

Creating a YouTube Channel for Your Business



Table of Contents

INTRODUCTION

Marketing + You(Tube):
Your Business on the Platform

CHAPTER ONE

Identifying + Refining Goals
for Your YouTube Presence

CHAPTER TWO

Like + Subscribe to a YouTube
Marketing Strategy

CHAPTER THREE

Shorts, Sweet, + to the Point:
YouTube Video Formats

CHAPTER FOUR

Everything You Need to Know
About the Algorithm

CHAPTER FIVE

Tips + Tricks for Developing
Engaging YouTube Videos

CHAPTER SIX

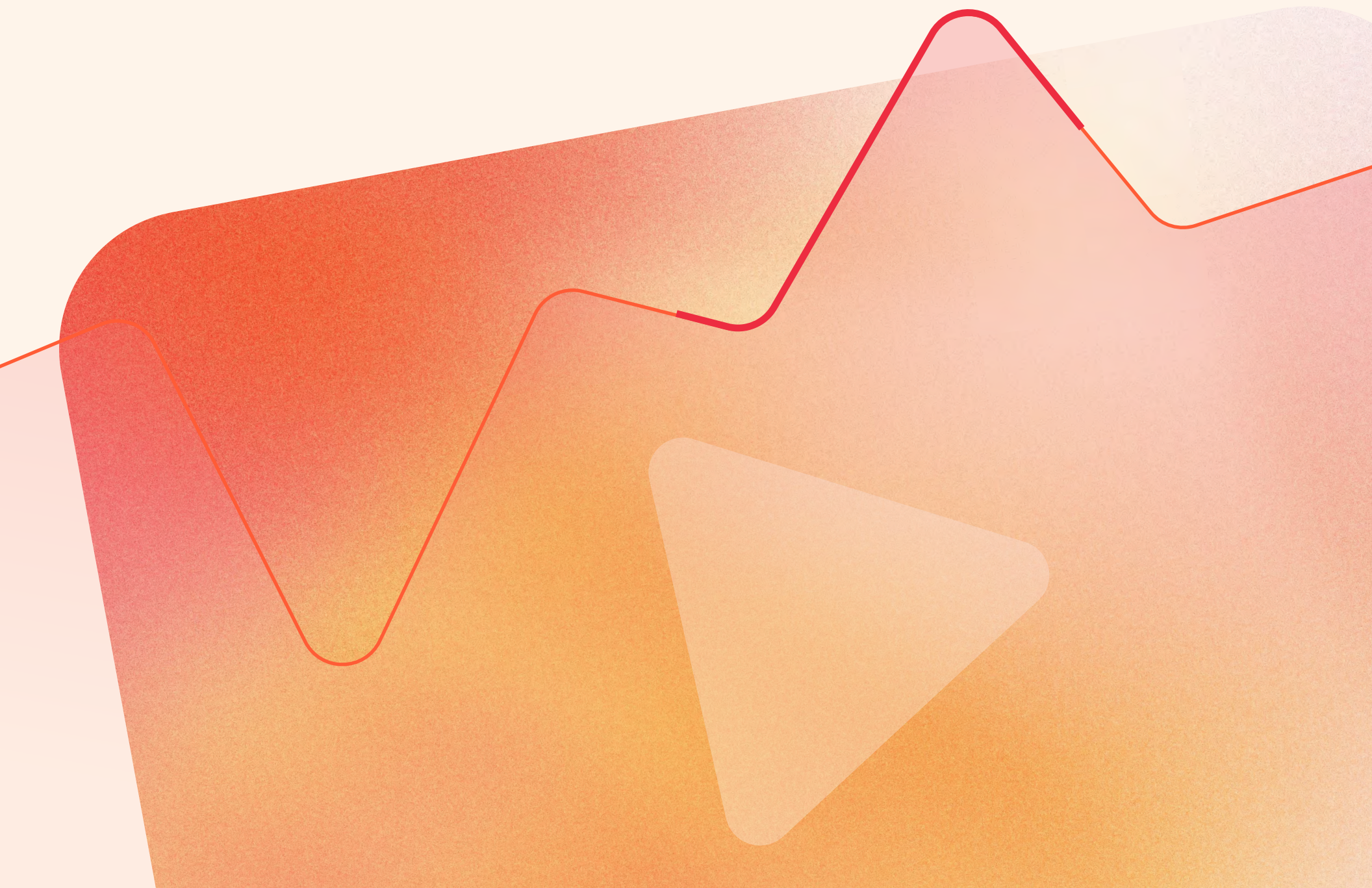
Measurement +
Monetization Strategies

CONCLUSION

Subscribe-Worthy Software
for Your Social Strategy

INTRODUCTION

Marketing + You(Tube): Your Business on the Platform



Debuting Your Business to a Worldwide Audience

Since its earliest days, YouTube has dominated online content culture—and that impact hasn't changed. From the rise of influencer culture to trend-worthy moments that rally communities together, YouTube has offered widespread creative freedom to people, groups, and businesses for over 20 years. And, in addition to building community, YouTube has empowered people to turn content creation into careers. In fact, [78% of small and midsize businesses](#) say that YouTube has helped them grow their businesses.

