



# A Beginners Guide to YouTube Marketing & Building an Influential Community





# What I Plan to Cover Tonight:

- Identifying your audience
- The use of 'Traffic' & 'Conversion' videos
- Making money through monetisation and upsells
- The Youtube Funnel
- Building a relationship with your followers
- Q & A





# What will YOU use YouTube for?

- **Generate More Clients**
- **Generate An Income Through Videos**
- **Upsell To A Product Or Service**

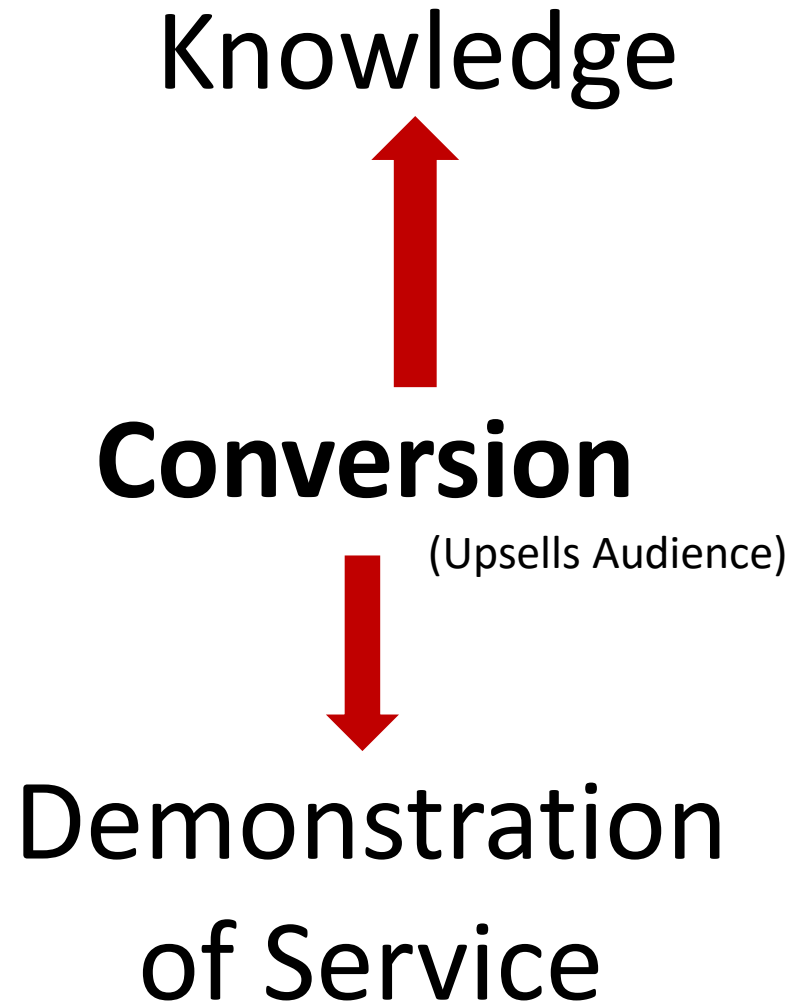
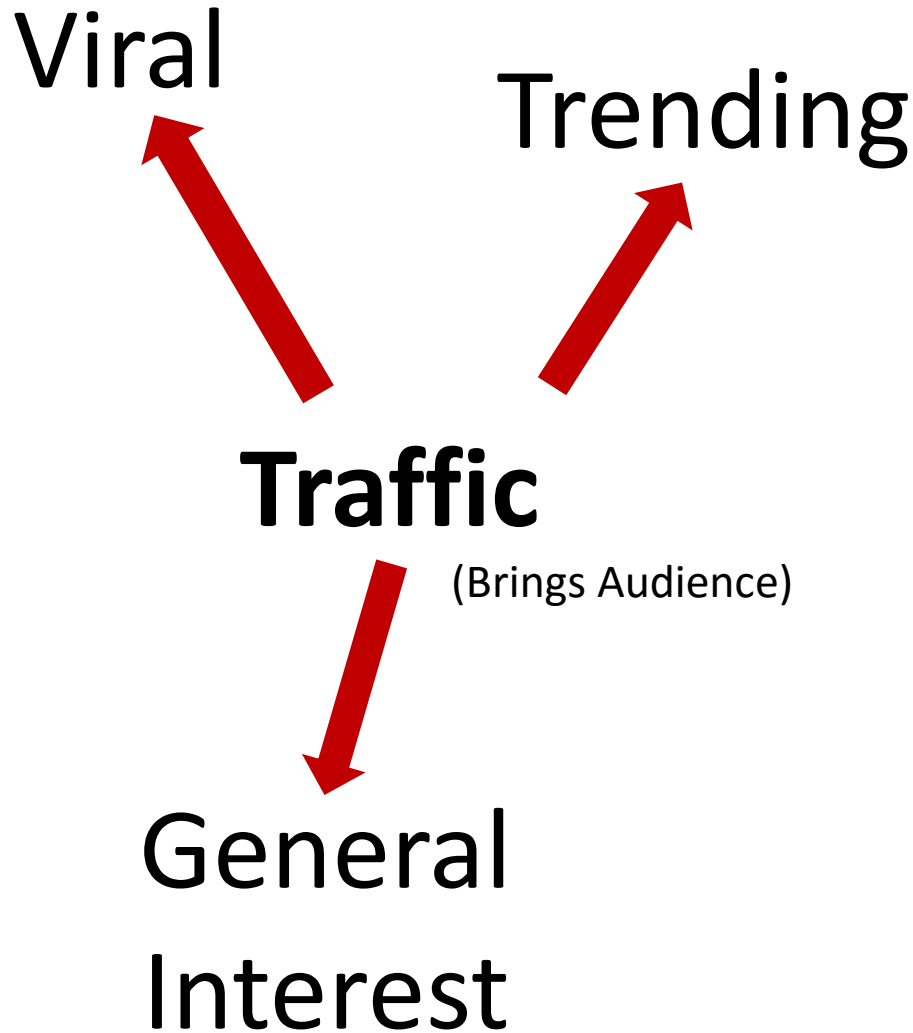
## Who is your ideal audience?

