

# CIGMA MEDIA

**Putting the magic of media to work for you**



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# Introduction

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What online tools are you using to market your business? The ability to advertise online has revolutionized the way businesses promote themselves. You might be paying for search engine ads or promoting your business on Facebook. If you're not including YouTube in your marketing mix, though, you're losing out.

## **What Is YouTube?**

You have most likely heard of YouTube, but if you haven't, it's a video sharing site that went live in 2005. Making professional looking videos used to require a lot of technical know-how, but digital video and editing tools have made it easier than ever for beginners to produce video content.

Setting up an account on YouTube is free and easy. The company was purchased by Google in 2006, so if you have a Google+ account you can use that to sign in to YouTube.

Whatever else it is, YouTube is a very powerful marketing tool – and few small businesses are taking advantage of it. The intention of this book is to give you all the information you need to start using YouTube to promote your company.

## **Overview of Topics to Be Covered**

The first thing we'll talk about is why you need to be using YouTube. Many small business owners don't understand the power of video content. Some think it will be too expensive to produce, and that the expense won't be worth it. When you get a look at the user statistics, you'll be convinced that you should be using YouTube now.

Next, you'll get a step-by-step guide to setting up your YouTube account and creating a channel, as well as information on how to upload videos.

Marketing on YouTube isn't as simple as uploading a video and waiting for people to find it. You need to identify your target audience, choose the right keywords, and optimize your videos for local search so your audience can find them. I'll give you all the information you need to do exactly that.

Finally, the last chapter will give you some ideas for using YouTube for your business. There are so many different kinds of videos that can be used to promote local businesses, and I'll give you some of the best ones to get you started.

Let's get started.

# Chapter 1 – Why YouTube?

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Why should you be using YouTube to market your company? Is the expense and effort really worth it? To understand why it is so important for local businesses to use video marketing, let's take a look at some statistics about YouTube.

## YouTube Facts and User Statistics

YouTube is one of the frequently-visited websites in the world.

- YouTube has over a billion active users
- It is the second-largest search engine in the world after Google
- There are four billion video views on YouTube every day
- The total time spent viewing YouTube videos each month is six billion hours
- 300 hours of new video are uploaded to YouTube every minute
- YouTube had total revenue of \$4 billion in 2014
- 85% of all online adults consider themselves to be regular visitors to YouTube
- Videos are one of the most-viewed (and most-shared) forms of online content

Those are impressive numbers. Video is popular, powerful and compelling. Yet, in spite of these numbers, only 9% of small businesses are using YouTube.

## Why Your Business Should Be Using YouTube

I hope you're as impressed by those numbers as I am. There's no denying that YouTube is a huge, wildly popular site. The overwhelming majority of your customers are probably visiting it regularly.

If you're still not convinced that you should be using YouTube, let's talk about one of the most compelling statistics about YouTube: *Only 9% of small businesses are using it.*

Why is that so important? Well, for starters, it means that chances are very good that your competitors are *not* using YouTube – and that means there's an opportunity for you to be more competitive by offering their customers something different.

Take a look at your Facebook feed. On any given day, at any given time, a large percentage of the content you see is video content. Some videos might be purely entertaining, while others might be trying to sell you something. Many people pick up information more readily when it is presented visually. Regardless of what your business is, there is a way to explain what you do and how you do it using video. If you do it right, the videos you make will provide real value to your existing customers and help you attract new ones.

Are you convinced? Good – let's talk about what you need to do to get started.

# Chapter 2 – How to Set Up a YouTube Account

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The first step to using YouTube for your business is, as you might guess, setting up your account. Because YouTube is owned by Google, can use the same login information there that you do for Google+ or Google AdWords.

## Signing Up for Your Account

If you already have a Google+ account, all you need to do is go to [YouTube](#) and click on the “Sign In” button at the top right-hand side of the page.