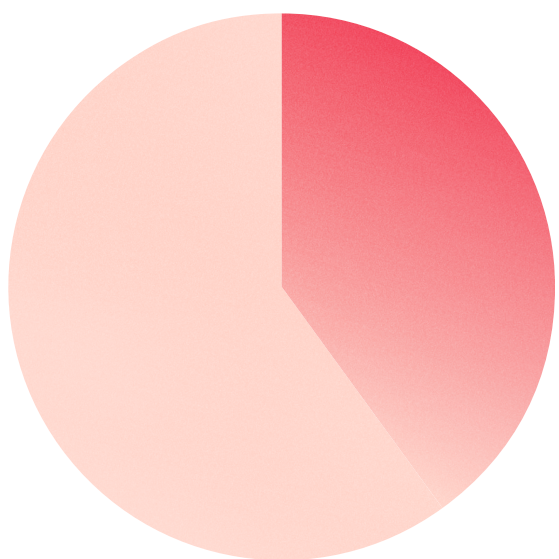
There's a powerful opportunity for businesses of all sizes to [grow with video marketing](#)—and YouTube is one of the most popular hosting sites available. So, what can you do to leverage this massive platform with your own business in mind?

How are you currently promoting your business on YouTube?

- How often do you post?
- What video types do you create?
- Is your subscriber count growing, staying stable, or shrinking?
- Do you routinely get high or low views per video?
- Have you adopted YouTube Shorts into your strategy?
- Are you generating new leads, converting customers, or garnering awareness for your business?



Whether you're revamping your YouTube strategy or starting your content creation journey from the beginning, you can use our tips, tricks, and examples to begin boosting results for your business today.



40%

of businesses share
video marketing
on YouTube.

