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YOUTUBE FOR BUSINESS: CONTENT STRATEGY

with Leah Murray

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.





welcome! Introduction

.....

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.



Class Agenda

YouTube for Business **CONTENT STRATEGY**

- Setting a Schedule
- Content & Keyword Research
- Understanding Content Pillars & Buckets
- Batch Content Creation
- Importance of Video Metrics

Real World
Example



ANNIE'S
APPLE ORCHARD

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.





Keyword Research *tools*

- YouTube Search
- Chrome Extension: Keywords Everywhere
- Chrome Extension: TubeBuddy



Keywords Everywhere



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

- Subscriptions
- Alana Rich
 - Alissa Rose
 - Ambient Worlds
 - America's Test Ki...
 - AURORA
 - Cassiy Johnson
 - Celtic Woman O...
 - Show 15 more

- Explore
- Trending

Filters

UPLOAD DATE	TYPE	DURATION	FEATURES	SORT BY
Last hour	Video	Under 4 minutes	Live	Relevance
Today	Channel	4 - 20 minutes	4K	Upload date
This week	Playlist	Over 20 minutes	HD	View count
This month	Movie		Subtitles/CC	Rating
This year			Creative Commons	
			360°	
			VR180	
			3D	
			HDR	
			Location	
			Purchased	

[View Details](#)



BLOWING THE SUGAR | Reynold Poernomo - Apple Pie
 20M views · 2 years ago
 59.3K subs Enga: 0% VPD: 25,169 SEO: 13/100
 Lo Cook
 Amazing dish from Reynold "Dessert King" Poernomo. The name of this dish is Apple Pie. This is Episode 25 from MasterChef ...



Have all your pies, and eat them, too! | Easy Pie Recipe Ideas By So Yummy
 18M views · 4 years ago
 9.16M subs Enga: 0% VPD: 11,825 SEO: 5/100
 So Yummy
 About So Yummy So Yummy brings you fun food ideas and recipes for your cooking and baking adventures. We believe that ...

Find YouTube keywords for "best apple pie recipes"

Search Insights

Ranking Difficulty 63/100

Query: best apple pie recipes

Search Volume: Buy Credits

Top Channel: Natashas Kitchen (2 videos)

Maximum Views: 20M

Average Views: 5.57M

Average Age: 4 years

Keywords in Title: 0% (0 / 20)

Keywords in Description: 0% (0 / 20)

Added in last 7 days: 0% (0 / 20)

Added in last 6 weeks: 0% (0 / 20)

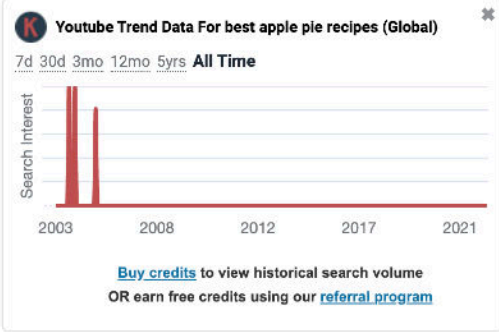
Total verified channels: 70% (14 / 20)

[Copy](#) [Export](#) [Detailed Breakdown](#)

ContentAced

WHY CONTENTACED? WHAT ALL SEO TOOLS GET WRONG

FIND OUT WITH OUR FREE PLAN



- Home
- Shorts
- Subscriptions
- Originals
- YouTube Music

- Library
- History
- Your videos
- Your movies & TV
- Watch later
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Filters

View Details



The BEST Apple Pie Recipe

2.1M views · 3 years ago
3.26M subs Enga: 0% VPD: 1,838 SEO: 60/100

Preppy Kitchen

This easy to make and delicious apple pie recipe has a flakey butter crust and tender ap...