If you do not have a Google+ account, you will need to sign up for one. It is better to do that from the [Google+](#) page and then use your new account to sign in to YouTube. When you set up your Google+ profile, make sure to fill it out completely. The information you need to include for marketing purposes is:

- Your company name
- A brief description of your company
- Your complete address and telephone number
- The URL of your website

Make sure to use some of your primary keywords in the description of your company. We’ll talk about optimizing your YouTube videos in more detail later on; but including your keywords in your profile is a good first step.

After you sign up for Google+, all you need to do is head over to YouTube. If you logged in at Google+ you will already be logged in. If not, just click the login button and enter your information.

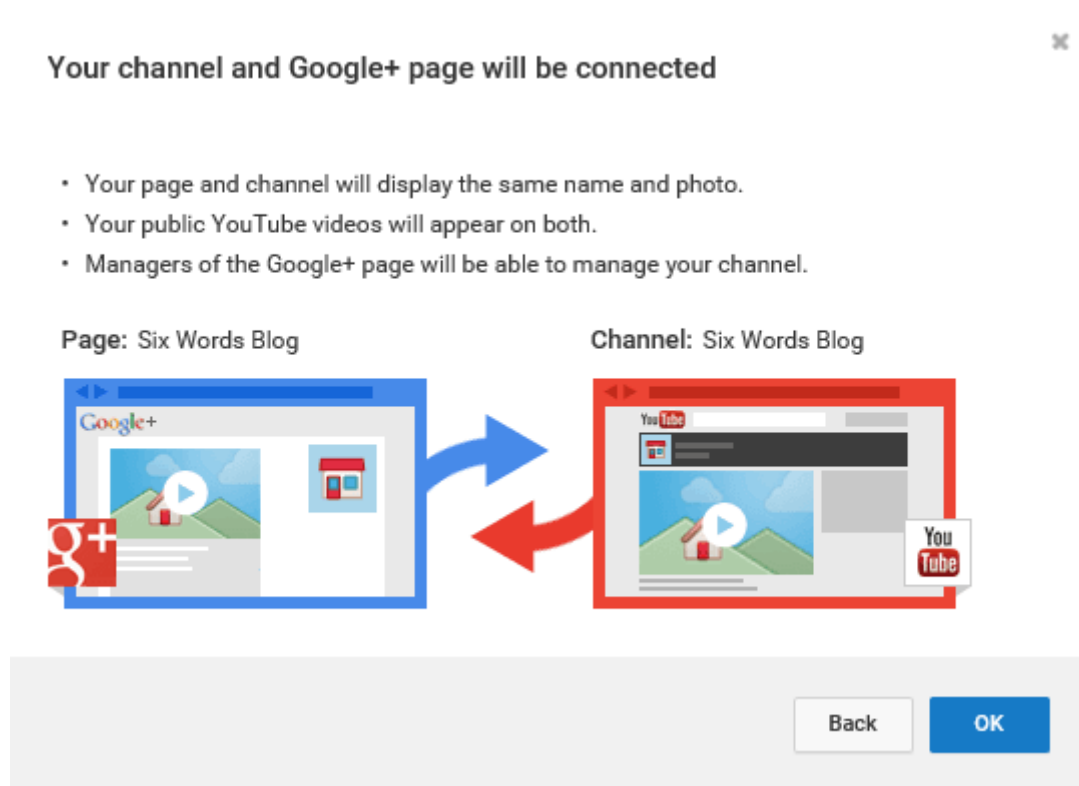
Once you are logged in to YouTube, you will see your profile picture at the top right-hand side of the page. Now you're ready for the next step, setting up your YouTube channel.



