10 Tips For a Killer Branded YouTube Content Strategy

The role YouTube plays in a branded content strategy can't be understated. It's consistently ranked the most popular social media site among U.S. adults, taking advantage of the massive percentage of internet users who view online video regularly.



- [ ] Setting Up Your YouTube Content Strategy
- [ ] Who's Involved?
- [ ] What Story Are We Telling?
- [ ] What Audience Are We Reaching?
- [ ] How Are We Engaging?
- [ ] How Are We Promoting?
- [ ] What Defines Success?

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