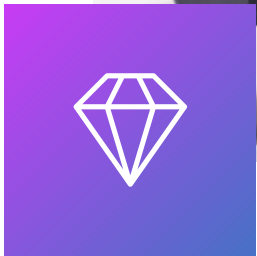


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YOUTUBE FOR BUSINESS

with Leah Murray



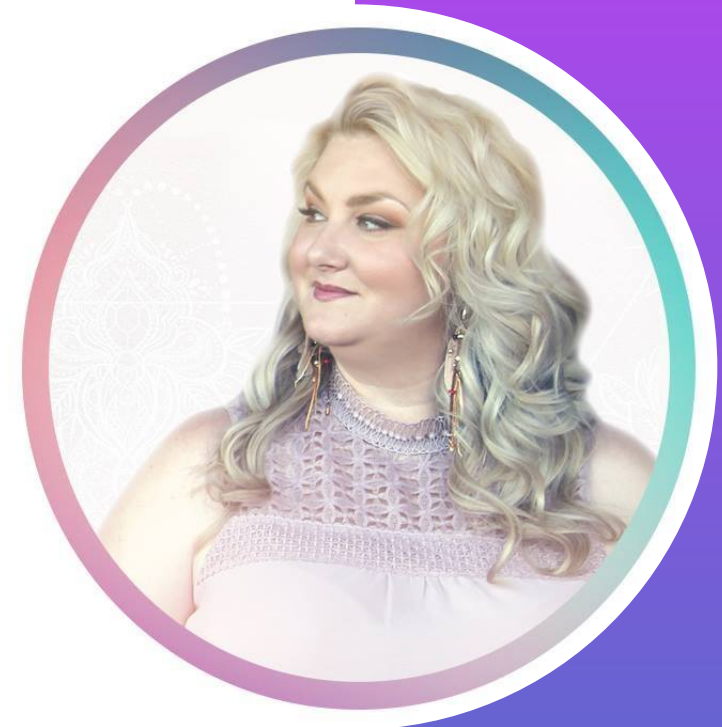
welcome! Introduction

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YouTube is an unparalleled tool every business owner should use to generate new evergreen business leads and create multiple streams of residual income. Video creates stronger connections between brands and their customer than any other marketing medium.

your host Leeah Murray

I am a digital marketer who has spent the last 20 years helping brands & entrepreneurs establish and elevate their digital presence. I own a boutique digital marketing agency working with small businesses, coaches, creators & entrepreneurs to create digital strategies that grow their brand, boost sales, and increase online visibility.





Class Agenda

YouTube for Business

- Why Video Marketing?
- Why YouTube
- What is evergreen content?
- How YouTube can build your marketing funnel.
- Passive & residual income potential

A blurred background image showing a professional video camera with a microphone attached, set up for filming. The camera is black and has various controls visible. The microphone is red and black. The background is out of focus, showing what appears to be a person in a white shirt and some warm lighting.

