

# YouTube Video Marketing For Business: Tips and Techniques

Colin Martin

## Chapters

What is Video Marketing?

What is a Channel?

Building Subscribers and Friends

Finding the Right Keywords

Getting Views

Descriptions and Tags

Leaving Comments

Youtube Partners

What to Say and How to Say It

[Start the Easy Video Creation Training System for only \\$7.00!](#)



**FREE**  
eBooks



WHOEVER  
WHENEVER  
WHEREVER  
YOU ARE

# INSTANTLY DOWNLOAD THESE MASSIVE BOOK BUNDLES

CLICK ANY BELOW TO ENJOY NOW

## 3 AUDIOBOOK COLLECTIONS

Classic AudioBooks Vol 1 ■ Classic AudioBooks Vol 2 ■ Classic AudioBooks Kids

## 6 BOOK COLLECTIONS

Sci-Fi ■ Romance ■ Mystery ■ Academic ■ Classics ■ Business

Who the @%#&! are you and why should I listen to you?

Colin Martin has been helping hundreds of small business people from all over the world produce and market their short videos. He has trained under and been in the employment of Tom Antion, at Antion and Associates, since 2007. As you may know, Tom Antion is one of the most successful and prolific Internet marketers on the scene today and his use of videos has made a huge impact on his business.

Colin has shot, produced, edited, uploaded and marketed hundreds of videos for the mentees of the Great Internet Marketing Retreat center plus dozens of other authors, speakers, coaches, consultants and small business people. Video is the fastest growing and most powerful online marketing tool available today and he knows how to do it inside and out. His expertise is unsurpassed and his experience has been proven over and over again.

## **What Is Video Marketing?**

The use of online video (also called web video) for the dissemination of information on the web is steadily growing. Businesses of every size and type are using online video productions to help build their brand, teach their customers to use the products they sell, show off their employees and offices, run ad campaigns and drive traffic to their websites. Youtube is the big player in a video marketing strategy because of the immense popularity in the past few years.

In fact, there are ton of free video hosting sites that have sprung up from the popularity of Youtube, but without the audience size. But many are quality sites that are slowly attracting more and more visitors. Revver.com, Dailymotion.com, BrightCove.com and Photobucket are growing very fast with daily traffic in the millions. What this gives you are more places to get

[Start the Easy Video Creation Training System for only \\$7.00!](#)

views and more traffic to drive to your websites:

<b>Video Sharing Site</b>	<b>Page Rank</b>
<a href="#">Google Video</a>	9
<a href="#">BrightCove</a>	8
<a href="#">PhotoBucket</a>	8
<a href="#">YouTube</a>	9
<a href="#">DailyMotion</a>	8
<a href="#">IFilm</a>	8
<a href="#">Break</a>	7
<a href="#">Blip.tv</a>	7
<a href="#">GrindTV</a>	7
<a href="#">Metacafe</a>	7
<a href="#">Myspace</a>	9
<a href="#">Vimeo</a>	7
<a href="#">BuzzNet</a>	6
<a href="#">LiveLeak</a>	6
<a href="#">Stupidvideos</a>	6
<a href="#">Flixya</a>	6
<a href="#">GoFish</a>	6
<a href="#">Kwego</a>	7
<a href="#">Lulu</a>	6
<a href="#">Pandora</a>	6
<a href="#">Viddler</a>	6

According to Google -

Over 2 billion videos are viewed every day. Again, while most of us have heard this number several times before, it's no less staggering.

YouTube Mobile gets over 100 million views per day. That means mobile is 5% of YouTube's usage at this point.

[Start the Easy Video Creation Training System for only \\$7.00!](#)

In 2010, there were over 700 billion video playbacks. 2011 will probably more than double that number.

A full 10% of YouTube videos are in HD. And while that number is surely climbing, it's a powerful reminder of how far HD video equipment has yet to spread.

2 billion video views per week are monetized, and that number is rapidly increasing.

Hundreds of partners are making six figures per year. Hundreds of thousands of users want to be partners right about now.

94 of AdAge's top 100 advertisers have run campaigns on YouTube. There may still be plenty of disagreement in what the best method is to leverage online video for brands, but this stat shows there's no shortage of brands willing to give it a try.

The total number of advertisers using YouTube has increased 10-fold in the last year. This just in... online video advertising—specifically YouTube advertising—is all the rage. Expect this trend to continue in 2011.

Online video is an ever growing trend that not only fits big business and major corporations, but small business as well including:

- Musicians
- Actors
- Marketers
- Public Speakers
- Affiliate Marketers
- Authors
- Manufacturers
- Restaurants

[Start the Easy Video Creation Training System for only \\$7.00!](#)

- Nightclubs
- Doctors, Lawyers, Chiropractors, Dentists

and anyone that needs to market their products and services on the Internet.

Because of changes in the way search engines look for web pages, web video can be a shortcut to fast search engine results. At Antion and Associates, I used video we produced for the web in conjunction with the proper keywords in the titles and got first page search engine results in less than **24 hours for highly competitive keywords!**

Not only that, we have done this over and over for years, with hundreds of online videos. I have promoted websites, affiliate products, sales letters, opt-in pages, membership sites, live events and special promotions.

These videos work for you 24/7, month after month, year after year. When done properly, there is nothing more powerful than video to get fast and effective search engine positioning. And beyond the SEO principles that video can provide is the medium itself.

Videos are dynamic presentations of your brand. With effects, music, text and voice-overs, there is nothing short of expensive television commercials that can use to promote your business or brand more effectively. You can make your business look and feel the way you want; you have full control with video. And with the ease of new and modern day editing software, you don't have to be a geek to make them yourself.

One cool way that I am getting attention for my business is through the use of internet television shows. You can create a video production every week, no more than 8 – 10 minutes long, to share your philosophy and expertise. You can train or entertain your viewers in whatever your business promotes. People will come back week after week to see the newest episodes, increasing views and brand awareness.

[Start the Easy Video Creation Training System for only \\$7.00!](#)

You can use these weekly shows as a syndication tool as well. You can pump these video files to blog owners that may want to show them on their website. Why would someone want to run your show on their blog?

For two reasons: It is valuable content that the blog owner doesn't have to write or pay for; and it can be an income source for the blogger. You can talk about a training system or product in your show, tell people to click on the link below the video and sign up or make a purchase. The link that you provide the blog owner has an affiliate ID for that particular blog and the owner makes a commission. In this fashion, it is very similar to a real syndicated television show and how a tv station makes money from the commercials. You get views and sales from the blog traffic, the owner gets content and commissions. It's a win/win if done correctly.

On top of all the things you can do with online videos, optimizing them for search engines and building subscribers to your Youtube channel are two of the most important. Let's take a look at the backbone of your Youtube account; the place that acts like your own station where your videos are stored and your friends are congregated – your channel.

[Show your business to the world and make the perfect impression the first time!](#)

## **What Is a Channel?**

A video channel is the profile area that a video sharing site provides when you sign up. Similar to a Facebook profile, a channel is where people from all over the world can view your videos, find out information about you and see all of the videos you have hosted there.