- Identify your niches (create character profiles)
- Age? Sex? Lifestyle? background? Likes? Salary?
- Have multiple profiles for your channel
- Be the 'go to' channel for your niche



# Two Types of Videos

- Vid can be both types
- Combine traits for more impact



# Traffic



- Extremely high views (Sporadic audience)
- More subscribers
- More likes
- More Comments
- Monetisation focussed
- Little to none conversion
- Length: 1-7 Minutes

# Conversion



- Low views (specific audience)
- Fewer subscribers
- Fewer likes
- Few Comments
- Upsell focused
- High conversion to product/ service
- Length: 3 Minutes - 2 Hours

# Traffic Video: Trending



Trend Examples:

- Latest news/ trends
- Regular updates
- Social circle news
- Trailers/ adverts
- Holidays/ festivals
- Events

- \* Dadbod
- \* VR release date
- \* Runners update



“A video that has been focused on something currently happening in the world/ media”

# Traffic Video: Viral



- \* Choking guy
- \* The walk: VR experience
- \* Taylor vs the treadmill



Viral Examples:

- Pranks
- PR stunt
- Collaborations
- Chain letters
- Animals
- Cover songs
- Inspire/ Motivate
- SpooF sketches



“A video of unique interest. It’s purpose is to solely attract an audience and encourage sharing.”

# Traffic Video: General Interest

- \* Blondes vs Brunettes
- \* VR hands on: rant & review
- \* How to train for a marathon



'GI' Examples:

- Social Experiments
- Product experience
- Reactions/ Hands on
- "How to"/ Guide
- Game/ Movie Reviews
- Comparisons (products)
- Compilations



3,704,056

 27,938  7,193



“A specifically searched for video that the vast majority are looking for. The ‘Unintentional’ virals”



# Conversion Video: Knowledge



- \* 3 signs shes into you
- \* How does VR work?
- \* What to eat before a race (nutritionist)



Tips/ Do's & Don'ts  
Advice/ Tutorials  
Personal opinion/ Vlog  
Interviews/ Podcasts  
Presentations/ Talks



80-20 Rule  
Ask Your Audience/  
Clients What They Want  
& Listen!



“A demonstration of your knowledge that you are the ‘go to’ person for the issue/ topic.”

# Conversion Video: Demonstration of Service



- \* Teaching Martin how to talk to strangers
- \* How scary is Paranormal Activity VR game?
- \* London marathon time-lapse promo



- Client transformation
- Product/ service demo
- Portfolio work
- Testimonials
- Reviews
- Gameplay
- Documentaries