FIVE KEY REASONS

Increases Conversions & Sales

Quicker Brand Loyalty

Untapped & Powerful SEO Tool

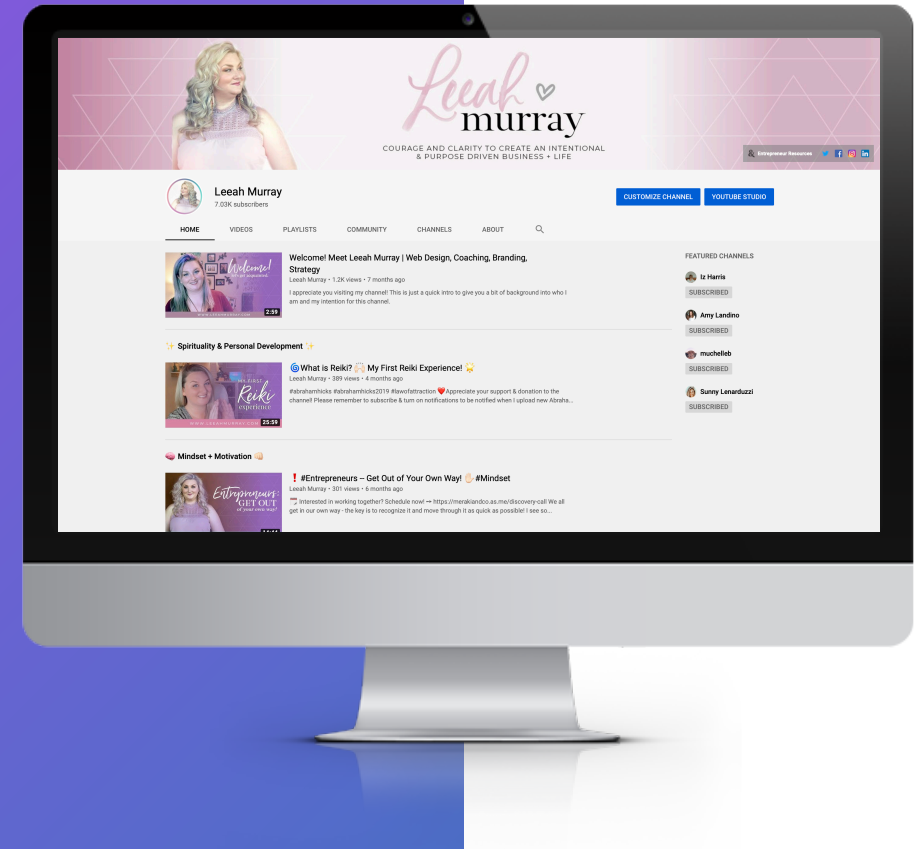
Minimize Product / Service
Explanations

Easiest Content to Consume

Why Video Marketing?

