

# VIDEO ECONOMY

Discover The Secrets To Using YouTube, Snapchat  
and Other Video Platforms To Reach a Wider Audience



# Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this eBook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this eBook should be used as a guide - not as the ultimate source.

The purpose of this eBook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.

# Table of Contents

<b>Introduction.....</b>	<b>5</b>
<b>1. Why Is Sharing Video Content So Popular? .....</b>	<b>8</b>
Types of Video Content .....	8
Why Use Video Content? .....	10
Market Demand .....	11
Customer Satisfaction .....	11
<b>2. Social Media and Video Marketing .....</b>	<b>13</b>
Effective Social Media Strategies .....	14
Generating Interest On Social Media.....	15
Growing Your Social Media Presence Through Video .....	16
Using Video to Connect With Social Media Followers .....	17
<b>3. Get Younger Customers By Using Snapchat.....</b>	<b>19</b>
Why Snapchat Works .....	19
Why Businesses Need Snapchat.....	20
What Can You Share On Snapchat?.....	21
Using Snapchat for Research .....	21
<b>4. Why You Shouldn't Ignore Instagram .....</b>	<b>23</b>
Effective Instagram Videos .....	24
Connecting With Customers .....	24
Linking Networks Together .....	25
<b>5. Using Video for Describing and Reviewing Your Products .....</b>	<b>27</b>
Why You Should Consider Video Product Descriptions.....	27
Reaching Out to Customers Through Video Descriptions.....	28
Why Video Product Reviews Are So Effective .....	29
Video Reviews: The Personal Touch.....	30
Using Video Reviews to Connect With Your Customers .....	31
<b>6. Why Your Business Needs a YouTube Channel.....</b>	<b>32</b>
Benefits of Using YouTube .....	32
Using YouTube to Improve SEO .....	33
Using YouTube For Advertising .....	33
Connecting With Your Target Audience on YouTube .....	34
Innovative YouTube Video Ideas .....	34
<b>7. Encouraging Video Sharing .....</b>	<b>36</b>
Sharing Incentives .....	36
Standing Out .....	36

Engaging With Viewers .....	37
<b>Conclusion .....</b>	<b>38</b>

# Introduction

Video is the next big thing in marketing, with more and more businesses from almost every possible industry taking advantage of the motion picture in order to advertise their brands, products, and services.

Video has long been a marketing staple, with television adverts being around ever since the early TV sets. However, today's video marketing isn't limited only to costly, feature-length television commercials.

Thanks to social networking sites such as Facebook, Instagram and Snapchat, it's now possible to share your marketing videos online with a wider audience, or even share live videos. YouTube, the biggest video sharing company online, is also the first choice of video marketing platform chosen by the companies who are taking full advantage of this recent trend.

Video content has been proven to be the most effective of the majority of other forms of online content. When watching a video, customers are more likely to remember the video than they are to remember written content or an image, for example. Because of this, marketing videos tend to have a much bigger impact on potential new customers as opposed to a marketing banner, for example.

This, along with the fact that video can attract a much wider audience than most other forms of content, is one of the main reasons as to why video content is the latest big trend in marketing, and you should definitely utilize its powers for your business, whether small or large.

In this book, you'll discover:

- Why you shouldn't ignore the rising popularity of video marketing;
- How to use social media effectively for video marketing;
- How to use Snapchat to reach out to the younger generation;
- Why Instagram videos are so effective;
- Why you should definitely consider video product descriptions;
- How video reviews can help your company;
- The various types of video content you can benefit from, and
- Why every business needs a YouTube channel.

Video can be an extremely powerful medium when it comes to connecting with and communicating with your audience. Many businesses have found that the use of video allows them to better present their brand 'voice' and image in a way that customers will be able to relate to personally.

Since the video medium is so versatile, any business can use it in order to reach out to their customers provided that they have

carried out a lot of research on their target market and can come up with a video which will make their brand relatable.