CC

Intro | Dough | Filling | Cooking | Pie Crust | Assembly 6 chapters



The Only APPLE PIE Recipe You'll Need

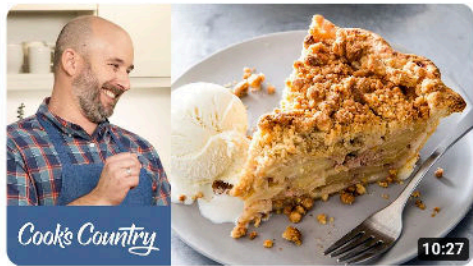
5.6M views · 3 years ago
3.05M subs Enga: 0% VPD: 5,062 SEO: 15/100

Natashas Kitchen

Everyone has to make this Classic Apple Pie Recipe for Thanksgiving! You will love the fl...

CC

place a medium saucepan over medium heat [...]



How to Make Pennsylvania Dutch Apple Pie

47K views · 1 year ago
1.7M subs Enga: 0% VPD: 106 SEO: 25/100

America's Test Kitchen

Test cook Bryan Roof makes host Bridget Lancaster perfect Pennsylvania Dutch Apple P...

2:05 Let's get started on the apple pie filling i have two and a half pounds of gala apple...



The Best Apple Pie You'll Ever Make

45K views · 1 year ago
368K subs Enga: 0% VPD: 115 SEO: 10/100

The Green Witch

Bake at 400 Degrees 45 - 50 minutes (keep covered for 35) - I had to out that at the top b...

Find YouTube keywords for "best apple pie recipes"

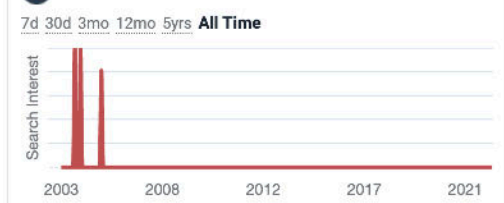
Search Insights

19 of 20 (95%)

Query	best apple pie recipes
Search Volume	Buy Credits
Top Channel	Preppy Kitchen (2 videos)
Maximum Views	5.6M
Average Views	1.44M
Average Age	2 years
Keywords in Title	0% (0 / 20)
Keywords in Description	0% (0 / 1)
Added in last 7 days	0% (0 / 20)
Added in last 6 weeks	5% (1 / 20)
Total verified channels	80% (16 / 20)

Copy Export Detailed Breakdown

Youtube Trend Data For best apple pie recipes (Global)



Buy credits to view historical search volume OR earn free credits using our referral program

Keywords Everywhere Tool

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

- Subscriptions
- Alana Rich
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 - AURORA
 - Cassiy Johnson
 - Celtic Woman O...
 - Show 15 more

Explore

best apple pie recipes



World's Best Apple Pie

358K views · 9 years ago
57.5K subs Enga: 0% VPD: 105 SEO: 5/100

How2Heroes

Bea is famous for her apple pies. She's been baking them for over 50 years. She's even b...

Make the crust | Roll out the bottom crust | Peel and... 6 chapters

People also watched



Apple pie! Pan cake that melts in your mouth! Pie recipe!

4.2K views · 4 days ago

Recipes from Alesya

Ingenious and Simple! Quick Apple Pie without the oven. A few minutes and a delicious Breakfast on the table! Apple pie in a pan!

New



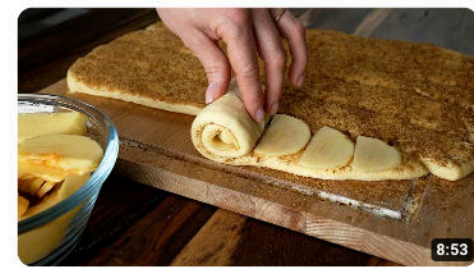
The Best Store-Bought Cranberry Sauce

79K views · 8 days ago

America's Test Kitchen

Tasting expert Jack Bishop challenges Bridget and Julia to a tasting of cranberry sauce. Read our full Cranberry Sauce review: ...

CC



That's how easy my grandmother makes apple pie. Elegantly tasty and fast

3.7M views · 8 months ago

Einfache Rezepte

That's how easy my grandmother makes apple pie. Elegantly tasty and fast A simple and delicious cake recipe that you will love ...