You can upload a custom background image to help brand your channel and change the colors of the template. Your channel can have an unlimited amount of clickable links to your websites in the channel description and you can determine which of your videos will be the 'featured' video and it will

[Start the Easy Video Creation Training System for only \\$7.00!](#)



play upon someone visiting your channel. You can store the videos that you 'favorite' in a special section and even create play lists: videos (yours or anyone else's) that are grouped together by topic or artist.



communitychannel

**Subscribe** ▾

[Add as Friend](#) | [Block User](#) | [Send Message](#)

### Profile

**Name:** natalie

**Channel Views:** 49,364,144

**Total Upload Views:** 366,409,990

**Style:** VLogging

**Age:** 24

**Joined:** Sep 12, 2006

**Last Visit Date:** 5 days ago

**Subscribers:** 954,860











**Website:** <http://www.twitter.com/natalietran>

For business inquiries ONLY (other people have access to this email address):

natalietr@trn (at) gmail.com

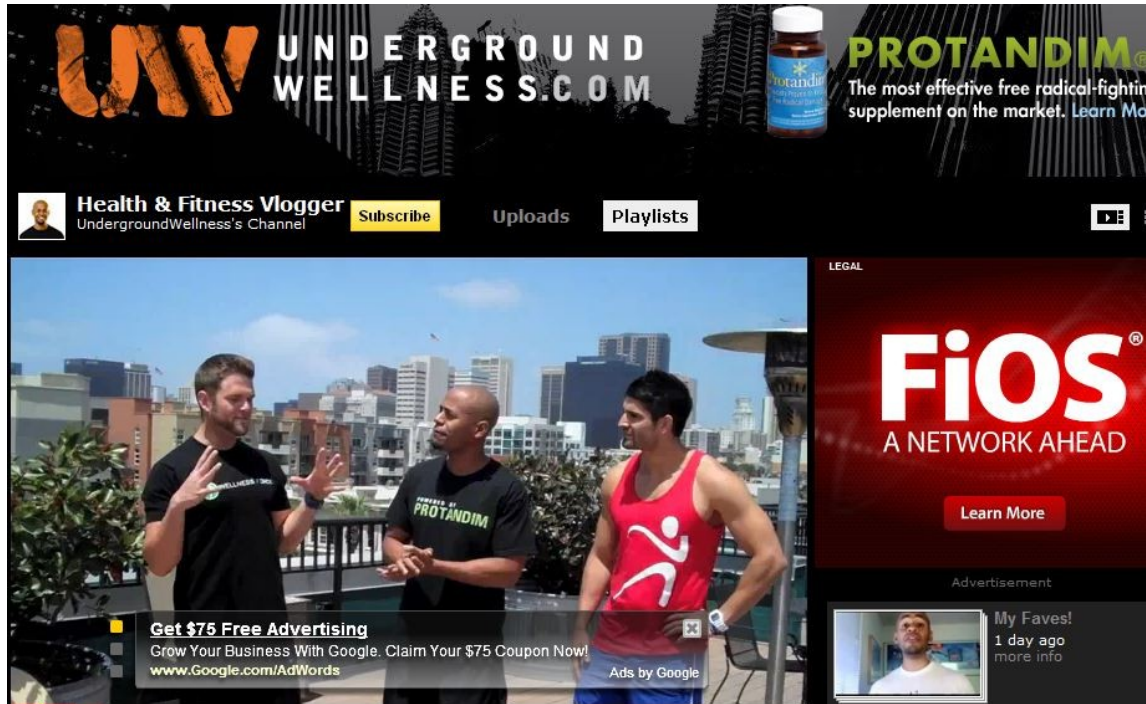
Please replace the space and brackets with an "@" . This has been done to avoid spam.  
Unfortunately I cannot help with School Assignments or Travel Information etc. at this time.

### Recent Activity

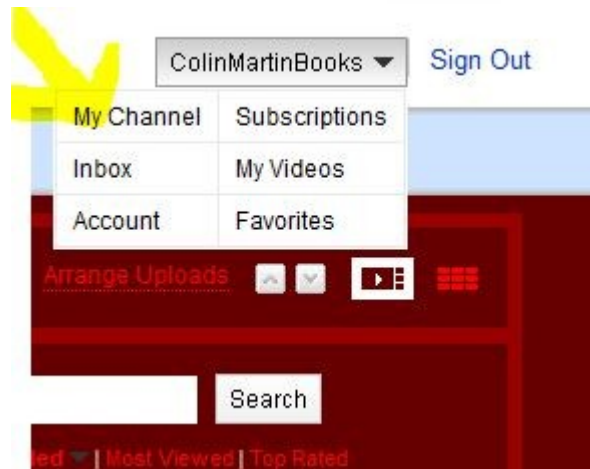
-  **communitychannel** favorited a video (1 month ago)  
 **#Winning Charlie Sheen #Tigerblood intern Shaun Malseed**  
25 year old Australian, Shaun Malseed, has left everything behind, ready to start #WINNING as Charlie Sheen's @TIGERBLOOD inter
-  **communitychannel** liked a video (1 month ago)  
 **#Winning Charlie Sheen #Tigerblood intern Shaun Malseed**  
25 year old Australian, Shaun Malseed, has left everything behind, ready to start #WINNING as Charlie Sheen's @TIGERBLOOD inter
-  **communitychannel** uploaded a new video (1 month ago)  
 **The Body Shiver**  
Check out: <http://www.youtube.com/watch?v=sYyrQm...> for my Las 1 forget to thumb me and let me know your theory behind the ever s..
-  **communitychannel** uploaded a new video (1 month ago)  
 **JUST KEEP IT**  
Check out: [http://www.youtube.com/watch?v=\\_cOkXI...](http://www.youtube.com/watch?v=_cOkXI...) for my LA vid to thumb me and let me know if you're the same kind of irration... mo
-  **communitychannel** uploaded a new video (1 month ago)  
 **You Looking At P@#!?**  
Check out <http://www.youtube.com/watch?v=5O2SYb...> for my Mexi in case you were wondering, every time you watch one of my vids,...

[Start the Easy Video Creation Training System for only \\$7.00!](#)



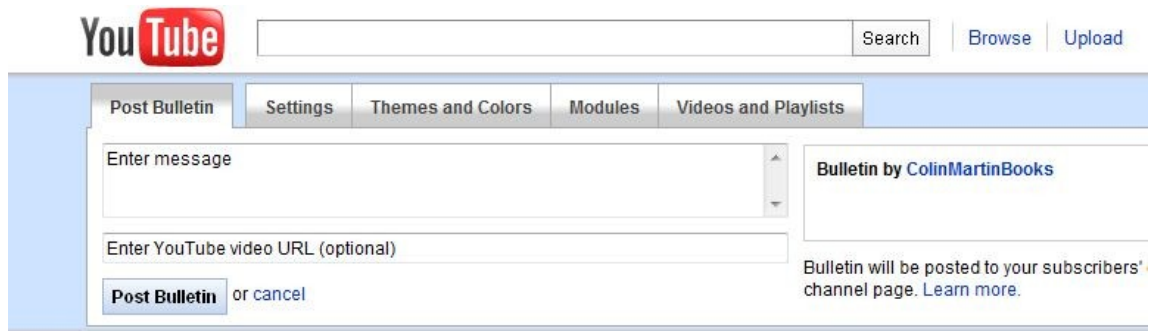


Channels give you all the features you need to promote any kind of business. While most of the other video sharing sites give you some kind of channel or profile, Youtube has the most flexibility and range. Editing your channel:

