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YOUTUBE FOR BUSINESS: GROW YOUR CHANNEL

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.





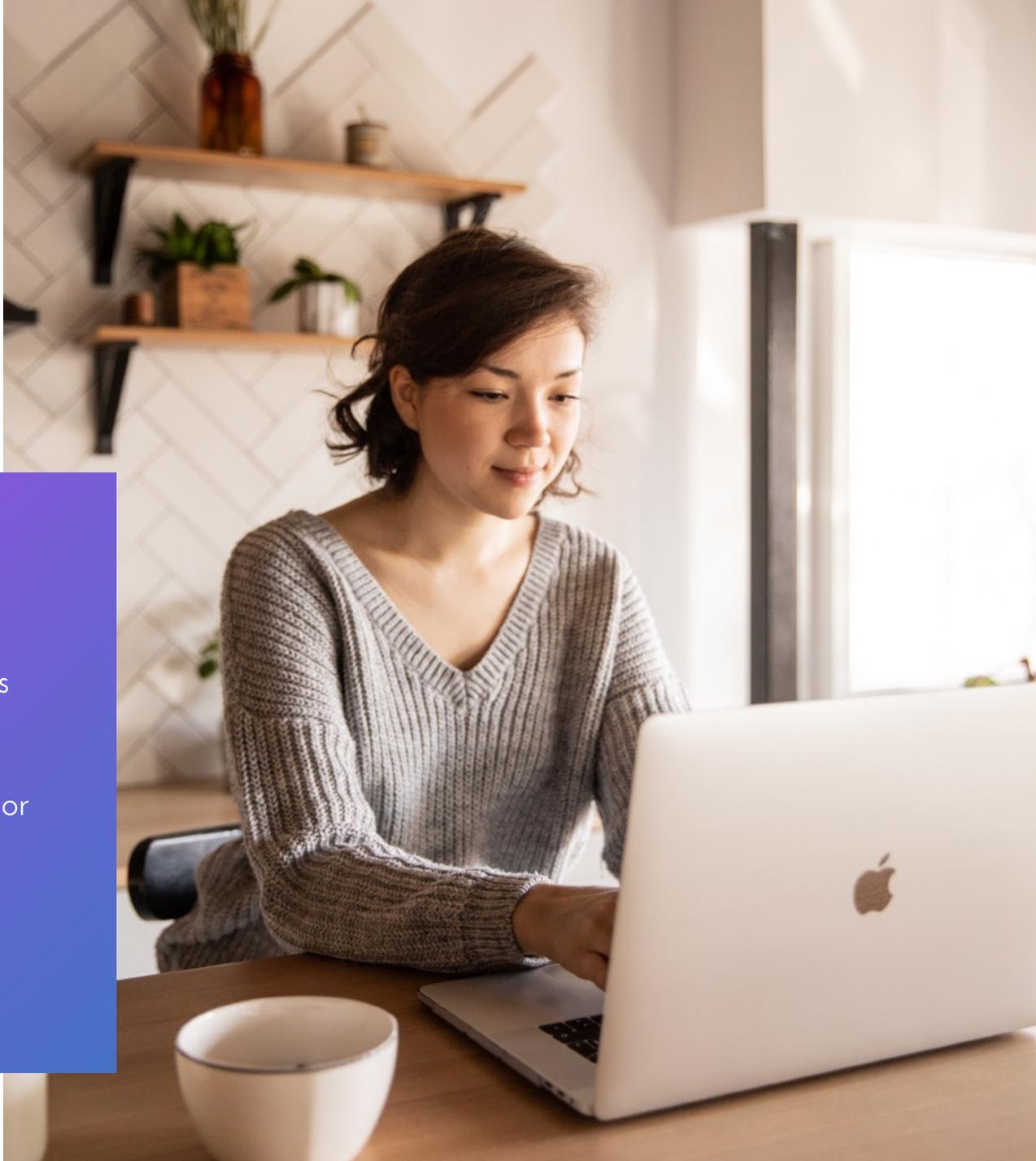
Class Agenda

YouTube for Business **GROW YOUR CHANNEL**

- Content Research & Planning
- Building a Community
- Collaborating with Other Creators
- Content Distribution

