



YouTube and Video Marketing: An Hour a Day

By Greg Jarboe



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Fully updated with new information, including the latest changes to YouTube!

If you're a marketer, consultant, or small business owner, this is the guide you need to understand video marketing tactics, develop a strategy, implement the campaign, and measure results. You'll find extensive coverage of keyword strategies, tips on optimizing your video, distribution and promotion tactics, YouTube advertising opportunities, and crucial metrics and analysis. Avoid errors, create a dynamite campaign, and break it all down in achievable tasks with this practical, hour-a-day, do-it-yourself guide.

- Shows you how to successfully develop, implement, and measure a successful video marketing strategy
- Written in the popular An Hour a Day format, which breaks intimidating topics down to easily approachable tasks
- Thoroughly updated with the latest YouTube functionality, helpful new case studies, the latest marketing insights, and more
- Covers optimization strategies, distribution techniques, community promotion tactics, and more
- Explores the crucial keyword development phase and best practices for creating and maintaining a presence on YouTube via brand channel development and customization
- Shows you how to optimize video for YouTube and search engine visibility

Give your organization a visible, vital, video presence online with *YouTube and Video Marketing: An Hour a Day, Second Edition*.

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Editorial Review

From the Back Cover

Craft Video Marketing Strategies that Deliver

A Step-by-Step Guide

Learn how to create and implement video strategies that entice viewers, pull in leads, give you actionable insights, and help increase your ROI with the exciting new edition of this unique guide. Video marketing expert Greg Jarboe has thoroughly updated his popular and empowering book to offer you the very latest winning techniques for video and brand channel optimization, YouTube advertising, leveraging Google Analytics, and much more.

Whether you're a marketer, consultant, or small-business owner, this day-by-day, step-by-step guide is what you need to develop sound video marketing strategies, avoid common pitfalls, measure and analyze your results, and achieve success.

- **Understand YouTube and other players in the video space**
- **Ask all the right questions when mapping out your video marketing strategy**
- **Produce content worth sharing and videos worth watching**
- **Set up a YouTube channel and select an online video provider**
- **Optimize your video for YouTube and major search engines**
- **Build some buzz for your video on other sites and blogs**
- **Track, measure, and analyze your video marketing results**
- **Discover how marketers, advertisers, creators, and partners use YouTube**

You'll also find:

- **Tips for creating better videos and engaging the YouTube community**
- **Real-world case studies that illustrate successes to learn from and mistakes to avoid**

Praise for *YouTube and Video Marketing: An Hour a Day, Second Edition*

"Greg Jarboe gets to the heart of why YouTube video marketing is so powerful. This book will help you create video that enchants, inspires, and engages your viewers."

—**Guy Kawasaki**, cofounder of Alltop.com, former chief evangelist of Apple, and author of ten books, including *Enchantment: The Art of Changing Hearts, Minds, and Actions*.

"This book will fill you in on what you might be missing from your YouTube video strategy and where to improve, especially when it comes to the most important aspect for driving true success—creating compelling web video content that's worth sharing."

—**Mark Robertson**, Founder and Publisher, ReelSEO

"This is not only one of the best business books I've ever come across on YouTube video marketing, I consider it mandatory reading for any brand trying to figure out how to maximize the opportunities on YouTube."

—**Bill Hunt**, President, Back Azimuth Consulting, and coauthor of *Search Engine Marketing, Inc.*

"Once again, Greg Jarboe offers a detailed, well-researched guide for businesses wanting to get the most out of YouTube marketing. It's a must-read for anyone serious about incorporating YouTube as part of their online marketing strategy."

—Michael Miller, Author of *YouTube for Business*

About the Author

Greg Jarboe is a YouTube guru and video marketing expert. He is President and cofounder of SEO-PR, an Internet marketing company that has produced award-winning results for such clients as the *Christian Science Monitor*, eHarlequin, MarketingSherpa, *Parents* magazine, SES Conference & Expo, Southwest Airlines, and the Rutgers Center for Management Development. Greg is a frequent speaker at industry trade shows and is a regular contributor to Search Engine Watch. He teaches courses in several mini-MBA programs at Rutgers and is also a member of the Market Motive faculty. Greg was a contributor to Guy Kawasaki's recent book, *Enchantment: The Art of Changing Hearts, Minds, and Actions*, and was profiled in Michael Miller's *Online Marketing Heroes: Interviews with 25 Successful Online Marketing Gurus*.

Users Review

From reader reviews:

Ruth Powers:

Now a day individuals who Living in the era wherever everything reachable by interact with the internet and the resources inside can be true or not require people to be aware of each facts they get. How people have to be smart in receiving any information nowadays? Of course the correct answer is reading a book. Studying a book can help men and women out of this uncertainty Information specifically this YouTube and Video Marketing: An Hour a Day book since this book offers you rich information and knowledge. Of course the info in this book hundred per cent guarantees there is no doubt in it you may already know.

Christine Frazier:

A lot of people always spent their particular free time to vacation or perhaps go to the outside with them household or their friend. Are you aware? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity this is look different you can read a new book. It is really fun for yourself. If you enjoy the book that you just read you can spent the entire day to reading a guide. The book YouTube and Video Marketing: An Hour a Day it is very good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. When you did not have enough space to deliver this book you can buy the actual e-book. You can m0ore effortlessly to read this book from a smart phone. The price is not too expensive but this book offers high quality.

Jesus Jones:

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Robert Mills:

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