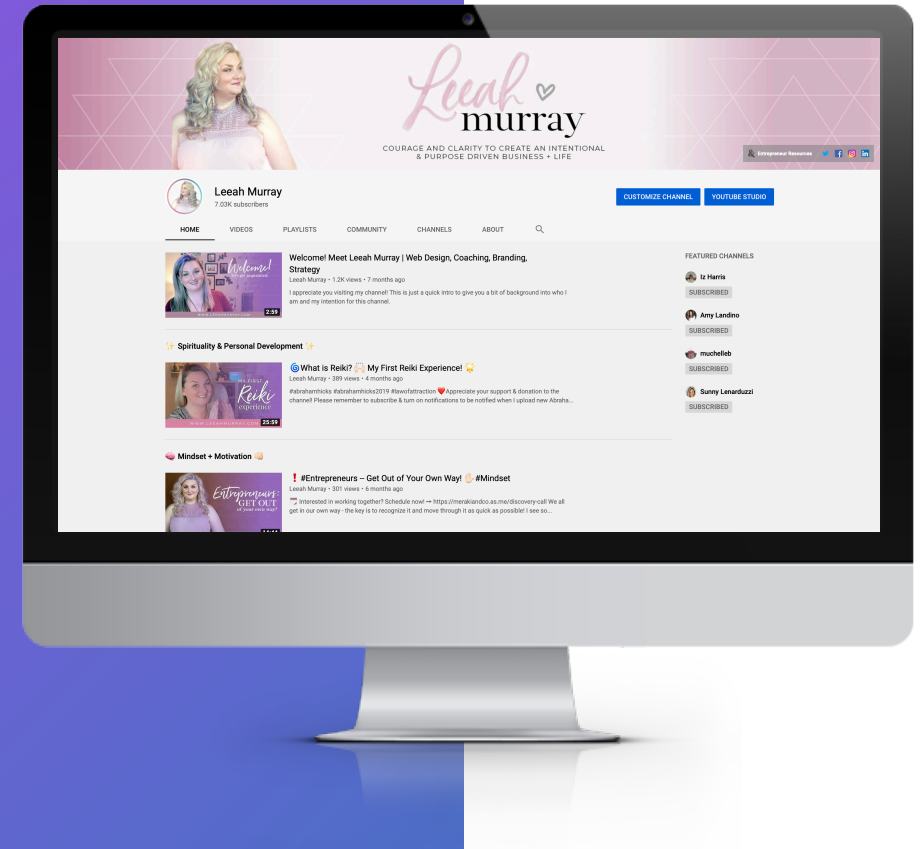
Why YouTube

- Owned by the largest search engine
- Users are actively seeking out knowledge
- Capable of acting as Evergreen Lead/Sales system
- Platform will pay you for generating engaging content providing endless passive income.
- Video fosters a more engaged, loyal community around your brand, product or service - based on YOU



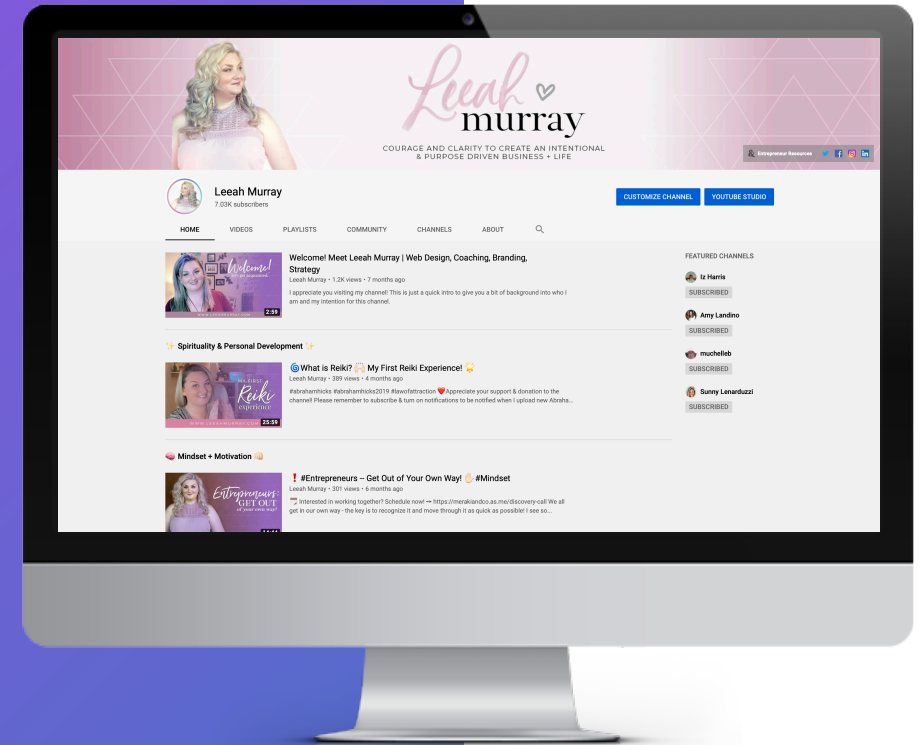
YouTube Statistics & Facts

- 2 Billion Unique Users a Month
- YouTube reaches more U.S consumers between the ages of 18 and 49 than all cable TV networks combined.
- 500 hours of video uploaded every minute.
- 70% of content watched is determined by it's recommendation algorithm.
- In the US alone, YouTube will make 5.5 billion in advertising revenue.
- YouTube is the world's second-most used social media platform.



