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Video 1

“YouTube 101 Success HD video Training!” We welcome you, to an amazing and highly beneficial YouTube 101 Success HD video training course. This course will undoubtedly, help you scale your YouTube marketing efforts this year, and bring success and glory to your brand name. This video course is designed, to give you the most practical and time tested guidance, on how to plan and execute your YouTube marketing strategy this year. So, look at the contents of this training course, and all the best!

Video One: YouTube 101 Success HD video training. Video two: Overview of a successful YouTube marketing strategy. Video three: Guide to creating profitable YouTube ads. Video four: SEO tools for better YouTube marketing. Video five: Understanding the YouTube algorithm for better marketing. Video six: How does YouTube count views? Video seven: How to use YouTube analytics to grow your channel? Video eight: How to build a community on YouTube and build a loyal following.

Ramp up your YouTube marketing strategy! Use the YouTube practices and strategies shared in our training course to ramp up your YouTube marketing strategy. It’s important to have a good grasp on your marketing platforms, including the backgrounds and usage patterns of the audiences on them. So, you know which tactics are right for your brand, and your bottom line. Thank you, for watching! See you, in the next video lesson.

Video 2

“YouTube 101 Success HD Video Training!” Video two: Overview of a successful YouTube marketing strategy. With so many viewers on YouTube and so many video contents being watched daily, there’s enough space for good YouTube channels like yours to succeed. What’s important is, to have a comprehensive YouTube digital marketing strategy for your channel. It will help you to get found by your target audience and assist you in gaining maximum exposure. Let’s find out the fundamental steps of creating a successful YouTube marketing strategy.

What’s a strategy? A good YouTube digital marketing strategy comprises of attracting organic traffic by creating awareness of your channel and your work on various social media platforms, while making your content YouTube Algorithm friendly. So, let’s head further to understand how to create a successful YouTube digital marketing strategy for your channel. One; keep “YouTube Algorithm” happy. The first step on how you do YouTube marketing is, to make sure you not only meet all the necessary criteria of the YouTube algorithm, but you should also remain up to date with the new changes in the algorithm. Here’s what you need to do to optimize your channel and videos.

“Tips to optimize channel!” Complete your YouTube bio. Use Google AdWords Keyword Planner, to check for popular keywords, based on your niche and add them in a section called “Channel Keywords” in account information. For the channel’s homepage, add a high quality custom banner and create an intro video, that plays whenever someone visits your channel.

“Tips to optimize videos!” Make sure, it has a captivating title and descriptions with all necessary keywords. Make sure, to invest in high quality audio and video equipment. Have a highly optimized picture, as a thumbnail. Add necessary YouTube annotations in the video, whenever possible. Adding subtitles to your video, can help your video gain unprecedented exposure. Nevertheless, the best YouTube promotion strategy comprises, of utilizing all the social media platforms out there and guiding the traffic from there to your YouTube channel. Here are a few ideas!

One: Post some content exclusive, to each platform. You can use Instagram, to post your photos and keep your followers updated, with what’s going on in your life. You can use Twitter, to express your views on various topics. You can use Facebook, to share behind the scenes footage. Make your every profile worth following.

Two: Interact with your audience through various platforms. You can retweet, tweets from your followers. You can follow back, your followers on Instagram. You can tag people on Facebook, on your posts. There are many ways of interacting with your followers. Just remember, that using social media platforms to indulge in direct promotion won't work. You need to be sensible and engaging in your approach.

Three: Join platforms, that can help in the promotion of your channel. If you have an educational channel, you can join Quora and answer questions, that are relevant to your channel and post link to your channel in each of your answers. If you have a craft channel, joining Pinterest can really help. For vloggers, if they start blogging too, they can expand their audience further.

Four: Create engagement on YouTube. With a plethora of videos out there on one topic, you need to have high retention rate on each video; otherwise, people will simply go to some other video. The way out is to create engagement on YouTube. You can do this through; viewer engagement, promotional engagement, interactive engagement.

