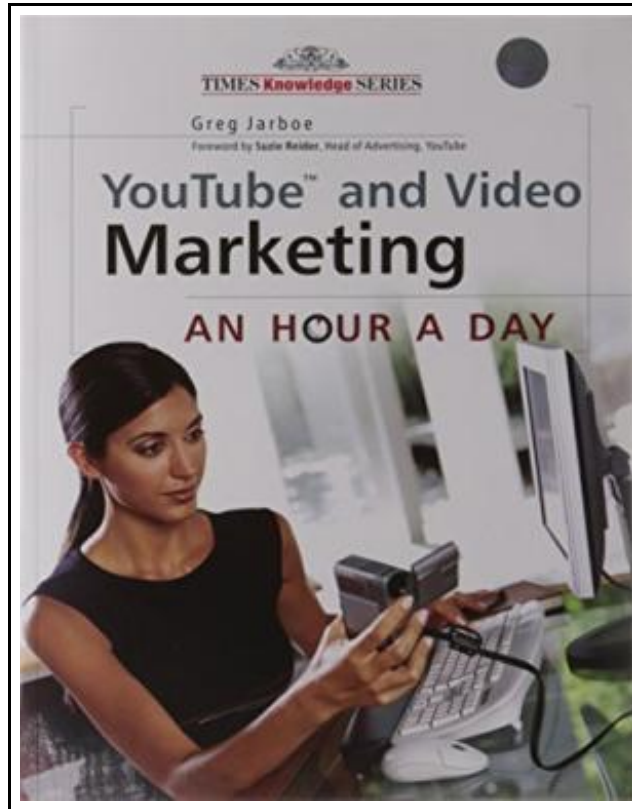


Youtube and Video Marketing: An Hour a Day



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Reviews

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(Michale Shields)

YOUTUBE AND VIDEO MARKETING: AN HOUR A DAY

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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.

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