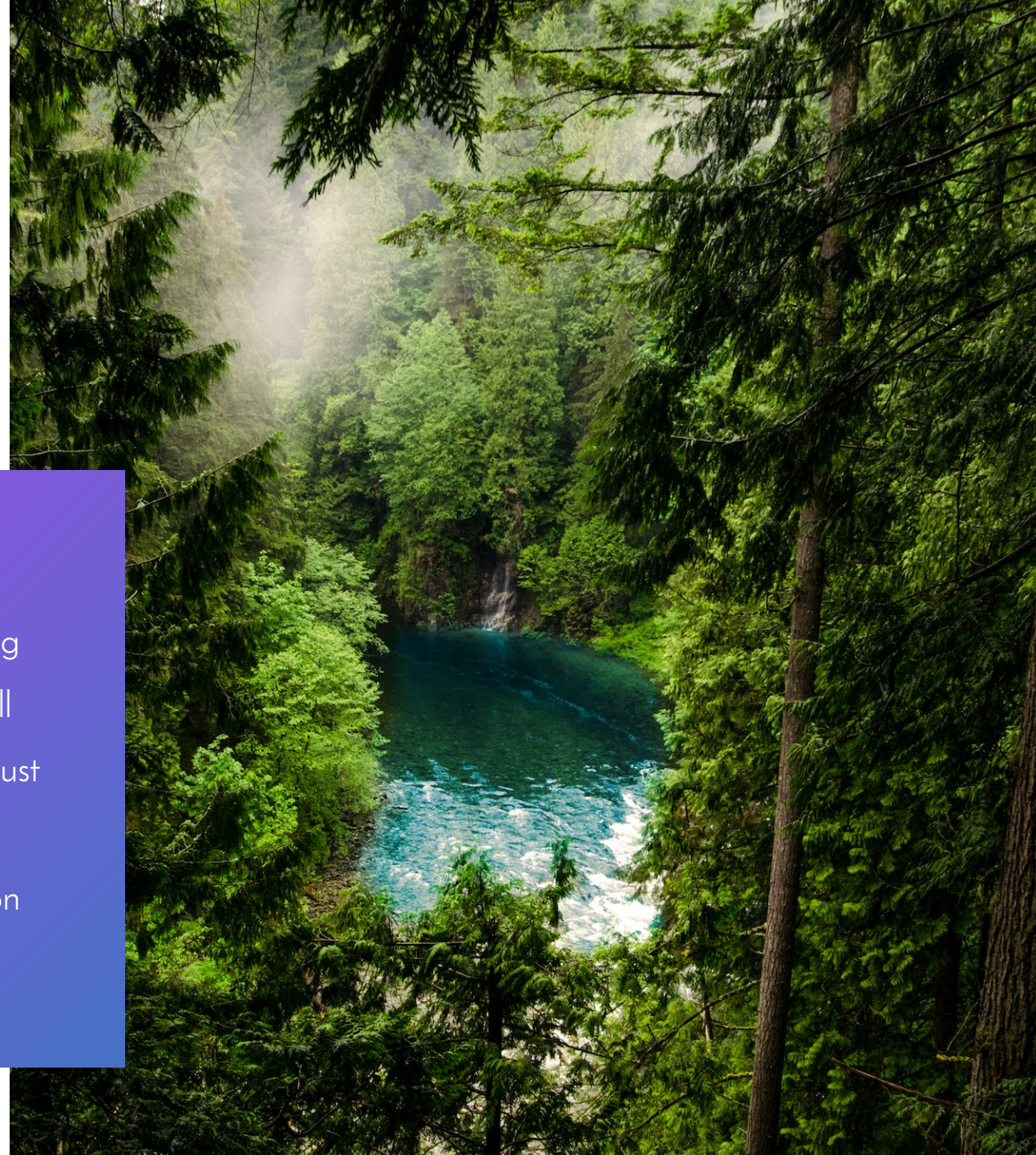
YouTube Statistics & Facts

- One-third of internet users watch a tutorial video or how-to video on YouTube each week.
- YouTube is the most-mentioned platform for learning something new among 78% of baby boomers.
- 88% of people purchase from a brand after seeing it in a video.
- YouTube is the second largest search engine in the world