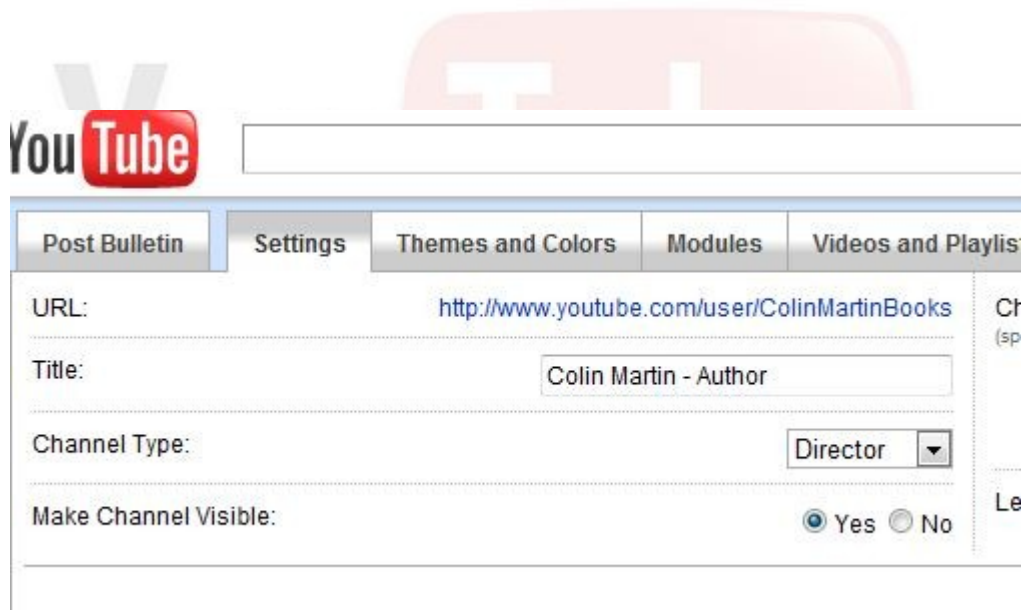


Start editing your channel by logging in, clicking on your username up in the right hand corner of your channel and clicking on “My Channel.”

[Start the Easy Video Creation Training System for only \\$7.00!](#)

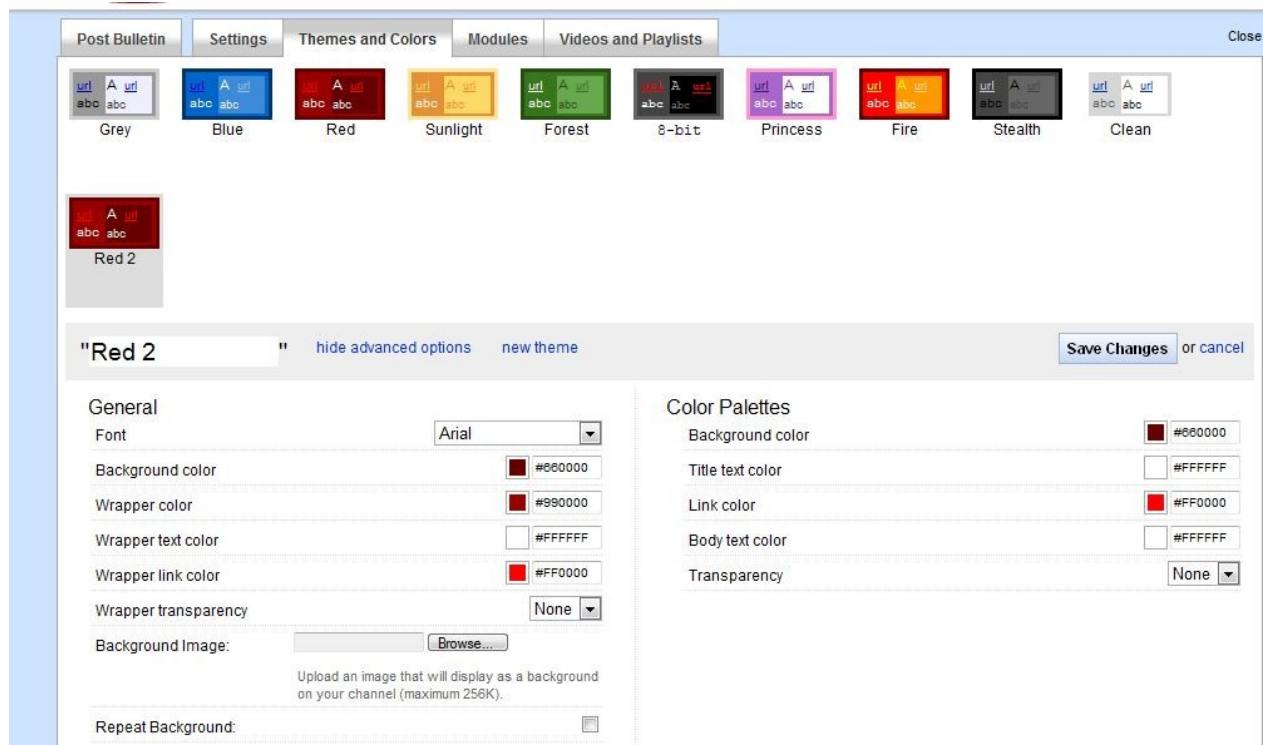


Tabs will appear along the top of your channel to change the way your channel looks. The first one in line is “Post Bulletin.” You can create a bulletin to show on your channel with a link to a video if you desire.



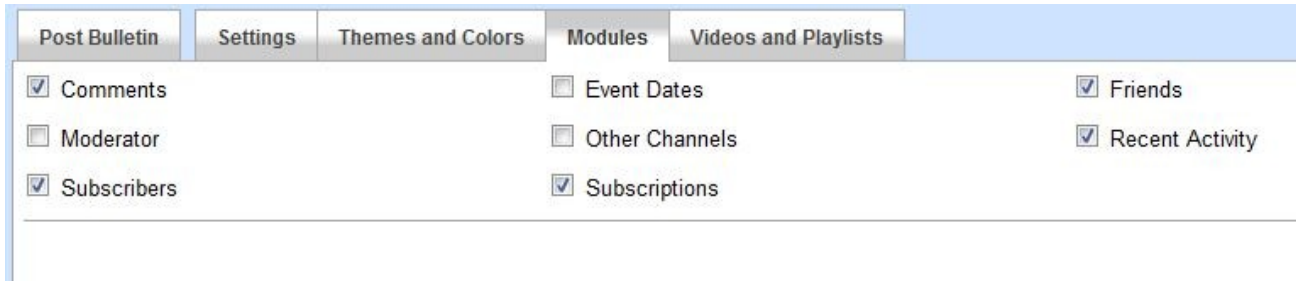
The setting tab just sets whether the channel will be visible or not to the public. You want this set to 'yes.' You can change the title of your reflect your product, business or brand. You can change the channel 'type' to choices for bands, directors or gurus. Changing the channel type won't have any affect on your channel's popularity.

