

CHOOSING THE RIGHT PLATFORMS

YouTube

YouTube has over 2 billion users—almost one-third of all people on the Internet. And according to Alexa, it's the second-largest search engine in the world after Google. Makes sense when you think about how people use YouTube—as a video search engine for a new movie trailer, a how-to video, or even a product demo.

With that said, your video titles should be customer-centric and descriptive so users can easily find your content. And don't forget, your video description should be two or three sentences that include targeted keywords. Be sure to take advantage of the tagging feature, which is the way that YouTube determines the relevance of your asset and groups similar videos together. Five to seven tags are optimal to ensure the video appears as a "related video" when users are viewing other videos with the same tags.

Aside from posting content on YouTube, you can also use its ad platform, which allows you to display ads before a video to your target audience.

Tips and Tricks

- **Use a keyword-rich description:** This section represents the meta data that is searched by Google. Pack this section with descriptive keywords to reveal what your videos are about and help with keyword search rankings.
- **Post new videos on a consistent basis:** Users like to feel like it's worthwhile to subscribe to your channel. Set a cadence for how often you'll publish videos and keep it. Once you've set expectations with your audience, it can hurt your brand to not meet those expectations.
- **Include calls-to-action in your videos:** Ask viewers to subscribe or visit a link. You can direct them to your website to learn more, or to a landing page to download a coupon or register for an event.
- **Broadcast live video and host the recording:** Connect your channel to Google Hangouts (You can learn more on the Google Hangouts help page).

YouTube Paid Advertising

Whether your buyers are looking at funny cat videos or watching explanatory marketing videos, there are various types of ads you can show to targeted audiences based on content: In-Stream, In-Search, In-Display, or In-Video Overlay Ads. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).

