



SPUNKE ESSENTIALS

YouTube

Below you will find all you need to know to leverage YouTube and get results. There are no Ninja tactics here, just great basic tips!

Use this in conjunction with the Daily Action Plan in our '60 Minutes a Day Social Media' ebook!" <http://www.spunkebusiness.com/social-media-in-60-minutes-a-day>

Despite being founded in 2005, YouTube is still undeniably under-utilised. It carries the greatest potential for exposure, as people in record numbers are becoming visual learners. YouTube videos also routinely rank on page one of Google because Google owns YouTube!

1. Create your own 'channel' on YouTube. <http://www.YouTube.com/>

- Click on 'Create Account' and follow the process. If you are an expert or a business, you might want to consider a specialised account type. The 'Guru' account is useful for online/home business people.

2. Under the 'Settings' tab on the top navigation bar:

- Make sure your channel name represents your brand and what it is you do/represent/sell.
- Select keywords carefully. Develop a list of keywords that you consistently use across all of your platforms.

3. Under the 'Themes and Colours' tab on the top navigation bar:

- Use colours, symbols and a profile image that is consistent across all your social media platforms. You want to be instantly recognised and make an impact!

4. Under the 'Modules' tab on the top navigation bar:

- Decide on what you want to be display on your channel. All will be selected by default; you need to go and edit the list.

5. Under 'Videos and Playlists' tab on the top navigation bar:

- Select a 'featured layout' that you are happy with (trial each).
- Selecting a 'featured video' gives you control of what your visitor sees when they first arrive. We recommend choosing a video that offers great value, that delivers an important message and/or that has proven popular with your audience and attracted many comments.

6. Content



- Ensure your content is relevant and valuable to your audience. Apply the Spunke 80/20 rule to promoting on YouTube i.e. 80% of your content should be pure value without a pitch and 20% can be more overt promotion.
- Provide UNIQUE content, and always serve your target audience with solutions. Content that provides real value is practical, inspirational, entertaining, insightful, thought provoking, motivating, or educational.
- Be yourself. Reveal something about you and your personality to help people connect with you.
- Mix it up. Provide various types or styles of videos to keep it fresh and captivating.
- Produce series of videos, and drive people to view all of them. For each video in the series, introduce the next video (and the previous), and build some anticipation and excitement for the next video.

7. Brand yourself

Video is a powerful tool for personal branding, as it allows you to present your personality, your content, your image and your leadership all at once within a few minutes.

- Keep a consistent image or theme across your videos, so that your visitors recognise you instantly.
- Include an intro and exit segment to your videos, where you can brand yourself, your name and promote your websites. Include your tagline, your mission or a call to action. Create something unique, convincing and memorable... you don't want to be forgotten!
- Remember to show off your genuine personality, leadership and passion!

8. Call To Action

You need to capitalise on every view your video receives. How:

- In the 'Description' box, tell people what action you want them to take. E.g. tell your viewer where to go to find more information and provide the URL of your website or even a specific page on your website that is relevant to the video material (you can use a URL shortener to neaten a long URL).
- Within the actual video, verbally send viewers to the appropriate destination, ask them to leave a comment, share your video with others and so on.
- Include your website URL in the credits and/or intro of the actual video when editing.
- Use the 'Annotations' feature provided by YouTube whereby you can overlay text onto your video once it is uploaded.

9. Optimise Your Videos

People search on YouTube directly for content, but they are also searching on Google (owned by and friends with YouTube!) so it's wise to research and leverage the keywords that are relevant to your niche.

Add your keywords in the following places:



- In your video title, but only so far as the keyword actually relates to the video content. In order to build a strong reputation and brand, your title should reflect exactly what you deliver in the video.
- In the Description box: Describe the content of your video and entice your visitors to watch them, while inserting your keywords in the description.
- In the Tag field: Again, only use the keywords which are relevant to this particular video.

10. Tag Your Videos

Tagging videos is a way of grouping them together according to similar content or theme. Apart from typing your basic tags (video relevant keywords) into the Tags field, try to find popular tags in your niche. Try this:

- From the main video page (www.YouTube.com/videos), click on the relevant category, select the most popular videos and on the video page, check out the tags used.
- Use moderately popular tags rather than very popular tags so you aren't competing with the masses. This also applies when you do your general keyword research.

11. Video Responses

YouTube allows you to upload a video response to other videos on YouTube. This is powerful because they appear directly below a video and have greater visibility than text results on a video platform. It's a great way to show your knowledge and start a conversation with a colleague/expert and build your own brand and profile. How?

- Find popular videos in your niche by searching on keywords.
- Directly under the video, locate the 'Comment' box. You will be given the opportunity to 'create a video response' when you click on it.
- Make sure your response is relevant to the video, create a connection and continue to provide value!

Encourage visitors to your channel to leave video responses. The video response they create will contain a link back to your original video, so you also get exposure on their channel, and drive traffic from them to you!

12. Share Your Videos

Each uploaded video is given a unique URL to share and an embed code used to display the video directly on your blog or website.

