

**DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620024
MBA (Financial Management)**

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Course Name : DIGITAL MARKETING

**Unit – IV / Topic : Google Pages for YouTube
Channel**

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Scheme of Presentation

- **Google Pages for YouTube Channel**
- **Branding Watermark**
- **Featured Contents on Channel**
- **Channel Main Trailer**
- **Creator Library**
- **Case Studies. Channel Navigation**
- **Video Thumbnail**
- **Live Broadcasting**
- **Managing Playlists**
- **Managing Comments**
- **Managing Messages**
- **Monetization with Ad sense**
- **Paid YouTube Channel**
- **Channel Analytics**
- **Real Time Analytics**

INTRODUCTION

Everyone watches YouTube. Over [75% of Americans](#) age 15 and up are on YouTube, part of over 2 billion monthly active users, making it the most popular website in the world after Google.

The potential of a huge audience is a great reason to market your business on YouTube. But shouting from the rooftops about your products without a plan won't get you anywhere.

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Create a YouTube marketing strategy in 10 steps

Step 1: Create a YouTube channel for your business

Step 2: Learn about your audience

Step 3: Research your competition

Step 4: Learn from your favorite channels

Step 5: Optimize your videos to get views

Step 6: Upload and schedule your videos

Step 7: Optimize your channel to attract followers

Step 8: Try YouTube advertising

Step 9: Try influencer marketing

Step 10: Analyze and adapt

What is YouTube marketing?

- YouTube marketing is the practice of promoting a brand, product, or service on YouTube. It can involve a mix of tactics, including (but not limited to):
 - Creating organic promotional videos
 - Working with influencers
 - Advertising on the platform

You tube Marketing Tools For Business

- Mentionlytics for social listening
- Hootsuite for everything
- Channelview Insights for in-depth analytics
- Tube Ranker for keyword research

YouTube Live

YouTube Live is also the second most popular live stream site, falling just behind Twitch. But while Twitch is known for gaming streams, YouTube Live's users offer all kinds of content, including music performances, vlogs, cooking classes, makeup tutorials, instructional videos, comedy performances and much more.

History YouTube Live

- YouTube first experimented with live streaming in the late 2000s, including a U2 concert in 2009 and a Q&A with Barack Obama in 2010.
- They officially launched YouTube Live in 2011. The program was initially only available to select partners and was used for streaming the Olympics and Felix Baumgartner's jump from space in 2012.
- The program has changed over the years, but it's now available for all desktop users and mobile accounts with 1,000 subscribers or more.

Reasons To Participate In You tube Live

- Turn a video into an event
- Tap into a large audience
- Engage your viewers in real time
- Create great content without over thinking it

How to start streaming with YouTube Live

- **Enable your channel** : Before you can live stream, you need to verify your YouTube channel — don't worry, it's not as complicated as getting a [YouTube verification badge](#). Go to www.youtube.com/verify to add your phone number and receive a verification code.
- That's it; your YouTube account has been verified! (If only it were this simple on other sites.)

Encoder streaming

- Encoders are far and away the best option for live streaming, although there's certainly a learning curve involved. Using streaming software like OBS or Stream labs (or plenty of others — YouTube's list of approved encoders is available), you can create custom backdrops, add overlays and custom emotes, easily monetize your stream and maintain a high quality of audio and video throughout

How to stream with an encoder

- 1. Research the best encoding software for your needs and computer specs.
- 2. Select the camcorder icon.
- 3. Click **Go Live**, then select **Stream**
- 4.. Click **Create Stream**.
- 5. Go to **Stream Settings** and copy your stream key.
- 6. Paste the stream key into the relevant field on your encoder (it will depend on the software).
- 7. Go back to your YouTube dashboard and click Go Live.
- 8. To end the stream, click End Stream.

Tips For Using You tube Live

- Set a goal
- Be prepared
- Consider your content
- Promote like crazy
- Invest in aesthetics
- Know your gear
- Address your audience
- .Loosen up a little

YouTube Watermark

A YouTube watermark is a semi-transparent image or logo that creators can add to their videos as a form of branding and protection. It appears on the bottom right corner of the video throughout its duration and helps reinforce the creator's brand identity while discouraging unauthorized use of their content.

