

# 5 Steps to Grow Your Business with a YouTube Marketing Campaign

# YouTube Marketing

*This Youtube marketing guide will help you dominate YouTube and Search Engines. By implementing these steps you can run a successful YouTube campaign.*

---

A video marketing campaign delivers the right creatives at the right time. We see too many companies that spend large amounts of money on the creative, yet fail miserably on the delivery.

Our simple checklist is going to change the way you look at marketing.

First, take a look at your message and make sure it is simple, clean, and clear.

After that ... we create a compelling offer.

The goals are to get your message to the right audience, at the right time, in order to grow your business.

Let's get started.

Jace Vernon

President

Marketing Hy



# 1. The Message

---

Confuse you lose. People need to know what you do and how you are going to solve their problem. The first step is to create a message that you and your team will use.

The message needs to answer the questions ... what do you do?

Here's a simple formula:

[What you do] to [what's the benefit].

Here are some examples of Unique Selling Propositions or one-liners that are simple and effective:

“Video Marketing Campaigns to Grow Your Business”

“Workshops to Help Clarify Your Message”

“Addiction Treatment Center to Help You Beat Addiction and Be Happy Again”

A bad one-liner is product-focused and self-focused. Keep your message customer and problem/solution focused.

Here's another formula you can use to help create your Unique Selling Proposition:

You know [problem]? Well, what we do is [solution]. In fact, [proof]

Here is another example using the formula above:

“You know how businesses struggle to get leads and sales? We create marketing campaigns to generate leads and sales. We helped a plumbing business grow 20% this year.”

Get your message right.

## 2. The Video and Offer

---

Once you have a clear message, you can share your message on a video.

Or pull out your phone and tell people what you do!

This doesn't have to be complicated.

Bring some value to your viewer, because you are going to make an offer to them at the end.

Once you tell people what you do and deliver value, you are going to make them an offer.

Your offer can be one of the following:

- A PDF or guide (like the one you are reading)
- A webinar
- A video tutorial series
- Free trial or a free consult

In exchange for your offer, you'll need to collect an email or phone number.

One of the main reasons a video campaign fails is because the offer is lazy and poorly thought out.

The offer is one of the essential parts of your marketing campaign, and you need to spend the time necessary to know what your audience wants.

### 3. Optimize Your YouTube Channel

---

Since this is a video marketing guide, we need to have a YouTube channel that is optimized. Your videos will be there, so your channel needs to be an extension of your website, your USP and your offer.

Below is a YouTube channel optimization checklist.

- ☐ Create a new channel on YouTube
- ☐ Customize the YouTube cover and icon (your USP goes into the cover photo and don't forget branding)
- ☐ Attach website to YouTube channel
- ☐ Link up Analytics and Adwords account to YouTube channel
- ☐ Fill out all the advanced options
- ☐ Fill out channel keywords and the about us section
- ☐ Link up your website and social media accounts in the about us section
- ☐ Upload your first video
- ☐ Optimize all videos (title, description and tags)

## 4. Create Your Audiences

---

With technology, we're able to track anyone who is watching our videos or visiting our website.

By tracking your viewers, you can run banner ads and videos ads to them.

Why would you want to do this?

Because buyers take multiple touches, and video re-marketing is one of the simplest ways to keep your message in front of your target audience.

To do this, you'll need to implement the following:

- ☐ Place Google Analytics pixel on website and create re-marketing audiences. You can also use Google Tag Manager or Google Ads
- ☐ Create re-marketing audiences in Adwords (7, 14, 30, 60 day audiences)
- ☐ Create YouTube re-marketing lists from viewers who watch videos on your Youtube channel