Another benefit of video content for businesses is that it no longer costs half your budget to make a good marketing video. Thanks to modern technology, it's possible to put together a good video using a basic camcorder or even a smartphone.

Video editing software can be obtained cheaply or even for free, and you don't always need to hire actors, either – sometimes animations can be just as powerful when it comes to getting a message across. Because of this, video marketing is also increasing in popularity because it has become significantly more accessible to smaller businesses.

With a number of platforms to choose from when it comes to spreading your video content – YouTube, Facebook, Twitter, Instagram, Snapchat and blogs to name just a few, there's no reason why any business owner shouldn't be seriously thinking about using video content and video marketing in order to reach a wider audience and spread the word further about their brand, products and services.

# 1. Why Is Sharing Video Content So Popular?

Business owners who keep up with marketing trends will know that video marketing is huge. With more and more social networks adapting to the latest developments in video marketing – for example Facebook’s new ‘Live’ feature, which allows both company and personal Facebook account holders to post a live video feed recorded from their smartphone to their Timeline, if you’re a small business owner, now is the time to get involved with this new trend in order to make sure that you don’t get left behind.

## **Types of Video Content**

Video content is a hugely powerful way to get a message across, and there are many different types of video content which you may consider using for your business and marketing purposes. One of the most popular types of video content is marketing content, where you will come up with a short movie that convinces customers to express interest in your brand. Some marketing videos may focus on the brand as a whole, whilst others may focus on a particular product or service. You may use actors, animations, or something else in order to put together a marketing video.

Another type of marketing video that you may come across in your use of video content is the video product review. Product reviews are hugely important in the world of online shopping, with many people relying on the reviews left by others when it comes to purchasing products and services online. However, video product reviews can be very impactful and have more of an effect on the viewer's decision than standard written reviews.

One of the best ways to get video product reviews is to send samples of your products to vloggers (video bloggers) in the industry and ask them to leave you a video review. This is also a situation where you could use apps such as Snapchat, which allow users to leave small videos in succession on their personal Snapchat 'story'.

Another type of video content which you may use is a video product description. With online shopping becoming more and more popular as an increasing number of people are opening their laptops rather than hitting the high street, competition for businesses online has grown significantly.

This has led to online retailers looking for new and innovative ways to generate interest in their products online which leads to more sales. Video product descriptions are hugely effective for this purpose as they go a step further than the standard text and photograph descriptions; they tell a story and allow the customer to see the product that they are considering buying in action. As a

result, the customer has a clearer idea of the product and can make a more informed decision to buy it. This is especially useful for things that many still like to see in person before buying, for example clothing, jewelry, or automobiles.

## **Why Use Video Content?**

Every business which has an online presence should use video content in some form or another. With video now being more and more accessible, even the smallest of businesses with the tightest of budgets can afford to use video content to some extent, even if it is just Snapchat stories or Facebook Live videos.

Even if you own a business which does not sell products online, using platforms such as YouTube to upload videos which describe your products, for example, before sharing these on your social media pages can be effective in generating more interest and boosting your sales.

Whether your business is based online or not, it is absolutely vital to have an online presence – whether this be a website, blog, social media profiles or ideally, all three. Posting videos online can not only make your company more popular and help you reach a wider audience, it can also improve your business website's SEO and even your local SEO endeavors.

## **Market Demand**

As video content has become more and more popular for reaching out to and connecting with customers online, there has been an increase in market demand for it. Today's customers are increasingly expecting their favorite businesses and brands to provide them with video content to watch whether it be advertisements, informational videos, product reviews, product descriptions, or simply videos for their entertainment.

With video becoming more and more popular on social networking sites and apps such as Facebook, Snapchat and Instagram, the modern consumers of today expect to be able to connect with the brands that they associate with via video content.

## **Customer Satisfaction**

Today's customers are not only looking for products and services which meet their needs. It is becoming increasingly more important for customers that they connect with and relate to the brands which they purchase from. Because of this, video marketing is an essential component when it comes to making sure that your customers are fully satisfied with the type of service that they receive.

