

## The Big 4: YouTube

YouTube is the 2nd biggest search engine – after Google – and the reason that millions of people watch videos every day is the amount of information or guidance that can be passed through a single video as opposed to a blog or article. This makes YouTube a valuable business tool if the right content is shared.

### Creating relevant and interesting content

List 3 ideas that your company could communicate effectively through video:

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*Tip: Your brand should be clearly visible in your videos*

Below are some other ideas, select any which could be relevant to your business

- Product reviews     A 'how to' video     Product demonstrations
- A tour of your hotel/school/villa/laboratory     Answering FAQs
- Training videos     Recordings of industry presentations
- Demonstrating unique skills or equipment used in processes
- Reporting on topical issues     To illustrate 'before and after' case studies

*Tip: Not all videos need to be of a high production quality, but for some it would be wise to invest in the services of a video production company to present a professional image on YouTube*

### Getting more views and more business

To get your video higher in YouTube's results, you need to ensure that your chosen key phrase is in the title, description and tag to optimise it for the search engines.

Once set up, with video content posted, share the link to your YouTube channel on your company's social media platforms, in your email signature, business cards and embed it into your website.

Link related video content, so viewers can easily find other content your company have produced on the same or similar subject areas.

Include a 'Call to Action' on the video, so the viewer can easily contact your company Without needing to search for your website.