[Start the Easy Video Creation Training System for only \\$7.00!](#)

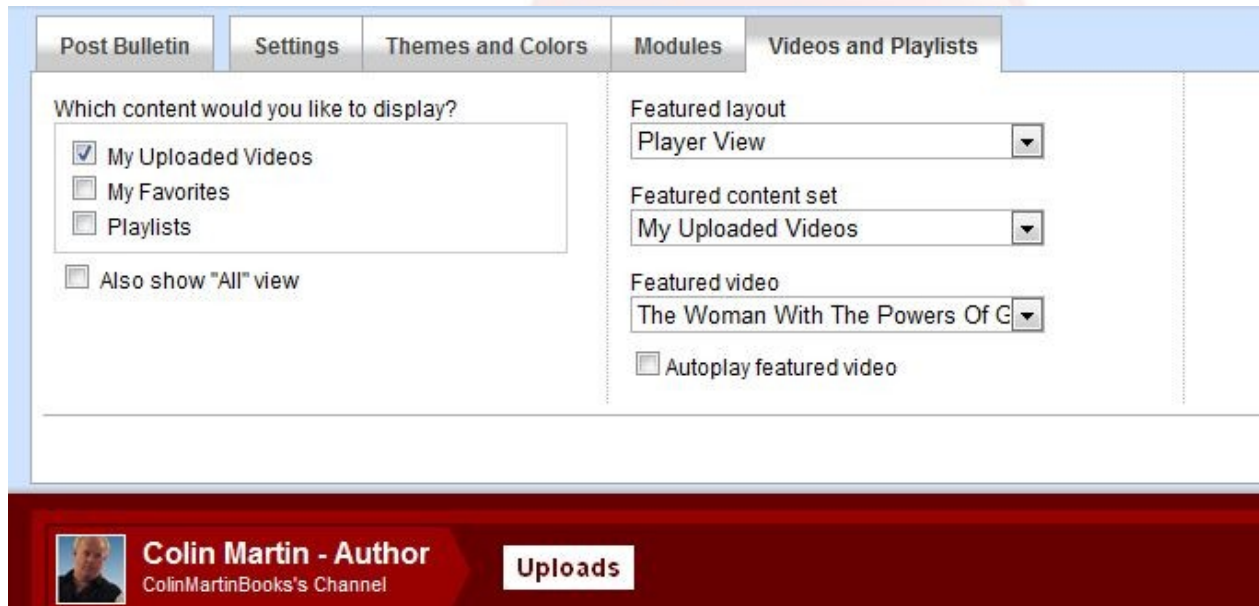


'Themes and Colors ' let's you select the colors of the theme, including borders, text, font styles and background. Notice the 'browse' button on the left hand side. This is where you can upload a .jpg image for your channel's background. The 'wrapper' is the border that separates the different modules on the theme. 'Transparency' dictates how see through the text and borders are against the background image.

[Start the Easy Video Creation Training System for only \\$7.00!](#)



This tab controls which of the available modules show up on your channel. It's always best to show your friends and subscribers to show off how popular you are.



Additional selections on what will appear on your channel. Your uploaded videos are a must, of course. With the 'featured video' drop-down box, you can select which of your video will be the one that will play on the 'big screen' of your channel, basically the one people will see first.

[Start the Easy Video Creation Training System for only \\$7.00!](#)

## **Building Subscribers**

Building subscribers and friends is a critical strategy for getting the views you need for your videos. Your subscribers to your channel will be instantly notified in their news feed (on their home page) when you have uploaded a new video. If you have a lot of subscribers, your video can get hundreds of views within an few hours as your 'subs' log in and watch the video.

This sudden burst of activity can help your video get a higher search rank on the Youtube search engine, leading to even more views. Even if you don't subscribe to a certain channel but one of your friends does and they favorite a video, you'll see that as “recent activity” from that friend and you can click on the video to watch it to. This increases views as well.

Without subscribers, the only views you will get are the ones from the Youtube or Google search results, ones from posting your video to Twitter or Facebook, and if you put your video on your blog. Of course, these are all great strategies to getting more views, but subscribers help build views up very quickly.

There is a 'subscribe' button on every channel along with a link to “add to friends.” You want to encourage all of your channel visitors to subscribe to your channel to get regular updates.

Subscribing to someone else's channel first will almost always result in getting the subscription back for yours. You can initially boost the start of your subscriptions by befriending people first. As more and more people start to see how many 'subs' your channel has, the more they will want to be a part of it too. Putting a link from your website or blog to your Youtube channel can help build subscribers.



## Finding The Right Keywords

Keywords are how the search engines will find your videos. It is the most critical information to decide on before actually making your videos. If the keywords are not correct, you won't get any views and you'll have to go back and change the titles, descriptions, tags and possibly even the content of your videos.

To find the right keywords for your business and the ones that will attract the right kind of traffic to your videos, you must use a keyword suggestion tool. The free one at [Google's Search Based Tool](#) is an easy one to use. It will help you find the appropriate topics to talk about in your videos and how to title your videos based on what people are searching for. The tool gives you alternate suggestions on the keywords and phrases you already use in your business and monthly figures on how many people are search on them.

For instance, if your business is about teaching people how to be public speakers, you may think you can use 'public speaking' as a keyword. You can, but the competition for that word is far too high. Searchers don't just use that one phrase to look for information. According to the suggestion tool, they also look for phrases such as:

- Presentation skills
- Seminar speaking
- How to make money speaking
- Starting a public speaking business
- How to get over stage fright
- How do I get paid to speak?
- Executive presentations
- Boardroom speaking
- Humor in public speaking
- and many more.

[Start the Easy Video Creation Training System for only \\$7.00!](#)

Each of these has a certain number of monthly searches and each of these can be expanded topics for your videos. Here's the proper structure that you can use to for optimized video production:

- Research all of your keywords for your business
- Write down as many as would apply to your business
- Start shooting your videos based on these topics
- Title your videos with the main keyword first, then the sub-topic second, separated by a dash or colon:

Presentation Skills – How To Give An Introduction

Humor in Presentations – Telling Jokes About Yourself

How To Make Money Speaking In Public – Finding A Meeting Planner

The main keyword phrase is the one people will be searching for and the secondary phrase will capture additional targeted searches and tell the viewer what the video is about. Search engines look first at the video titles to get the results. For the best conversion by your viewer, make sure you are really talking about the topic in the video itself. If you 'game' the keywords just to get views and your video is not about the topic, people will get angry and flag your video as being spam.

Don't discount the phrases with low monthly searches. Many people only go after the phrases that get the highest number of searches, but these can be too competitive for quick search results. If a phrase gets only 70 searches a month, that is still 840 a year. If you are selling an expensive training system or coaching program, that's a lot of money being left on the table if you don't use the lower searched on phrase. A little searched on phrase can get your video on the number one page of Google in just a day or two. I do this all the time. **My suggestion:** make a ton of videos and use ALL of the phrases you can find... don't skimp!

