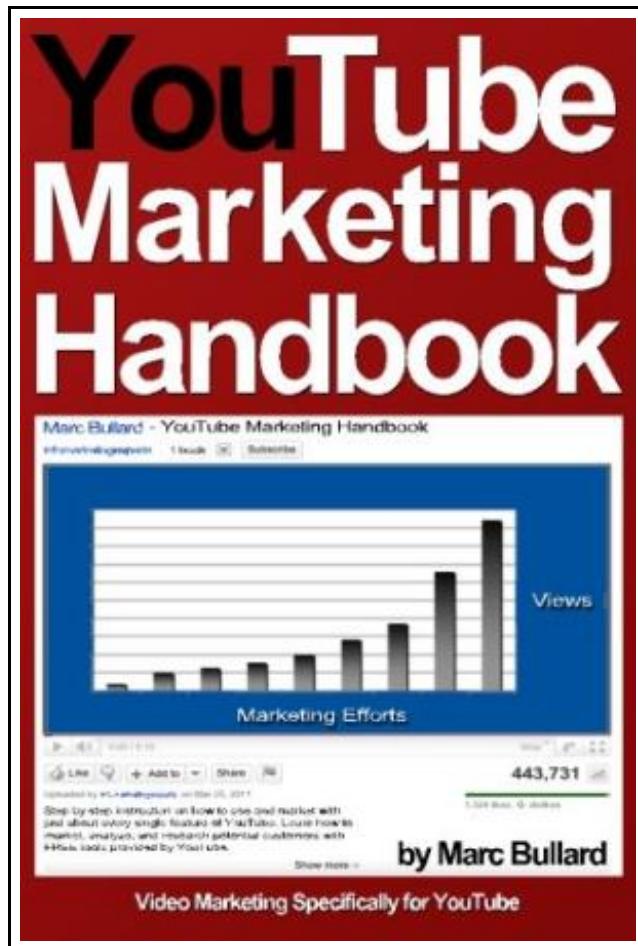


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Createspace, United States, 2011. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*UPDATE\* This is the old version. The new version of this book is called the YouTube Marketing Manual. It's fully updated for 2013. This version is still available because some of the information is still applicable. The YouTube Marketing Handbook is a valuable resource to any business looking to market online. Video marketing is just in its infancy stage and you could be getting in on the ground floor. YouTube is the largest video sharing site online and second largest search engine in the world. If you aren't using YouTube or not using it correctly, then you are missing out on a giant tool to promote your products and services. This 159 page book provides you step by step instruction on every aspect of YouTube as well as covering: - How important video marketing is now and will be in the future - How to get better search engine positioning with videos - How to upload and optimize your YouTube videos - How to optimize and maximize your YouTube channel - How to search for popular videos and what to do with them - How to research trending videos - How to find the next upcoming viral videos - How to structure your videos - What equipment you should use (it's cheaper than you think) - How to discover the most popular videos and what to do with them - Popular tools to help you discover new demographics - Helpful FREE tools to customize and automate YouTube videos - Social marketing with video - How to get your video seen by more viewers - Much, much more This book is fully updated with relevant YouTube...

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