If you are going to the effort of creating a video, you should actively share and promote it, rather than just waiting for people to find it. This will dramatically increase your ranking on both YouTube and Google. Here are some suggestions:

- Email: Rather than using the 'share' button to email people one by one, we recommend sending a 'broadcast' email using your autoresponder email



system (Aweber, Get Response, etc.). You can also include the link in your E-newsletter. Don't do this for promotional content.

- Bulletins: send a bulletin to your channel subscribers.
- Share Link: Use the Share link on the video to syndicate it out to your other social media platforms. Or enable 'Auto-share' and it happens on autopilot!
- YouTube Button: Use social media buttons wherever possible including YouTube. Think email signature, blog (above the fold), social profiles, websites, online presentations, etc.
- Bookmark your videos on social bookmarking websites such as StumbleUpon and Digg. If you use a service like OnlyWire or Buzzify.it, you can bookmark your videos (and anything else really, including your blog posts!) to all of your social bookmarking accounts in one simple step.
- At SpunkeBusiness, we try to use all original content at least twice. We recommend that when you create a video, you should also use the content to create a blog post. You can embed the video in your blog post using the embed HTML code that is generated and supplied below the video, or you can create a simple link to the video on your YouTube channel. You can also create a 'teaser' or preview version of your video by providing only a segment onto your blog and inviting people to YouTube (the video URL) to view the remainder. Vice versa, you can also post the teaser video on YouTube, and provide the full video elsewhere (e.g. your blog or other website) if this is where you want to direct your visitors.

13. Encourage Subscribers

When you set up your YouTube channel, you are given a channel URL. Use the techniques in point 11 to encourage people to subscribe by sending them your YouTube channel URL. A gentle hint to 'please subscribe to my YouTube channel' should do it. Also try these:

- Add people as friends within YouTube and then request they become a subscriber to your channel. In the Messages section, click on Address Book to find friends.
- Subscribe to others' channels. They will be more likely to return the favour. Click on the Channels link at the top of the Home page and search for channels you might like to follow (generally in your niche or your target audience). Click the Subscribe button, and contribute a comment while you're there!

14. Favourite Others' Videos

Find videos that complement your content and brand and set them as 'Favourites'. If you have the setting selected to show favourites, this video will show on your channel. This way, you can leverage content from other people while increasing your value to your visitors and subscriber. The video owner will love you, and your visitors will judge you by the company you keep (i.e. share great content by successful and influential people, and you will be perceived as such!)



15. Participate!

As with all social media, you need to get out there and get involved. Social media marketing requires that you interact, share and connect with the people in your networks on a regular basis. As you get more views (traffic), your networks and brand credibility will grow, and so will your business.

- Comments: Whenever you leave a comment somewhere, your name is linked back to your channel. So make sure your comments reflect your brand and that they are useful and insightful so people become curious enough to click back to your channel.
- Video Responses (see point 10).
- Add Friends: Use the 'Find your friends on YouTube' function to search your email accounts. Also use the 'Add as a friend' function found on other channels. Once you are friends with them, you can email them directly from your YouTube account.
- Subscribe to channels regularly. Remember to not only subscribe, but to also contribute and share.

16. Consistency

As with all social media efforts, it's not the quantity, but the quality and consistency that matter. Create great content, build relationships and grow your networks meaningfully to build your brand and attract your ideal market, as well as partners and customers. Affiliate yourself with successful people and take in the training they provide to improve your business and leadership. Give more than you take.



Spunke's Top Recommended Resources:

SpunkeBusiness Tribe in TribePro: Get your blog posts bookmarked and syndicated by our tribe members, automatically! This is a powerful tool for exponential exposure for your personal brand and blog, to grow your network, and attract more targeted traffic. If you have a blog, you need this! Go to <http://bit.ly/spunkeTribe> and 'Sign Up'!

Marketing Training and Resources: If you've decided to build your business and personal brand online, you need to learn effective marketing strategies. There is ONLY ONE marketing training platform we recommend, and it is the most powerful and cutting-edge online resource for network marketers. <http://www.spunkemarketing.com>

Social Media in 60 Minutes a Day: Finally, a comprehensive and practical daily action plan to grow your business and personal brand using social media. Stop wasting your time in your social networks and achieve an effective social media strategy in only 60 minutes a day!
<http://www.spunkebusiness.com/social-media-in-60-minutes-a-day>

Connect With Us



<http://www.facebook.com/spunkebusiness>



<http://www.twitter.com/spunkebusiness>



<http://www.youtube.com/spunkebusiness>



<http://au.linkedin.com/in/justinesimard>
<http://au.linkedin.com/in/juliparker>

Questions and comments

<http://spunkebusiness.com/comments-and-questions/>

Visit and share on our blog

<http://www.spunkebusiness.com/spunkeblog>

Feature YOUR BLOG on our site

<http://www.spunkebusiness.com/spunky-members>

More Spunke-Picked Resources

<http://www.spunkebusiness.com/resources>