



Make YouTube Work for your Business: The complete guide to marketing your business, generating leads, finding new customers and building your brand on ... Media Work for your Business) (Volume 6)

Alex Stearn

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HOW TO MAKE YOUTUBE WORK FOR YOUR BUSINESS Many businesses and entrepreneurs are still struggling to make social media work for them and are either continuing to waste valuable time and resources or giving up altogether. However, businesses that are mastering social media marketing and networking are not only reaping enormous rewards, but also building one of their most valuable assets, a following of loyal customers and brand ambassadors who are going to secure their success in the future. Whether you are completely new to YouTube marketing or you are already running a campaign, this book aims to demystify social media marketing and teach you step-by-step the principles, strategies, tactics and tips to make YouTube work for your business. In this book you will learn all about the benefits of social media marketing, the psychology behind it together with how to use the almighty power of YouTube to:

- Identify and find your ideal customers
- Generate and capture new leads
- Drive traffic to your website
- Increase sales conversions
- Build your brand

In this book you will learn how to set up your YouTube Channel for success

- The different ideas for content on YouTube
- How to create a Hangout on Air
- How to promote your Hangout on Air
- How to build a highly targeted audience on YouTube and how to gain subscribers
- How to create a marketing plan on YouTube
- How to create a YouTube posting calendar
- Why and how to create a blog
- How to prepare your website for success

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