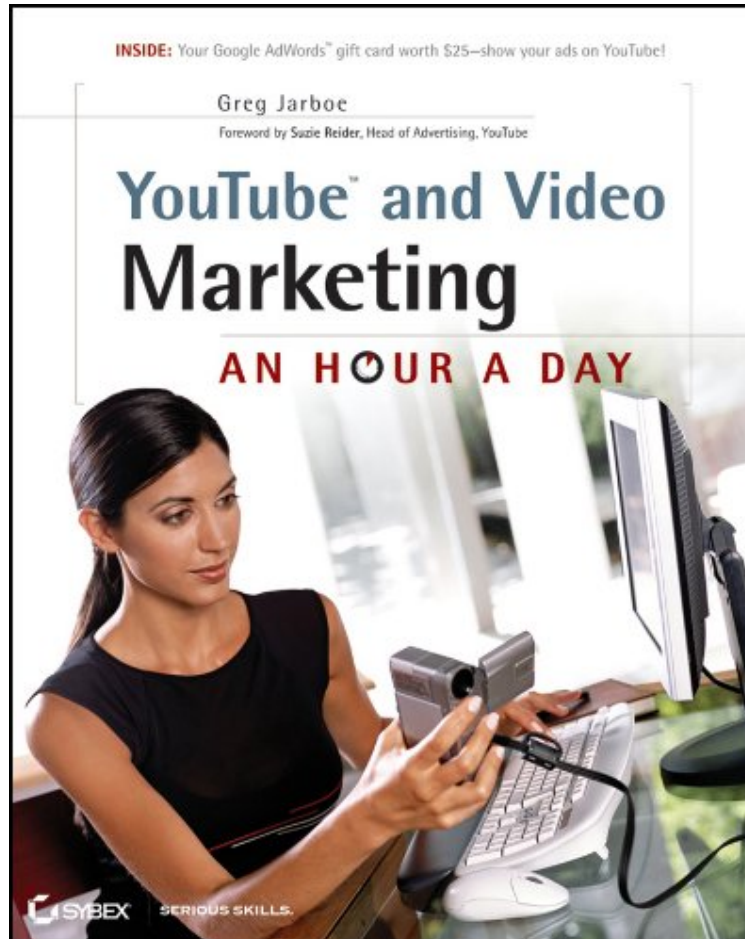


YouTube and Video Marketing: An Hour a Day

Greg Jarboe

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Greg Jarboe : YouTube and Video Marketing: An Hour a Day before purchasing it in order to gauge whether or not it would be worth my time, and all praised YouTube and Video Marketing: An Hour a Day:

0 of 0 people found the following review helpful. Save Your Money And Use GoogleBy O.C. FoxTechnology moves waaaaay too fast. Like another commenter said, this book is great if you want to learn about the history of YouTube. But it's 2017 I'm reading about camcorders? Save your \$ and Google the info you're looking for...it'll be more current. (Also, the authors analogies ARE long winded like someone else said he tries to be witty fails. Terrible.)1 of 1 people found the following review helpful. The Bible Of You Tube MarketingBy Jay P. GranatYou Tube marketing is a bit complicated. Earning a measurable return on it is not easy, as there are many issues to consider when utilizing this medium. Having said this, the author of this fine book has an excellent understanding of the history of you tube marketing and he is up to date on the latest developments. I have spoken to Greg and he is bright, straightforward and realistic. I believe he knows all there is to know about this kind of advertising. I am now considering hiring his firm to help me with some of my marketing efforts. This book is a great primer and a must read for anyone who is thinking about using You Tube to promote their products and services.0 of 0 people found the following review helpful. Five

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 nbsp;

From the Back CoverCraft 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!reg; 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 MediaAbout the AuthorGreg 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.