



Social Media Overdrive

Module 04: YouTube

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!



Hello and welcome to the 4th module on Social Media Overdrive. In this module, I will be teaching you how to use the Internet's leading streaming video service to spread your content more effectively, drive in massive traffic and get targeted buyers.

- An online community to share streaming online videos started in February 2005
- Bought by Google, Inc. for \$1.65 billion in November 2006
- 3rd most visited site on the Internet behind Google and Yahoo!
- Has created mini celebrities; millions of videos are watched and thousands of new videos uploaded daily

YouTube.com – The Quick Facts

I'm sure that you're probably well acquainted with Youtube.com by now. In short, Youtube.com is an online community to share streaming online videos that was started in February 2005. Later on, it got bought by Google.inc for whooping 1.65 billion dollars in November 2006.

Youtube.com is currently the 3rd most visited website on the Internet just behind Google and Yahoo according to Alexa.com rankings. You've probably watched videos in Youtube by now and you'll be amazed to know that Youtube.com has produced a lot of mini celebrities. Millions of videos are being watched everyday and thousands of new videos are being uploaded daily.

So as you can see, Youtube.com provides an avenue for you to share videos more effectively and you probably realized by now that videos are getting hotter by demand on

the Internet. The world is getting more connected to the Internet nowadays and more and more countries are becoming more advance that their users are being provided broadband access allowing them to stream and download videos more effectively, easily and faster.

Youtube.com is the most popular streaming online video service and lets you share videos with other users for free and the beauty is that Youtube.com has videos on just about everything; ranging from movies, teasers and trailers to even funny videos, humor, cartoons, tutorials and so on.

Youtube has just about videos on every topic under the sun and this is why you can start to use Youtube.com today to share videos more effectively and draw in targeted visitors to your website.

- Web cam
- On-screen (Camtasia Studio)
- Other people's video (if you are allowed to do this, add in your website URL)

**How to Get Your Videos Easily on
YouTube.com**

So for starters, how to get your videos easily on Youtube.com? I've highlighted 3 popular ways on how you can produce your own videos very easily even if you're not a professional. It has been proven time and again that you don't necessarily need to be an expert with videos just so you can get your video on the Internet. In fact a lot of Internet marketers used average videos but got in massive results.

The first way is to use a webcam. If you're using a laptop, the modern laptops nowadays have a built-in webcam and even if it don't, you can always buy an external webcam, install and plug in to your computer. Remember what I was telling you about mini celebrities? Many of these mini celebrities and experts used nothing more than a webcam to just talk away on the webcam like how their days are like, what's their current opinion on a current affair and so on. As a result many of these people who are using webcam, they use this Youtube videos to embed on their blogs and in a long run, they became self-branded to the topic they are most passionate about. So we have average bloggers who turned to personal bloggers just by talking about what they do every day in their lives and experts who talked about what they know best.

The second way (If you're not comfortable with appearing in person) is the on-screen method. You can use Camtasia Studio to produce your videos and capture anything that you demonstrate on your computer screen. So if you're demonstrating something technical, Camtasia Studio is the best software for the work.

The third method (if you do not want to produce your own video through any means), there's always using other people's videos; but if you're allowed to do this. You can add it in your website URL by editing the video and then you can upload it to Youtube. I've seen many videos on Youtube that are using other people's video but they just add in their website URL and make slight modifications. Again, please be sure that you are free to do this and that there are no legal implication when doing so. However, thousands of people are already doing this and it's still acceptable.

- AMV (animated music video)
- Step-by-Step Tutorials
- Expressing Opinions / Expert Advice
- Teasers and Trailers

Types of YouTube Videos You Can Make

Now that being said, what are the types of Youtube videos you can make? Here are 4 most common types of Youtube videos that I've come across and that you can try at least 1 of these types for yourself.

The first one is called AMV (Animated Music Video). So if you are in a niche or where you talk about your passion like movies, cartoons or favorite computer games, AMV is the most suitable type of video you can produce and upload to Youtube. You don't have to use your own video exclusively but rather blend in a collage of music clips or video clips and create your own AMV (Animated Music Video). And all you have to do is throw in your own sound track that you can get anywhere else like your favorite artist or so on. A lot of young people are doing this method and of course you have to acknowledge. You're not going to take the credit for obviously creating the video and music for that matter. All you have to do is act as the innovative AMV producer.

The second way is to create step-by-step tutorials. So if you're an expert at things that requires technical explanations like dancing, on-screen tutorials and how-to methods. Creating step-by-step tutorials in just minutes is the best type of Youtube video you can make.

The third way is expressing opinions or giving expert advice. It can be on current affairs or topics that you're passionate about or something that a lot of people want to know which you're an expert in.

The fourth way (similar to the AMV) is called teasers and trailers. You see Terminator Salvation; at this time of producing the video was the latest released movie to hit the box office. A lot of Terminator fans created teasers and trailers based on whatever they have gathered. They added in their own song and music and some of the smarter marketers who are tapping into avenues like Google AdSense and advertising, they would use these teasers and trailers and combine them only to embed their website URL so that they can funnel traffic to their home website.

- Put on your blogs and websites
- Encourage other YouTube viewers to share and embed
- Using focused keywords to get targeted viewers and visitors to your site

Using YouTube Videos to Drive Traffic

How to use Youtube videos to drive traffic? Simple. For starters, you can embed these Youtube videos by getting their codes and put it on your blogs and websites. The next thing you can do is encourage other Youtube viewers to share and embed these codes on their own blogs and websites as well.

Now if you're selling a product that has an affiliate program, this works all the more better. You can ask your affiliates to embed these Youtube videos on their blogs and websites which will ultimately lead to your merchant website. People such as Vince Tan, Edmund Loh and Stephen Luc have used Youtube videos to get in massive targeted traffic as well for their PLRGold videos and Mega Red Packet product launches which rake in 6 figures.

The next thing to do is use focused keywords to get targeted viewers and visitors to your site. You can go to FreeKeywordTrackerTool.com and find out what are the keywords that are being searched on the Internet and this should hold through almost similar to Youtube.com searches as well. So there you can get a gauge on what kind of keywords are being searched very frequently on Youtube. If you are catching in on the latest trends, you can also get trending keywords from sites like Alexa.com and Twitter.com.