Why Should I Have a Watermark on YouTube

- A watermark can help reinforce your brand identity and make your channel more recognizable.
- A watermark can deter unauthorized use or [distribution](#) of your video content.
- Including a watermark can make your videos look more polished and professional, giving your channel a consistent and credible visual identity.
- YouTube allows you to use a watermark as a subscribe button. When viewers hover over the watermark, they can directly subscribe to your channel, potentially increasing your subscriber count.

Best Online Tools to Create YouTube Watermarks

- Using Canva
- Using Adobe Photoshop
- Using Pixlr
- Using Kapwing

Best Practices for Using YouTube Watermark

- Use a square image with a size of **150 x 150 pixels** for the watermark. This ensures it displays clearly across different devices without pixelation.
- Upload your watermark in a PNG format with a transparent background. This makes the watermark blend seamlessly with your video content.
- Consider setting the watermark's opacity to around **50-70%**. This keeps it visible without being too overpowering or distracting from the content.

Cont...

- Keep the watermark design simple and minimalistic. Avoid complex details or text that might become unreadable in smaller sizes.
- You can set your watermark to appear for the entire duration of the video or during specific segments. It's recommended to display it throughout the video to maximize visibility.
- YouTube watermark should reflect your brand's identity and style. Consider using consistent colors, fonts, and imagery that align with your overall branding and [rebranding efforts](#).

Featured Contents on Channel

- In March 2013, YouTube launched a new channel design for YouTube users called "Channel One." The design is an opportunity for businesses to brand themselves more effectively with content that's formatted for both traditional computers and mobile devices. It has a "Featured Channels" element that complements the overall package, but that's not the only way to take advantage of featured channels on YouTube

Preferences or Web-surfing Patterns.

- Viewer
- Up loader
- Automatic Generation

How to Register a Company's YouTube Channel

- Create a YouTube account using your company email address
- Choose a name for your channel
- Brand your channel
- Include social features on your channel page.
- Create a video page banner for your videos to make it easy for people

Channel Main Trailer

A YouTube channel trailer is often **the most viewed video on a channel**, so it's a unique opportunity to win new subscribers and leave a strong first impression. A smaller channel with a great channel trailer will look more attractive than a larger channel with a poor trailer and an unclear message

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Reasons For custom-made channel trailer.

- Quickly catch new visitors' attention
- Let them know what to expect
- One goal only: to encourage them to subscribe
- Eye-moving imagery
- Storytelling and the “this was made for me” feeling
- Less is more

What to include in your YouTube channel trailer

- Make the most out of the first few seconds
- Getting the length of a channel trailer right
- Give them the one perfect reason to subscribe
- Don't forget the call-to-action

How to add a trailer to your YouTube channel

- Step1: Enable channel customization
- Step2: Upload your channel trailer video
- Step3: Set the video as the channel trailer

Channel Navigation

Navigation on a YouTube channel refers to the way a user moves around the channel, such as going from one page to another. Once you've signed in, the navigation bar at the top of every YouTube page allows you to easily find the stuff you care about. To sign out or change account settings, click on your channel icon in the top corner of YouTube.

ways to navigate on YouTube

- **Home tab:** Tap the Home button to return to the Home tab
- **Explore menu:** Use the Explore menu to view trending and destination pages
- **Cast button:** Connect the YouTube app to a Chrome cast, Smart TV, or supported streaming device using the Cast button
- **Engagement graph:** Use the engagement graph above the progress bar to see which parts of a video are rewatched the most
- **Video chapters:** Use video chapters to break up a video into different sections

Video Thumbnail

YouTube thumbnails, the small, clickable snapshots that viewers see when they search for videos, can be just as important as a video's title because they provide a preview of your video and entice viewers to click through.

Cont...

Creating vibrant YouTube thumbnails can also instantly grab people's attention and this can help you differentiate yourself on a platform full of standard thumbnails all screaming for attention. Below, we'll guide you through an easy four-step process for creating visually appealing YouTube thumbnails that will cut through the noise, boost your video's click-through rate, and lift your rankings.

How to Make a YouTube Thumbnail

- Visit a free online YouTube thumbnail maker.
- Upload a photo or choose one of the thumbnail makers' templates.
- Add text, clipart, or a background to your thumbnail.
- Download the finished product to your computer.

YouTube Thumbnail Makers

- Fotor
- Visme
- Crello
- Adobe Spark
- Canva
- Picmaker
- Snappa

Elements YouTube Thumbnail

- Human/mammalian faces/eyes/enticing images
- Emotive expression or gesture
- Great color and lighting
- Recognizable and consistent style
- Integrated well-placed logo

Live Broadcasting

- Live Streaming is really not that novel a concept. For several years now, numerous businesses have been using live webinars and other modes of video-based communication to interact with their audiences from across the world.
- But in the post-pandemic world, with most of the world gone heavily digital, using boring product descriptions and other unimaginative presentations to record YouTube live streams is simply not going to cut it.