[Start the Easy Video Creation Training System for only \\$7.00!](#)



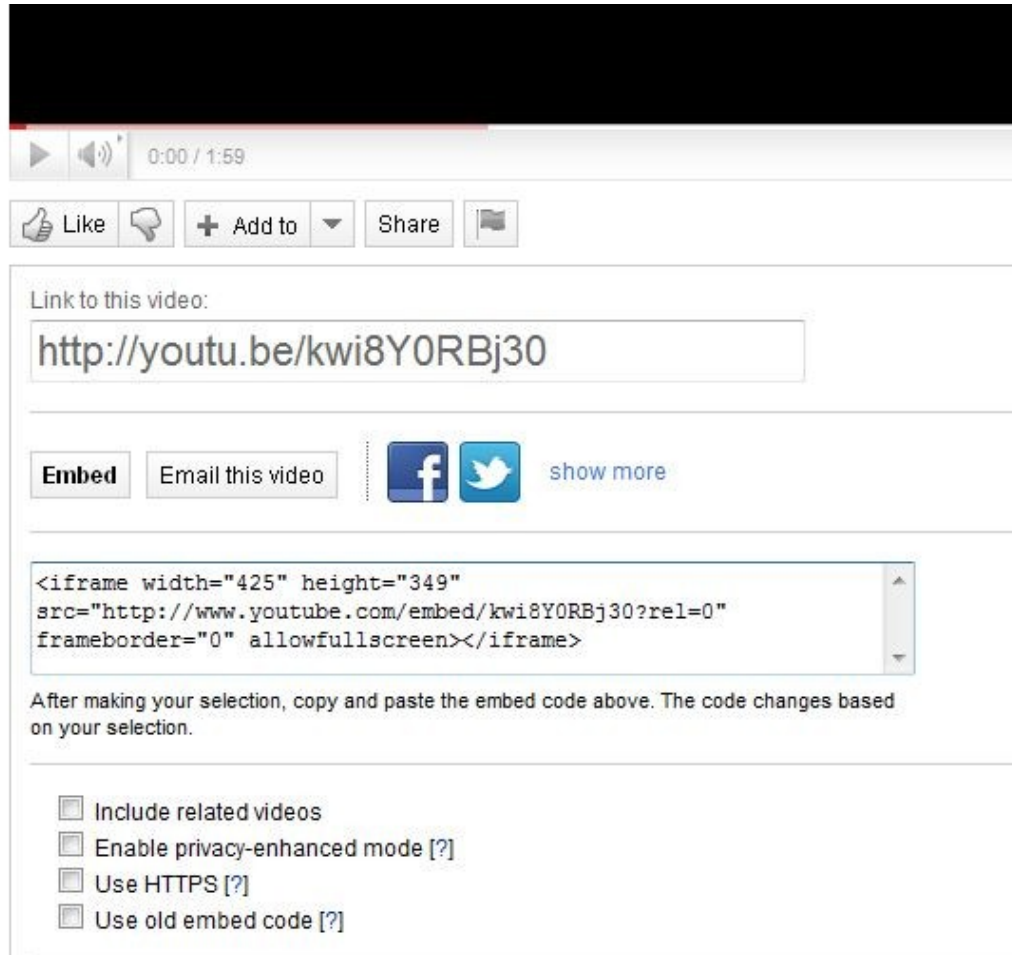
## Getting Views

We covered one of the most important parts of getting views: keywords. Most of your views will come from natural search engine results by people looking for that information. That's why the proper structure for titling your videos and doing your keyword research ahead of time is so important. I also mentioned that your subscribers will give you your initial views early as soon as you upload it, creating a high search result on Youtube.

Here are some other clever ways to get additional views of your videos:

**Share them on your social networking profiles** – Every social networking site now makes it easy for you to share videos with your friends. Facebook lets you upload videos directly from your computer to your Wall for everyone to see. You can tag your friends by typing their names in the 'tag your friends' feature, so they will get a notification to watch the video. You can also just copy and paste the URL to your Youtube video right into the status update of your Wall and it will play on the Wall. Copy and pasting a video URL in a Twitter tweet will make it play on the new sidebar area of your profile. People can watch the video right on twitter without leaving to go to Youtube, but it still counts as a view. No matter what social network is your favorite: MySpace, Orkut, Flickr, Bebo, Squidoo or Ning, they all have the ability to share videos with your friends.

**Blogging** – No matter what blogging platform you use: Blogger, Wordpress, TypePad or a self hosted blog on your website, there a number of ways to share your videos on your blogs. Putting them in the posts instead of writing text all of the time livens up your blog and gives it a different dynamic over text alone. You can simply use the embed code that every Youtube video provides and paste it into the HTML tab of your post, then hit 'publish.' That's it.



The screenshot shows a YouTube video player interface. At the top, there is a video player with a progress bar showing 0:00 / 1:59. Below the player are several interaction buttons: 'Like', 'Add to', 'Share', and a flag icon. Underneath these buttons is a section titled 'Link to this video:' with a text input field containing the URL 'http://youtu.be/kwi8Y0RBj30'. Below the URL field are buttons for 'Embed', 'Email this video', and social media icons for Facebook and Twitter, followed by a 'show more' link. A text area contains the following embed code: 

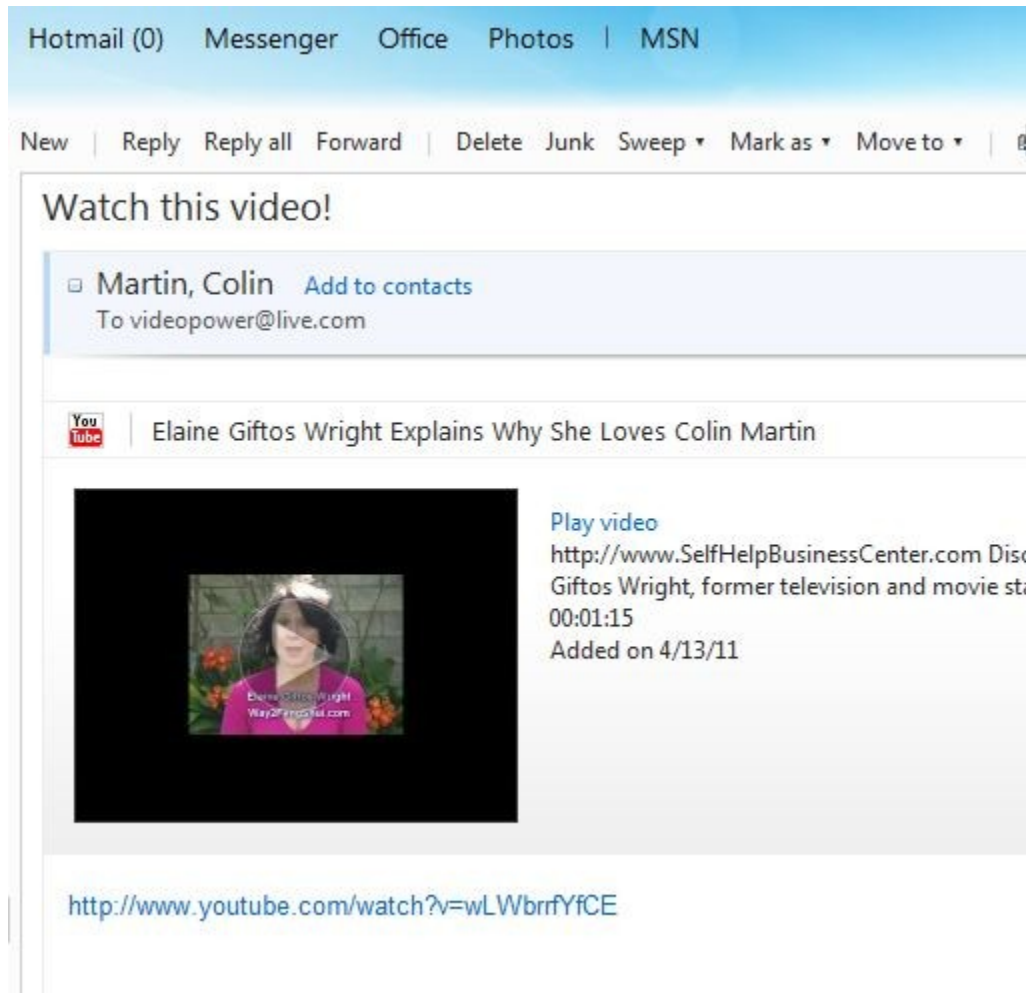
```
<iframe width="425" height="349" src="http://www.youtube.com/embed/kwi8Y0RBj30?rel=0" frameborder="0" allowfullscreen></iframe>
```