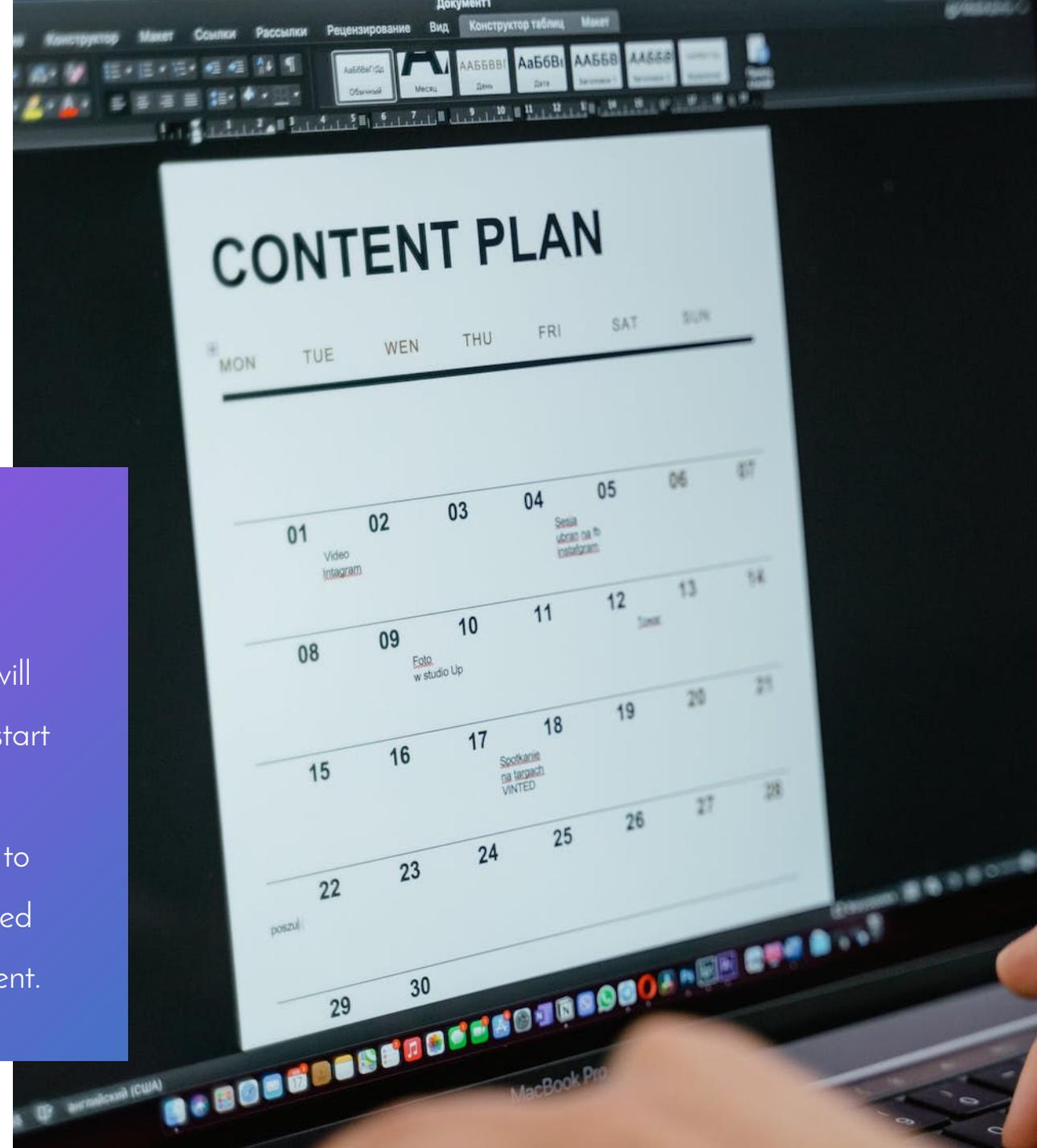
Content Research & *planning*

Don't put unnecessary pressure on yourself to come up with original content ideas. Content creation is like other skills in that it is like a muscle. The more you use it, the more it builds and stronger it will get. Give yourself permission to look to others for inspiration. You don't have to reinvent "the wheel" or do something that's never been done before. What builds a loyal, engaged audience is YOU. Your audience is there for your unique perspective and how you present it.



Content Research & *planning*

When you're just starting, it's important to start creating content that you're interested in & feel comfortable talking about. Starting with content that you're passionate about will help open the creative floodgates. Your audience will also start asking questions - use these! Ask your audience for their questions directly - this way you're making content tailored to their (and likely many others) interests! Once you've identified your content topics, research related keywords to that content.



Content *schedule*

Think of your favorite television show. I bet you know what time and what day every week that show is available! Just like television networks choose schedules for television shows, you too should choose a schedule for your YouTube content. Most importantly, make sure to tell your viewers! Let them know what to expect. Make sure you pick a realistic schedule for YOU so that you are able to consistently show up and your audience knows they can depend on you.





Building a *community*

Encourage input, questions, comments and respond to them! Responding to comments shows that you value your viewers and encourages them to engage with your channel. You can ask for feedback, respond to questions, or simply thank viewers for watching.





