



YouTube and Video Marketing: An Hour a Day

By Greg Jarboe

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YouTube and Video Marketing: An Hour a Day By Greg Jarboe

A complete, task-based guide to developing, implementing, and tracking a video marketing strategy

Online video marketing is crucial in today's marketplace. This guide teaches you proven, practical guidelines for developing and implementing video marketing for your organization.

If you're a marketer, advertising professional, consultant, or small business owner, here's a relevant guide to understanding video marketing tactics, developing a strategy, implementing the campaign, and then measuring results. You'll find extensive coverage of keyword strategies and video optimization, distribution and promotion strategies to other sites and blogs, YouTube advertising opportunities, and crucial metrics and analysis.

- Written in the popular "Hour a Day" format, which breaks intimidating topics down to easily approachable tasks
- Covers previously undocumented 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
- Examines effective promotional tactics, how to optimize video for YouTube and search engine visibility, and metrics and analytics
- Includes case studies, additional resources, a glossary, information about creating and editing video, step-by-step guides, and valuable tutorials

YouTube and Video Marketing: An Hour A Day gives you the tools to give your clients or your organization a visible, vital marketing presence online

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Editorial Review

From the Back Cover

Craft Video Marketing Strategies that Deliver

A Step-by-Step Guide

The runaway success of YouTube has made online video sharing a powerful new marketing channel, and this detailed guide helps you create, implement, and measure winning video strategies that provide actionable insights and increase your ROI. Written by a video marketing expert, this comprehensive book also debunks common myths, helps you avoid errors, and energizes you with step-by-step instruction on key tasks and proven techniques.

You'll learn the ins and outs of YouTube and how to develop, deploy, and measure a video marketing strategy—including crucial tips for choosing keywords and optimizing your video for search—with this essential guide.

- Get to know YouTube as well as MySpace and Yahoo!® Video
- Use the five Ws (and one H) to ask all the right questions
- Identify who discovers new videos and why so few go viral
- Learn how to produce videos and get video production tips
- Create compelling content worth sharing with the community
- Set up a YouTube brand channel account and customize it
- 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 Barack Obama and Monty Python use YouTube

You'll also find:

- Studio tips for creating better video, as well as a glossary and additional resources
- Real-world "from the trenches" case studies that illustrate successes to learn from and mistakes to avoid

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

"Whether your budget is zero or tens of thousands of dollars, Greg Jarboe shows you how to get the best bang for your online marketing buck. He takes you beyond basic techniques to professional promotion and advertising strategies—everything you need to market your business on YouTube."

—**Michael Miller**, author, *YouTube for Business*

"I have no doubt you'll rethink Video Marketing twenty pages into this wonderful book!"

—**Avinash Kaushik**, author, *Web Analytics: An Hour A Day*

"Greg Jarboe has reported on online video for Search Engine Watch, spoken about how to optimize for search and engage the community at Search Engine Strategies conferences, taught our YouTube and video marketing workshop, and produced more than three hundred videos for SESConferenceExpo's Channel on YouTube. He's compressed four years of experience into his book, debunked a lot of conventional wisdom, lead marketers on a path to gaining actionable insights, and added new case studies I hadn't read before."

—**Matt McGowan**, VP, Publisher, Incisive Media

About the Author

Greg Jarboe is an Internet video marketing and optimization expert. He is President and cofounder of SEO-PR, an award-winning public relations, search engine optimization, and video production company that has worked with such clients as Southwest Airlines, SuperPages.com, *The Christian Science Monitor*, the Wharton School, *Better Homes and Gardens*, and *Parents* magazine. Greg is a frequent speaker at Search Engine Strategies conferences and a regular contributor to the Search Engine Watch blog (blog.searchenginewatch.com). He is a member of the Market Motive faculty and a principal in the ChannelOne Marketing Group. Greg was also profiled as one of 25 successful online marketing gurus in the recent *Online Marketing Heroes* book.

Users Review

From reader reviews:

Donald Worsley:

Nowadays reading books become more than want or need but also turn into a life style. This reading behavior give you lot of advantages. Associate programs you got of course the knowledge the particular information inside the book that will improve your knowledge and information. The info you get based on what kind of e-book you read, if you want attract knowledge just go with education and learning books but if you want experience happy read one having theme for entertaining such as comic or novel. The particular YouTube and Video Marketing: An Hour a Day is kind of guide which is giving the reader capricious experience.

Phillip Herzog:

This book untitled YouTube and Video Marketing: An Hour a Day to be one of several books which best seller in this year, that's because when you read this reserve you can get a lot of benefit upon it. You will easily to buy this particular book in the book retail store or you can order it by using online. The publisher on this book sells the e-book too. It makes you quicker to read this book, since you can read this book in your Smartphone. So there is no reason to you to past this guide from your list.

Cathryn Walker:

Spent a free a chance to be fun activity to complete! A lot of people spent their free time with their family, or all their friends. Usually they doing activity like watching television, about to beach, or picnic inside the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your own personal free time/ holiday? May be reading a book is usually option to fill your no cost time/ holiday. The first thing you will ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the guide untitled YouTube and Video Marketing: An Hour a Day can be excellent book to read. May be it could be best activity to you.

Rosemary Robinson:

On this era which is the greater person or who has ability to do something more are more precious than other.

Do you want to become one of it? It is just simple method to have that. What you have to do is just spending your time almost no but quite enough to possess a look at some books. One of many books in the top list in your reading list is YouTube and Video Marketing: An Hour a Day. This book and that is qualified as The Hungry Inclines can get you closer in turning into precious person. By looking way up and review this book you can get many advantages.

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