Wistia, [2024 State of Video](#),
March 2024

\$31.5B

YouTube 2023 annual revenue

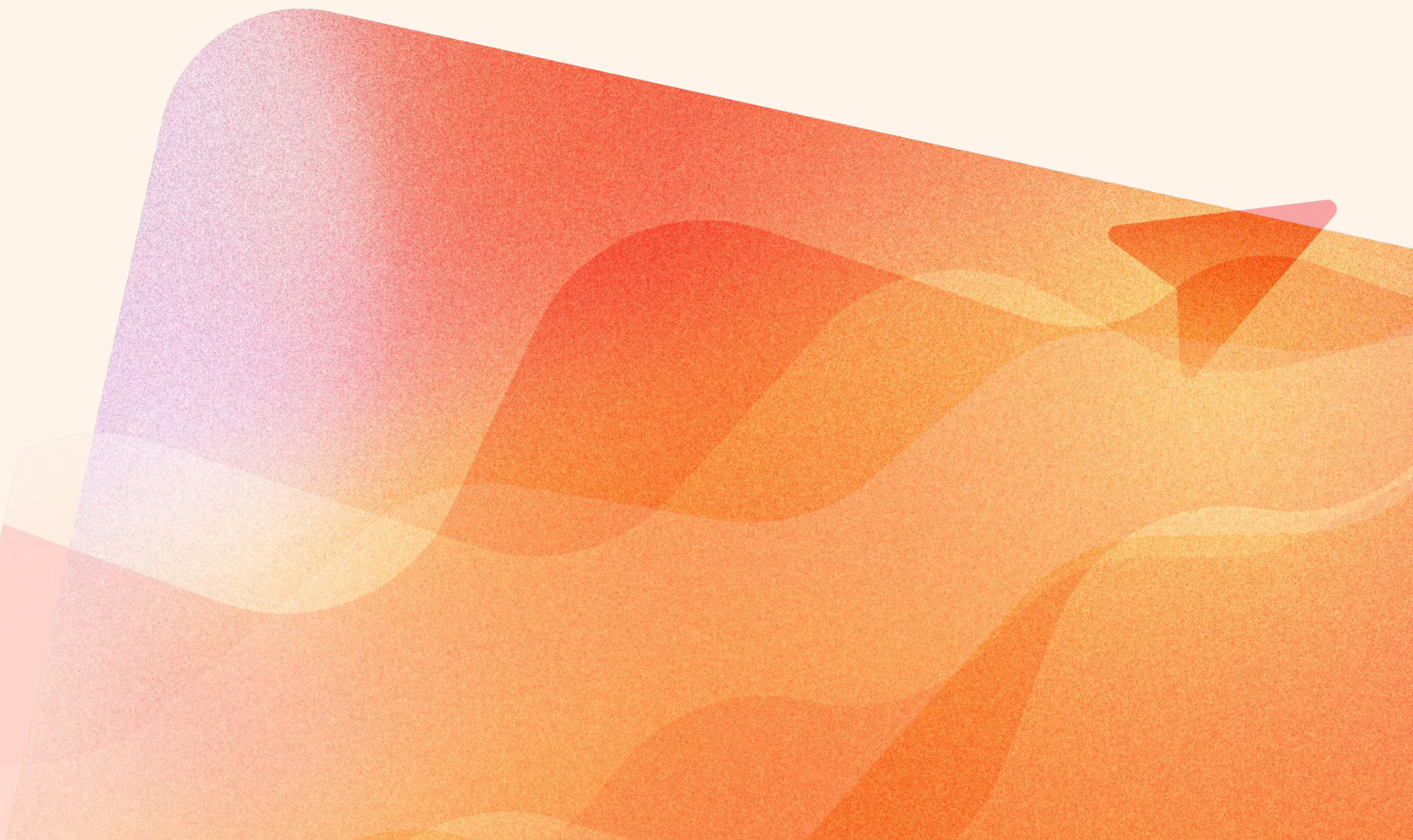
Business of Apps, [Social App Report 2024](#), August 2024

In this guide, you'll learn:

- ✓ **How to define business goals for your YouTube channel**
- ✓ **How to create a content strategy attuned to your goals**
- ✓ **Content types and examples for creating engaging videos**
- ✓ **What the YouTube algorithm is and how to leverage SEO tactics on YouTube**
- ✓ **How to measure your success and iterate on your strategies**

CHAPTER ONE

Identifying + Refining Goals for Your YouTube Presence





Hit Your KPIs with Full-Funnel Content Creation

YouTube is more than just liking, subscribing, and ringing the bell. It's a rich marketing landscape where businesses can make deep, lasting connections with new and existing customers.

In this chapter,
you'll learn:



**How to drive growth for
your business on YouTube**



**Why keeping goals top
of mind matters**

Business goals you can achieve on YouTube

- #1 Brand awareness.** Amplify your business to millions of viewers worldwide with content attuned to their interests.
- #2 Lead generation.** Drive engagement to bring interested viewers into your sales funnel, and create content to organically move them towards conversion.
- #3 Reactivation.** Rekindle relationships with past customers through FOMO-focused content to bring them back—and increase their lifetime value.
- #4 Monetization.** Create a new revenue stream when you receive incremental returns on your content based on viewership and subscriber count.

Let's contextualize these goals with some examples.

#1 Brand awareness

Grow subscribers, grow awareness

Meet Tom. He manages technological solutions for a mid-level marketing firm, and he's looking for advice on updating his tech stack. Tom heads to YouTube to look up software providers, and what they recommend for updating technology on a budget. Now, imagine your business is that SaaS provider—and you're aiming to drive awareness with customers just like Tom.

To address Tom's pain points, you've created a playlist of five-minute videos on the most efficient strategies for updating tech stacks. Each video covers a unique topic, like using AI-powered software, opting for modular solutions, or outsourcing to agency partners. As a bonus, you plug your business's SaaS at the end of each video.