No longer does customer service end when the phone is hung up or when the customer leaves the store; thanks to social media, customer service and relations is now an ongoing thing which must be addressed and improved continuously. Customers are not only going to judge your brand based on their experience when browsing for and purchasing products/services, but also on the way in which your brand communicates with them and portrays itself on social media. Because of this, video content provides businesses of all sizes with a prime opportunity to improve customer satisfaction levels and work to keep their existing and potential customers happy.

## 2. Social Media and Video Marketing

If you keep up to date with trends in social media, you'll probably be aware that video content is quickly taking over most other forms of content. On their personal pages, Facebook users are now updating their Timelines with Live videos instead of writing about what they are doing or taking photos.

This is allowing friends and family to experience the moment along with the person who is recording the live video, in real time. Not only has this enhanced the social media experience for personal users, it has also become a hugely effective new tool for business users. Similarly, Instagram's relatively new video feature has been a huge hit with both business and personal users.

Although Instagram's video time limit is a matter of minutes, these short videos can have a dramatic effect when done right. Snapchat, which began as a photo-sharing app that was popular with teenagers, has now become a hugely powerful marketing platform with hundreds of businesses sharing images and videos with other Snapchat users.

Last but not least, every social media site is able to share YouTube videos, making YouTube still the best platform for uploading your videos to the web.

## **Effective Social Media Strategies**

Any good business owner or marketer will know that in order to be successful with a social media account in business, it's vital to have the right strategies in place in order to gain attention from the maximum amounts of people at the right times. When it comes to social media marketing using video content, it is vital to have good marketing strategies in place in order to ensure that you get the best results. For example, the timing of your videos is key to getting a good response.

Some of the best times to post videos on your social media pages are during lunch time and in the evenings, when most people are not working and are more likely to be relaxing and catching up on social media. Similarly, the weekends are also a good time to increase your video sharing activity.

However, bear in mind that timing could vary depending on your specific target audience, so it's essential to make sure that you carry out the necessary market research before putting this strategy in place. For example, if you're targeting students, you may get a better response by posting late at night or in the mid-morning.

On the other hand, businesses targeting people who work in typical 9-5 jobs are best sticking to evenings and weekends when

it comes to updating their social media pages with fresh new video content.

## **Generating Interest On Social Media**

In order to generate interest in your video content on social media, it's important to make sure that you use other forms of content to grab the attention of your followers. Whilst some social media sites, such as Instagram, may play your video content automatically, others, such as Facebook, may require the user to actively press the play button in order to view the video. In this case, using written content to create an interesting and attention-grabbing description of the video will encourage more users to press play.

When it comes to writing good video descriptions on social media, it's important to remember to keep things short and to the point – anything too long could end up boring the reader, and they might not bother to watch the video after reading. A good way to create interesting and compelling video descriptions is to leave the reader wondering. For example, a simple 'Can you guess what happened when we went here?' will leave the user wanting to find out more, which will encourage them to take the time to watch the video.

## **Growing Your Social Media Presence Through Video**

Video is one of the best types of content when it comes to increasing your social media presence and gaining more followers. Since video is available on the main social media networks – Facebook, Twitter, Instagram, and Snapchat – it's easy for businesses to upload their videos to YouTube and share them on the various social media platforms in order to reach a broader audience.

We have already seen the power of social media and video combined – more and more people are rising to internet fame through short, humorous, or informative videos on social media than ever before. Businesses such as make-up and cosmetics stores and artists are using social media to grow their businesses through short, tutorial videos, and similarly, food bloggers are utilizing video to its full extent by creating short, catchy recipe videos which are extremely popular. The key to using video to grow your business' presence on social media is to create content which is shareable, along with actively asking your followers to share it.