 Below the code area is a note: 'After making your selection, copy and paste the embed code above. The code changes based on your selection.' At the bottom, there are four checkboxes: 'Include related videos', 'Enable privacy-enhanced mode [?]', 'Use HTTPS [?]', and 'Use old embed code [?]'.

To find the embed code, click the 'share' button just underneath of any video and then click on 'embed.' Copy and paste the code into your blog posts, sidebar widgets on Wordpress and on any web page. (Use the Facebook and Twitter icons above the code to recommend the video to your friends too!)

**Emailing your videos** – Did you know that you can just email the URL of your Youtube video in a letter to all of your friends? When they click on the link, they go right to your Youtube video and channel. If they happen to be using gmail, hotmail, yahoo mail, mail.com or many other dynamic mail programs, they can watch the video right in the letter without being taken to Youtube. (It still counts as a few.) If you have a lot of friends, this can add up very quickly.

[Start the Easy Video Creation Training System for only \\$7.00!](#)



This is an actual screenshot of a letter in my inbox that I mailed to myself. You can play the video right in the letter, click on link below it or hit the 'play video' link next to it. It even has a link to my website in the description. Instead of tired old text based emails, liven up your letters with a video!

Remember, anyone can take the embed code from your video and paste it into their website, increasing your views even further. You want to encourage this as much as you can. Making interesting and funny videos can make them go viral. To keep people from using your material without giving you credit, always put an identifier, or what is called in the industry a 'lower third,' at the bottom of your video. It can be a website address, the name of your business or a phone number.... something that keeps your info on your video.

[Start the Easy Video Creation Training System for only \\$7.00!](#)

Getting views are one thing, getting people to click out is another. I have seen a ton of videos that get a lot of views because they did everything right in terms of keywords, but no one called, emailed or bought anything. This is because the video lacked dynamics and intimacy with the viewer.

Dynamics are created by the proper lighting techniques, editing and music. It also helps to brand your business using what is called an 'opening slate' or title page. These are easy to do if you know how. Branding and dynamics create trust between you and your viewers. Trust is hard to come by on the Internet, and unlike face-to-face sales in a retail setting or sales presentation, the video has to do the work for you in terms of building trust and credibility.

Another trust building device is called intimacy. It is easily created using the proper framing of the shot, the backgrounds you use in the shot and how you hold yourself in your video including the clothes you wear and how you stand, sit, etc...

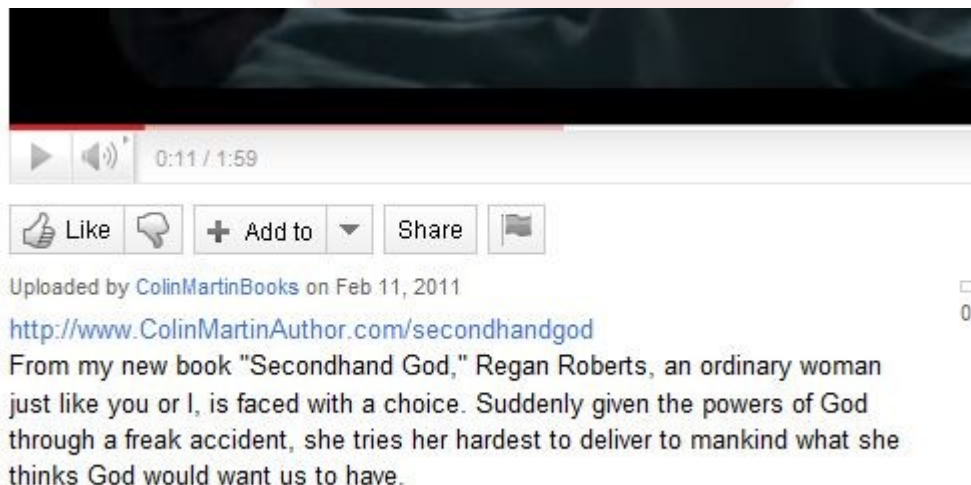
These are little known tricks outside of the industry, but extremely easy to learn. Videos that utilize these dynamic and intimacy building techniques convert 200% more sales and interest than ones with an amateurish look. My friend Craig Sexton, a 25 year veteran directing Hollywood movies, shows and commercials showed me the tricks of the trade and my videos have never been more successful. [You can learn all these tricks, marketing secrets and more right here.](#) This includes lighting and equipment tricks you can get at Wal-mart, zooming and framing, making cool graphics for titles, finding the right locations and an easy to create script of what to say.

[Start the Easy Video Creation Training System for only \\$7.00!](#)

## Descriptions and Tags

As we discussed before, these are great places to put keywords about your business so the search engines can find you; but not only that, the way you use your titles and descriptions can drive traffic to your websites. Driving traffic is really the ultimate goal here for making videos. The videos may brand your business, educate people about your products and even make you famous, but getting people to get to the website is the true conversion. Your viewers can't sign up or purchase something just from the video alone, you have to get them to a website for them to do that. Just like a commercial on television for Wendy's, the ad can make them hungry but they have to get into the car and go to the drive through to purchase.

On the internet, the 'click-out' is the conversion. The place where the clickable link is, is in the video description. Not only do you tell them what the video is about, if you type in the entire URL address to a website including the 'http://' it becomes an automatically clickable link. This only works in the video descriptions and the "About me" section of your channel.



Look at the blue 'hyperlink' straight to my website. This is in the video description just below where the video is viewed.

