

## The Importance of YouTube in Marketing

Video is an integral part of the online experience, and no site hosts more videos than YouTube. The site boasts more than 3 billion video views per day, making it an excellent place for businesses to find consumers.

### **Viral**

YouTube is the home of the viral video, the term for a video that spreads quickly to a large audience on the Internet. Businesses can use other social media sites, such as Facebook or Twitter, to direct consumers to YouTube videos. You should also post your YouTube videos on your website for further recognition.

### **Channels**

On YouTube you can host your own channel. This allows you to centralize an online location for all manner of videos related to the product or service that you are marketing. You can update, revise or create completely new videos about your product or service, while maintaining an outlet for related videos. Businesses have the option to establish a free user channel, such as the one many individuals create, or pay a fee to host a branded channel, which gives you more options and features to improve the pages.

### **Measurement**

One of YouTube's greatest strengths is the way it allows you to track the number of views each video is receiving. There are no complicated searches or evaluations necessary. Instead, the number of viewers for each video is posted right beneath the video image. This allows you to gauge instantly how widely the videos are being received, and how successfully they are finding an audience. You can also see how many people are recommending your video or commenting on it.

### **Advertising**

In addition to brand channels, YouTube offers other options for marketers attempting to reach the site's many users. These opportunities include buying advertising on the home page or buying advertising that runs beside certain videos. Also, make sure that you are using your keywords to ensure more recognition in searches.