When creating video content, it's a good idea to study your target audience and find out the things that they enjoy sharing with their personal social media followers. When you create content that your direct followers love to share, you will expose it to a much wider audience.

## **Using Video to Connect With Social Media Followers**

Using video to connect with your social media followers is something which is becoming more and more popular for businesses and has a range of great benefits. As mentioned earlier, social media and the online shopping boom means that customer service is now something which is expected 24/7. Customers expect to be kept up to date with their favorite brands through social media networks such as Facebook, Twitter, Instagram, YouTube and Snapchat.

Facebook Live Video – One of the best ways to keep your customers up to date using social media and video is Facebook's Live Video feature. Not only does Facebook now allow you to keep your customers up to date in real time when you're doing something special such as attending a big industry event, taking part in charity fundraising, or unveiling a big new product, it also allows you to communicate directly with your customers, for example through live question and answer sessions. When you stream a live video on Facebook, you can see the comments being left on it. This means that you can ask your followers to leave any questions in the comments, where you can read them and answer straight away as the asker watches. This can be a great tool to use when it comes to finding out what it is that customers want to know about your business, or what they would like to see in the way of changes and adjustments.

Snapchat: Snapchat was once exclusively for teens and young people, but today, more and more businesses are understanding the power of this app when it comes to connecting with customers. With more and more people of all ages signing up to Snapchat every day, having a brand snapchat account can be a great way to communicate with your customers and get more exposure for your brand. Although snapchat videos only last a matter of seconds, short, to-the-point videos can be hugely effective, or you can use a sequence of short videos to tell a story or share what you are currently doing with your followers.

### **3. Get Younger Customers By Using Snapchat**

With the younger generation having the highest number of people who are more likely to choose to shop online over any other age group, it's no surprise that businesses are increasingly targeting those between the ages of 16-30. Online sales are beginning to make up a bigger portion of the total profits of most businesses, with more and more companies in existence which operate solely on the web. In order to increase sales, businesses are using social media to reach out to the younger generation who are often more likely to buy products online as a result of seeing social media advertisements and updates.

#### **Why Snapchat Works**

Snapchat has become more and more popular since its beginnings just a few years ago. Starting off as a photo sharing app where the photo is deleted after a number of seconds specified by the sender, Snapchat now has a range of features such as the 'My Story' option, Snapchat chat, and the option to send videos and photographs both directly from the Snapchat app and from the user's camera roll. A number of big businesses have also taken to Snapchat and it is regularly used to update users and give them the inside scoop on different events taking place around the world, for example the Olympic Games, Fashion

Week, or the Oscars. Businesses can use Snapchat in order to update their followers on what they are doing, making it a powerful tool when it comes to being a brand that is relatable and feels more of a 'friend' than a business. Other Snapchat features can also be utilized in order to better connect with your customers, for example you could ask followers to send in their snaps using your products, which you will replay to a bigger audience. This not only improves your relationship with your customers and helps them to feel valued and more involved in your company, it's also great advertisement for you!

## **Why Businesses Need Snapchat**

If you're already using the main social media networks – Facebook, Twitter and perhaps Instagram – to upload videos and other types of content for your users to see, you might be wondering if there's much point in getting Snapchat for your business. Even though Snapchat may not yet be seen as one of the main social networks, it is growing at a rapid rate and has a lot of potential to be massive in the future. More and more people are choosing to use Snapchat over other social media options to connect with their friends and family due to the fact that it is more 'to the point' than many other social media networks and provides users with a simple but effective way to stay in touch with not only their personal friends but also with the brands that they love. Setting up a Snapchat account which your customers and potential customers can follow is a great way to help them feel

that they are more connected to your brand. You'll earn even more customer relations points if you allow people to send you snaps, or even follow users back!

