

Did you know that YouTube has over 1 billion users each month? That's almost 1 out of every 2 people on the internet, and it's just one of many social media platforms that you can tap into when creating your video marketing campaign to promote your business or service, particularly if you have a product or service that lends itself to demonstration or explanation via video content.

As these statistics indicate, YouTube video marketing is worth exploring as part of your overall marketing strategy, and this article will explain some of the basics of how to get started.

#1 Use Your Target Keywords

One of the simplest, yet most important parts of Youtube marketing is to use [your target keywords](#) when you upload your videos.

YouTube indexes and ranks videos on their search engine with these keywords as a crucial element. If you want your video to go viral or rank highly in Youtube search results, make sure that they are packed with relevant keywords.



Using keywords such as tips or tricks will give your video a higher chance of ranking higher than other competitors if viewers also enter those terms in the Youtube search bar.

In addition, try inserting hashtags at the end of your description for even more promotion!

#2 Know What Works Best for Each Type of Content

With a little bit of research, you can figure out what kind of video works best for your industry. Figure out how long videos in your niche tend to be and match that length—too short or too long and people might not watch them.

Read up on what sort of content does well on YouTube—and then give that a shot. You'll need to create something that isn't too technical or niche if you want it to have broad appeal. Do some research before diving in.

That way, you can tailor the video accordingly. What do other companies produce? What's the usual number of minutes per video?

Is there any technical jargon that would alienate potential viewers? You'll need to answer these questions before getting started.

Once you've got all this information and have crafted an idea, get started! You may find success with one type of content but struggle with another so don't be afraid to experiment and try new things!

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#3 Ensure your videos are fully optimized

There are a few tips you should consider to ensure your videos are fully optimized. Always keep in mind that optimization is a process [Always keep in mind that optimization is a process](#), not an event. You will want to tweak each video as it performs.

Here are a few questions you should ask yourself before uploading your next video.

-Does the thumbnail image accurately represent the content of the video?

-Is there a clear call to action for viewers?

-Is there any text on the screen other than subtitles?

-Are captions available in multiple languages?

-What's the length of the video and how many views have been generated by it so far?

-If I were a viewer, would I subscribe to this channel based on this one video alone?

-How can I use annotations and cards effectively within my YouTube Channel?

#4 Choose the right format for your content

There are many formats for videos on YouTube, such as explainer videos, product demos, interviews, tutorials, vlogs, and commercials. While you can mix these styles within a single video, each of them should be marketed to reach different kinds of viewers and increase your number of subscribers.

The first thing you need to decide is whether you want your videos to entertain or inform your audience—this will help determine what kind of video style works best for you.

If you have an interview with an expert in the field, then it might make sense to have a format that looks more like TV news. If it's a tutorial or how-to video, it might make sense to use stop motion animation.

It's also important to keep the length of your video manageable—most people have short attention spans so if they're not hooked by 10 seconds, they'll click away. It's also helpful to think about who you're trying to reach and tailor

your content accordingly.

It would make sense for a company selling pet products to upload videos of animals playing with their toys while someone making makeup tutorials could show women wearing their cosmetics at home in front of a mirror, as well as tips on how to apply them correctly.

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#5 Understand Retention Metrics

There are a few key metrics that you should be paying attention to when it comes to marketing your videos. The first is retention, which tells you how many people watch at least 50% of your video.

A low retention rate might mean that people lose interest in what you're promoting or your video isn't very interesting.

On the other hand, if people stop watching before the end of your video, then they may not like what they see and it could be for some reasons.

They might have been expecting something different than what was delivered on the video or they simply didn't find anything that interested them.

If your retention rates are really low, there are a couple of things you can do to improve them: create more engaging content, use a better thumbnail image, promote your videos better on social media platforms like Facebook and Twitter, etc.

#6 Get Influencers To Promote For You

Now that you have created a viral video, it's time to promote it. Start by building relationships with people in your industry who have large followings.

Many of them are looking for ways to stay relevant and will be eager to share your content if you ask.

If they agree, start spreading your message through their audience via social media and email, but do not be afraid to cold call and email random people on YouTube who might be interested too.

If they are not the right person, ask how you can connect with someone else at their company or what steps you need to take next to grow your channel.

Do not just stop there! Networking is one of the most important aspects of any successful business so keep going until you get enough traction.

#6 Utilize your YouTube statistics

Do you spend a lot of time watching YouTube videos? Have you ever thought about utilizing these statistics for marketing purposes? Well, now you can.

There are tons of YouTube influencers who have millions of subscribers and views. If one is willing to promote your product or service, it may prove beneficial in increasing sales.

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You can offer them incentives or pay them a certain amount if they can increase traffic on your website, which will directly affect your sales.

#7 Share your new video on Social Media

Post your video on Facebook, Twitter, Reddit, and other social media platforms your target audience uses regularly.

By sharing links with friends, family, and colleagues (and adding hashtags like #videomarketing) you have an opportunity to get noticed by people outside of your network.

This is what can lead to viral success!

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include the staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [**You can reach me on Whatsapp HERE.**](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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