

Rocking It on YouTube, the Second Largest Search Engine

10 Point Checklist

Jeff Martin

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"The most important thing to do is
to consistently publish content."**

JEFF MARTIN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Network and meet with YouTube creators to get collaboration opportunities.
- Be consistent and always meet my subscribers' expectations. Only upload relevant, interesting, and engaging videos.
- Pay attention to my YouTube Analytics. These numbers will help me determine how to keep and grow my subscribers.
- Search for events organized by YouTube to learn about their latest updates. Join workshops focused on improving views and subscribers.
- Subscribe to tracking tools that give detailed reports on video activity. Recommended tools are [Voot](#) and [VideoAmigo](#).
- Take advantage of YouTube's list of suggested searches to analyze common search queries. I can also use [Soovle](#) to automate this process.
- Look at my audience's watch time. This will help me determine whether or not my videos are interesting. Take notes on when viewers stop watching and what I can do to keep them invested.
- Create an enticing thumbnail that can grab viewers' attention. Thumbnails are important because people see images before they see text.
- Regularly respond to my viewers' comments and ask them to like and share my videos.
- Create playlists for my channel and for other videos. YouTube recommends users create channels for stronger recommendations and ad placements.