## Chapter 3 – How to Create Your YouTube Channel

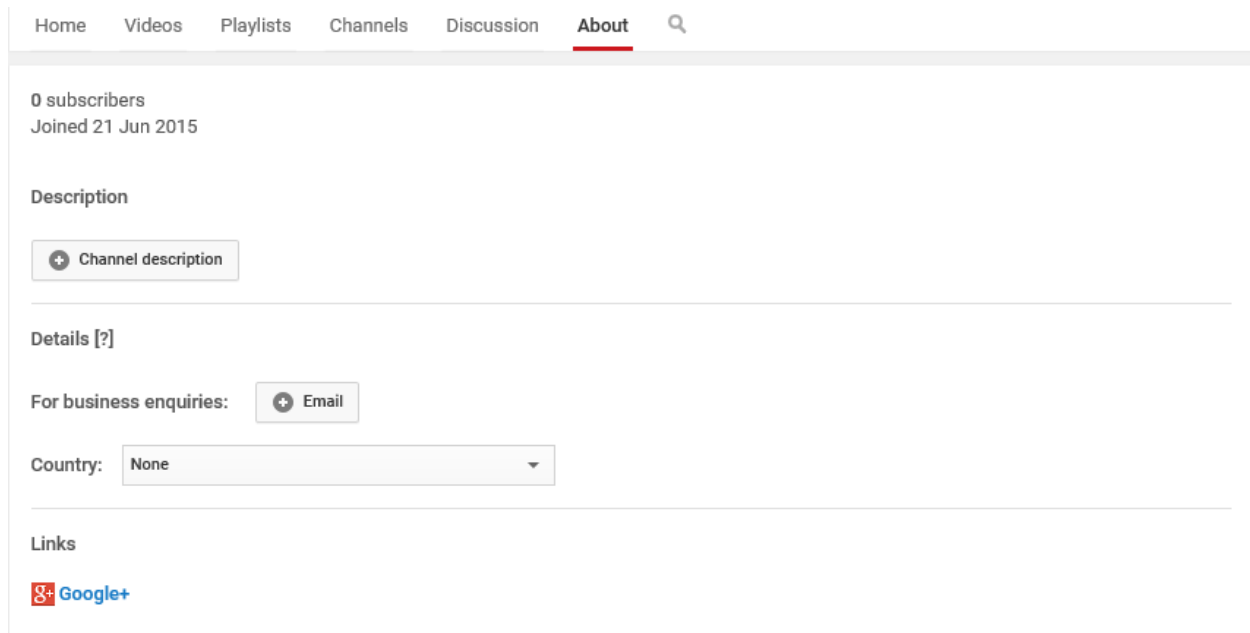
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Setting up your YouTube channel is easy. When you log in to YouTube, you will see a thumbnail of your profile picture from Google+ at the top of the page. Click on the picture, and underneath it you should see the name of your website as you entered it on Google+, which a button that says “Create Channel.” Click the button, and you’ll get a screen that looks like this:



As you can see, your new YouTube Channel and your Google+ page will be connected. As soon as you click OK you will have created your channel.

The page for your new channel will look like this:



You will need to put in a short description of your channel. Writing a great description is important, because it will appear on your channel as well as other places on YouTube. For example, the first few sentences of your description may appear on lists of suggested channels, search, and channel browsing. Make sure to use your target keywords in your description, and make it accurate and entertaining.

Your channel description should include information about your company, as well as about the goals you hope to achieve with your video content. You might want to:

- Educate people about your products or services
- Provide helpful tips about topics related to your industry
- Give people a behind-the-scenes look at your company
- Promote a particular product

Whatever your goals are, make sure to include them in your description. You should also make sure to put in an email address where people can contact you, and choose your country from the drop-down list.

