your videos on YouTube is to *optimize* them. *Optimize* is a fancy way of saying, "write a great text description that helps Google/YouTube categorize your video." These descriptions should contain keywords that agree with the title of your video and the keywords you put into the "tags" section.

You should describe the video completely, and not write an incomplete tease to get anyone to watch the video. Some people use the *transcript* feature on YouTube that converts the audio to text, but I don't recommend that since you may have visuals and graphics that convey more information than just what's in your audio track.



The screenshot shows a YouTube video player interface. At the top, the video title is "Law of Attraction" by the channel "marieforleo" which has 164 videos and 67,101 subscribers. Below the title, there are icons for Like, Comment, and Share, and a tab for "About" is selected. The video description begins with "Published on Dec 3, 2013" and a link to a website. The main text of the description starts with "The law of attraction and creating an abundance mindset isn't as hard to create as you might think..." and is followed by three numbered points: 1. Write Yourself A Fat Reality Check, 2. Get An ATM, or Automatic, Transformative Mantra, and 3. BYOL, or Bring Your Own Luxury.



The transcript shows the spoken content of the video. It lists four points: 4. Start A Fun Fund, 5. Build Your Knowledge Bank, 6. Spread The Wealth, and a call to action to subscribe to the channel and sign up for a free weekly business and life advice newsletter. It also includes a link to a YouTube playlist and a link to the creator's website. The transcript ends with "Thanks for watching!" and a link to the creator's YouTube channel.

## Marie Forleo (MarieTV)

This is an excellent example of how to write text with links.

## Text Description

She's broken down her description into numbered paragraphs which makes it both easy to read and easy for YouTube to categorize.

## Links (text in blue are links)

She leads the first paragraph with a link to her main web site. She also places links inside paragraphs to additional web resources, and ends with a **call to action** to **subscribe, sign up for her free offers**, and be part of her online community. She says, "thanks for watching!" and adds more links to her channel and web site.

**Pro tip:** this text can be reused for your blog, email marketing, newsletters, and other social media.

## Annotations

Annotations are overlays you can place on your video after uploading to YouTube. These can link to a number of YouTube sources, including your channel, a Subscribe link, individual videos or any other videos on YouTube.

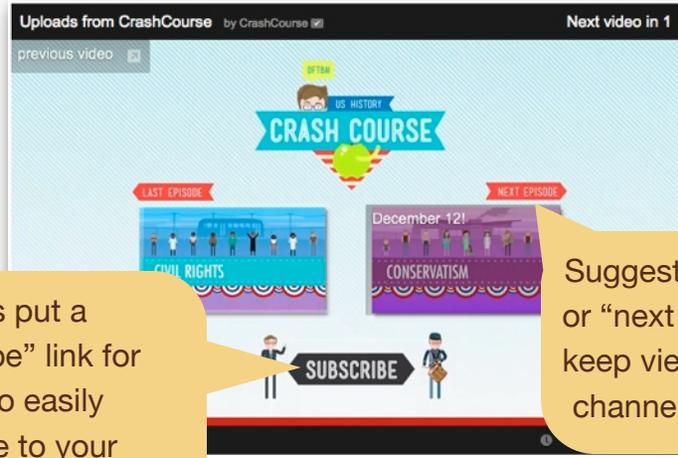
Remember, don't overdue your annotations. If you plaster gobs of links, reminders, notes and other garbage on top your video, your audience may get annoyed and go to another channel!

### During the video:



Suggest similar videos.

### At the end of the video:



Always put a "subscribe" link for viewers to easily subscribe to your channel.

Suggest "last episode" or "next episode" to keep viewers on your channel.



"Previous video" link is great for promoting a series of videos.

### Link to sites outside of YouTube?

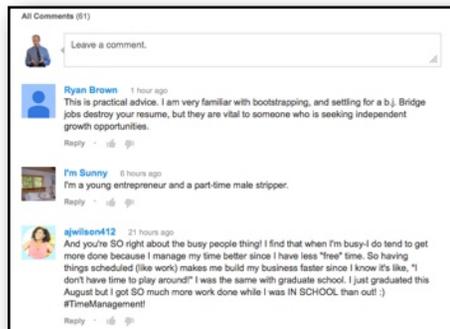
It's now possible to link to outside websites. It's a bit of a process to enable your channel for this feature so best to follow YouTube's guidelines in their [Webmaster Tools](#).



There are three main ways to market your videos using YouTube:

**Comment, Subscribe and Share.**

For a complete guide on all things YouTube, download the free [YouTube Creator Playbook](#).



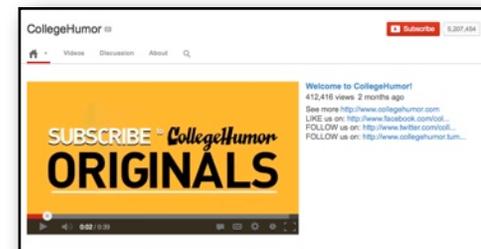
## Comment

Comments are the best way to build views as YouTube sees them as “fresh content.” Always answer your comments and thank people for watching... remind them to share, too!