## **What Can You Share On Snapchat?**

The beauty of snapchat is that it can be used to share a whole range of different things. You can upload photographs of your latest products, store openings, the office, or anything else in your business that you think your target audience will be interested in seeing. Taking videos of the different things going on inside your business will give your audience an insider's look and help them to better connect with your brand. Being able to connect with a brand today is an important factor for many consumers when looking to purchase products and services, especially within the younger generation, with many young consumers purchasing products simply because they feel a connection with that brand, even if there are better products available from competing brands.

## **Using Snapchat for Research**

Snapchat is also a great tool for research when it comes to understanding your target audience and learning more about their preferences, likes, and dislikes. When you connect with your customers on Snapchat, you can find out about them in many different ways – for example, you may be able to follow them in order to watch what they upload to Snapchat, or ask your

followers to send in Snaps and chats answering different questions which you will ask. Holding a 'Q&A' session on Snapchat which you'll advertise beforehand not only on the app but also on a range of other platforms can be a very effective way to gain more Snapchat followers, get your followers sharing your content, and find out more about your target audience and get to know what they want. Not only does this improve your knowledge of your target audience, it has a lot of potential to provide you with a range of other benefits such as increasing your online presence, improving profits, and boosting customer satisfaction.

## 4. Why You Shouldn't Ignore Instagram

In the past, Instagram may have gained a bit of a reputation for being a boring photo-sharing app where the majority of users pretended their lives were a lot better than they actually were. However, if you've been keeping up to date with the evolution of Instagram, you'll probably know already that this photo sharing app is quickly becoming one of the most powerful tools for business marketing using video. Instagram's approach to video may be a little behind – there's no option for live video and it's not as quick to use as Snapchat – but, it's still taking the marketing industry by storm, and for very good reason. Although Instagram only allows users to upload videos which last a matter of minutes, these short and to-the-point videos have proven to be a hugely effective marketing tool.

Today's modern consumer is a very busy person, and they do not want to waste time watching lengthy videos, especially if there is a quicker way to get the message across. One of the best examples of Instagram videos is those used by make-up artists. Professional MUA's and beauty bloggers quickly saw the benefits of using Instagram videos for marketing, making short and sweet tutorials which were sped up in order to fit into Instagram's short video timeframe. Instantly, this became a big hit with their followers, who were suddenly able to learn how to get a make-up look that takes 45 minutes to complete without having to watch a

video which took that long. Instead, make-up enthusiasts can now scroll through Instagram and learn how to get the latest looks from their favorite MUA's in under ten minute's time. This allows busy users to get the latest video updates from their favorite brands quickly and efficiently, whether they're flicking through Instagram on their lunch break or during the morning commute.

## **Effective Instagram Videos**

The most popular videos on Instagram tend to be the ones which tell a story or portray a series of steps on how to do something. Since videos will need to be sped up in order to ensure that the whole thing fits into Instagram's given timeframe, this provides users with a quick way to stay up to date or learn something new. Depending on the type of business which you run, you may be able to easily incorporate these types of videos into your Instagram feed. 'How-to' videos featuring the products that you sell, for example, can not only be a great way of grabbing the attention of your followers, but can also be a great advertisement method to help get more exposure for the product.

## **Connecting With Customers**

As with other social media platforms such as Facebook, Snapchat and YouTube, you can use Instagram video to better connect with your customers. As well as providing informational and educational content in the form of how-to video guides, for

example, you can also use Instagram to keep your customers updated with what's going on on the inside of your company. Upload videos to Instagram when it comes to whatever it is that your brand is getting involved with.

Along with this, you can also use Instagram to connect with your customers by finding out more about them via what they upload to the app. Although some of your followers may have private Instagram accounts, you may find that many will have their uploads available to the public. Browsing through the types of things that your followers get excited about on Instagram can help you to get a better picture of your target audience and be better able to determine what to post in order to get their attention and generate interest.