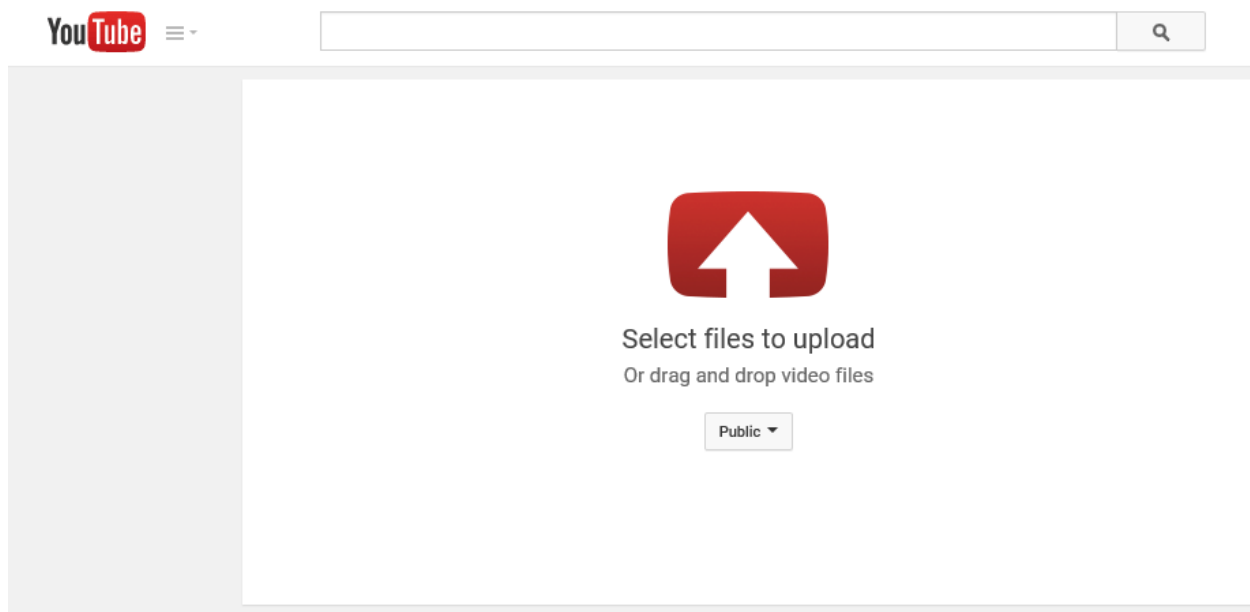
Now that you've created your very own YouTube channel, you can start uploading videos – and that's what we'll talk about next.

## Chapter 4 – How to Upload Videos

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Now that you have your very own YouTube channel, the next step is to start uploading videos to it.

Click the “Upload” button at the top of the screen, and you’ll see this:



Click on the arrow and you will be able to browse files on your computer and upload videos.

On the right-hand side of the screen, you will see some video creation tools you can try out:

## IMPORT VIDEOS



Import your videos from  
Google Photos

Import

## CREATE VIDEOS



Webcam capture

Record



Photo slideshow

Create



Google+ Hangouts On Air

Broadcast



Video editor

Edit

As you can see, there are options to import videos from Google photos, as well as tools to help you record a webcam capture video, a photo slideshow, or a recording of a Google+ hangout.

When you upload the video you will be prompted to put in a brief description. Here again, make sure to write an accurate description using your chosen keywords. We'll get into a bit more detail about keyword selection later. For now, just know that it's important to write a catchy and compelling description that will encourage people to click on your video.

The final thing you need to be aware of in terms of managing your channel is something called the Creator Studio. Click your profile picture, and beneath it you will see a link to your Creator Studio. Clicking it will bring you to a dashboard with tools designed to help you manage every aspect of your YouTube channel, including:

- Video editing
- A library of free music to use in your videos
- Options to monetize your account so you can accept payments
- A community management section that will allow you to monitor and respond to comments
- Analytics that will give you valuable information about how your channel is performing

It's an easy-to-use interface that gives you everything you need to create and manage a successful YouTube channel.

In the next chapter we'll talk about one of the most important things you need to do in order to put your videos to work for you: identify your target audience.

# Chapter 5 – Identifying Your Target Audience

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For any of your marketing strategies to be successful, you need to have a deep understanding of who your target audience is, and where to find them.

## Who Are Your Customers?

Chances are you already have some idea of who your customers are, but that doesn't mean you shouldn't try to refine your knowledge. When you have a true grasp of who's buying your product – and why they're buying it – it will be much easier for you to create video content that will appeal to them.

