

Transcript - How To Create Your YouTube Strategy

Many of the people that I speak with who are putting videos on YouTube, don't have a clear strategy. So in this video, I'm going to clear up a few misconceptions about YouTube so you can create your own video marketing strategy that's in line with your business.

If you intend to use video and publish it on YouTube, then you need to be clear about what the role of YouTube is. You see a lot of people think that they are going to create this sales video and they are going to publish it on YouTube and they are going to get sales. Sorry wrong answer.

What YouTube does, is that it's a traffic generator. It's like Google, it's a search engine. In fact, it is the second largest search engine in the world. So you need to treat it like that.

It's not a shopping cart. If you are going to create a sales video and you want someone to click an add to cart button, then put that video on a separate landing page where they can do that.

If you're going to use YouTube, then create videos that are actually going to be useful on YouTube. The idea is to generate more views. Get people to come back to your channel to see more of what you've got. That is the role of YouTube.

Give them a reason that is compelling, in order to watch more of your stuff and click the subscribe to your channel.

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 then.