Five: Creating video snippets and memes. One of the best YouTube promotion strategies is, to create compelling short video snippets and memes from your YouTube channel. These are quick to watch, catches the attention easily and are shared faster, compared to long videos. It's a must add this, in your new YouTube digital marketing strategy. Hence, the only way to beat the fierce competition on YouTube is, to make sure, that you prioritize quality before anything else. Creating quality content will call for more time and energy but the results you'll reap from it, will be worth everything. Thank you, for watching! See you, in the next video lesson.

Video 3

“YouTube 101 Success HD Video Trainings!” Video Three: Guide to Creating profitable YouTube ads. Why YouTube ads? Did you know that people watch 5 billion videos on YouTube every day? In fact, 300 hours of videos, are uploaded to YouTube every minute. Video, should become a critical piece of the marketing puzzle because of how much video content, your audience is consuming.

But, with many other companies knowing this, it’s becoming harder and harder to stand out, amongst your competition. Therefore, advertising spend needs to be allocated, to services like YouTube, in order to gain visibility from your target audience. Although, like paid search spend, the world of YouTube advertising, can seem a bit overwhelming and complicated to navigate at first.

In this video, we discuss six tips to help you spend your YouTube ad budget in a smart way, to gain attention from the people that matter the most-your future customers.

Number One: Select your YouTube ad format wisely. There are many different ad formats available. Experiment with a few ad formats and compare performance. Make sure to follow the space outlined by Google to ensure the dimensions and quality match up. It can be worthwhile to invest in market research to understand the ad format that will help you reach your business goals.

Number Two: Segment in-stream and discovery ads into different campaigns. Like how you should be separating your Google AdWords campaigns into search versus Display Network. You should be doing the same thing with your video ads. Why? In-stream Ads and discovery ads (previously known as in display ads), are very distinct from one another. Because of these differences, you should have a different budget and strategy which is easier to control on a campaign level.

Number Three: Take advantage of YouTube targeting options. Just as you should when advertising on Facebook, Twitter or Google, you need to pay close attention to the audience that’s consuming your message. YouTube allows great flexibility, to take control over who sees your ads. Starting with demographic targeting, you can then layer on affinity audiences (to target people interested in a certain topic), custom affinity audiences, and in market audiences. This is, where you can set targeting preferences for your ads.

Number Four: Set up video remarketing. Remarketing is by far the most effective targeting method in my opinion, because you have the security of knowing, this audience has already expressed interest in your company, by visiting your website. The great thing about remarketing is, it's relatively easy to set up and once configured, there isn't much you need to do, aside from tracking the effectiveness.

Number Five: Create compelling human content that feels native. With so much video content on the internet and the options, to skip over and x-out of most YouTube advertisements. It's important, to focus on producing high-quality video content. Including people and making a relatable experience, that feels natural and native is what you should aim for.

Number Six: Drive action by adding interactive elements to your site. Whether your business model is B2B or B2C, you have some goal in mind, that has led you to advertise, so why not capitalize on these features, to drive action. Having a great ad is one thing, but getting tangible results and new business from that ad is another. So, explore these actionable features to reach your video ad goals faster. In sum, follow these six tips for better YouTube ads. Choose the right format based on your goal segment in stream and discovery ads into separate campaigns. Use advanced YouTube targeting options. Set up video remarketing campaign. Create compelling emotional video ads that tell stories. Drive action with interactive links and your videos. And don't forget to measure your success. Thank you, for watching! See you, in the next video lesson.

Video 4

“YouTube 101 Success HD video Training!” Video Four: SEO tools for better YouTube marketing. “YouTube SEO”. Considering, that YouTube is the second biggest search engine on the web right behind Google, getting your videos to rank high within the platform, is well worth it. Having the right tools at your disposal, makes it easier to find new keywords, to rank for within YouTube, so you can get your videos in front of the right people. In this video, we find out seven SEO tools, that will assist you in better marketing on the platform.

