

# Going Viral on YouTube

## 10 Point Checklist

**Jamie Salvatori**

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**



**"What I love about Shorts, TikTok, and Reels is that the ability for anyone to go viral seems like it's resurging."**

**JAMIE SALVATORI**

# 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.**

- ☐ Prepare a detailed plan for my video marketing strategy. Brainstorm ideas to help in streamlining the production process. Instead of scurrying for new content for every video, it's beneficial to have a vault of projects I can easily refer to when necessary.
- ☐ Find out what content and products are popular with my target demographic. Observe where the crowd usually hangs out and advantageously tailor this for my strategy. Finding the right crowd is how I get the right response.
- ☐ Implement sustainable strategies that secure the longevity of the business. Don't jump into the next marketing trend or craze right away. Research thoroughly to ensure a popular product isn't just a short-term fad.
- ☐ Get creative in my communication with my target audience. Light humor tends to catch more attention and engagement. Go the extra mile by tailoring content that constantly reflects my brand.
- ☐ Focus on producing more visual-type media in the form of videos and animation. [Studies show](#) videos in 2022 are the most consumed type of content online, and video marketing isn't going anywhere.
- ☐ Learn about the technical requirements to create an outstanding video. Invest in a good camera and microphone for high-quality audio and video. Or, delegate these tasks to experts such as video producers, editors, sound engineers, etc.
- ☐ Repurpose existing content and old videos. Not only does repurposing help me save time and resources for brainstorming, it's good to provide a plethora of content about the same topic for SEO purposes too. Win-win.
- ☐ Prioritize measurable, achievable, realistic, and timely goals. Though big and audacious goals sound thrilling, consistency is still key to success. Make sure my objectives are aligned with my available time and resources.
- ☐ Develop a structure for creating and uploading my videos. Research optimal upload times and best practices most suitable for my business. Create a schedule and make sure everyone working on my content follows proper guidelines.
- ☐ Visit Jamie Salvatori's [Vat19's website](#) to discover and acquire unique gifts, toys, candy, and curiously awesome oddities. Also, check out [Vat19's YouTube channel](#) and watch some of their viral videos.