A good way to start is by thinking about your product. For example, if you are the owner of a bridal boutique, the majority of your customers will be young women. It would be a waste of time to try marketing to men, or to women over the age of 50 – you might have a few older women who are in the market for traditional wedding dresses, but most of your customers will probably be under 40.

Another thing to consider is why customers want your product. Many products exist to make things easier for the people who use them. Let's say you install home security systems. People want your product because they want to feel safe in their own homes. Knowing what motivates your customers is essential, because it tells you what emotions you should be targeting in your videos.

Let's take a closer look at two of the key categories you need to think about when identifying your customers: demographics and psychology.

### *Demographics*

Demographic information is based on easily identifiable facts about your customers. It can include information such as:

- Age
- Gender
- Marital status
- Sexual orientation
- Income level
- Location
- Hobbies

For example, if you own a boxing gym, your target client might be male, between the ages of 18 and 40, single, and heterosexual. This type of information can help you figure out what kind of videos to make, including choices about format, content and tone.

### *Psychology*

Demographics represent important information about your customers, but in order to create effective video content, you need to dig deeper. You need to know what emotions your customers feel and how those emotions relate to their decision to make a purchase.

Let's take a look at a few examples:



- A customer who is shopping for a financial advisor may be motivated by fear of not being able to pay for her kids' college educations, or her inability to retire. She may crave reliability and stability.
- A customer who's signing up with a personal trainer may feel helpless and want to gain control of his life.
- A customer who's shopping for a wedding cake is motivated by love and hope. She wants to feel special and cared for.

Each of these examples would lead you to a different type of content. For example, a local financial advisor might play to fears by talking about how expensive college is, and then offer stability by including client testimonials or some other kind of reassurance.

Take the time to ask yourself questions about who your customers are and why they want your product. If you're not sure, do some research to find out. The more information you have, the more relevant and effective your video content will be.

# Chapter 6 – How to Choose Good Keywords

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As a local business owner, one of the benefits of using YouTube (and optimizing your content) is that it can boost your local search engine optimization (SEO.)

If you've spent time optimizing your website for local search, then you may already know which keywords to use on YouTube. If you haven't, or if it's been a while, it's a good idea to do some new research and make sure you are fully optimized.

## **Keyword Research**

The first step to optimizing your YouTube channel is to research keywords. Choosing keywords can be complicated, but it's actually a little easier when you are optimizing for local search. For example, let's say you own a pizza place in Boston. Your primary keyword might be "Boston pizza restaurant" or something to that effect.

In local SEO, keywords are generally a combination of industry-relevant terms and locations. If you're not sure what keywords to use, you can use [Google AdWords](#) to do research. Google AdWords is free to anybody with a Google account – you pay only if you decide to run an ad.

To do keyword research, login to AdWords and click on the Tools tab at the top of the page. Under that, you will see an option called "Keyword Planner." That will take you to a page where you will select this option:


## Find new keywords

▶ Search for new keywords using a phrase, website or category

After you click, you'll be prompted to enter:

- Your product or service
- The URL of your landing page
- Your industry (main category and subcategories)

Once you have done that, you'll click "Get Ideas." For this search, I entered pizza as the product, and then Dining & Nightlife → Restaurants → Dine-in Restaurants as the industry. My search yielded this result:

Ad group (by relevance)	Keywords	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>	Add to plan
<a href="#">Keywords like: Pizza Sh...</a>	best pizza boston, pizza...	 26,870	Low	\$3.20	-	»

Show rows: 30 ▼ 1 - 1 of 1 ad groups |< < > >|

This result show one group of keywords with low competition, and a suggested AdWords bid of \$3.20. You can then click on the Ad group (the words highlighted in blue) to get a detailed list of keywords like this:

Ad group: **Keywords like: Pizza Shuttle**

1 of 1 ad group ideas

Keyword (by relevance)	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>	Add to plan
pizzeria regina boston	590	Low	–	–	»
north end boston restaurants	2,400	Medium	\$3.32	–	»
best pizza delivery boston	90	Low	–	–	»
curbside to go	1,000	Low	\$0.74	–	»

Show rows: 30 1 - 6 of 6 keywords

This is a very simple example, but you can see that it gives you four keywords that you might want to consider. The one with the highest number of monthly searches is “North End Boston restaurants,” which is an even more specific location than Boston – the North End is a neighborhood in downtown Boston.