## Share

Since YouTube makes it so easy to share on several social media sites, make sure you have a presence on all of them and provide a good reason why anyone would enjoy sharing your video.



## Subscribe

Ask your friends via social media, email and in person. Think of ways to reward, bribe or guilt them into clicking. [CollegeHumor](#) puts their reasons for subscribing in their channel trailer.

## Ask your friends for help!

If you're just starting out you can build views by asking your friends to comment, subscribe and share your videos. Nobody likes to go first, especially strangers, so don't be shy about asking friends to leave comments, subscribe to your channel, and share your videos on their social media. For more on social media sharing, head over to **page 5**.

## Ask questions!

Approach YouTube as a conversation, not as a TV show you're broadcasting. You want to develop a two-way dialog between you and your audience. In your videos, you should ask viewers “what do you think about...?” as well as specific questions. Ask for feedback. Ask for comments, subscriptions and shares. Then answer those questions in your Comments section, or by email, or in upcoming videos.

## Build Your Community

Your goal in the first few months is to become part of the YouTube community. If you show YOU care about other YouTubers, they will care about you.

## Local audiences vs. world-wide

YouTube isn't just for big companies trying to market to the entire country (or world!). If your businesses markets to local customers, YouTube is your best tactic -- better than television at a fraction of the cost.

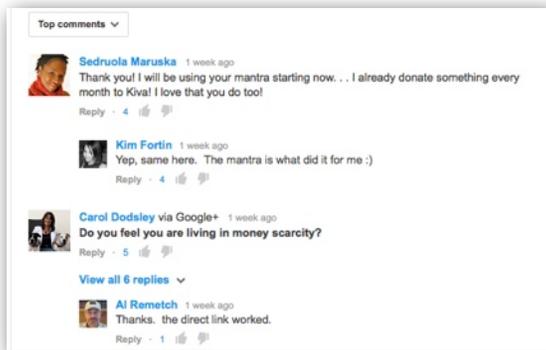
**Pro Tip:** search YouTube for businesses like yours in other geographic areas, see what they're doing that brings in lots of views, and borrow their techniques for your videos.

## Look at people's comments

Everyone who leaves a comment will have a link back to their YouTube profile. Take a look at everyone who comments to see if it's a good fit for you

to subscribe to their channel -- they might return the favor and subscribe back! If they have a large following or even a blog you can connect with them for later marketing.

Immediately connect with anyone who leaves a comment on your channel.



## Channels with similar audiences

With a simple keyword search you can find many YouTube channels that appeal to the interests of your target market. These aren't always your direct competition, but channels related to your market's age, income level, etc.

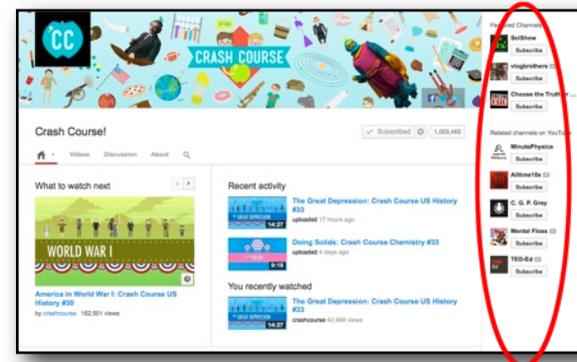
When you find similar channels, subscribe to them, leave comments, and share their videos on social media and on your blog. Become a part of their community. Once you build a rapport, offer to write or film a guest blog and invite them to contribute to your blog. This is called **cross promotion** and **collaboration**.

Remember, **NO SELLING**. Once they trust you, they are much more likely to connect and share their audience with you (and your audience with theirs).

Use Skype or other online video services to record interviews with guests who live out of town. [Use free software to record Skype audio and video.](#)

## Channel Feed

You can find related YouTube channels on your **channel feed**. You can also see similar channels on most other YouTube channels, too (some channels turn off this feature).



A big chunk of your new views will be generated away from YouTube. This is why you need to prepare your web site, blog and mobile presence first.

## Do you have an “Irresistible offer”?

Give people a reason to subscribe, watch, read and share by reminding them of your **irresistible offer**. This can be a free service, or download, or coupon. Remind them to share your offer with their friends.



## Marketing with your company Web Site

Insert video content up front. Some businesses prefer to keep the same video that explains your company; you can put your YouTube channel trailer here if you've made one. Some companies prefer to change this video with each new video release. Make sure you have a separate video/media page for your older videos.

## Repurpose your work

Whatever you write for one thing can be used in other media. The text description of your video on YouTube can be re-used in your newsletter, video blog, web site, Facebook, and other social media.



## Marketing with Email & Newsletters

Once fans subscribe, use automated software like [MailChimp](#) or [Emma](#) to send out new emails of videos and text to your fans. You should email a newsletter once per week.

Don't be discouraged if only a few people sign up. Million-dollar businesses started out with just a handful of subscribers.

