

10 Ways to use YouTube for Business

Once again we get to tap into and learn from my wonderful social media manager Kerryn Page of Quisk Design. This month the topic is how to use YouTube for business:

1. **Create a steady flow of content:** The most popular YouTube channels are those that have a large volume of videos and are consistently adding new ones. There are a number of ways to produce video content for your business. You could include webinars; a series of different videos on a topic, product or service; a tutorial on your product or service; or even a recording of an interview with staff, customers, or key stakeholders in your business.
2. **Use 'calls to action':** Use calls to action in your videos but don't forget to tell viewers (in the video) what you want them to do at the end. A call to action could include...' share this video on FaceBook/LinkedIn..' or 'email us to receive ..' or 'subscribe to use by' ... or 'click here to buy (the product) or to register (for the event).'
3. **Interact:** Ensure you monitor comments and interact with people who have engaged with your video. Act on comments quickly and personalise your responses to feedback.
4. **Branding, branding, branding:** Your YouTube channel should be customised to match your branding. Be sure your logo, colour palette and tone are consistent so that your viewers can associate the video with your business and not your competitors'.
5. **Keyword rich titles:** Ensure your video titles contain keywords and phrases that best describe what the viewer will see. Instead of using the term 'product demo', consider something like '3 ways to use Young Living essential oils for a good night's sleep'.
6. **Category and tags:** When uploading a video to your YouTube channel, choose the most appropriate category and enter relevant keywords or tags. For example, if you sell products for our four-legged friends, you could include terms like 'doggy', 'puppy' and 'canine' as well as 'dog'.
7. **Be descriptive:** Your video descriptions should be precise but informative. Keep the description to no more than five sentences - using those all-important keywords. Most importantly, don't forget to include a link to more information on your website.
8. **Recommendations:** To build trust and credibility, post videos of real-life customers speaking about your business in the form of a testimonial or recommendation. Video recommendations are proven to have greater impact than written ones.



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9. **Share, share, share:** Once you've created your business's YouTube channel and branded it effectively, you need to spread the word! Write a blog about it, tweet the link, or post the link on Facebook and/or LinkedIn. Also consider embedding videos onto your website.
10. **Monitor your results:** Using 'calls to action' in your videos can help you track its impact. Consider using promo codes that people must use to secure a discount, freebie or added bonus and track how many people use that code. Also refer to your website's Google Analytics to monitor traffic from YouTube.

To book a **one-hour private consultation with Kerryn of Quisk Design** (just \$130 + GST) please give her a call on (08) 8350 0088 or 0413 056 108 or email her on kerryn@quisk.com.au.

For more business and life coaching tips to help you achieve your goals and create and live the life you've always wanted, visit www.blueskycoaching.com.au. To find out more about how you can work with me personally, call me on 0411 471 941 or (08) 8338 3134 or e-mail tania@blueskycoaching.com.au.



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