If you don’t want to use AdWords, you can try asking yourself questions about which words your customers are likely to use when searching for your products or services. For example:

- What geographical areas does your business serve?
- How would people describe what your business provides?
- What different products or services do you offer that could be used by consumers as search terms?
- Why types of problems do you solve for your customers?
- What keywords are your competitors using for their SEO?

When you know the answers to those questions, you’ll be able to generate a list of potential keywords.

## Keyword Selection

Once you have a list of potential keywords, you need to narrow it down. Your best bet is to choose keywords that customers are most likely to use when they want to buy. For example, if you own a plumbing company in Tampa, Florida, “best plumbers in Tampa” makes a lot of sense as a potential keyword. Users who are searching that keyword need a plumber – they’re not just looking that information up for fun.

What you need to be careful of is choosing keywords that are too general. Sticking with the plumbing example, if you choose a keyword like “leaky faucet” you might be targeting people looking for instructions on how to repair a leaky faucet, not people who want to hire a plumber. Consider including words like:

- Best
- Buy
- Purchase
- Affordable

Use these words in combination with an industry keyword and your geographical location, and you’ll have a keyword that will help the people who are most likely to buy from you find your videos.

# - Chapter 7 - How to Optimize Your Videos for Local Search

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After you select your keywords, the next step is to optimize your videos for local search. Let's talk first about the basics of local SEO, and then we'll get into the specifics of how to optimize your videos on YouTube.

## **Basics of Local SEO**

As I mentioned in the previous chapter, local SEO generally uses keywords that are a combination of industry-specific terms and geographical information. The reason for this is that most local businesses are going to target local customers. There are exceptions – some local businesses ship all over the world – but for the most part, your customers are going to be in the same geographical area as you. It makes sense to use your location as part of your marketing strategy.

A big part of local SEO is having accurate citations of your business's name, address and telephone number. These are called NAT citations, and they're part of what helps search engines like Google index your business for local searches. For that reason, it's important to make sure that all of your NAT citations are identical. Small differences (like using Rd. instead of Road) can have a negative effect on your local SEO.

## **SEO Specifics for YouTube**

Now let's talk about the specific things you need to optimize your videos for YouTube.

## *Choose a Title*

The first thing you need to do to is to optimize the title of your video. You should use one of your main local keywords early in your title. Doing so will ensure that customers can find your video easily.

## *Video Description*

The next step is to write a description of your video. YouTube gives you 5,000 characters, which is enough for you to include all of the following:

- A summary of the video
- Your chosen keywords (the same ones you used in your title)
- A clickable link to your website
- Your company name, address and telephone number

Your URL should be as close to the beginning of your description as possible so that it is prioritized by search engines.

## *Tags*

After you have uploaded your video, you can edit it to add tags. YouTube gives you 120 characters, so make sure to choose your tags wisely. Tags are short keywords, so make sure to include tags that are going to support your local SEO. Put your tags in order of importance, and put your most valuable keyword first.

## *Viewability*

The final step to optimize your video for local search is to make sure it is set to "Public" so that anyone who searches your keywords will be able to view it.

If you use these tips to optimize your video, it will be close to the top of any page of local search results for your chosen keywords, and it will be easy for your customers to find you.



## Chapter 8 – Video Creation Tips for the Best Results

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You have all the information you need to set up your YouTube channel and optimize any videos you create, but before we wrap up let's talk about some ideas that will help you produce great videos that your customers will love.

Video content can take many different forms. Here are some different tips that I hope will get you inspired.