What is Evergreen *content?*

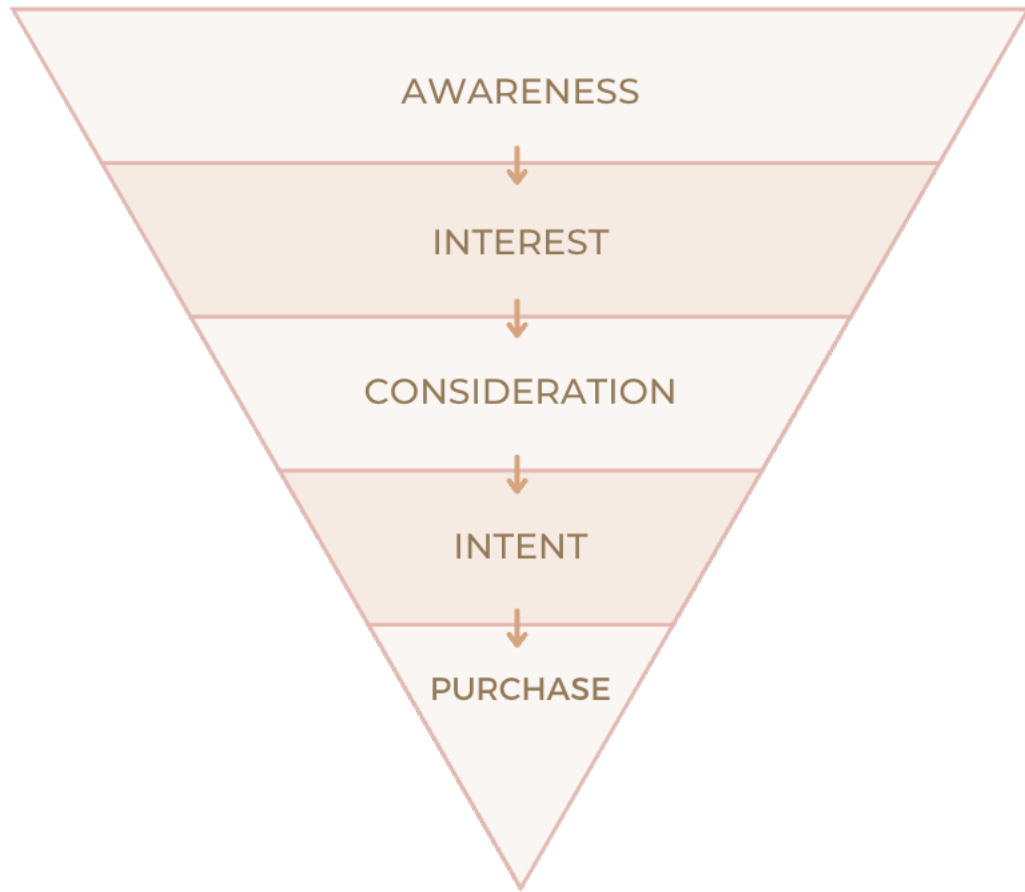
Evergreen content is search-optimized content that is continually relevant and stays “fresh” for readers over a long period of time - as the name implies. You may think that all online content is sustainable; after all, a blog post doesn’t just disappear after you publish it. But evergreen content is different. It continues to be relevant long past its publication date, with search traffic growing over time.





Types of Evergreen Content

- TOP “#” LISTS
- TIPS & TRICKS
- TRAINING / HOW- TO
- PRODUCT / SERVICE REVIEWS
- PURCHASE GUIDES
- GLOSSARIES
- EXPLAINER VIDEOS



Building Your *funnel*

- IDENTIFY YOUR OFFER
- PERFORM KEYWORD RESEARCH
- CREATE CONTENT AROUND RESEARCH
- LINK TO OFFER / ETC. IN DESCRIPTION
- VERBAL CALLS TO ACTION IN VIDEO
- ANIMATED CALLS TO ACTION IN VIDEO



Real World *example*



ANNIE'S
APPLE ORCHARD

Annie's Apple Orchard (AAO) has decided to integrate a video marketing campaign with the intention of generating higher attendance for their virtual and in person cooking classes.

