

Transcript - How To Create a Call to Action in Your YouTube Videos

What are your viewers doing once they finish watching your videos? Are they actually taking the actions that you want them to take or are they doing something else?

Because if they're not, then you need to stick around because I am going to share with you how you can create your own call-to-actions for your YouTube videos.

Hi Joshua Van Den Broek here, founder of Video Marketing Done For You where we help entrepreneurs just like yourself, to make your video marketing simple.

Now when we speak with our clients about creating online video, the first thing that we speak to them about is their call to action; and that is, what is it that you want your viewers to do when they are finished watching your video.

Because if you are not clear on what that is, then you are not going to get the desired outcome that you are after.

So there is a whole bunch of different types of call to actions that you can get your viewers to do.

It can be to subscribe to your YouTube channel. It could be to share that video with some of their friends or colleagues who may benefit from your content.

It might be to opt in to a particular offer, by clicking on a link to a landing page. It might be a sales offer, so again clicking off to another link. It might be to just come back to your website or blog to view more of your content. It could be to make a phonecall if you are a local business so you can get enquiries into your business.

There is so many things you can actually get your viewer to do, you just need to be clear on what it is that you actually want them to do first.

If you are just starting out on using YouTube as a platform to host your online videos, then your focus should be on trying to get your viewers to view more of your content. That can be in the form of subscribing to your channel, watching another video, or coming back to your blog.

Now if you have a few videos that start to follow a particular theme, then you will want to shift your focus so your call to action is more about trying to get them to opt in to a free offer.

And that free offer needs to be related to that theme of those videos because otherwise if it is an offer that is completely disjointed, then you are not going to get them to opt in.

So the key is to try to move the relationship with your viewer from YouTube to your email database; where you can communicate more freely with them, more regularly and even introduce some other offers including sales offers.

Forget the sales offers on YouTube, they don't belong there it belongs somewhere else, keep them for the email.

If you liked this video and would like more quick tips on how you can use YouTube as part of your video marketing strategy; then please subscribe to our channel or check out the next video.

I look forward to seeing you there.