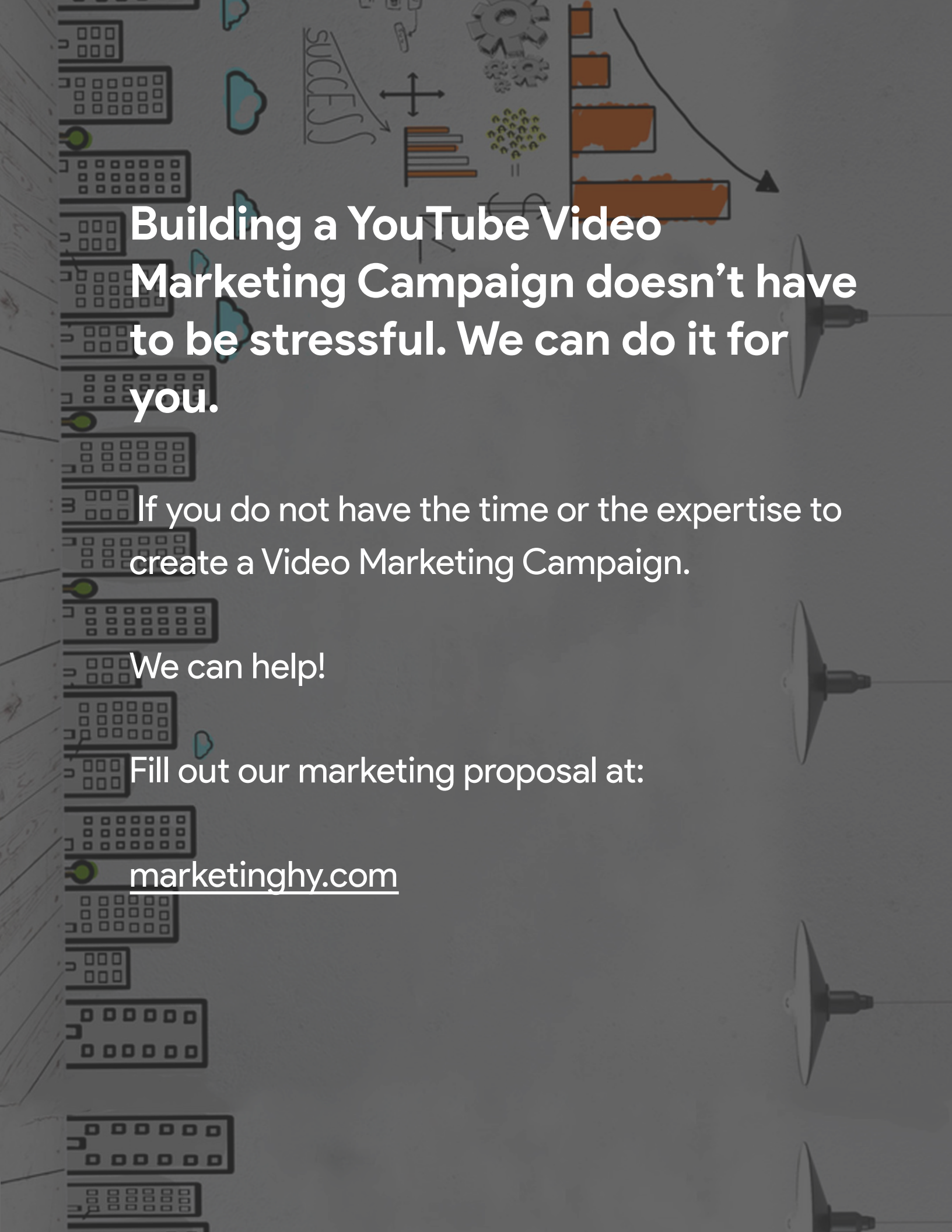
## 5. Create Ad Campaign

---

Now you are ready to run a video ad campaign. You will do this with Google Ads (formally known as Adwords).

We have created a lot of FREE tutorials on YouTube where you can learn how to set up a video marketing campaign. Now get to work.





**Building a YouTube Video  
Marketing Campaign doesn't have  
to be stressful. We can do it for  
you.**

If you do not have the time or the expertise to  
create a Video Marketing Campaign.

We can help!

Fill out our marketing proposal at:

[marketinghy.com](http://marketinghy.com)