[Start the Easy Video Creation Training System for only \\$7.00!](#)

Always keep your clickable link to your website at the beginning of the description so people don't have to scroll down and hunt for the link. In this example there are not many keywords in the description, but for a business video, where you are trying to attract searchers, this is a great place to put a bunch of keywords. [Find out other ways to make your videos go 'viral.'](#)

Descriptions can be as long as you want and for keywords sake, the longer the better. The videos that get the most views strictly from results on the Youtube search engine have very long descriptions; sometimes 700 characters or more. Don't skimp on the descriptions.

Tags help the search engines find videos as well, especially the Youtube search engine. But more than that, tags are how Youtube finds the 'related videos' that load up on the right hand side every time you watch a video. If you ever wondered how the related videos ended up there, the tags are used to do this.

In this regard, you don't have to go tag crazy. There is a limit of 500 characters for tags. In general, your name or the name of your business are not good keywords to use for search engine optimization. No one is searching for your name unless they know you already. The goal of search engine placement is to attract new people to your videos using keywords. But with the tags feature in Youtube, since it is used to find related videos, putting your name in the tags could help make the related videos more of yours. What you want to avoid is the related videos *being too many of your competitors videos*. You don't want your viewers to click off of your video and on to one from your competitor.

How do you make a majority of the related videos yours? Here is a super trick I learned a couple of years ago: use a nonsense word that no one else would ever use and put it in the tags of all of your videos. The tag function will try and find all of the videos with that nonsense word and group them all together as related videos. See the following image of what I did:

[Start the Easy Video Creation Training System for only \\$7.00!](#)



**Tags:**

love sex soulmates soul mates everlasting love sexual positions  
commitment phobia dating cheap dates divorce relationship advice  
relationshipartist colin martin tony robbins john gray women girls attraction  
boose

These are tags to one of my videos. Notice how many keywords I used to attract the search engines. But look closer. I used my name (Coin Martin) to get the other videos of mine to be the related ones. I used Tony Robbins name to attract people that might be looking for his videos to find mine. (similar interests) and I used a nonsense word to connect all of my videos together. It's the one at the end 'boose.' No one else on Youtube is using that word for a tag, so Youtube looks for all the other videos with that tag to produce the related videos, but since no other videos have that as a tag, the related videos are all mine. Here is another example:



Even though there are not very many tags in this video, we have keywords (internet, marketing), the man's name (Tom Antion) and the nonsense word (mankocart).

Experiment with your tags until you have better results. You can edit the titles, tags and descriptions of your videos at any time without screwing up your views and comments.

[Start the Easy Video Creation Training System for only \\$7.00!](#)



## Leaving Comments

As you may have already noticed, the comments feature on Youtube is one of the busiest places on the internet. Some videos have hundreds of thousands of comments and some can be quite crazy. Many people just go to Youtube to read the comments and start up debates on every subject known to man, even ones that have nothing to do with that particular video's topic.

You basically need to avoid all that hub-bub and just concentrate on how to use comments effectively. You first want to use comments to attract other viewers from one video to yours. Some videos may be getting very high views for whatever reason, and you can leave a comment on that high-view video to get people to click over to your channel. This is called 'piggy backing' on other peoples traffic. Start by searching the exact keywords in the Youtube search box that your videos have. Look through the results and find the highest viewed videos on your topic.

Most videos get high traffic because they are old and may have put up a couple of years ago. Go to the video and leave comment. Don't put a URL in the comment to your website or you will be banned for spamming and the comment will be removed. All you simply want to write is how much you enjoyed the video, agree or disagree with the content and then write:

“for more videos on this topic, be sure to visit my channel.”

Your username that is in the comment when you leave it there is a clickable link to your channel. People can simply click on the username link and go over and watch your videos. Being as courteous as you can will go along way with keeping the comment from being removed and getting people to click on the link.

In your own account, in the 'edit videos' section, set your comments to “with approval only.” People love to leave negative comments and you don't want it showing up on your video without your approval.

Video comments are small video uploads that you can make with just a web

[Start the Easy Video Creation Training System for only \\$7.00!](#)

cam or they can be a regular video production and you can upload them to the comment section of a video. These are more dynamic comments and are popular with musicians that want to play cover material of their favorite bands and leave it on the band's video. A lot of now well-known artists have been discovered this way.

For a business person, there's one great advantage for video comments. As people add text comments they eventually scroll further down the page until it is no longer visible. So few people leave video comments that they stay on top of the page longer. Video comments are always at the top of the comments section anyway, as you can see in the photo below. This gives far more top of the fold exposure for your comment AND it makes you look more professional.

#### Top Comments

---

Thumbs up if you bought 'Just Dance' only for this song.

[bryanaranda02](#) 2 days ago 73 👍

THUMBS UP IF YOU ARE STILL LISTENING TO THIS IN 2011.

[fadedyouthtube](#) 1 day ago 50 👍

#### Video Responses

---



Britney Spears - Toxic (dubstep mix)  
by MrFreakChuck  
97 views



Evolution - Perfect cover  
by SuperFilterman  
839 views

#### All Comments (12,438)

---

Respond to this video...

She's hot with any hair color xP  
[anotherfilipinogirl](#) 13 minutes ago

everyday is a toxic day.....))))the best song ever.....  
[frenzy0013](#) 14 minutes ago

647 people have losted their brains  
[devilcreator100](#) 57 minutes ago

SHE CANT WINK xD  
[MuzycYzLyfe](#) 1 hour ago

this is so old  
[dushorne](#) 1 hour ago

This is still my favorite Britney song!<3

---

[Start the Easy Video Creation Training System for only \\$7.00!](#)

As you can see in the comments above, the popular comments that get a thumbs up from viewers stay at the highest level, followed by the video comments and then the regular comments. Leaving comments is a great way to drive traffic to your channel and expose your opinions.

## **Youtube Partners**

The Youtube partner program is a way to make money with your channel other than just trying to drive traffic to your websites. You can sign up to have ads appear on your high view videos and you'll make money every time someone clicks on the ad.

As a partner, you have the ability to access the “brand your channel” feature and upload custom headers to your channel with clickable links to your web pages. You can also place ads on the right hand side bar of your channel that act similar to Google AdSense ads, that target viewer's interest based on the information they provide from their channel. Other features include:

### **Analyze your audience**

Our Insight analytics tools help you find out which videos resonate with viewers, so you can satisfy your audience and advertisers. Insight provides clear, understandable summaries of the demographics, discovery methods, and engagement levels of the people who watch your videos. You can even see on a per-video basis whether your content is successful.

### **Protect your copyright**

YouTube's Content ID system offers you flexibility and control over your videos. You can choose to monetize, track, or block infringing content according to your policies with the fully-automated tools. If you offer rental videos to YouTube viewers, your content will be streamed securely after payment.

## Show off your content

YouTube gives partners the necessary tools to create a premium, lean-back viewing experience. All videos are streamed at the highest possible quality—up to full 1080p HD if available—in a 16:9 aspect ratio player. Partners can upload long-form content with no length or file size limit, and can present high-quality video inside a fully-branded channel, with additional design and interactivity options.

