



# YouTube and Video Marketing: An Hour a Day

By Greg Jarboe



**YouTube and Video Marketing: An Hour a Day** By Greg Jarboe

**Fully updated with new information, including the latest changes to YouTube!**

If you're a marketer, consultant, or small business owner, this is the guide you need to understand video marketing tactics, develop a strategy, implement the campaign, and measure results. You'll find extensive coverage of keyword strategies, tips on optimizing your video, distribution and promotion tactics, YouTube advertising opportunities, and crucial metrics and analysis. Avoid errors, create a dynamite campaign, and break it all down in achievable tasks with this practical, hour-a-day, do-it-yourself guide.

- Shows you how to successfully develop, implement, and measure a successful video marketing strategy
- Written in the popular An Hour a Day format, which breaks intimidating topics down to easily approachable tasks
- Thoroughly updated with the latest YouTube functionality, helpful new case studies, the latest marketing insights, and more
- Covers optimization strategies, distribution techniques, community promotion tactics, and more
- Explores the crucial keyword development phase and best practices for creating and maintaining a presence on YouTube via brand channel development and customization
- Shows you how to optimize video for YouTube and search engine visibility

Give your organization a visible, vital, video presence online with *YouTube and Video Marketing: An Hour a Day, Second Edition*.

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### Editorial Review

From the Back Cover

#### Craft Video Marketing Strategies that Deliver

#### A Step-by-Step Guide

Learn how to create and implement video strategies that entice viewers, pull in leads, give you actionable insights, and help increase your ROI with the exciting new edition of this unique guide. Video marketing expert Greg Jarboe has thoroughly updated his popular and empowering book to offer you the very latest winning techniques for video and brand channel optimization, YouTube advertising, leveraging Google Analytics, and much more.

Whether you're a marketer, consultant, or small-business owner, this day-by-day, step-by-step guide is what you need to develop sound video marketing strategies, avoid common pitfalls, measure and analyze your results, and achieve success.

- **Understand YouTube and other players in the video space**
- **Ask all the right questions when mapping out your video marketing strategy**
- **Produce content worth sharing and videos worth watching**
- **Set up a YouTube channel and select an online video provider**
- **Optimize your video for YouTube and major search engines**
- **Build some buzz for your video on other sites and blogs**
- **Track, measure, and analyze your video marketing results**
- **Discover how marketers, advertisers, creators, and partners use YouTube**

You'll also find:

- **Tips for creating better videos and engaging the YouTube community**
- **Real-world case studies that illustrate successes to learn from and mistakes to avoid**

#### Praise for *YouTube and Video Marketing: An Hour a Day, Second Edition*

"Greg Jarboe gets to the heart of why YouTube video marketing is so powerful. This book will help you create video that enchants, inspires, and engages your viewers."

—**Guy Kawasaki**, cofounder of Alltop.com, former chief evangelist of Apple, and author of ten books, including *Enchantment: The Art of Changing Hearts, Minds, and Actions*.

"This book will fill you in on what you might be missing from your YouTube video strategy and where to improve, especially when it comes to the most important aspect for driving true success—creating compelling web video content that's worth sharing."

—**Mark Robertson**, Founder and Publisher, ReelSEO

"This is not only one of the best business books I've ever come across on YouTube video marketing, I consider it mandatory reading for any brand trying to figure out how to maximize the opportunities on YouTube."

—**Bill Hunt**, President, Back Azimuth Consulting, and coauthor of *Search Engine Marketing, Inc.*

"Once again, Greg Jarboe offers a detailed, well-researched guide for businesses wanting to get the most out of YouTube marketing. It's a must-read for anyone serious about incorporating YouTube as part of their online marketing strategy."

—Michael Miller, Author of *YouTube for Business*

#### About the Author

**Greg Jarboe** is a YouTube guru and video marketing expert. He is President and cofounder of SEO-PR, an Internet marketing company that has produced award-winning results for such clients as the *Christian Science Monitor*, eHarlequin, MarketingSherpa, *Parents* magazine, SES Conference & Expo, Southwest Airlines, and the Rutgers Center for Management Development. Greg is a frequent speaker at industry trade shows and is a regular contributor to Search Engine Watch. He teaches courses in several mini-MBA programs at Rutgers and is also a member of the Market Motive faculty. Greg was a contributor to Guy Kawasaki's recent book, *Enchantment: The Art of Changing Hearts, Minds, and Actions*, and was profiled in Michael Miller's *Online Marketing Heroes: Interviews with 25 Successful Online Marketing Gurus*.

### Users Review

#### From reader reviews:

##### **Samuel Rascon:**

Reading can called mind hangout, why? Because when you find yourself reading a book specifically book entitled YouTube and Video Marketing: An Hour a Day your brain will drift away trough every dimension, wandering in most aspect that maybe mysterious for but surely can become your mind friends. Imaging every word written in a reserve then become one form conclusion and explanation this maybe you never get just before. The YouTube and Video Marketing: An Hour a Day giving you one more experience more than blown away your brain but also giving you useful data for your better life in this era. So now let us explain to you the relaxing pattern this is your body and mind is going to be pleased when you are finished reading through it, like winning a game. Do you want to try this extraordinary investing spare time activity?

##### **Domingo Adams:**

YouTube and Video Marketing: An Hour a Day can be one of your beginner books that are good idea. We all recommend that straight away because this reserve has good vocabulary which could increase your knowledge in language, easy to understand, bit entertaining but nevertheless delivering the information. The author giving his/her effort to set every word into delight arrangement in writing YouTube and Video Marketing: An Hour a Day although doesn't forget the main position, giving the reader the hottest as well as based confirm resource info that maybe you can be considered one of it. This great information can certainly drawn you into brand-new stage of crucial thinking.

##### **Veronica Gregor:**

This YouTube and Video Marketing: An Hour a Day is great book for you because the content that is certainly full of information for you who also always deal with world and have to make decision every minute. This kind of book reveal it data accurately using great organize word or we can state no rambling sentences in it. So if you are read it hurriedly you can have whole information in it. Doesn't mean it only

gives you straight forward sentences but hard core information with beautiful delivering sentences. Having YouTube and Video Marketing: An Hour a Day in your hand like getting the world in your arm, facts in it is not ridiculous a single. We can say that no reserve that offer you world in ten or fifteen small right but this book already do that. So , this is certainly good reading book. Hi Mr. and Mrs. active do you still doubt that?

### **Randy Mosley:**

This YouTube and Video Marketing: An Hour a Day is new way for you who has intense curiosity to look for some information as it relief your hunger associated with. Getting deeper you on it getting knowledge more you know otherwise you who still having bit of digest in reading this YouTube and Video Marketing: An Hour a Day can be the light food for yourself because the information inside this specific book is easy to get by means of anyone. These books produce itself in the form which can be reachable by anyone, yes I mean in the e-book contact form. People who think that in guide form make them feel tired even dizzy this e-book is the answer. So you cannot find any in reading a guide especially this one. You can find actually looking for. It should be here for an individual. So , don't miss the item! Just read this e-book kind for your better life and knowledge.

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