4K CC

Search Explorer

Keyword Score **Excellent** 85/100

Search Volume **Very Good** 167K

Searches Per Month **167K**

Competition **Good**

Overall (unweighted) **Excellent** 85/100

There is a little bit of competition but this keyword is searched so often, it's worth targeting.

Related Searches

- best apple pie recipes with fresh apples
- best apple pie recipes from scratch
- best apple pie recipes ever

Only 3 of 5 total results are shown. Upgrade your license to view all results.

UPGRADE NOW

Common Video Tags

Select: All | None

- apple pie
- apple pie recipe
- how to make apple pie

Only 3 of 365 total results are shown. Upgrade your license to view all results.

UPGRADE NOW

Tags Selected: 0

Action: Copy to Clipboard

COPY

Tube Buddy Tool



CONTENT PILLARS

EXAMPLES

- Recipes
- Events
- Facts
- Products
- News
- Collaborations



What are content pillars?

Content pillars serve as a strategic framework for developing a brand's content marketing strategy. By focusing on a few key areas of expertise or interests, brands can create consistent, high-quality content that resonates with their target audience and helps them achieve their marketing objectives.

CONTENT BUCKETS EXAMPLES

- Mistakes
- Myths
- Education
- Promotions
- Personal
- Evergreen
- Objections
- Social Proof



What are content buckets?

Content buckets are categories of information that brands and creators use to organize the topics, formats, or goals of their content. This makes it easier for the brand to create a variety of content that appeals to their target audience, while also ensuring that their content is balanced and meets their marketing objectives. Each bucket is different, but they should all relate back to the overall message.



Content Creation *formula*

While being able to continuously conjure up content can be difficult, having a formula will make it much easier! Your content creation formula should be:

1 Content Pillar + 1 Content Subject = New Piece of Content

Using the example of Apple Annie's Orchard, that might look like:

Recipe + Education = The Oldest Apple Pie Recipe in History



Video Thumbnail *example*



**The Oldest Apple Pie Recipe in History
- Your New Favorite Apple Recipe!**

34K views - 6 hours ago



Batch Content *creation*

Burnout is VERY real! Since one of the biggest contributing factors to finding success on YouTube is consistency, you want to create structure around as many aspects of your YouTube channel as you can! One of the best tips I can give you is to BATCH create your YouTube Content.

Once you've decided what a realistic content schedule, plan your batch days around that schedule. For example, let's say Annie's Apple Orchard has committed to posting 4 videos a month, once a week. Their first month of publishing content is going to be in two months. So this would be their schedule for the month prior.

MONTHLY *Expect to spend 3-4 hours each day, for about 12 hours a month.*



Batch Content Creation *Tips*

TO HELP AVOID BURNOUT

- Set a realistic schedule - for YOU!
- You don't have to re-create the wheel
- Your audience wants YOUR unique perspective
- Value over Quality
- Refine Your Content as Your Channel Grows



Creation Process *example*

DAY ONE - Research and Prep

- Plan Video Topics
- Research Topics
- Identify Search Terms or Keywords
- Create Outline or Script





Creation Process *example*

DAY TWO - Production + Editing

- Record Videos
- Edit Videos
- Create Thumbnails
- Upload Videos as Drafts to Channel





Creation Process *example*

DAY THREE - Process + Schedule

- Optimize Video Title
- Optimize Video Description
- Update Video Tags, End Screens, Cards
- Schedule Publish Date + Time





Dashboard



Videos



Playlists



Comments



Analytics



Importance of Video *analytics*

One common limiting belief that holds people back from starting a YouTube, is thinking they have to have all the answers and know what content to create. This is not true. The most important thing is that you just **START** creating content, and consistently.

No two audiences are the same. That in part, is due to **YOU** and your unique perspective. As you build up an audience, you will start gathering data. This data will help you understand what your audience wants to consume, and you will be able to begin to formulate a content strategy that works for **YOUR** audience.

It's a good idea to stick to a strategy for at least 3 months to gather data and then evaluate from that data how you might like to tweak your strategy.



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 starting your own YouTube Channel?

Thank You!

Get in Touch

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