Building a *community*

- Your video comments
- Other Creator's video comments
- Your channel community
- Other Creator's channel community
- Host livestreams
- Exclusive content
- Engage with audience on other social platforms





Remember to *ask!*

Asking viewers to like, share, or thumbs up your content on YouTube can have a psychological impact on their behavior. This is because of a cognitive phenomenon called the "mere exposure effect."

The mere exposure effect states that people tend to develop a preference for things that are familiar to them. When viewers see and engage with your content repeatedly, they may start to develop a sense of familiarity and even loyalty to your channel.



Remember to *ask!*

Asking viewers to like and share your content can reinforce this preference and encourage them to engage with your channel more frequently. It also creates a sense of social validation, as viewers are more likely to engage with content that others have already liked or shared.

In addition, people are more likely to comply with a request when it is framed as a social norm or expectation. By asking viewers to like and share your content, you are framing it as an expected behavior within your community, which can increase the likelihood that they will comply.

- Home
- Shorts
- Subscriptions
- Originals
- YouTube Music

- Library
- History
- Your videos
- Your movies & TV
- Watch later
- Downloads
- Show more

- Subscriptions
- abode for her soul
 - Alana Rich
 - Alissa Rose
 - Ambient Worlds
 - America's Test Ki...
 - AURORA
 - Cassiy Johnson
 - Show 20 more

- Explore
- Trending

JASMINE STAR

Branding + Social Media Marketing for Creatives



Jasmine Star

@officialjasminestar 73.2K subscribers 688 videos

Jasmine Star is a photographer and business strategist from Newport Bea... >

Subscribe

↓ **Bad Example**

- HOME
- VIDEOS
- SHORTS
- LIVE
- PLAYLISTS
- COMMUNITY**
- CHANNELS
- ABOUT

This channel hasn't posted yet



- Home
- Shorts
- Subscriptions
- Originals
- YouTube Music
- Library
- History
- Your videos
- Your movies & TV
- Watch later
- Downloads
- Show more



Homestead Tessie Mobile Home Life

@HomesteadTessie 84.2K subscribers 2.1K videos

Welcome to our channel dedicated to helping those living on a low income... >

Subscribe

- HOME
- VIDEOS
- SHORTS
- PLAYLISTS
- COMMUNITY
- ABOUT



Good Example!

Subscriptions

- abode for her soul
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Explore

- Trending



Homestead Tessie Mobile Home Life 21 minutes ago

Every once in a while, you need to step back and just look over your life with fresh new eyes. I have gone through something extremely challenging this last week.

I would be lying if I did not tell you that it shook me to my core no it won't be on video it was a life lesson for me to realize not everyone that you think loves you has the best motives, of course it ...

Read more





Xoener 7 days ago

Hi, it's great following along your journey as I just started myself this year as well. I'm definitely struggling through finding my niche + not being all over the place, but I feel I need to start by "being all over the place" in order to find what works. What are your thoughts on that?

4 [Reply](#)

• [1 reply](#)



What Shae Sells 6 days ago

That's a good question. I think there is a balance. You want to make a variety of items to test, but you don't want to jump around to different customer groups if that makes sense. If you happened to see my niche research vid I posted a couple of days ago, it explains it better, but as long as you do proper niche research to make sure your niche has good keywords & newer shops are making it in that niche, then I would stick with that niche/customer group. For instance I am selling templates specifically for small business owners, and although I am iterating and testing what works in that space, I'm not going to start making items in a completely different niche (like wedding templates for instance) just to try to test more things.

2 [Reply](#)



The Genetic House - Brian Aston 7 days ago

Wow 500 sales! You go girl!!! I started about a month after you but have been following your whole journey keep it up you rock

23 [Reply](#)

• [1 reply](#)



What Shae Sells 6 days ago

Thank you so much!! It has been some serious work I'm not going to lie haha but I am glad to hit 500 :) Good luck with your shop!

4 [Reply](#)



Shanja 6 days ago

Hey Shae! Your video really inspires me to get my Etsy shop starting as well. And 500 sales in 2,5 months? Girl take that in, even if it's just for a moment, as you have indeed done the work to now understand how to go from beginner to intermediate and soon, master!

4 [Reply](#)

• [1 reply](#)



What Shae Sells 6 days ago

Girl thank you so much for this comment 🙏

1 [Reply](#)



Collaborate with other Creators

Collaborating with other
YouTube creators can be an
excellent strategy for growing
your channel and reaching a
wider audience.



Collaborating with *creators*

By working with other creators in your niche, you can leverage their audience and cross-promote your content, building a sense of community and loyalty among viewers. Additionally, collaborating with other creators can help you learn new skills, create more engaging content, and build valuable relationships within the YouTube community.



Content Distribution

Content distribution refers to the process of sharing your YouTube videos on various platforms beyond YouTube to reach a wider audience. By distributing your content on other platforms, you can attract new viewers, increase engagement, and ultimately grow your YouTube channel.