One: “YouTube search filters”. Before creating your video, use YouTube’s built in search engine to check out other videos, that are like yours. This way, you can see, what’s already working and get a better idea of the direction, you need to go in. Look for top-ranking keywords, for your specific niche and examine the descriptions, tags, thumbnails, etc., to determine why they rank high. For example, if you’re creating videos on social skills, you might be interested in who’s ranking for keywords, like, being charismatic. Once you search for a keyword, you can sort by relevance, upload date, view count or rating. You can “sort by upload date” to see the most recent videos, that have been uploaded, and how people are responding to them.

Two: “YouTube’s search auto suggests”. By using YouTube’s search auto suggest feature, you can easily find long tail keywords in your niche, so that you can rank them and drive targeted traffic back to your site. If you start typing a short tail keyword, you’ll get a list of specific long tail keywords, that people search for most often. For example, here are some long tail keywords, to rank if you’re teaching people, how to play piano. When you’re doing keyword research for YouTube, it’s important to realize, how it differs from Google keyword research. For one, YouTube viewer search differently, compared to those who search Google.

Three: “SerpStat”. SerpStat is a keyword research tool, that can give you in depth insight, into what your competitors are doing, which can help you rank your videos high in search. You can give it one base keyword, and the tool will produce a range of suggestions that you can rank for. It’ll help you discover those search terms that prospects are looking for. And with which, they could find you help you compare your performance, with your competitors and send automated reports.

Four: “Google Plus/Explore”. Google Explore helps you get a better understanding of keywords, that are related to your base term, show you slang and user generated content, that’s

like your base term, and relevant trends in your niche. This helps you get a more complete picture of the conversations, that are happening among your target audience. By uncovering trendy, time-sensitive topics, that are being discussed, you can create content, that's more likely to be searched for in both Google and YouTube.

Five: "Cyfe". Cyfe is a business dashboard, that lets you view your content marketing data in one place. You can monitor things like: You can track mentions of your company on social media. Marketing -Within your marketing dashboard, you can monitor channels like email, SEO, SEM, social media and analytics. Client reporting. Web analytics such as multiple websites, top referring domains, search engines, SEO keyword rankings and more. Keep track of your business expenses, company revenue balances, etc. Sales, project management and IT.

Six: "VidIQ". Including the right tags, can help your video rise in the rankings within YouTube search results. And VidIQ can help you increase your library of tags by 10 times in under 10 minutes, so you can get discovered more easily. Another benefit that VidIQ offers in terms of keyword research is telling you, how difficult it is to rank for a particular keyword. This helps you know whether, it's worth trying to rank for the keyword or not. VidIQ makes it pretty simple, to optimize all your videos for SEO. You can click on any video in your dashboard, to edit it without leaving the page. VidIQ also gives you a good system, for managing your YouTube videos. Once you connect it with your YouTube account, VidIQ will audit automatically import all the videos you have on your channel to your VidIQ dashboard.

Seven: "TubeBuddy". TubeBuddy is a Chrome extension, that you can download to manage your YouTube channel. TubeBuddy gives you optimization promotion and management tools on every video on your channel, as well as advanced analytic tools, that help you optimize your SEO. This tool is unique in, that it doesn't require you to leave YouTube to utilize it; its features load within YouTube site, so the user experience fits within your existing workflow.

When it comes to YouTube SEO, there are a lot of things to take into consideration. Apart from creating a high quality video that solves a problem that your target audience has, you also must choose the right tags, create a keyword rich description, and encourage people to share and subscribe, after watching the video. Thank you, for watching! See you, in the next lesson.

Video 5

“YouTube 101 Success HD Video Training!” Video Five: “Understanding the YouTube Algorithm for better marketing”. YouTube’s algorithm serves the most relevant personalized videos to their users on five different sections of their platform. Search, home, suggested videos, trending, subscriptions, and notifications. Let’s find out in this video, how does the YouTube algorithm work?

