Using YouTube to Enhance Your Marketing

Chris N. West
More than 1 billion unique users visit YouTube each month

Over 6 billion hours of video are watched each month on YouTube

100 hours of video are uploaded to YouTube every minute

80% of YouTube traffic comes from outside the US

According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
YouTube Tips

Share specific “how to” information

Business > Info > Entertain

Give a video tour of your facility
YouTube Video Ideas: Who We Are
YouTube Video Ideas: Stories

Click, Watch, Learn: Storytimes Online

Click, Watch, Learn: Storytimes Online is a video initiative created by the staff at Wake County Public Libraries to support the nationally recognized program Every Child Ready to Read® @ your library®. Every Child Ready to Read® @ your library® supports parents and caregivers with early literacy...

A is for All of Us
by wcplonline
3,078 views • 1 year ago

Jazzy Three Bears
by wcplonline
2,744 views • 1 year ago

Looking For Tumbles
by wcplonline
1,677 views • 1 year ago

I'm Gonna Sail
by wcplonline
1,950 views • 1 year ago
YouTube Video Ideas: Working

Working at the Library (Part 1)

National Library of Scotland

Subscribe 674
YouTube Video Ideas: Activities

Learn, Study, Discover at VSU's Odum Library

Valdosta State University

508 views
YouTube Video Ideas: Promotions

Free Library Cards at Edmonton Public Library!
YouTube Video Ideas: Instructions

Finding Books on a Topic

Williams College Libraries
YouTube Video Ideas: News

The Library Chronicles
Williams College Libraries

713 views
YouTube Social Buttons
YouTube Sections

**Artist Alley: 2012 ALA Annual Conference**
Interviews with the graphic novel creators appearing at Artist Alley in the Gaming and Graphic Novel Pavilion at the 2012 ALA Annual Conference.

- **Artist Alley: Cecil Castellucci: Universal Outsider Girls**
  by American Library Association
  503 views • 2 years ago

- **Artist Alley: A Conversation with Faith Erin Hicks**
  by American Library Association
  739 views • 2 years ago

- **Artist Alley: Chris Giarrusso: G-Man for All Ages**
  by American Library Association
  424 views • 2 years ago

- **Artist Alley: Dave Roman and the Fabulous GraphiCon Shirt**
  by American Library Association
  132 views • 2 years ago

**ALA Financial Learning Series**
A series of webinars about American Library Association finances, covering the ALA Operating Agreement, the Budget Cycle and Process, the Long-Term Investment Fund, and the ALA Organizational Structure.

- **BARC Round Tables Orientation**
  by American Library Association
  152 views • 2 years ago

- **ALA Financial Learning Series: The ALA Operating...**
  by American Library Association
  364 views • 3 years ago

- **ALA Financial Learning Series: Budget Cycle and...**
  by American Library Association
  432 views • 3 years ago

- **ALA Financial Learning Series: Long-Term Investm...**
  by American Library Association
  215 views • 3 years ago

**Empowering Diverse Voices**
"Empowering Diverse Voices" leadership video series, a diversity leadership initiative of 2011-2012 ALA President Molly Raphael.
YouTube Tips

Build Subscribers by asking

Engage Commenters

Build Email List

Sends Email to
Create Custom Banner

Featured Trailer

Don’t read from script

Keep it short

Use Royalty free music
YouTube Music
YouTube Tips

Monetize

Social Blade

Use embedded videos

Consistency
YouTube Advertising
YouTube Advertising

How to tie a bow tie

charles french
YouTube Advertising

YouTube Statistics for Mynicetie

COUNTRY: United States
CHANNEL TYPE: Howto
USER CREATED: Jan 12th, 2008
VIDEOS UPLOADED: 11
SUBSCRIBERS: 32,304
VIDEO VIEWS: 32,294,481

User Summary | Subscriber Growth | Future Projections | Monthly Statistics | Similar Channels | Featured Box | Recent Videos

HOME / YOUTUBE STATS / MYNICETIE / YOUTUBE STATISTICS

TOTAL GRADE: B
SUBSCRIBER RANK: 33,424th
VIDEO VIEW RANK: 12,920th
SOCIAL BLADE RANK: 47,336th

Views for the Last 30 Days: 709,668 (+18.16%)
Subscribers for the Last 30 Days: 4,168 (+34.19%)

APPLY FOR PARTNERSHIP

$355 - $2.8K
ESTIMATED MONTHLY EARNINGS

$4.3K - $34.1K
ESTIMATED YEARLY EARNINGS

Networked With / Claimed By: None

YouTube Channel | Twitter | Facebook

YouTube Consulting - Grow your Channel

SOCIAL MEDIA MANAGEMENT
Unified social media management tool
FREE DEMO
Motivational Video Quotes from Steve Jobs, Will Smith, Bruce Lee

March 26, 2014 // 1 Comment

How to stay motivated Video Quotes from Steve Jobs, Will Smith, Jim Rohn, ...