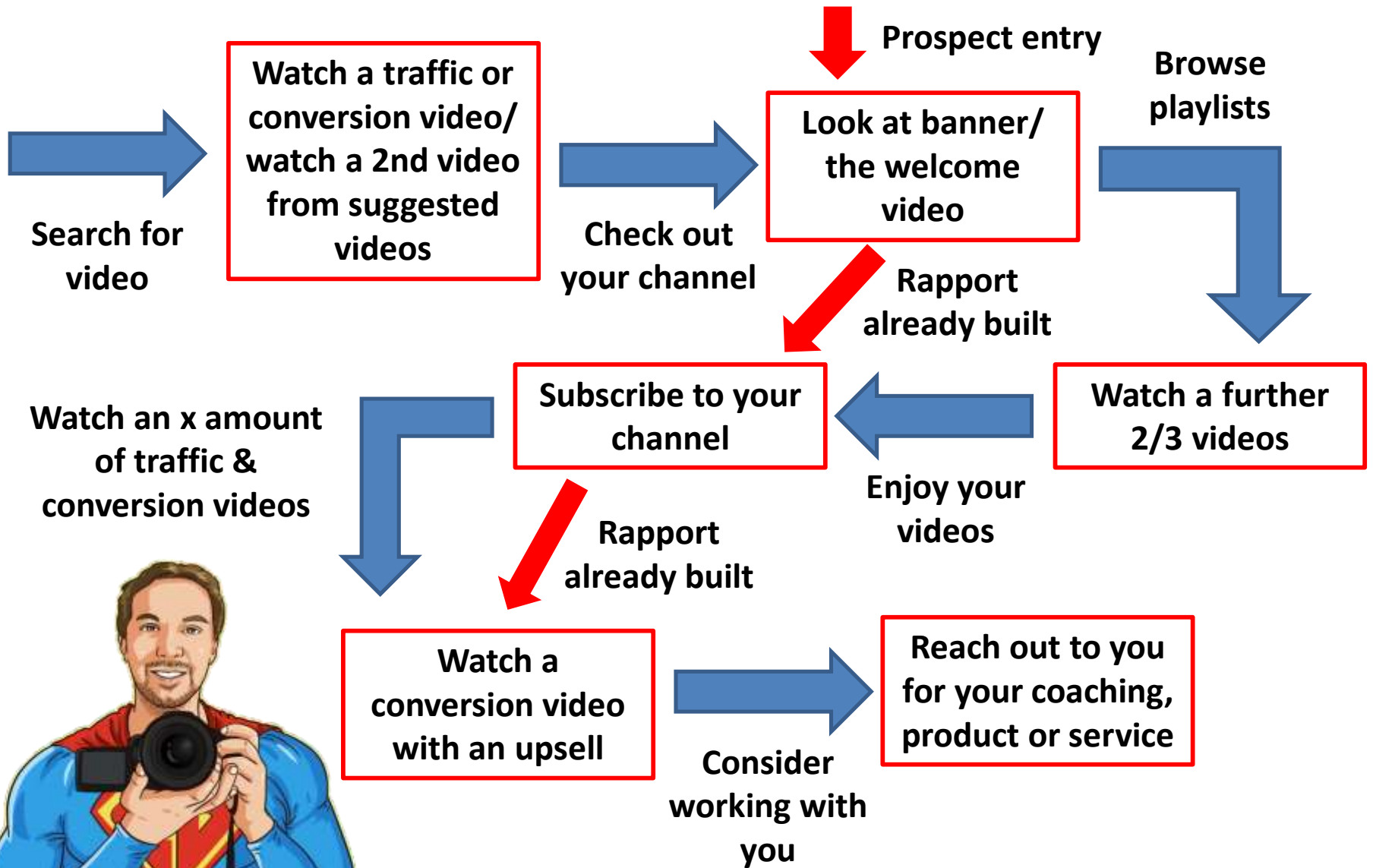
## Final Points:

- Video Consistency
- \*All examples could be traffic & conversion\*



“A demonstration of your service or work. Can Include working with a client, portfolio content and testimonials.”

# The Youtube Funnel



# Building a relationship with your audience



## What else influences channel growth?

- Branding, theme & look of channel (Banner & thumbnails)
- Introduction video
- Catalogue of content & Playlists
- Video rankings (Algorithm/ Super boost)
- Communicating with your followers (video comments)
- Video Quality
- Your Message ( your opinions, ethics & morals)
- Your Personality & appearance

## Mistakes users make:

- Repetitive titling/ thumbnails
- Not including or using tags properly
- Repetitive video content
- lack of content/ knowledge (didn't practice)
- Too broad content in single video
- Not structuring



# Summary/ Recap



## What Did We Cover This Evening?:

- What you're using Youtube for
- Identifying your niche/ Ideal audience & clientele
- The use of 'Traffic' & 'Conversion' videos
- Making money from your channel via monetisation and upsells
- What Influences channel growth
- Mistakes to avoid when making new videos





Thank You!



## Notes + Free Consultation

1 Month = 4 x 2 hr sessions = £350 a month

3 Months = 12 x 2 hr sessions = £975 (£325)

6 Months = 24 x 2 hr sessions = £1800 (£300)

