

YOUTUBE CONTENT MARKETING STRATEGY

DISCLAIMER: THIS DOCUMENT CONTAINS AFFILIATE LINKS (I WILL MAKE A SMALL COMMISSION)

STEP ONE: YOUR PROMOTIONAL PLAN

- It is important to consider your video promotion first because it is often the last thing that creators consider. Brainstorm some promotional ideas for your video, including search, social media and ads.

STEP TWO: YOUR CONTENT TYPE

- The next step in the process is to determine what content type you will create. This is extremely important because this will determine how people will find your video!

CONTENT TYPE ONE: SEARCHABLE CONTENT

- Searchable content is often highly educational. Think 'how to' videos and tutorials.
- You will need to optimize these videos for search. One tool that is very helpful is TubeBuddy - this tool shows you how likely you are to rank for a particular keyword!

CONTENT TYPE ONE: VIRAL CONTENT

- Viral content is based primarily off of trends. The goal is to catch a trend while it is in the early stages so that your video can accumulate more views!
- One tool to better understand trends is Google Trends. You can also perform social listening on YouTube to determine what is trending.

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STEP THREE: YOUR PROMOTIONAL PLAN

- Now let's loop back to your promotional plan. Think about what you highlighted in the first step - does this still make sense for the video you are creating?
- How that you know how you are promoting your video, it is time to make a plan. How often will you be performing your marketing tactics? Identify frequency and then block out time on your calendar to make it happen.

STEP FOUR: VIDEO OPTIMIZATION

- It is important to optimize your video content prior to filming so that is is already good to go once your video content has been created!
- Be sure to create a list of keywords and max out the 500 characters. You can get ideas using the YouTube search bar!
- Next, craft a description using many of those keywords.
- In addition, be sure to utilize the cards and end screen functions to keep people interested in your videos and on the YouTube platform.

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STEP FIVE: FILMING YOUR VIDEOS

- Creating video content can take a lot of work! To save time and work as efficiently as possible, consider batch filming your content. It can be helpful to prepare your video plans and film all on one day. If you post one video a week, you have all of your content finished for the month!

STEP SIX: YOUR THUMBNAIL

- The final step is to create an eye-catching thumbnail that people actually want to click on!
- I recommend doing a search for video content within your niche and based on your keyword.
- Create a thumbnail with bold fonts and colors that stands out from the competition!

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