How to Start Live Stream on YouTube

- To start a live stream on YouTube from your device, you would first need to enable your channel. For doing that, you'd need to visit <https://www.youtube.com/verify> to verify your phone number via either of the two options demonstrated
- **Via desktop**
- **Via phone**

Modes of Recording a YouTube Live Stream

As of now, YouTube provides three basic means by which you can record a live stream, and they are as follows:

- Mobile cam
- Webcam
- Encoder streaming

Managing Playlists

A playlist is a collection of videos. Anybody can make playlists, share them, and friends can [add videos to your playlist](#).

You can go to the **Library** tab to view all of your playlists. You can also [manage your playlists in YouTube Studio](#).

If a video or channel's audience is "made for kids" and you're on a homepage, you can't add it to a playlist. You can still add content from search results into playlists.

Computer Android iPhone & I Pad

Create a playlist

- Find a video you want in the playlist.
- Under the video, click **Save** .
- Select a playlist such as Watch Later, or a playlist you've already created, or click **Create new playlist** .
- If you create a playlist, enter a playlist name.
- Use the box to select your playlist's privacy setting. If it's private, only you can view the playlist.
- Click **Create**.

Managing Comments

YouTube comments are a super powerful way to engage with your audience and hit the accelerator pedal on your [channel growth](#).

There are features like bulk comment management, template responses and the ability to assign & delegate comments without granting channel management rights!

Feature With These Functionalities

Search

Contains questions

Public subscribers

Subscriber count

Response status

Are Super Thanks comments

What is a highlighted comment

- A highlighted comment in YouTube is an automated feature, one intended to flag the content creator's attention.
- If you receive a notification about a reply to one of your comments, or a notification about a new comment on one of your videos, you'll click through to the comments section and find that specific comment highlighted for easy reference.

Managing Messages

YouTube notifications let you know when there are new videos and updates from your favorite channels and other content. We'll send you notifications for channels you're subscribed to and may also send notifications based on your interests. To change your notifications or turn them off completely, use the instructions below.

Monetization with Ad sense

- Want to create an extra income stream for your business? The easiest way to start is to monetize your YouTube videos with AdSense ads.
- Top YouTubers earn up to [\\$29.5 million](#) per year, most of which comes from Google AdSense ads shown in their videos.
- If you want to join the club, you need to meet certain YouTube requirements, apply for the partnership program, and create your own AdSense account.

What is AdSense for YouTube?

- AdSense for YouTube is the platform that lets YouTube creators monetize their channels with YouTube ads.
- It's Google's official advertising platform for publishers that lets you sell ad spaces to advertisers.

Eligible To Apply, Your Channel Must Meet Requirements

- You must live in a country [where the YouTube Partner program is available](#)
- Your channel must have more than 4,000 valid public watch hours in the last 12 months
- Your channel must have more than 1,000 subscribers
- You must link your channel with a valid Google AdSense account

Paid YouTube Channel

You provide your tax info, confirm your personal info, select a form of payment, and meet the payment threshold to get paid. #payments

Wondering when your AdSense payment will arrive? Trying to figure out whether you'll be paid this month or next month? This guide explains our payment process.

How to get paid on YouTube

1. Reach 1K subscribers and apply for the YouTube Partner Program
2. Become an affiliate marketer
3. Create sponsored content through brand deals
4. Create and sell your own product or merchandise
5. Turn to crowdfunding

Channel Analytics

- You can use analytics to better understand your video and channel performance with key metrics and reports in YouTube Studio. **Note:** Some data, such as geography, traffic sources, or gender, may be limited. Learn more about [limited data in YouTube Analytics](#).

Why measuring your YouTube analytics is so important

- We need to start by driving home just how important your analytics are.
- **YouTube's algorithm** is unpredictable and competition on the platform is absolutely fierce.
- Anything you can do to optimize your channel performance is a plus. Through your YouTube analytics, you can zero in on:
- Top-performing videos in terms of views, watch time and audience and engagement
- Content themes relevant to your target audience (think: how-tos, tutorials, vlogs, webinars)
- How video details like thumbnails, titles and video length impact your video performance