



Brands that want to leverage the full power of social media, need to include YouTube in their digital marketing strategies, because it is on this channel that content can go viral very quickly. And, if you are in the "how to" business, videos can get your point across more clearly and make your products and services easier for consumers to understand. Here are some tips to leverage the full potential of YouTube.



YouTube for Business

By Dave Kogan, Manager of Marketing & Business Development, ASHI

Include Links Back To Your Website

While you do want to generate lots of activity on the YouTube page, you also want to direct traffic to your website and eventually, get a phone call, text or email from a prospective client. Create a hyperlink in the video's description box so it is easier for users to click through to your site. On your monthly Analytics (if you don't use analytics for your website, you should sign up to receive [Google Analytics](#)).

Monopolize Your Profile To Get The Full Search Value From YouTube

Have you ever noticed how many of the top organic search results include YouTube videos and links? The reason for that is Google owns YouTube, so being active on the platform and doing as much as possible to enhance your visibility will definitely boost your searchability. Ensure you complete every available description box so your videos can be classified more accurately.

Get Tech-Savvy With Your Testimonials

Every website needs testimonials from past and current clients to give it added credibility so why not exchange traditional text for videos? Videos of clients who have used your services and been impressed with the results are authentic and easier for online users, who have limited attention spans, to digest.

Create Engaging, High Quality Videos

While everyone would like the chance for a video to go viral, you need to give as much consideration to your long term goals as your short term needs. The recent updates to YouTube give channels the ability to retain viewers for the entire duration of the video a search boost. In order to do this, you really need to tap into your target demographic and what it would like to see. So how do you keep your viewers enthralled to the end of the video?

Make The Title Very Specific

Statistics tell us that viewers decide within the first 15 seconds whether they are going to watch something to the end. Because we live in a world of fast flowing information, our filters are on all the time, deciding what we want to consume. Give your video a title that is short and to the point. The other important factor to remember is to keep it short. Online users have limited attention spans so don't be tempted to create anything "epic" in terms of time span for YouTube.

Include A Call To Action

Just like every form of marketing, you will need to tell your users what to do at the beginning, in the middle or at the end of the video. The most obvious call to action to remember is to encourage people to like, add to favorites or share the content. Also encourage your viewers to leave comments or feedback. This will get you more visibility and publicity on your channel. Videos that have a lot of comments or have the ability to elicit opinions from lots of different people attract more attention. Of course, the best "Call to Action" is to have them contact you via email or phone.



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