## **Linking Networks Together**

One of the best things about Instagram is that you can use links in the video or photo description. Because of this, it works well as a platform to use when sharing 'snippets' of longer videos or short descriptions of blog posts, live interviews, or other new updates on your other social media profiles or your business website. For example, if you upload a video interview with a celebrity on your website, you can use Instagram to advertise it by uploading a preview of the clip and a link to the full-length movie for your users to follow. Not only does this mean that you will generate more traffic to your website, blog and other social media sites, it

also helps to generate more interest in your content by leaving viewers wondering what else happens after they have seen the preview.

## 5. Using Video for Describing and Reviewing Your Products

Every video platform including YouTube, Facebook, Instagram, and Snapchat provides you with a great opportunity to upload video product descriptions and reviews. For many businesses, YouTube is a natural choice when it comes to creating and uploading video product descriptions and reviews as it can be viewed both on YouTube itself as well as shared on a whole range of other platforms including Facebook, Twitter, and even embedded on blogs and websites. YouTube's huge shareability means that you will be able to reach a wider audience with your video product descriptions and reviews, as people are more likely to share videos than any other type of content, and YouTube allows them to share it on a wide range of different platforms, making your content available to an even wider audience and creating genuine backlinks to your site and YouTube channel, improving your business' SEO.

### **Why You Should Consider Video Product Descriptions**

Video product descriptions are becoming a hugely effective tool for marketing online. Not only can video descriptions be used for providing potential customers with a first-hand view of the products that you sell on your website, they can also be used for marketing purposes by uploading them onto social media

websites, where people who are not familiar with your brand may find them and become interested. There are many different benefits of using video product descriptions, with the main one being that they are more engaging for your customers. When you provide your customers with a video product description as opposed to text and photographs, it allows them to get a first-hand look at the product and what it looks like in real life when it's being used. For some products, a video description could be made in the form of a how-to guide, which shows the customer how to use the product to get the best results from it once they've purchased it. Or, another example would be clothing stores, who could provide a catwalk video of their fashion pieces in action. Video product descriptions can also have the effect on making customers relate to the product more as they watch others use it in the types of ways that they would.

## **Reaching Out to Customers Through Video Descriptions**

Businesses are quickly realizing the power of video product descriptions when it comes to reaching out to their customers and generating more interest in their brand. Not only does a video product description double up as a great marketing tool which can be shared on various social media and video platforms, it can also be used in such a way that the customer feels a stronger connection to the brand and product. For example, a toy store who is targeting parents of young children could use a video

product description which features toddlers having fun and playing with the toy. This is much more likely to resonate with a parent, who will find it easier to visualize their own child enjoying the product that they're viewing.

## **Why Video Product Reviews Are So Effective**

When it comes to using video in order to advertise, market and promote your products, video product reviews can be hugely effective. Product reviews are already an important part of shopping online, with a huge range of sites available that are dedicated purely to reviewing various businesses and establishments. Bloggers regularly make a profit from testing and reviewing the products from different businesses and brands in their industry, whether via written content or video.

Video bloggers, known as vloggers, have become more and more popular in recent times. Vloggers cover a whole range of different topics, whether they're travelling around the world in their videos, creating beauty tutorials, gaming, cooking and baking, DIY, following their pets, or even creating funny prank and parody videos. The reality is, vloggers can be hugely popular people online, with many making a name for themselves simply because the videos that they post generate a lot of attention. When it comes to reaching out to a wider audience, vloggers are people who are in a great position to help you out. Finding a vlogger who has a large following and creates videos which are related to your

business industry is a great way to get the word out there by creating a video product review. Depending on the type of products that you want them to review, you may be able to get the review on their vlog in return for sending them a product to test free of charge, whilst others may accept payment for advertising your brand in their videos.

## **Video Reviews: The Personal Touch**

Anybody who is considering making a serious, important or expensive purchase online without being able to test out the product first is going to prioritize reading customer reviews. Any good e-commerce site knows that allowing customers to leave reviews for not only the business as a whole but for each specific product can go a long way when it comes to building trust with customers and improving customer relations. However, although reading written reviews can provide your customers with a lot of information about a product in order to make an informed decision about purchasing it, a video review can have a 'personal' touch which resonates stronger. Actually watching and listening to a person review a product can have a much bigger impact on a customer than simply reading about it. This is because when somebody is watching another person reviewing a product, they have the benefit of being able to see things such as facial expressions and body language, which can tell the viewer a lot. This is often missed in written product reviews, where it can often be easy to misunderstand things.

