

# How to go about YouTube Marketing and Email Lists

You need to have your content marketing game on point if you want your brand to thrive in the digital world. There are several popular platforms to build your brand and influence, including Facebook, Instagram, LinkedIn, YouTube, Twitter.

Apart from social media marketing, you need to optimize your website and your content for Search Engine Optimization (SEO) and build an email list. In this article, we will take a look at YouTube marketing and email lists.

## What does an effective YouTube Marketing Strategy look like?

There are many things you can do to optimize your YouTube channel to get the traffic you want. Here are the main ones:

### Set up an attractive channel

No amount of marketing can get you results if your channel does not grab attention. There are way too many content creators on YouTube competing for the attention you are going for. When people find your channel, they should want to stay. Setting up an attractive channel involves using a quality profile picture, a catchy channel name, an eye-catching cover photo, and a concise bio.

Picture 1 of How to go about YouTube Marketing and Email Lists

Your profile picture should be a high-quality image containing the brand logo. A catchy name is memorable, so make sure you come up with one. Include a concise bio, telling people what your channel is about and what you offer. You can include website links, other social media channels, etc.

### Include CTAs

Including a Call-To-Action (CTA) button or multiple CTAs is an immensely important way to grow your channel. CTA buttons redirect visitors and viewers to other videos on your channel or playlist, your official website, or social media handles.

Besides driving heaps of traffic to your site, CTAs can help you get viewers to stay on your channel, subscribe, and watch your other videos, thus increasing your viewership. You can use YouTube cards to showcase CTAs.

As you optimize your videos, you need to figure out what you want before you worry about using YouTube cards vs annotations. YouTube cards work best towards the end of the video. However, you can use them at

certain essential parts of your video. YouTube end screens are of the following types:

1. Channel
2. Subscribe
3. Videos/Playlist
4. Link

And the different types of YouTube Cards are:

1. Channel
2. Video/Playlist
3. Link
4. Poll

## **Making use of Cross-promotion**

Marketing your content on YouTube alone is not nearly as effective as pushing your brand on all the platforms you are using. Every time you put up a video, notify your followers on Instagram, Facebook, LinkedIn, etc. and share the link on your wall and stories.

Given how all these platforms host millions of users, you should have no problem finding your target audience on at least one platform. You can direct your followers on these platforms to your YouTube channel. You can also repurpose your YouTube videos and optimize them for Instagram and Facebook.

Consider experimenting with short and long videos, depending on the topic you are addressing. Just like YouTube, Facebook, and Instagram allow you to measure and track your progress using Facebook Analytics and Instagram Insights. Study them, and over time you will be able to figure out how to post content that gains traction.

## **Going about Building Email Lists**

You can (and should) build an email list, irrespective of your field and purpose. You can even build a political email list. However, it is vital to get started with your email list pronto. An email list or mailing list is a collection of email addresses you can retrieve from your website or landing page that your prospects submit.

You can use these email addresses to contact your prospects and send them promotional material and keep them updated on everything that is going on with your brand. An email list makes it easy for you to establish a personal relationship, create personalized content, schedule and optimize your marketing campaign, and increase customer retention. Here are a few tips to put your email list together:

### **Zero in on your target audience**

Don't have a niche? You will not get anywhere. The first step is to figure out the audience you want to reach. This will determine your marketing efforts, and ergo, success as a brand.

### **Get your hands on an easy-to-use email marketing service**

This should go without saying, but you need to use an email marketing service to put your list together. There are tons of options at your disposal. Look them up on Google, and you should find one that suits your fancy. If

you are just starting, use a simple one that lets you organize your email list and send emails to your prospects. You will need to keep a budget aside to pay the yearly subscription.

## **You need a website or landing page**

Ideally, you should have a full-fledged website with your products, services, and contact information on display. However, you could use a landing page with an opt-in form for people to fill in their email addresses. You could run the best marketing campaigns and rack up a lot of traffic. But where do you drive your traffic? A website or a landing page.

## **Incentivize people into sharing their email addresses**

Rarely will anyone ever give you personal information for no good reason. Sharing information like that leaves them susceptible to getting spammed to no end. If you want people to share their email addresses with you, offer them something they deem valuable. This is a sure-fire method to get what you want.

Examples of valuable incentives include a free Q&A session, discounts or coupons on products, a phone coaching session or consultation call, a free ebook, unseen or behind-the-scenes footage, and so forth. Think of things that you think will benefit your prospects.

## **Conclusion**

So, there you have it - an easy to understand and implement guide to YouTube marketing and email lists. These tips should help you boost your traffic, get more leads, and turn them into loyal followers and returning customers if you follow them.

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