“How does the YouTube algorithm work?” By helping users find the videos, they’re most likely to watch and enjoy, YouTube can keep viewers on the platform for, as long as, possible and get them to visit their site regularly. To figure out, which videos and channels users are most likely to enjoy watching, YouTube follows their audience, which means they track their user’s engagement with each video they watch. But YouTube’s algorithm also uses different signals and metrics, to rank and recommend videos on each section of their platform. With this in mind, let’s go over how the algorithm serves content via YouTube’s six main user categories: Search, home, suggested videos, trending, subscriptions, and notifications.

One: “Search”. The two biggest factors, that affect your video search rankings, are keyword relevance and engagement metrics. When ranking videos in Search, YouTube will consider, how well your titles, descriptions and content match each user’s queries. They’ll also consider, how many videos users have watched from your channel, and the last time they watched other videos surrounding the same topic as your video. For example, if you’re creating videos on social skills, you might be, interested in who’s ranking for keywords like “being charismatic”. Once you search for a keyword, you can sort by relevance, upload date, view, count or rating. You can “sort by upload date” to see the most recent videos, that have been uploaded and how people are responding to them.

Two: “Home”. When users access the homepage, they first see videos from their subscriptions, then suggested videos based on their previous watch history and the video’s performance.

Three: “Suggested Videos”. YouTube analyzes user’s activity history and find hundreds of videos, that could be relevant to them. Then, they rank these videos based on, one; how well each video has engaged and satisfied similar users, two; how often each viewer watches videos from each channel, or other videos surrounding the same topic, and three; how many times YouTube has already shown each video to users. YouTube has also noticed users tend to watch

more content, when they receive recommendations from a variety of channels, so they like to diversify their suggested videos feed.

Four: “Trending”. The trending page is a feed of new and popular videos, in a user’s specific country. You’ll find it by heading, to explore on the sidebar, then clicking on trending. They’ll also split trending videos into four categories. “Now”, “music”, “gaming” and “movies”.

Five: “Subscriptions”. YouTube has a subscriptions page, where users can view all the recently uploaded videos from the channels they subscribe to. To determine rankings on their platform, YouTube uses a metric called view velocity, which measures the number of subscribers who watch your video right after it’s published. And the higher your videos view velocity, the higher your videos will rank. YouTube also accounts for the number of active subscribers you have, when they rank your videos.

Six: “Notifications”. YouTube also delivers tailored videos to users through notifications. Users can opt to either receive no notifications from a channel, receive some notifications, or receive all notifications. The only way to optimize for showing up in user’s notifications is, to ask your subscribers to tap the bell button next to the subscribe button. By optimizing your viewers for YouTube’s algorithm, you can grow your audience. Remember: it all comes down to creating good content, that people want to watch. “How to optimize your videos for YouTube’s algorithm?” YouTube ranks videos based on two qualities: keyword relevance and engagement metrics (which are used to measure a video’s performance).

Let’s look at both, in more detail.

One: “Keyword Relevance”. To rank on YouTube, the first thing to consider is, optimizing your videos and channel for popular search queries. To do this, place relevant keywords in your videos, titles, tags, descriptions, SRT files (which are transcriptions), video files, and thumbnail files. You should also check out the most popular queries guiding viewers to your videos, which you can find in YouTube’s search report. If these queries are slightly different from your videos topic, consider updating your video to fill these content gaps and add the keywords to your metadata.

Two: “Engagement metrics”. The next thing to consider when ranking on YouTube is optimizing your videos and channel for engagement. The key metric to consider here is watch time, or the aggregate amount of time users spend watching your videos. To get people to watch

in the first place, you need to attract users' attention. And one of the best ways to instantly grab users' attention is, by creating vibrant thumbnails for each of your videos.

“Keep track of the YouTube algorithm to succeed on the platform!”. As the YouTube algorithm evolves, it's important to keep track of its changes, so that you know what does and doesn't get promoted on the platform. If you're a business or individual creator, trying to grow an audience on YouTube, be sure to optimize your videos for the algorithm, so that your channel wins a loyal list of subscribers. Thank you, for watching! See you, in the next lesson.

