

The 5-Minute Guide to YouTube Channel Success

-SPECIAL REPORT-

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With more than one billion users, knowing how to build a successful YouTube channel, can introduce some fantastic opportunities for your business. After Google acquired YouTube in 2006, it has gone on to become the world's second largest search engine. A recent survey released by HubSpot revealed that when given a choice between video or text, 72 percent of people chose the video to learn more about a product or service.

As an ever-growing platform, YouTube is full of engaged, active consumers, and by implementing it into your online marketing strategy, you can discover the opportunity to connect with a massive audience to spread brand awareness and grow your company. Unfortunately, only about nine percent of small businesses are utilizing the power of YouTube, because they are intimidated by the time and effort that is required to succeed on the video platform. While anyone can set up a YouTube channel, being able to make it successful is a lot more challenging.

Having a successful YouTube channel doesn't mean making a crazy viral video that provides you with just five minutes of fame, but rather being able to create a stable business model to help you build an audience and grow your brand. If you're not afraid of the hard work that will have to go into creating a successful YouTube channel to improve your business, then this 5-Minute guide is for you.

Define Your Audience

When it comes to having a successful YouTube channel for your business, your focus must always be on the audience. You need to know who your target audience is, where they come from, what they like to do, and the kinds of videos they want to watch. You can't just throw together a few videos and hope for the best. You have to take the time to really think about the reasons why you decided to start a YouTube channel. It could be because you want to show customers what your products can do, or perhaps you want to teach others how to do things, or maybe you want to share your talent with people.

Your YouTube videos need to share your unique message with your target audience, but before you can begin to create your content, you need to clearly identify who you want your message to reach. The more that you can define your target audience, the more engaging viewers will find your content. You can begin to identify your target audience, by asking yourself some simple questions.

- Who are you targeting?
- What do they want?
- How can you meet their needs?

You need to understand your target audience and use that understanding to determine what solutions you can provide them and in what video format. Once you have defined your audience and identified their needs, you need to establish how you can fill that need through videos.

Producing Your Videos

If you want to build a loyal audience on YouTube, it will require you to create videos that they actually want to see. The videos need to fill a need and must be ones that are valuable to your viewers. To create YouTube videos that will attract an engaged audience, there are three things that you need to know: your purpose, your setup, and your brand.

Knowing Your Purpose

As you think about the videos you want to produce, you need to understand that everything you do should be guided by the need to do better than what's already available on the platform. Before you run out and buy your equipment and start perfecting the on-screen delivery you need to immerse yourself in YouTube culture. Understanding your purpose will help to shape how you produce your videos.

Know Your Setup

The quality of your videos is essential if you want to be successful on YouTube. While you need to have decent lighting, clear audio, and sharp footage, that doesn't mean you have to run out and buy the latest and greatest video equipment. Most Androids and iPhones are now capable of producing good quality videos at the press of the button. The most important thing to remember is that you need to find an easy way to create content consistently.

Know Your Brand

Having a good understanding of your brand identity will help you start and maintain a successful YouTube channel. There are various elements in your videos that can help you communicate your brand with your audience. Consider the effect of a backdrop, the way you dress, and the way you speak. Your branding must guide all of your business marketing, including making videos for YouTube. A strong brand will provide you with direction for your video marketing.

Optimize Your Videos

After you've created your videos for your YouTube channel, the next step in the process is to properly optimize your content so that it ranks high in YouTube's search. Even if you've done everything right, it will be a waste of your time if people can't find your videos online. Utilizing some key SEO tactics for YouTube will allow you to get your videos ranked near the top of search results. Having your videos rank high on YouTube and Google search results will make them more accessible to your target audience and help to increase views and subscriptions.

Keyword Optimization

The process of optimizing your YouTube videos starts with researching keywords for your videos. There are a ton of tools online that can help you with this process, and that will be incredibly useful during this stage of the process. The goal of researching keywords is to put yourself in the shoes of your viewers and determine the words and phrases that they might use to look for content like yours.

When you are brainstorming keyword ideas, start with broad topics, like digital marketing, and then drill down to more specific phrases and long-tail keywords.