Learning from success is important, but learning from failure is vital to succeeding -Unknown-
Increase your search engine results:
Tag videos with keywords and phrases
Use your targeted keywords in the title
Choose category with keywords
YouTube Tips

How to Clean Your House FAST - The Happier Homemaker
www.thehappierhomemaker.com/2014/08/how-to-clean-your-house-fast/  
Aug 29, 2014 - So, how do you clean your entire house fast? When I was in college I worked a couple summers as a hotel maid and house cleaner. I picked up ...

How to clean your house fast | The Stressed Mom
thestressedmom.com/2011/10/10-steps-to-clean-your-house-fast/  
Oct 11, 2011 - To help you with this, I am going to give you 10 steps to clean your house fast. It won't be perfect, and it is not a substitute for an occasional ...

Clean House Faster: Great Cleaning Shortcuts - WebMD
www.webmd.com/women/home-health...9/cleaning-shortcuts  
Clean up quick with these tips on how to speed-clean clean your house.

4 Ways to Clean Fast - wikiHow
www.wikihow.com › ... › Cleaning › Cleaning Motivation  
How to Clean Fast. Is your house a total mess? Well don't stress, help is here! Whether your friend is coming over for a visit or you're tired of your house looking ...

How To Clean House Fast - Organizing And Cleaning ...
www.housebeautiful.com › ... › Organizing Your Home  
How to Clean Your House in 5 Minutes. Last-minute guests arriving any minute? Here are quick and easy tricks to conquer chaos and pull your home together in ...

CLEAN YOUR HOUSE FAST!!! 30 MIN OR LESS - YouTube
www.youtube.com/watch?v=jybztgwSfFU  
Mar 8, 2013 - Uploaded by JessieHomemaker
Make an emergency strategy, a game plan for those days that your house becomes so messy that you just don ...

12 Tips on How to Quickly Clean a Home - Housekeeping
Free Library Cards at Edmonton Public Library!

Published on Oct 28, 2013
Library cards are FREE from March 13, 2013 to March 13, 2014. It's our birthday gift to you, to celebrate 100 years of a great library in our great city.

Getting your FREE library card is simple. Just come down to any branch with ID in hand (and proof of address). It's that easy. If you already have a card that expires within 30 days you can renew online!

You can now sign up online and start experiencing some of the benefits of membership even sooner!

If you're under 18, bring your parent or guardian along to sign for you -- they'll be legally responsible for what you borrow.

More Information:
https://www.epl.ca/signup
CheckItOut - Taylor Swift Parody Video for National Library Week

TopekaLibrary

Published on Apr 13, 2015
The Topeka and Shawnee County Public Library's parody of Taylor Swift's "Shake It Off."

In homage to Taylor Swift and her outspoken support of public libraries and literacy and in celebration of National Library Week. See the answer key to reveal all the Taylor Swift references in the video: http://tscpl.org/checkitout

#checkitout
#NLW15
#taylorswift
#swifties
Keyword Research

- Google Keyword Planner
- Get different Ideas
- Research Competition
YouTube Tips

Build Traffic to your Site

Views to your other profiles
Published on Sep 23, 2013
Download our free how to draw an owl printable at http://artforkidshub.com/how-to-draw-

Or just visit http://artforkidshub.com for more art for kids activities!
How to Draw a Realistic Eye

markcrilley

Uploaded on Sep 25, 2009
All 3 "Brody's Ghost" books at Amazon: http://bit.ly/BRODYSGHOSTbooks
All 4 "Miki Falls" books at Amazon: http://bit.ly/MIKIFALLSbooks

All of my books are available through your local bookstore-- Ask them to special order if they don't have my books on the shelf. Thanks for your support!! ~Mark

FACEBOOK: http://www.facebook.com/markcrilleyOF...
TWITTER: http://www.twitter.com/markcrilley
YouTube Tips

- Special editing/effects
- Set Newsfeeds
- Thumbnail Branding
YouTube Tips
YouTube Thumbnails

Core Style Concepts
These are the videos you should watch as your journey is underway - I try to keep these videos up to date.

Cold Weather Dressing Tips
Cold Weather Dressing Tips - 3 Layer System - Base...
by Real Men Real Style
32,095 views • 3 years ago
CC

7 Reasons Why You Should Dress Sharp At Conferences
7 Reasons Why You Should Dress Sharp At Conferences...
by Real Men Real Style
10,648 views • 3 years ago
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Popular uploads
How To Roll Up Shirt Sleeves
How To Roll Up Shirt Sleeves
5:07

5 Public Speaking Tips
5 Tips To Improve Your Public Speaking
10:20
YouTube Tips
Tactics to Avoid

• Using copyrighted material
• Long Videos
• Too Scripted
• Buying Viewers
Tools for Success

- Analytics
- Social Blade
- Keyword Planner
Recap

• Keywords
• Drive Traffic to Sites
• Using Tools
• Branding Videos
• Subscriber List
Recap

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