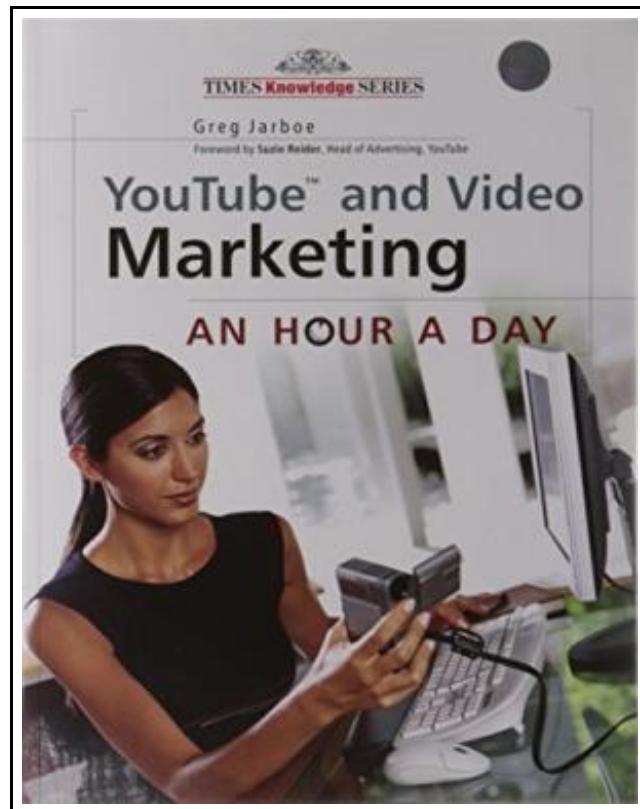


Youtube and Video Marketing: An Hour a Day



Filesize: 5.88 MB

Reviews

Comprehensive guide for pdf fanatics. It is filled with knowledge and wisdom. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Valentin Thompson)

YOUTUBE AND VIDEO MARKETING: AN HOUR A DAY

[DOWNLOAD PDF](#)

Times Group Books, New Delhi, India, 2010. Softcover. Book Condition: New. First Edition. This book focuses on practical, how-to advice for understanding video marketing tactics, developing a strategy, implementing the campaign, and then measuring results. It also is the only one to extensively cover keyword strategies and video optimization, distribution and promotion strategies to other sites and blogs, YouTube advertising opportunities, and crucial metrics and analysis. The first chapters lay the foundation with a quick survey of YouTube and video marketing techniques, helping marketers understand what is and isn't successful. The book then helps readers develop a winning video marketing strategy before guiding readers through the crucial keyword development phase and best practices for creating and maintaining a presence on YouTube via brand channel development and customization. Readers then learn how to optimize video for YouTube and search engine visibility. The expert author then shares his detailed, insightful promotional tactics, including how to engage the YouTube community as well as how to best distribute and promote videos to blogs and other video sites. The book then explores effective and affordable YouTube advertising strategies before exploring metrics and analytics. The book concludes with compelling case studies, additional resources, a glossary, and information about creating and editing video. Full of interesting case studies, step-by-step guides, and hands-on tutorials--and written in the popular Hour a Day format, in which intimidating topics are broken down into easily approachable tasks--this book is sure to help marketers and advertisers at all levels develop, implement, and measure successful video marketing campaigns. Printed Pages: 504.

[Read Youtube and Video Marketing: An Hour a Day Online](#)[Download PDF Youtube and Video Marketing: An Hour a Day](#)

Related PDFs



Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!, Mel McGee, Inspiring stories from some of the world's most...

[Read ePub »](#)



EU Law Directions (Paperback)

Oxford University Press, United Kingdom, 2014. Paperback. Book Condition: New. 4th ed.. 242 x 188 mm. Language: English . Brand New Book. With a readable and modern writing style, EU Law Directions clearly explains the...

[Read ePub »](#)



Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how...

[Read ePub »](#)



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

[Read ePub »](#)



Coping with Chloe

Phoenix Yard Books. Paperback. Book Condition: new. BRAND NEW, Coping with Chloe, Rosalie Warren, Anna and Chloe are twins. They share everything. Even Chloe's terrible accident hasn't split them apart. But Anna is beginning to...

[Read ePub »](#)