## Build your fan base first

Don't expect instant marketing miracles from social media. At the start, you're mostly connecting with people who already know about you. In order to bring in new fans, you have to offer great content that your friends will share -- and don't try to directly sell anything.



## Facebook

Post updates 2-3 times a day, 4-6 hours apart

Posts: status updates, photos, videos to keep fresh content going. Ask for feedback! Ask for sponsors!

Ask specific questions about your content.

Make your content conversational.



## Twitter

Mix personal updates about you with promoting content.

Share links, Use a [URL shortener](#)

Ask power users to retweet.

Create unique hashtags for your channel.

Update feed 1-3 x per day.

Seek out other conversations related to your content.

It can take 3-6 months until new fans are ready to become customers. For some awesome social media automation tools, [click here](#).



## Instagram

Use screen grabs to create fun stills.

You can now upload 15 seconds; create a short clip from your video.

Follow others who have similar audiences; connect, share and friend.



## Pinterest

Create "pins" from your video material using screen grabs, quotes.

Pin relevant videos to your message that your audience would like to see.

Link to your Youtube content, web site, newsletter, blog.

Follow similar topics; re-pin.

Connecting with bloggers to share content is probably the fastest and best “bang for the buck” YouTube view-building strategy. Bloggers are always looking for good content (like yours!) for their fans and audience. Your blog should be so awesome that you can offer your content and fans to other bloggers, too!

## 1. Create & maintain your blog

Place your video content on your blog. What, you don't have a blog? Or you tried it... and it “didn't work”? Blogs are seen as “fresh content” by Google and are essential to creating “link authority” by giving your audience a place to link to for your expertise and keyword-rich content. So blog! At least once a week!

[Wordpress](#) is a very popular blog building service, though there are [other hosting blog services specific to certain industries and interests](#). I use [Weebly](#) since it's easy and they have free versions that can link to your domain name.



Google's free [Blogger](#) platform is an ideal place to repurpose your blogs (make sure you slightly alter your post so Google won't ding you for copying).

Remember, *everything in the Google universe is searchable on Google*. The more content you put on YouTube, Google+ and Blogger, the better!

If time is an issue then just use your blog as your main web site.

If you sell other items such as books or products, you can promote these on your blog as well. Just remember, your primary concerns for blogging are creating content for your fans and authority for Google searches.

## 2. Connect with other bloggers

Make a list of online influences that are related to the interests of your fans, such as:

- Blogs
- Web sites
- Newsletters
- Social media personalities
- Niche communities

A few helpful tips and links:

- [Click here to find influential bloggers to connect with.](#)
- Check blog listing services like [Tumblr](#), [StumbleUpon](#), etc.
- Use [Google Alerts](#) to see where people are talking about you.
- Add social media widgets to your blog so your fans can easily [share your blog posts](#).

Subscribe to their blogs, sites and newsletters and become familiar with what their creators are saying and what their fans like to see.

Build relationships first! Don't say, “Check out my new video!” Connect with editors to see if you can share their blogs first.

When you've established a relationship, ask them to follow you and offer your video content to their audience. Offer to write a guest text blog for them, and invite them to write for yours, too.

Not every blogger will want to do this; some bloggers have many thousands of fans and are very careful about who they cross-market with. Make sure you understand how they operate before offering.

## Write blogs with both text and video

Google still needs text to list your video, and people like to read text, too. Make sure your video blog descriptions are full of great keywords to help Google categorize you and encourage your fans to read and watch.

# Market outside YouTube: Traditional Media

Stop the presses! How do you think Rebecca Black and Gangnam Style dude got millions of views? Their stories were picked up by television, radio and newspapers. Yes, these old-school media outlets still have a tremendous reach and clout, and need your content!



## Connect with them online

Every large traditional mass media outlet has an online presence.

Look for editors and writers who cover your type of content. Follow them on Facebook, Twitter, etc.

Repost their online content (with their permission). This builds a rapport between you and the editor.

When you publish something that might interest those editors, reach out and offer your content. Make sure to show them why your story will resonate with their audience.

Be careful with this -- editors are flooded with PR requests every day. Your content really has to jump out and be something trendy and interesting. Don't worry if they say no -- you can always ask later.



## Reporters want you!

Where do you think CNN (and all other news sources) get their secondary content and links from? Bloggers and newsmakers like you! Help the editor do her job and you might get front site placement, too!

## Hey! This is a LOT of work!

Every second, more than one hour of video is uploaded to YouTube. If it was easy to build an audience, everyone would do it.

Your first task is to create great content that is exactly what your target audience wants to watch. If you create great content, building your audience is a bajillion times easier.

Yes, building your audience is time-consuming, but it can be very rewarding: many successful companies started out with a simple video blog and basic YouTube marketing. You can do it, too!



And if you need help, I'd be glad to lend a hand!

[KevinCampbellFilms.com](http://KevinCampbellFilms.com)

Kevin@KevinCampbellFilms.com

[youtube.com/user/KevinCampbellFilms](http://youtube.com/user/KevinCampbellFilms)