

YouTube Marketing Checklist

marketing **hy.**
results driven marketing



YouTube Marketing

This checklist helps us dominate YouTube and Search Engines. We will be using this checklist to show our progress.

A good 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, we are going to look at your message.

After that...we will begin to locate your target audience.

The goal is to get your message to the right audience at the right time so your business can grow.

Let's get started.

Jace Vernon

President

Marketing Hy



YouTube

****YouTube and YouTube Ads are created and managed in Adwords.****

- YouTube page set up
- Custom YouTube cover and icon (Message or great headline. Don't forget branding)
- Attach website to YouTube channel
- Link up Analytics and Adwords account to YouTube channel
- Upload video
- Optimize videos and Channel for keyword (title, description, tags, and Fiverr gig)
- Create YouTube cards, annotations and notes on videos
- Create remarketing audiences in Adwords
- Place Google Analytics pixel on website and create remarketing audiences
- Create In-stream ads for placements, remarketing, topics and interests
- Keyword research and ranking
- Placements: Search first 5 pages of YouTube for placements
- Keywords (Display network only)
- Topics (be very careful on budget with topics and interests, it can go quick)
- Interests
- Remarketing (run video ads to your remarketing lists)
- Place conversion pixel
- Put conversion pixel in place
- Run ads
- Add negative keywords
- Start with a few keywords and a high bid