

## **YouTube for Business**

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YouTube.com offers you complete control of new ways to market your business and it's FREE! It's not just for funny pet videos and political spoofs anymore! Wishing a few years, close to 90% of web traffic is predicted to be video in nature. You cannot afford to leave online video out of your marketing plan.

### Why YouTube?

○ **YouTube gets over 800 million unique visitors per month!** Add your videos to this enormous pool, to create more outreach and build your customer base.

○ **It is the second largest search engine after Google.com.** Focus on uploading short & simple videos to pitch your products/services. They will be working for you 24 hours a day, 7 days a week.

○ **80% of traffic comes from countries outside the U.S.** Consider offering your products/services to customers outside the U.S. to increase sales.

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### **5 Ways to Make Money in Your Sleep**

1. Create an e-book of PDF document with tips and tricks for your customer base and sell it as a downloadable file. No printing costs, no shipping, no overhead costs.
2. Connect with relevant bloggers to increase your online presence. The more people know your business exists the more potential customers you will have.
3. Maximize social media platforms and offer your followers incentives to visit your website and/or place orders. Consider hosting giveaways, blog hops and/or contests to increase site participation and keep them coming back.
4. Collaborate with similar or complimentary businesses to offer special package deals. More exposure + more sales= winning combination.
5. Join performance marketing networks (Commission Junction, Google Affiliate Network, Amazon Affiliate, etc.) to earn advertising dollars by displaying ads on your website/blog or posting affiliate links for sales that benefit your fan base on social media platforms.

### **What to do today:**

○ **Create a YouTube account for your business! Even if you don't want to make videos reserve your brand name anyway! You won't lose anything and you may change your mind later. Make sure your channel name is the same or as close as you can get it to be to your business name. Consistent branding is key!**