Video Information

The information that you provide for your video titles, tags, and descriptions helps YouTube determine if your content is relevant to a search. By including optimized details, as well as keywords in these three areas of your videos it can help improve the visibility and rankings of your YouTube videos.

Review Your Analytics

A big part of finding success on YouTube is reviewing your channel's analytics and make the necessary changes. There is a lot of crucial data in the analytics section of your creator studio, about how your viewers are interacting with your content. The following are some of the essential key areas that you will need to keep your eye on.

Retention Rate

This refers to how much of your video the viewers are watching. If the majority of your audience is watching five minutes of your ten-minute video, the retention rate for that video would be 50 percent. If you want your YouTube channel to be successful, your retention rate is a big deal. YouTube will reward engaging videos that keep viewers watching, so you always want to participate in good practices that will help you improve retention rates.

Watch Time

This is the total amount of time viewers spend watching your videos. As far as YouTube is concerned, videos that are watched a lot must be pretty great. You can promote your channel as a way to improve the views and watch times of your videos. You can also improve this statistic by encouraging viewers to continue viewing your content.

Engagement Levels

The user engagement levels refer to how people are interacting with your videos including:

- Number of subscribers
- Video like and dislikes
- Number of comments received

If you want your YouTube channel to be successful, then you have to keep an eye on your analytics. The information you find here will be a significant contributor to your success.

Promoting Your Channel

The more attention you can bring to your YouTube channel when you are first starting out, the better. If you want to grow your audience and be successful on YouTube, then you need to integrate your channel across YouTube, as well as on external locations as a way to showcase your content. Here are a few methods that can help you promote your channel.

Cross-Promote with Other YouTubers

You can combine your expertise with other YouTubers in your industry to cross-promote your videos. When done correctly, collaborating, engaging, and networking with other content creators can expose your YouTube channel to new audiences and help to improve the visibility of your brand.

Try to search for primary keywords in your niche and look at the channels of the YouTubers that appear on the first page of the search results.

Take Advantage of Email Marketing

Promoting your YouTube videos to an email list allows you to directly and personally connect with your subscribers. You can encourage people to sign up for your email list with call-to-actions on your videos, social media, and website. The best way to get people to join is by offering them an incentive for their subscription to your email list. You can offer free downloads, exclusive content, or contests or giveaways to new subscribers. Then use this list to send out updates every time you upload a video.

Promote Your Videos on Social Media

To create social signals for your YouTube videos, you can promote them on your other social media networks. Your brand is probably already on platforms like Twitter, Facebook, and LinkedIn, so by sharing your new videos on your established social accounts, you can make your videos more accessible to your audience and grow your channel.

To ensure you remain successful on YouTube, you will need to continue to maintain your presence on the other social media platforms. You can do this by merely uploading links to your new videos, creating custom posts to highlight your latest videos, or creating teaser videos to promote your new content with greater interactivity.

Invest in YouTube Advertising

One final way that you can promote your channel is with YouTube advertising. YouTube allows companies to purchase ads to promote their videos to targeted audiences. Some content creators might have some reservations about spending money to advertise their videos, but YouTube ads can be a great way not only to promote your videos, but also compel your viewers to subscribe to your channel, visit your website, share your content with their network, or purchase your products or services.

With a Google Ads campaign, you can strengthen your video marketing, grow your YouTube channel, and get your videos seen by a broader audience. This is especially true for newer channels that don't necessarily have a large subscriber base to rely on. The best part of utilizing YouTube's ads is that you get to set your own budget.

Conclusion

YouTube success isn't going to happen overnight, so you have to be patient. If your first few videos go unnoticed, don't give up. Don't let negative comments discourage you from continuing toward your goal of YouTube success. Continue to work hard to create engaging videos that will attract views and motivate your audience to stick with you.

Starting a YouTube channel for your business can be one of the best decisions that you will ever make. With hard work, patience, and a few good strategies, you can use YouTube to grow your business and unlock more incredible marketing opportunities. You now have the necessary steps that you need to start your YouTube channel, from defining your target audience to producing quality videos, to optimizing your channel. Incorporating these steps into your plan can help you start and grow a successful YouTube channel for your business.

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