Content *distribution*

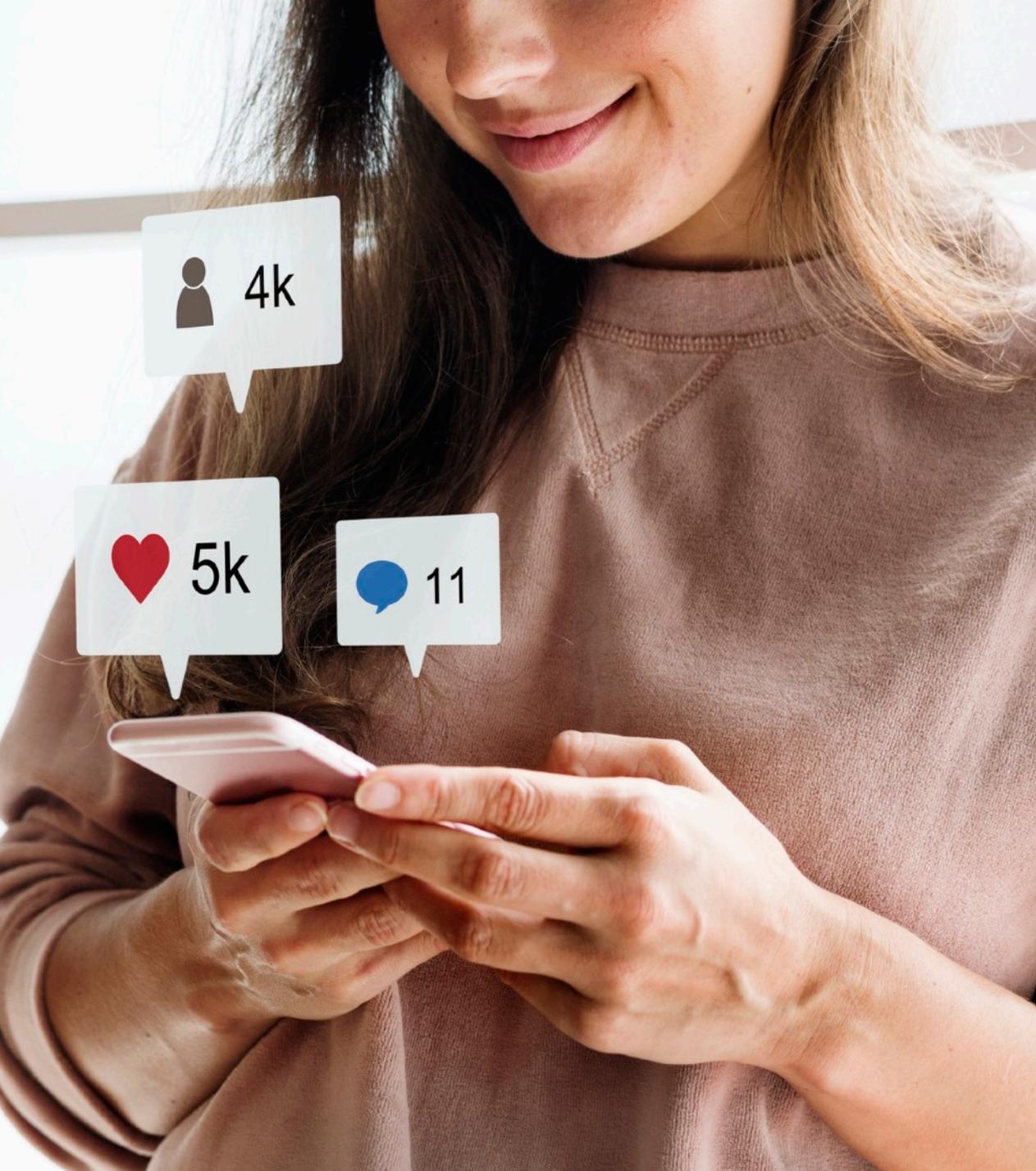
EXPAND YOUR REACH

Sharing your videos on social media platforms, blogs, and other websites can help you reach a wider audience who may not have been exposed to your content on YouTube.

ATTRACT NEW VIEWERS

When you distribute your content on other platforms, you can attract new viewers who may not have been aware of your channel before. This can lead to an increase in subscribers, views, and engagement.





Content *distribution*

INCREASE ENGAGEMENT

Distributing your content on other platforms can lead to more engagement, as viewers may be more likely to share, comment, or like your videos outside of YouTube.

BUILDS BRAND AWARENESS

Distributing your content on other platforms can help build awareness of your brand and channel, leading to increased recognition and loyalty among viewers.



Q&A *any questions?*

Anything I can answer or clarify for you? Is there anything I could elaborate on more for you in regards to growing your YouTube Channel?

Thank You!

Get in Touch

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