- Make a how-to video. If you have a product that requires some explanation – or one that lends itself to multiple uses – you might want to think about producing a how-to or explainer video. For example, if you own a kitchen supply store you might produce a series of cooking demos using the equipment you sell.
- Do a Google+ hangout with some customers and record it. This can be an especially effective format if you have a service-oriented business, such as construction or accounting. Customers who are searching for your services will like to see that you value their opinions.
- Think about an animated story board, or white board, video. Some businesses lend themselves to this kind of animation, which involves having an artist sketch on a white board and then speeding up the film so that the entire sketch is viewable in a couple of minutes. You can combine the visuals with a voice-over to make a really compelling piece of video content.

- Don't forget about other animation options. Not every video needs to be live action. If you have the budget to hire a professional animator, think about doing either a 2-D or 3-D animated video about your business.
  
- Let customers go behind the scenes and see your manufacturing process. If you have a unique way to make your products, why not produce a video that lets customers see how you do it? This type of video can be especially effective for companies selling handmade or artisanal products.
  
- Make your employees the stars. If your employees are willing, you might consider making a video that shows them doing their jobs or helping customers. Staff videos can help give your business a human face, something that's especially important for local businesses.
  
- Record a class. If you offer seminars, webinars or classes, put them on video and post them on YouTube. Because YouTube allows you to monetize your channel, you can even charge a fee if you want to.
  
- Make a list and turn it into a video. Internet users love a list, as evidenced by the popularity of articles and videos that feature them. Think of ways to make lists about your company, and then turn them into fun and informative videos.
  
- Disguise ads as entertainment. Not every ad needs to look like one. Consider hiring a professional writer to come up with an entertaining idea that's related to your product. Good examples of this kind of marketing include Friskies' series of "Hello Kitten" videos, or the

HelloFlo "First Moon Party" video, both of which got millions of views on YouTube.

- Explain how to avoid common mistakes. This is a type of how-to video, and it might also qualify as a list. Nobody wants to feel that they're doing something the wrong way, and people who fear they are might come looking for a demonstration. Why not give them one?
- Start a competition. One great way to demonstrate the benefits of your product is to put it in a head-to-head competition. For example, you might do a blind taste test, or pit your product against an old-school version of it (for example, a food processor vs. a knife.)
- Give your spin on industry news. If there's big news in your industry or niche, find a way to put your own unique spin on it. This type of video offers value to your customers.

The main thing to remember is that your videos need to be entertaining, relevant to your industry and to your customers, and include valuable information. If you do all of that and optimize them for local search, your YouTube channel will be a big success.

# Conclusion

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Thank you for reading the *YouTube Starter Guide*. You now have all the information you need to:

- Set up your YouTube account
- Create a YouTube channel for your business
- Upload videos
- Find your audience
- Choose the best keywords
- Optimize your videos for local search; and
- Create entertaining and relevant videos that your customers will love.

Contrary to what some small business owners believe, using YouTube to promote your business is not difficult. All you need is a little bit of information – which I've given you in this eBook – and the creativity to come up with great ideas for video content.

As you get started, I recommend that you begin by thinking about two things: who your customers are, and the tools they will use to find your company online. Once you have identified those things, you'll be able to easily choose local keywords that will help you to optimize your channel. Next, brainstorm a list of ideas for videos, and think about what you will need in order to produce them.

Some of the reasons small businesses don't use video is because the creative and production processes do take some time and many small

business owners are concerned that having their video done professionally will be too expensive.

That's where Cigma Media comes in. When you are ready to put video to use to market your business, we're ready to help with award-winning, professional video production that you will find to be surprisingly affordable.

Remember, YouTube is the second biggest search engine in the world, with over a billion users. Only 9% of businesses are using it for marketing purposes, which makes it a great way for you to get the jump on your competitors by creating entertaining and informative video content.

If you have any additional questions about how videos can enhance your online visibility, as well as how they can send more prospects walking through your doors, contact me today at [info@cigmamedia.com](mailto:info@cigmamedia.com).

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