Learn more about the Youtube partnership program [here](#).



You may or may not have heard of iJustine, but she is an example of the partners program success. Each one of the headers at the top of her channel are clickable to her other channels and her social networking sites. Ads play in the video itself and ads appear on the right. She makes money every time someone clicks on them. She started out just reviewing Mac products but became so popular that she has appeared on television commercials. [How could your business emulate her success?](#)

[Start the Easy Video Creation Training System for only \\$7.00!](#)

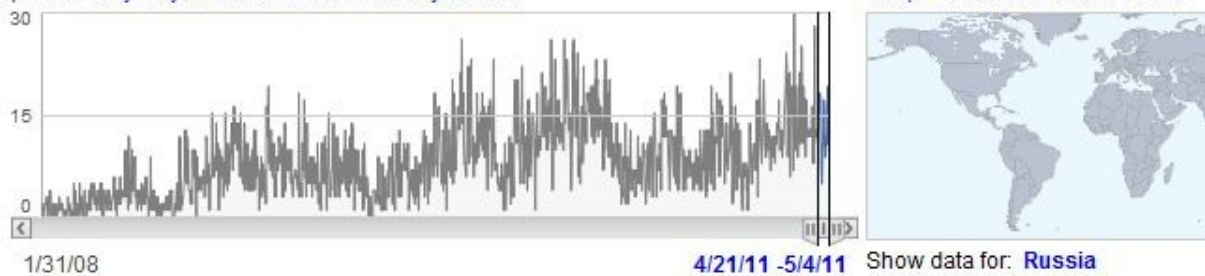
## Insights

Insights is the statistic program provided by Youtube to see who is watching your videos, how long they are watching them and where they come from. It's a great way to further target the people that already watch your videos and produce videos that can sell more to them.

Total views of this video: 9,838. In the selected range and region: 176

Show previous: 1 day 7 days 1 month 3 months 6 months 1 year Max

Show region: All USA Asia Africa Europe Middle East South America



**Views** Each day on the graph shows the total number of views made on that day. Unique users is the number of users those views. [More info](#)

Views: daily totals  Show unique users



Download reports for this video: [CSV](#) [More info](#)

Insights shows you view totals with breakdowns by date regions, countries and age demographics.

[Start the Easy Video Creation Training System for only \\$7.00!](#)





Also an interesting feature is the video 'hot spots.' This graph shows the attention span of the viewer and when in the video they click off of it. This can teach you to script out videos that are shorter or lead people through the video by increasing dynamics.

### **What To Say and How To Say It**

The message you have in your video has everything to do with how well it converts into sales or drives traffic to your websites. A quick and easy script for driving traffic to your websites is as follows:

=> "Hi, I'm [insert name]"

=> "I know you're here looking for information on [insert keyword]"

=> "Well you've come to the right place."

=> Add some of your credibility. Example: "I've been working in the field of

[Start the Easy Video Creation Training System for only \\$7.00!](#)

feng shui for 22 years..."

=> Give them a tip.

=> "For more great tips like this visit [insert your website and spell it out if necessary] where you can download [insert your freebie here]"

=> "I hope to see you at my site!"

This is effective website traffic generation for people interested in learning more about your products and services. Once the visitor arrives at the website, here is a simple formula to welcome them:

=> "Hi, I'm [insert name] and welcome to my site!"

=> Tell them what they will find at your site

=> Remind them to sign up for your freebie so that you build your database and give them a command to do so. You could also give them a call-to-action to buy something.

Remember to wear clothing that is not too distracting: plain solid colors work best. Clothing with stripes, plaids or paisley shapes look terrible on video.

Keep your videos short! This is a huge mistake people beginning their video marketing will make. You can see by the Insight 'hot spots' statistic we discussed earlier, viewers will tend to drop off from watching a video after about 1:00 – 1:30. With the diminishing attention spans of people on the internet, less is more. And a lot can be said in just a minute, just like in television commercials. The marketing is in the creativity, not the length.



Other great shooting tips:

- Smile and always look into the camera (that's your audience you talking to).
- Don't wear a ton of jewelry – it can make noise when you move around.
- Use background settings that help brand your expertise.
- More content and less hype builds your credibility.
- Leave room at the beginning and end of the video to allow for fade outs.

Now that you have an idea of how to brand yourself with your channel and get views and traffic, there is still so much to learn. Making your video look the best it can be is part of getting your viewers excited about your business and helps make money.

### **Learn cheap and easy techniques for:**

- Framing your shots to look professional.
  - Cool background lighting techniques.
  - How to use easy-to-edit video software.
  - How to get royalty free music.
  - 2 point and 3 point lighting tips for a Hollywood style production.
  - How to use your Facebook and Twitter to make money with video.
  - Using your videos to create additional products.
  - Microphone tips to get the best audio.
- And tons more marketing and production tips!

[Start right now for only \\$7.00 to learn all of this and much more.](#)

[Start the Easy Video Creation Training System for only \\$7.00!](#)

[Join my Millionaire Marketers Club](#)

Two teleclasses a month plus access to 160 hours of audio and over 500 pages of content for only \$9.95 a month!

© 2011 Colin Martin / NetAim LLC



[Start the Easy Video Creation Training System for only \\$7.00!](#)

This book was distributed courtesy of:



For your own Unlimited Reading and FREE eBooks today, visit:

<http://www.Free-eBooks.net>

*Share this eBook with anyone and everyone automatically by selecting any of options below:*



To show your appreciation to the author and help others have wonderful reading experiences and find helpful information too, we'd be very grateful if you'd kindly [post your comments for this book here.](#)



### **COPYRIGHT INFORMATION**

Free-eBooks.net respects the intellectual property of others. When a book's copyright owner submits their work to Free-eBooks.net, they are granting us permission to distribute such material. Unless otherwise stated in this book, this permission is not passed onto others. As such, redistributing this book without the copyright owner's permission can constitute copyright infringement. If you believe that your work has been used in a manner that constitutes copyright infringement, please follow our Notice and Procedure for Making Claims of Copyright Infringement as seen in our Terms of Service here:

<http://www.free-ebooks.net/tos.html>



**STOP DREAMING  
AND BECOME AN  
AUTHOR YOURSELF  
TODAY!**



It's Free, Easy and Fun!

At our sister website, [Foboko.com](http://Foboko.com), we provide you with a free 'Social Publishing Wizard' which guides you every step of the eBook creation/writing process and let's your friends or the entire community help along the way!

LOGON ONTO [FOBOKO.COM](http://FOBOKO.COM)

↪ and get your story told!

**FOBOKO**.COM



**FREE**  
eBooks



WHOEVER  
WHENEVER  
WHEREVER  
YOU ARE

# INSTANTLY DOWNLOAD THESE MASSIVE BOOK BUNDLES

CLICK ANY BELOW TO ENJOY NOW

## 3 AUDIOBOOK COLLECTIONS

Classic AudioBooks Vol 1 ■ Classic AudioBooks Vol 2 ■ Classic AudioBooks Kids

## 6 BOOK COLLECTIONS

Sci-Fi ■ Romance ■ Mystery ■ Academic ■ Classics ■ Business