



Since 2004



**INFORMATION
PACKAGE**

The first thing to understand...

Is that You Tube is not simply a website; it is a search engine...

YouTube's user-friendliness, combined with the soaring popularity of video content, has made it the second largest search engine behind Google.

With 3 billion searches per month, YouTube's search volume is larger than that of Bing, Yahoo, AOL and Ask.com combined.

Increasingly, Google has become where you make searches for things you need right now and You Tube is used more heavily for research for everything from vacation to wedding planning.

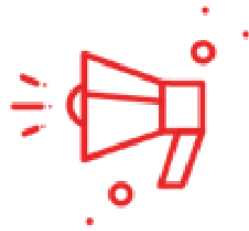


INFORMATION

Second largest search engine



122 million
active users daily.



62% of all You Tube users
access the platform on a
daily basis for an average
of 40 minutes a day.

Custom You Tube videos
embedded on your website
will decrease your bounce
rate & increase your visit time.

72% of all business related You
Tube Channels fail because they
are poorly set up and do not
follow best practices Guidelines.

Did You Know?

The businesses that are not active on You Tube are ignoring the single most important marketing tool in their arsenal?

1

Customer loyalty and retention

Creating videos and including your customers in them provides a connection that is only possible through this type of interaction and the best means of delivering it is through You Tube.

2

Your customers become marketing machines...for you

Your customers will become marketing machines for your business and will share the video that features them across all social media.

3

You Tube will enhance all of
your current marketing

You Tube used properly will enhance all of the marketing you are already doing and can be useful on everything from messages on brochures and flyers with QR Code links to videos.

4

A different level of prestige

Someone having their photo on a businesses Facebook Page or in an Instagram Post is seen as pretty insignificant to most people because although these platforms are important, they do not compare with being in a You Tube video where there are zero limitations and the world can literally watch your video.

No one will brag about being on your Facebook Page, but they will tell the world they were in your You Tube video...

5

Ease of sharing

Each You Tube video you create can become a marketing dynamo. Embed it to your website, email it to customers to stay on their minds or post it to Facebook, Instagram, etc.

6

Increased Google Ranking

Google owns YouTube.

Have you noticed how videos are showing up more than they used to in Google search results? That's no coincidence.

By consistently utilizing YouTube for your business, you increase your chances of showing up in general Google search results and improving your own rankings.

Google also correctly believe that websites with video content deliver a better online experience for the viewer and gives them priority in search results.

7

You will acquire qualified traffic

This is important. You don't want any traffic you can get, because not everyone is going to buy from you. You want qualified traffic – people that could be potential leads and customers.

8

Videos have higher conversion rates

Research suggests that video content is 12 times likelier to be watched than text is to be read.

Plus, videos can evoke emotion like no other form of online content can. They can make you think and feel. And if they make you think and feel, you're not likely to forget those videos. That's much more than can be said for most other types of online marketing.

Last but certainly not least, videos help humanize your brand. They bring it to life, taking your messages from flat and static to dynamic and engaging. Videos help your brand build trust and authority in such a unique way.

9

Remember you need to make
“videos” and not “movies”

Many businesses feel that each video needs to be a “production” when statistically the most watched and successful videos are casual ones where viewers don’t get the impression they are being “sold to”, but rather allowed to have a “shared” experience.

10

The vast majority of businesses start,
but give up on their You Tube Channel

88% of all businesses that start You Tube Channels give up soon after because their videos get very few views.

You Tube Channels are free, but businesses should have a professional company set them up because if they are not set up properly, the Channel will be lost on You Tube.

Even most Marketing Directors are unaware that "Unverified" Channels are completely ignored by You Tube. The process of verification is a multi step process, but crucial to success.



If YouTube were a **country** it would be the **largest** in the world **after China and India**



1 billion

Mobile makes up more than **25%** of **YouTube's global watch time** with more than **one billion views a day**

Rankings

While the official formula to how rankings are made is unknown, these **4 factors** seem to have impact



Number of **views**

Video

Title



Video **Description**



Video **Ratings**
(likes, dislikes)

YouTube – Making Searching More Visual and Engaging



 **YouTube** | Certified

- You Tube Channel Set Up.
- Full Management including concept and creation of original video content.
- Training and Education.

**To arrange a consultation,
please call
305-240-7600.**