STEP ONE: Target Customer (TC) googles, "best apple recipes"

STEP TWO: TC finds AAO's video "The Best Apple Recipes You Didn't Know You Needed: Apple & Bacon Galette"

STEP THREE: In video description, TC clicks link to download "100 Incredible Apple Recipes" PDF.

STEP FOUR: 3 Days after downloading PDF, TC received Cooking Class Schedule for Virtual and In Person Events



monetization

Why is YouTube a better social media platform to build your audience?

On other platforms, users aren't there in search of answers to their problems. Platforms like Facebook and Instagram are there to feed the users agenda.

Sure, you can find success here, but mostly through pay to play measures like ads. Also, once you stop paying, you lose visibility.

So should you not have a profile on other social media platforms like Facebook & Instagram? Definitely not. They're great places to keep your business or brand top of mind with that audience you build through YouTube.



monetization

1. YouTube Partner Program

Requirements:

- 1,000 subscribers
- 4,000 hours of watch time

Methods of Monetization:

- Video Advertising
 - ads served to audience before, during and after your content
- Memberships
 - different tiers can have access to different types of content
- Supers
 - Fans can purchase goods, have priority chat options when you're live, or make various little micro purchases to support your channel.

*** additional opportunities open up at various thresholds such as merch, super chat, memberships, etc.*



monetization

(continued...)

2. Your Own Products / Services

3. Affiliate Programs

- Amazon
- ShareASale
- Various Independent Companies

4. Sponsored Videos / Brand Deals



monetization

Contrary to Popular belief...

You DO NOT need to be approved with the YouTube Partner program to monetize YouTube. You can obtain Brand Deals, Sponsorships, Affiliate Partnerships, and freely promote your own Products, Services, Courses or Membership Program(s).

The importance of YouTube and what makes it the most valuable platform is it's ability to quickly grow an audience with whom you can establish that "know, like, trust" factor. That way when you have an offer to make, they are more inclined to buy.

Thank You!

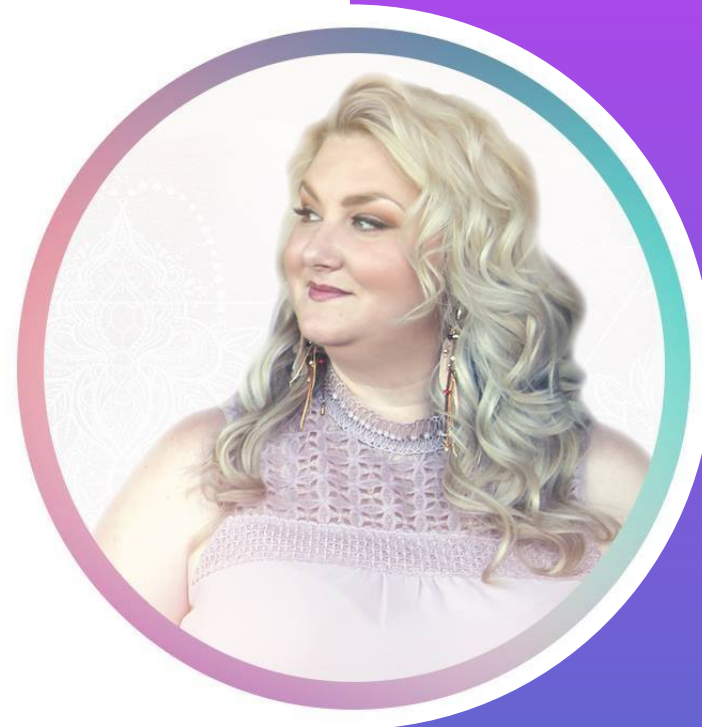
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