## **Using Video Reviews to Connect With Your Customers**

The great thing about video today is that anybody can make a video in a matter of minutes or even seconds. Modern smartphones all have great video-shooting capabilities and features, so not only is it easier for businesses of all sizes to shoot and upload videos to their social media sites, their customers can also do it, too! There are many different ways in which you can use video to connect with and communicate better with your customers, and asking them to leave video reviews of your products that they've purchased from you is an effective and fun way to do this. Holding a competition for the best video where the winner gets a prize, for example, is a good way to generate interest in your company, boost sales, and improve customer satisfaction. Not only does asking customers to send in their own video product reviews allow them to engage with your brand, it also encourages them to buy from your brand in order to be able to make a product review and share the competition with their friends and followers. By asking customers to create video product reviews, you can expose your brand and products to a larger audience when they upload and share their video to their own social media profiles. Video reviews could be uploaded on YouTube, Facebook, Instagram, Snapchat, or all of them!

## **6. Why Your Business Needs a YouTube Channel**

For social media sites, video is a relatively new trend. Although it's been possible to share videos on Facebook and Twitter since the early days, features such as uploading live video or having a video profile picture have been introduced later on. However, YouTube is the one video sharing platform which has been around for years. The biggest video sharing platform in the world, YouTube is trusted worldwide and is the go-to site for watching videos about literally anything. With millions of users who enjoy spending their free time looking for new and interesting videos to watch, it definitely makes sense for businesses of all sizes to have their own YouTube channel.

### **Benefits of Using YouTube**

When it comes to using video to market your brand and products, YouTube should be the first place that you go to. You can use the videos that you upload to YouTube for a wide range of different purposes, sharing them not only with your YouTube followers but also with your followers on social media sites such as Facebook and Twitter with the click of a button. You can also easily upload YouTube videos to a business blog by copying and pasting the embed link into your blog's HTML. If you use a CMS such as

WordPress, you can get widgets and tools to include your latest YouTube video uploads on your blog directly.

## **Using YouTube to Improve SEO**

Having a YouTube channel which is regularly updated with fresh and interesting content which attracts a lot of attention from your target audience can be hugely beneficial for your SEO. Not only does choosing your words carefully when creating informative video descriptions mean that you can include important key words and phrases, but you can also use this opportunity to create genuine and authentic backlinks to your business website or blog. Including keywords and your business name and location in your YouTube video product descriptions can also improve your search engine ranking in both general and local Google search results.

## **Using YouTube For Advertising**

Along with uploading your own videos onto YouTube, you can also use this popular marketing platform to further advertise your brand, products and services. YouTube is a popular choice of video bloggers in a range of different industries who regularly post updates and have a range of followers. Along with that, there are many official users of YouTube who upload clips such as music videos or short films, all of which can feature a short advertisement before the video. Depending on the users who will

be featuring your ads, YouTube ads can cost a little or a lot, but it can be a hugely effective way to generate more interest in your business from YouTube users. You can also use interactive YouTube ads, which allow the user to click on the ad to open the business website or landing page in a new tab.

## **Connecting With Your Target Audience on YouTube**

One of the best things about YouTube is that it is easy to use when it comes to connecting with your target audience. You can allow or disable comments on videos, but allowing your viewers to comment will provide you with a great insight into which videos are popular and which are not received quite as well. Asking your viewers to leave comments on your videos can also help to improve levels of customer engagement, which is hugely important for building a good connection and relationship with your target audience. Actively asking your customers to leave their opinions and views on your YouTube videos means that they will feel more valued by your brand and is a great way to let them know that they are appreciated and their voice matters.

