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6 Steps to Successfully Market on Youtube

1. Use what you already have - Several years back you would have had to go out and buy a new digital camera to make videos. Today, you have video cameras all around you. If you want to make videos for Youtube just use your camera on your cell phone. If you don't have a cellphone or a camera on your phone, use your digital camera. To teach with your computer, use a free program like Camstudio for Windows or iMovie for Mac to record a screencast.

2. Start with your friends - You have a circle of influence and you should use that circle to promote your videos. Your friends are always interesting in what you are doing. Get the negative thinking out of your head that they may not think your work is good. Even if they poke fun, more than likely they will be impressed with what you have produced.

3. Condition your audience to look for announcements by video - If you want your videos to be viewed more, start by telling your audience about new things via Youtube videos. Let your audience know that Youtube will be the first place you make announcements, then release a video on Youtube prior to talking about something new on any other outlet. You can announce the video through email, your blog, and the like, but don't giveaway the scoop.

4. Get bloggers to promote it for you - Get to know bloggers in your industry. When you release a new video, tell them about it. This will give them ideas to write about and they may include your video in their post. Don't be aggressive when notifying them about your video, just drop a short note to them to let them know you thought they might be interested.

5. Promote your video on other channels - Youtube is the largest video site in the world, but this doesn't mean it is the only place to promote your video. Syndicate your video across multiple channels. You sites like Instructables.com to embed your Youtube video and get more views.

6. Don't always be selling - There is an old adage in marketing that says, "Always be selling." In part you should always be selling, but not in the way that most people mean when they say selling. By continuing to provide valuable, entertaining, and educational videos your audience will know your intentions are to help them.

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