

Video Marketing with YouTube Checklist

- I am fully aware I can use YouTube video marketing to:
 - Show people how (easy it is) to use my product
 - Help them implement or understand changes to my product (e.g. what's different in the latest release or version)
 - Share confidence-boosting, real-time, live "insider peeks" into my stats, software and sites
 - Demonstrate an affiliate product - live
 - Give prospective or actual purchasers easy tips on how to negotiate a potentially tricky aspect of my product
 - Quickly show services my business offers
 - Let them in on the sort of problems my product can solve
 - Share case studies or anecdotes on how others have used my products

- I am fully aware that YouTube video marketing can help with:
 - My product launch
 - Increasing value to my product, service or website
 - Building a community for my product users or niche members

- I want to be known as the "go to" person for

on YouTube...

- I have put thought and study into understanding the YouTube mindset -- how people think when they visit and search YouTube -- including:
 - What they need help most with
 - Whether or not I want to go for maximum exposure and gain the most views... or drive potential purchasers to my product or services
 - Exactly what I need, to further each of these goals
 - What my actual goals are, in sharing videos!

- Analysis of drop-down suggestions in YouTube's search bar
- Other _____
- I have made note of the most likely drop-down keyword suggestions for further research

- I am developing the habit of checking out my competitors, via YouTube's search bar
- I have double-checked to ensure my search results are for/coming from the correct world location
- I have viewed all the relevant videos on the first page of YouTube search results, after inputting my keyword
- I have made note of each video's:
 - Statistics
 - Share patterns (spikes, rises in popularity, dips in popularity, etc.)
 - Related keywords I haven't yet used, in each video's title and descriptions
 - Significant referral events (resulting in massive influxes of traffic)
 - Most recent** spikes in popularity
 - Other _____
- I have made note of possible helpful referral sources from other videos (e.g. Warrior Forum, eHow, other related websites, etc.)
- I have looked for clues in each "spike"... and pursued and researched these clues

- I have written a powerful description for my own YouTube channel. My tagline/description is:

- It contains the following keywords:

- _____
- _____
- _____

- I am prepared to optimize each video I upload with a strong keyword in:

- The Title (headline)
- Its description (multiple times, if I can do this naturally)

- I have started my Title with my keyword

- I have repeated my keyword twice in my Title

- I have only done the above if it feels and looks natural to do so!

- I have ensured I begin every description with the URL I'd like people to visit (format: "http://www.....")

- I have made sure my description:

- Explains, intrigues and engages (especially the emotions).
- Tells the viewer what he'll learn/solve/enjoy.
- Includes highly relevant tags.
- Includes related keywords (especially if these have appeared in other top search results for my main keyword -- or in Google or YouTube Search drop-down suggestions)

- I have optimized my channel with consistent colors, profile photos or logos, in keeping with my online persona or business brand

- I am always aware of whether or not I'd like my videos to help with:

- Branding
- Sales
- Community building
- Other _____

- I have ensured that my video stays within YouTube's guideline parameters of:
 - 2 GB
 - Less than 15 minutes

- I have ensured that my video conforms to currently supported formats:
 - .MOV
 - Most .MPEGs
 - .AVI
 - .WMV
 - .FLV
 - H264
 - AAC
 - WebM files (Vp8 video codec and Vorbis Audio codec)

- I have uploaded my video!

- I have selected:
 - "Public" in the privacy settings
 - The best Category for my video

- I have auto-selected sharing my video with "Twitter"

- I have auto-selected sharing my video with any other social network offered **that I know my audience uses**

- I am aware that auto-selecting "Facebook" from within YouTube only means my videos will be shared on my profile

- I am aware I have to manually upload my video link to my Facebook page or wall
- I have manually shared my link in Facebook!
- I have connected two-word tags with a dash, so that YouTube will read them as one word (e.g. "Christmas-decorations")
- I have used the principle of repetition in my video:
 - Description format
 - Colors, titles, intro or exit music
 - Progression (how the video unfolds)
 - Conclusions
 - Share requests at the end of the video
 - URL placements
 - Other _____
- I am aware that the principle repetition is a deeply embedded one in the human psyche -- and a powerful tool to use!
- In setting my marketing strategy, I have put thought into my overall goal, as well as the goal for each video
- With each video, I consciously decide on its best use:
 - Demonstrate "how to use" each product
 - Sell the product by showing how useful it is
 - Entertain the viewer (and increase my viral recognition)
 - Instruct the viewer in background skills they'll need to use my product
 - Serve my niche:
 - Generally
 - Specifically
 - Add value to my blog posts
- I am ensuring I cross-share and cross-link each video by:

- Embedding the link in my website
- Enabling "like" buttons, whenever this type of option is available
- Always including a call to "Share" my video in every post I make about it
- Making sure links go both ways -- from my sites, posts, forums and from YouTube to these locations
- I always include a call to action (share the link) in:
 - The actual video (especially at the end)
 - Posts
 - Social media mentions
 - Stationery, where applicable and appropriate
 - Interviews
 - Sales letters
 - Other _____
- I have not stopped with just one video: I am committed to making video marketing a part of every campaign!