## **Innovative YouTube Video Ideas**

When it comes to uploading videos to your brand's YouTube channel, you can really get creative. Of course, you will want to use your YouTube channel in order to showcase your marketing videos, video product descriptions, video product reviews, latest

brand news, and anything else you want to share with your viewers. But, with so many brands jumping on the YouTube channel bandwagon, the secret to success when using this video sharing platform is to do something different and unique. For example, you could hold competitions where you invite customers to apply to appear in your marketing videos, create unique how-to-guide videos, or make short films which feature your brand that will grab the attention of your viewers. Keeping up to date with what your competition are doing on YouTube is absolutely vital to making sure that you're not being left behind.

## 7. Encouraging Video Sharing

Last but not least, the secret to being successful with video marketing using YouTube and various other video platforms is to actively encourage video sharing. Studies show that users who ask for shares are much more likely to get them than those who do not. When you upload a video to any video sharing platform or social media site, getting a good number of shares is key to expanding the size of the audience that your content is reaching. Actively asking for a share, whether at the end of the video or in the video description, can prompt your followers to click the 'share' button – after all, it only takes a second.

### **Sharing Incentives**

Another great way to get your customers sharing your video content is to offer incentives for sharing. For example, holding a competition where users who share a video are in with a chance of winning a prize or promising to do something if a video post reaches a certain number of shares are great ways to encourage people to remember that sharing is caring.

### **Standing Out**

With video content becoming so popular, it's important to remember that brands are at risk of 'blending in' with the crowd. Creating content which is much the same as everybody else's is

less likely to get you as many shares as video content which is different and stands out. Coming up with something new, innovative, rare or unique can help you to generate more interest in your business and as a result, increase the amount of times your video content is shared. Although it may not always be possible to come up with something truly unique, doing something that makes your video stand out from the crowd can go a long way when it comes to shareability.

## **Engaging With Viewers**

One of the best ways to encourage more shares when it comes to your video content on social media, YouTube and even your business website and blog is engaging with your customers. By making your viewers feel that they are somehow involved with the video simply by watching it, you will encourage them to share it with their own friends and followers in order for them to have the same experience. Creating video content which your target audience will enjoy and relate to means that market research should be a huge priority, in order to make sure that you know what's in demand.

# Conclusion

Video marketing is becoming one of the biggest ways for businesses and brands of all sizes to advertise their products and services. Once reserved for multi-million dollar companies who can afford to create television adverts, video marketing is now significantly more accessible to businesses of all sizes, with modern technology making it easier than ever before to create cheap or even free marketing videos for the web.

Along with that, businesses no longer have to pay for prime time television commercial slots in order to get their marketing clips seen by their target audience. Thanks to social sharing sites such as YouTube, Snapchat, Instagram and Facebook, businesses can upload their marketing videos and other video content straight away or even live stream to connect with their customers in real time.

Indeed, demand for video content online is increasing at a rapid rate, with the introduction of short 'how-to' videos becoming a massive trend since the introduction of Instagram's short video upload feature. Users are increasingly finding that they prefer to watch a short video rather than read lengthy guides or reviews, whilst video product reviews are fitting in well to the latest trend of providing as much information as possible about products to potential customers.

Using video sharing platforms such as YouTube can also have a significant impact on your business' SEO. Not only can you include genuine backlinks to your business website on your YouTube video uploads, you can also optimize the video descriptions with key words and phrases. Along with this, you have the added benefit of also appearing in Google's Video Search results as well as web search. YouTube can also be used to create backlinks to your business' social media sites, improving their search engine rankings along with that of your website and blog. Along with this, YouTube videos are very highly sharable, which can be very useful for creating high-quality backlinks through user shares.

In short, if you're not using video content and marketing for your business yet, you should definitely change things, starting now. With video being more accessible than ever before, even the smallest of businesses can benefit.