

Basics Of YouTube Marketing Strategy!

Guideline to YouTube Social Media Marketing Strategy!



Create YouTube Channel

- ☐ Make sure the look and feel of your channel is aligned with you brand guidelines & vision

Create Videos

- ☐ Search for popular and relevant keywords that can help topics for videos

Optimize Videos for SEO

- ☐ Optimize all your videos by adding relevant keywords in title, tags & description section

Market your Channel & Videos

- ☐ Give links to your video through all your other channels, this will help reach a wider audience

onsider YouTube Analytics

- ☐ Take into account YouTube analytics to understand what works best for your business

Make and Share Free Checklists
checkli.com