**Why You Should STRONGLY Consider YouTube for Building Your Audience**

I was recently inspired by the story of a brand that recently made it big. That brand is Charisma On Command, which is all about ways you can present yourself more engagingly and persuade others. The channel is doing very well now on YouTube and in one video, the presenter explained how this success came only once they decided to focus on YouTube and stop concentrating purely on their blog.

The difference was immediately apparent. YouTube gave the creators a way to convey their personalities and thereby to build much closer relationships with their audience. At the same time, they were able to stand out with high quality production values and with a channel that looked and sounded instantly engaging.

And this is something that you should DEFINITELY consider as well if you are currently trying to grow an audience. Here is why:

**It’s Not as Hard As You Think**

You might be thinking that you don’t have what it takes to create a successful YouTube camera. Maybe you’re reluctant to go in front of the camera or maybe you don’t believe you have the necessary skills.

Firstly, note that a lot of successful YouTube channels like ASAPScience and Mr. Sunday Movies don’t ever go in front of the camera either. As for editing etc., this can often be accomplished through outsourcing.

**You Can Stand Out**

When head onto YouTube, you can immediately stand out in a way that wouldn’t be possible otherwise. You know those reservations we just addressed? Those are the same reservations held by countless other creators and as such, fewer brands are on YouTube than have blogs.

**SEO Actually Works**

Because of this lower competition, SEO on YouTube is much simpler and more effective. If you want to become the top video for a popular search term, it’s a simple matter of creating something great, adding the right keywords and then thinking about how you can link it with other popular videos so it will be a suggested video.

**It’s Highly Engaging**

Finally, video give you the opportunity to get your personality across, to convey emotion and to generally engage your audience in a manner that simply isn’t possible with the written word alone. This means people will be much more likely to subscribe and you can even ask them to follow you on social media, or to sign up to your mailing list.