

UPDATE This is the old version. A new, fully updated for 2013 version is now available called: YouTube Marketing Manual. Do you desire to get ahead of your business competition? Are you an entrepreneur looking for a cheap marketing option that could help your business venture immensely? Do you see YouTube stars with millions of followers and want to be just like them? Fully updated for 2012, this video marketing book provides information on the most recent updates YouTube has made. This includes: • How to use the new homepage on YouTube • Updated tag strategies • How to use the new channel layout • How to use YouTube Analytics • New keyword search strategies • New marketing techniques • New social strategies - No more friends! • Much more. The YouTube Guidebook tells you the exact steps it takes to master YouTube. This book provides you step-by-step instruction on how to ramp up your marketing using videos. No matter how proficient you are with YouTube, there's always more to learn. And this book has that info! A few of the lessons provided in this book include: • How to brand yourself • How to get better search engine positioning with videos • How to upload and optimize for YouTube rankings • How to optimize and maximize your YouTube channel • How to search for popular videos and what to do with them • How to find trends and use them to boost views • How to find the next upcoming viral videos • How to use these tips to promote your business • What equipment you should use • Discover new demographics • Step-by-step instruction • Much, much, more. **IF YOU ONLY BUY 1 VIDEO MARKETING BOOK THIS YEAR**, well, Greg Jarboe's book *YouTube and Video Marketing: An Hour a Day* is very good... **HOWEVER!** What's missing in that book, you'll find in this one. The YouTube Guidebook is a fantastic companion to that book as well as a great standalone resource on video marketing too. Video Marketing is one of the newest and fastest growing industries in online business and advertising today. With little more than a camera and a microphone, anybody can use the power of the Internet to be seen and heard. Businesses, individuals, groups, kids, moms, and dogs. Everybody is doing it, and making money at the same time. YouTube is still in its infant stage, get in and get started now with video marketing.

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YOUTUBE AND VIDEO MARKETING: AN HOUR A DAY: Marc Bullard is the author of *YouTube Marketing Handbook* (4.40 avg rating, *YouTube Guidebook - Video Marketing for Businesses, Entrepreneurs, and* **Video Marketing: How To Produce Viral Films And Leverage** But instead of trying to get a superstar to support your business, YouTube can be a powerful platform for marketing a business online. The marketing videos you create should include the following elements. Related: *5 Tips for Hiring an All-Star Marketing Team* *Business Plans: A Step-by-Step Guide*. **Social Media Marketing Made Simple: A Step-by-Step Guide** Internet Marketing. *Ultimate Guide to Youtube for Business* (English, Paperback, Rich, Jason R.) . From video production to promotion this title details how to use the power of YouTube to **ENTREPRENEUR PRESS** . *YouTube Guidebook: Video Marketing for Businesses, Entrepreneurs, and Internet Stars* (2012 Version. **The Impact of Brand Management on Online Video Companies** *The Ultimate Guide to Creating a Killer*

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