Video 6

“YouTube 101 Success HD Video Training!” Video six: “How does YouTube count views?” If you visit YouTube on any given day, you’ll be sure, to find a recently-published a video, that’s been viewed millions of times in mere days. What do those views come from? What exactly counts as a ‘view’ And what doesn’t? For those who are curious, or if you’re a marketer looking to expand your strategy onto a platform, with over 2 billion users, YouTube has the answer. Let’s find out, what are YouTube views and the mechanics behind counting views?

“What counts as a view on YouTube?” A view counts on YouTube when: one; it’s a viewer initiated intended play, and two; the video has been DE spammed by YouTube’s algorithm. In other words, the video was played by a human on one device, and YouTube confirms it to be a legitimate view. More than that, there’s a magic number of views; 300. Once a video reaches 300 views, YouTube temporarily “freezes” the view count to confirm, that those are indeed legitimate plays by real humans. It system begins to track incoming views, as well as, the first 300. It can delete fraudulent views, as they’re identified. Once the initial screening process is over, the view counter goes back to normal, but YouTube will continue monitoring for fake views on every video.

“How YouTube detects artificial views?” Luckily, YouTube has gotten pretty good at spotting artificial views. Some of the signs they look for include: views, reloaded: this is the classic case of a single user constantly refreshing the video, to bring those numbers up. Viruses: If a video looks like malware-software designed to harm your computer, server, or network-it gets deleted. Website auto play: If the video is set up to auto play on a website, that doesn’t count as a view.

“Do your own views count on YouTube?” Yes, your own views count if you play your own YouTube video-but only if you do it once or twice, not if you constantly refresh the page. Why does YouTube count my own views? YouTube’s algorithm sees you just as it sees any other user, so your view will be counted.

“Do replays count as views on YouTube?” Yes, but only if the replays seem natural. If you replay a video once it will count as a view. However, if you constantly refresh the page to artificially up the count, YouTube will pinpoint this as a spamming practice (see the views reloaded definition above). “Are YouTube views unique?” No. YouTube’s views aren’t unique; replays and re-visits are counted in the view count. You can see your number of unique

viewers in your YouTube analytics dashboard. “How often does YouTube update the view count?” Though YouTube doesn’t publish this information, we know, that it updates views approximately every 24 to 48 hours. It does not update views instantly.

“Do embedded YouTube videos count?” Yes, embedded YouTube video views count, when the video is embedded into the content of the page, and a user purposely clicks on the video to play it. And auto play embed video may not count. A background video (that is you placed the YouTube video in the background of your website) will not count. “Do Facebook views count on YouTube?” Yes, Facebook views count on YouTube. They don’t count, however, if you manually download the video from YouTube, and upload it to Facebook.

“YouTube guidelines for videos and views”. If you’re thinking of implementing a YouTube marketing strategy, it’s critical to adhere to YouTube’s guidelines. If you don’t, your videos will be deleted. Viewership has its own set of guidelines and is taken very seriously. If a video reaches a certain number of views and falls within the guidelines, it’s eligible to make money. For the most updated information on proper video protocol., review YouTube’s guidelines regularly, especially when they announce changes for creators. It can be a bit tricky, to decipher the mechanics of YouTube. But YouTube uses a system, that carefully and cleverly monitors viewership, so it can deliver the most authentic experience to its creators and users. By counting views before fake views turn into a real problem, YouTube keeps its platform clean from spam.

“Count your YouTube views to measure performance”. Knowing how many people view your video is important. You can tell whether your title is compelling, whether your thumbnail is effective, and whether your content is watch-worthy based on views alone. By measuring your YouTube views, you can successfully pivot your strategy, to grow your YouTube channel. Thank you, for watching! See you, in the next video lesson.

Video 7

“YouTube 101 Success HD Video Training”. Video Seven: “How to use YouTube analytics to grow your channel?” Building a must-see YouTube channel starts, with understanding your audience. And there’s no better place to gather actionable insights than your YouTube analytics. Let’s find out, what all is included in YouTube analytics and how utilizing these reports, can help you improve your marketing efforts.

