

YouTube
 **UNLOCKED**
0 to 100,000 Subscribers

NEILPATEL

Promotion & Guidelines

How To Go **From Zero To 100,000 Subscribers** On YouTube

Promotion YouTube Guide

Promoting your video

- **You will want to do all the promotion in the first 24 hours**
 - YouTube will rank higher videos that have lots of activity in the first 24 hours
- **Positive Indicators:**
 - External links on websites, blogs, forums
 - Comments
 - Likes
- **1. Email your list!**
 - Even if it's friends, family, and other professional contacts
 - Make sure you give them an "unsubscribe" link - avoid being marked as spam
- **2. Post it to your website**
 - Use the regular YouTube embed code
 - Copy and paste your original description
 - Include a link to your video
- **3. Post to Facebook**
 - Write a different description - this one needs to draw people's attention in their timelines
 - Add your link
 - Include a call to action for engagement - this will help you get more visibility
 - Upload the 15-sec video teaser
 - Make sure to add a thumbnail
 - Add the transcription as well (SRT file that you can download directly from YouTube's transcript)
 - Share on your personal profile, Facebook page, and Facebook groups that you own or that allow this kind of content
- **4. Post to Video Promotion Groups**
 - Some groups on Facebook are designed to help people promote their videos
 - You can search for 'YouTube promote' and select groups to find some of them
 - Make sure you use the ones that have some engagement. You'll often see lots of groups where there are lots of people sending their videos, but no one is engaging.
- **5. Post to Twitter**
 - Use <https://meetedgar.com/> - it will repost your pieces of content without having to reschedule it over and over again
 - Make sure you Pin your post to the top of your Twitter timeline, as soon as your video is published
 - If you prefer, you can use Hootsuite's "Bulk schedule updates" feature, where you can upload CSV files with hundreds of posts scheduled in advance.
 - **Format:**
 - An image teaser - you can use the same image as you used as the YouTube thumbnail
 - A description with the link (you can use link shortener to keep track of which social media channels are generating the most traffic)
 - If you have separate accounts, like a personal account, then professional accounts, you should post to all of them.
 - Be sure to include a call to action for people to retweet. If you can incentivize retweets in any way, do it.

- **6. Post to Instagram**
 - You can post the Video thumbnail you created for YouTube
 - You can post the same Video Teaser you created for Facebook
 - You can give instructions about the exact keywords they can use to find your video on Google
 - Make sure to change your Bio link to the latest video you've published, every time you publish a new video
- **Post it to Snapchat**
 - Your snap story for the day should be all about the new video
 - You shouldn't take longer than 2 or 3 snaps telling them about it
 - Tease them on one specific great benefit or ideal outcome your video will bring them
 - One snap needs to show them the SHORT URL that redirects to your video - it's not only good for tracking purposes, but also makes it easier for them to visit your video
 - In the end, hammer up another benefit of watching your video

Here's the structure

- 1. 2 or 3 stories telling them about the biggest benefit of watching your video
 - 2. Filming the screen of your video
 - 3. The Shortened URL of your video
 - 4. The last story telling a secondary benefit of watching the video
- **Post it to Pinterest**
 - You can use Shareaholic for Pinterest - <https://chrome.google.com/webstore/detail/shareaholic-for-pinterest/kfjkehmcpeppcjaoegdmffmkdhiegm?hl=en>
 - Once installed, go to the video you want to pin
 - Pin your video to one of the existing boards you have, or create a new one
 - **Enticing them to Search**
 - Ask people to search for your video and your name
 - This will help you get more search traction - Google loves this kind of brand signal
 - This can be done in the comments, or in the description of any social media site where you post your video teaser or thumbnail
 - **Submit your video to Addme.com**
 - It's not a big deal, but it adds a few more link signals to your site. It's not going to be a game-changer, but it won't hurt either
 - It submits your video to the top 20 search engines
 - **Ping your video**
 - Just use <https://pingler.com/>
 - **Forum sharing**
 - If you have forums where you participate actively and they are in the same niche as the topic of your videos, this is a valuable way of getting more link signals added to your video
 - Don't act spammy, play by the rules
 - **Related Sites & Blogs**
 - It needs to be in the same niche of your video topic
 - Post a thoughtful comment
 - Don't talk about your video - don't self-promote
 - Use the video URL in the signature or name field.

Other important Guidelines for success

- At the beginning, **don't go overboard talking about too many different topics**. Both Google and YouTube reward authority, so you will want to create content as much as possible focused in one niche.
- **You should post at least 1 video every week**. If you're able to post more videos while doing all the other optimization and promotion steps, that's great. But don't do less than one video per week, and don't do more than one video per week if you don't have time to optimize and promote it - your engagement will tank if you do.
- **Always answer comments**.
- **Double down on Topics and Content Ideas that are getting the most engagement and views**. If something is working, it means your audience responds well to that, and it's a valuable indicator of what you should be creating content about in the future.

Pay attention to the keywords that people are using to find your content. Go to Creator Studio >> Analytics >> Scroll down to Traffic Sources >> YouTube Search

- **You must have a built-in audience:**
 - If you have social media accounts (50-1k people), Instagram, Twitter, Facebook - these are built-up audiences.
 - **Online communities:** Facebook Groups, Forums, Niche blogs
 - **Blog comments:** 1. Comment articles (not spammy), 2. Put your video on your signature on these comments. (1-2 hours per week)
- In the first 24 hours of your video going live, you should add your Video link in as many links as you can
- **Reddit:** Use a sub-category and post your YouTube video
- Shorter videos tend to keep watching for longer, which is good for your video SEO

3 Ways to get traction

- Education, inspiration, entertainment: the 3 ways to get traction on YT
- **1. Education:** Here's where you should get started. Tutorials, how-to's, walkthroughs, reviews. **This is the first way to get traction.**
- You don't need to talk about your business directly (60 degrees of separation from your business)
- **Always look for trends.** The first person to get a video about a trend out there is the first people to rank for that.
- **FAQs:** these work great as a source of content ideas
- **Search-related problems:** this is the first thing you should look like for your educational content
- **Related videos:** You can get traffic from competitors by appearing in the right-hand sidebar of their videos.

Keywords

- Optimize your video's title and description with keywords
- Highly searched keyword in your title
- Primary keyword and secondary keyword in the description
- **Research:** Unless you're the first to a topic, you want to look for keywords that have a search volume of 100-2k/month, ideally with low competition - **when you're starting off**
- When you're starting, you have to build authority. And if you go for too competitive terms, you won't be able to do that.

Ranking off of YouTube

- **First 24 hours:** share on Instagram, Twitter, Facebook, email blast, and comments
- If you're getting likes, shares and comments in your video, you will be getting Google's and YouTube's attention.
- **Long-term traffic:** Pinterest is great for this.

BRANDING

- People need to know how your brand is going to help them, what it is going to do for them
- What are they going to get from your content?

Video thumbnails

- You will want to have your face in each and every video thumbnail
- Your face needs to be recognized by your audience, so this is important
- Your brand colors need to be pretty well aligned in your thumbnails
- The text font size needs to be big, readable
- You can use <https://www.canva.com/> to create your thumbnails

Video content

- Need to be aligned to your brand and your thumbnails
- Include your social media handles at the bottom of your videos
- Channel trailer