“YouTube Analytics!” Want to know which of your videos are binge-worthy? Curious where the bulk of your viewers are coming from? Well, the answers are just a few clicks away. That’s why, we put together in this video, breaking down the core pillars of YouTube Analytics, including: General Reports, Watch Time and Audience Reports, Engagement Reports, Earning Reports.

General Reports: If you’re trying to view YouTube Analytics for the first time, simply visit the YouTube Analytics page directly. Alternatively, you can click on the “Analytics” tab in YouTube studio. **The Overview Report:** This report is a high level summary of your videos most recent performance, easy to understand at a glance, the Overview report tells whether or not your numbers are up. Looking at engagement metrics, such as watch time and views, give a simplified snapshot of your overall performance. **The Real-time Report:** This report shows you, an estimate of view count data for your most recent videos, including people-watching in real-time. If you’re pushing out video content on a frequent basis, this report can let you know, if any new videos are experiencing a spike in engagement. The Real-time Report displays two graphs; one hour-by-hour, and the other minute-by-minute. Both graphs refer to viewer’s local time zones.

The Watch Time Report: This report aggregates data from all view sources, to create a comprehensive breakdown of viewer retention. These sources include the YouTube homepage, the Platform’s embedded player, and the mobile YouTube app. You can also compare watch time data for individual videos. **The Audience Retention Report:** This report helps you understand, whether or not, your viewers are sticking to your videos. Beyond big picture trends, the absolute audience retention curve lets you see, which parts of the video are most popular. You can also use a relative audience retention, to see how your video compares to YouTube videos of similar length. Retention further breaks down by organic traffic, traffic for paid skippable video ads and traffic for paid display ads.

The Playback Locations Report: This report is interesting if you work with collaborators or partners. Here you can see, where your videos are being played, either natively on YouTube or embedded elsewhere. Simply put, playback reporting highlights where users are viewing your videos, while the traffic sources are how people find your content. The noteworthy metrics of this report include: YouTube Watch Page, YouTube Channel Page, YouTube Other, Embedded in External Websites and Apps. The Traffic Sources Report: It shows the sites and YouTube features that viewers use to find your content. Understanding whether viewers are searching directly on YouTube, clicking the suggested video thumbnails or following links from social networks lets you know, if your optimization and promotion strategies are paying off.

The Devices Report: This report gives you information, on the different devices-including PCs, mobile, tablet, game consoles, and TVs-and operating systems that viewers used to watch your videos. This data can better inform both your advertising and outreach strategies. Engagement Reports: YouTube video analytics can be split into various reporting metrics include: likes, dislikes, comments, subscriptions, sharing. These metrics are prioritized based on the types of content you're creating.

The Subscribers Report: This report is YouTube's equivalent, outlining how you've gained and lost subscribers across different pieces of content, locations and dates. In short, this report quite literally tells you, which content is scoring subscribers, and where they're coming from. You can also see, where you lost subscribers as well. The Likes and Dislikes Report: It shows the net change of likes and dislikes in your video. It adds up the number of likes and dislikes, minus the number of likes and dislikes removed. The Videos in Playlists Report: This report shows you how many times your videos were added to or removed from viewer's playlists. The Comments Report: This report summarizes how many people comment on your video. Just like social comments, the YouTube comments section represents a place, to go back-and-forth with the audience.

The Sharing Report: This report shows, how many times your content has been shared, through the "Share" button on YouTube, as well as other sites like Facebook or Twitter. The Cards Report: This report shows you, how viewers are interacting with cards on your videos across desktop, mobile and tablets. The Estimated Earnings Report: This report details earnings related to partner content, transactions, YouTube Red and ads. The Ad Rates Report: This report determines; how different ad types perform over time compared to one another. A few noteworthy metrics within the report include: (Ad type, Ad Impressions, Monetized Playbacks:

The number of instances when a viewer plays your video and sees at least one ad impression. A Monetized Playback is counted if a viewer is shown a pre-roll ad, but quits watching the ad before your video ever starts. (Playback based CPM).

“Are you using YouTube analytics, to grow your channel?” We get it: There’s a lot, to take in! But analyzing your channels numbers is crucial, not only for improving your current content, but figuring out what to create in the future. Thank you, for watching! See you, in the next video lesson.

Video 8

“YouTube 101 Success HD Video Training!” Video Eight: “How to build a community on YouTube and build a loyal following?” Fans can comment, and like or dislike posts and share them, with their friends. And just like that, a functioning community is created. Community is an important part of our human experience. With the COVID-19 pandemic, the way we participate in our communities is changed. In this video, you’ll find all things about YouTube Community Tab, and mastering your own channels Community Tab strategy.

“What is the YouTube Community Tab?” The YouTube community tab is a tool, that creators can use, to interact with their audience, in a more conversational way beyond video. This stream of updates, which can include text, gifs, polls and images, is a lightweight way to stay engaged with fans in-between video uploads. “How to Get a Community Tab on YouTube?”. To get a Community tab on YouTube, your channel will need to have over 1000 subscribers, and it can take up to one week after passing that number to see the Community Tab appear.

“How to make a Community post on YouTube?” To create a community post: Sign into YouTube. At the top of the page, select upload and then create post. Type a message to create a text post or choose to add a video, poll, gif, or image to the post. You can also mention other channels using the @ symbol followed by the channel name. Click ‘Post’. Once your post is published, your subscribers will see it in their feed. They may also get a notification that you’ve posted something new. “Where is the YouTube Community tab?” You can find each Creators community tab on their home page. If they have it enabled. On desktop, click on the channel name, to go to their home page. From there, click on community in the middle of the screen. Here, you’ll find all their most recent posts, where you can comment and interact with them.

“Ways to use the YouTube Community Tab”. When your audience is more engaged, they’ll watch more videos, share more and keep coming back. If you use the Community tab to its full potential, you can grow your audience and build a community around your content and brand. Here’s how?

One: Post behind the scenes footage and updates; while your videos might be, carefully produced, scripted and put together, many viewers crave authenticity from creators. Your Community tab is, where you can show more casual updates. Use this format for sneak-peeks or personal updates.

Two: Heart and respond to comments; when reviewing your community comments, use a heart to show appreciation for viewer's comments. The viewer may get a notification depending on their settings, and they'll be able to see, that you liked their comment. responding to comments starts a conversation and builds a stronger connection with your viewers. Don't get too caught up in replying to all of the comments on your channel.

Three: Pin a top comment; when a comment really tickles your fancy it's from a VIP, or just something you want to promote, you can pin it to the top of the comments. It will be the first thing other viewers see, when they check out your post.

Four: Promote a collaboration video with a fellow creator; are you really a YouTuber until you've done a collaboration with another creator? Once you've uploaded your shared creation, make sure both of you post about it on your community tab. It's a great way to drive traffic to your channel and expand your audience.

Five: Pull your audience, about what type of video they want to see next; find out what your audience wants from your channel. Ask them for feedback on your upcoming videos, or pull them about an upcoming competition.

Six: Shout out to a fan or fellow creator using an @ mention; mention a fan or another creator to share the love, or get more eyes on your videos. Popular channels will often select a fan to shout out to at the end of their video. The Community tab is another place, where you can make these connections.

Seven: Share 'members only' posts; if you offer channel memberships, you can choose to create posts, that are exclusive to your channel members. This is a great way to thank them, for their support and give them even more opportunities, to engage with your channel.

Building a community on YouTube, the power of being able to post updates and notify subscribers is huge. You've got a captive audience, so make sure to update them regularly, even when you don't have time, to upload a full video. Stay engaged with, what your fans want, and you'll build a loyal following quickly. Thank you, for watching! See you, in the next video lesson.