While these may not always convince Tom to become your customer today, they position your business as a thought leader and a trustworthy source of information relevant to his needs. Tom's grateful to have found your channel, and he's happy to subscribe so he'll be notified every time you upload content.



#2 Lead generation

Generate leads with every upload

Imagine your business offers an AI chatbot for customer service teams. To show how it's recently helped a client double their productivity, you've created a short explainer video highlighting the client's most impressive metrics. At the end of the video, you include a short, inspirational CTA to appeal to viewers—and you offer a 5% discount on the first three months of their subscription.

A week after uploading the video with the time-sensitive offer, your web team reports an uptick in traffic—and your sales team is scheduling calls with excited new leads. A few months later, after the offer expires, your video is still receiving views—and your sales team says leads are still referencing its content in their meetings.

Free resource:

**YouTube Marketing:
The Ultimate Guide**



#3 Reactivation

Remind lapsed customers what they're missing

Picture Jamie—she subscribed to your business for about one year before canceling due to budget cuts at her organization. Her team has come back into some liquid funds, but she hasn't decided how she wants to allocate her spend yet. As Jamie is looking up industry trends on YouTube, she's served your latest video in her subscription box. She watches your business's recap of your latest event, and remembers her positive experience working with you. Out of curiosity, she submits a meeting request invitation via the link in your description. She'd like to spend her budget on a worthwhile cost, after all.



#4 Monetization

Turn views into revenue

Imagine that your YouTube channel has been picking up traction, and now, it's eligible for monetization. By monetizing your videos, you can earn incremental returns every time a user watches your content. Because monetization is hosted natively at YouTube, you make note of the requirements you'll need to hit consistently to stay monetized, including:

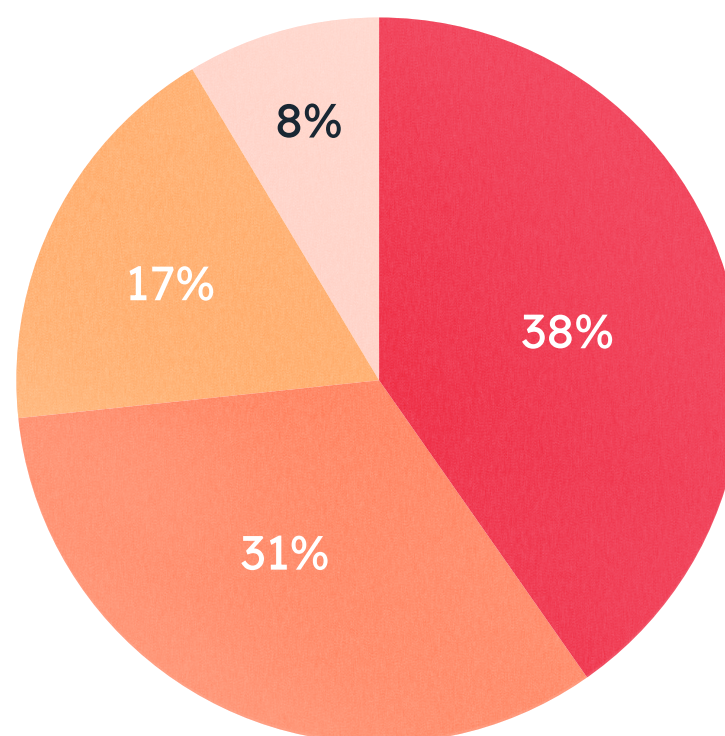
- Consistent viewership
- Consistent subscriber counts
- Age-appropriate content with relevant age limits toggled on
- Compliance with YouTube policies

With this information, you're able to consistently monetize your videos—and create a new revenue stream with your channel. You can use this income to support boosted profit margins for your organization, demonstrate the value of your video marketing efforts, and even fund more high-brow campaigns in the future.

Hitting your business goals

All of these goals have one thing in common: **they offer benefits that can help your business grow.** Whether you're generating awareness through viral Shorts campaigns that gain worldwide acclaim, or just sitting down with low-funnel leads in a live Q&A, you're supporting your business by developing content that puts your KPIs first. And, as a bonus, you're creating engaging touchpoints that your customers will love—and remember.

Primary video marketing goals for businesses



- Generating leads
- Product awareness
- Brand awareness
- Building followers

Wistia, [2024 State of Video](#), March 2024

Tips for creating content that achieves KPIs

- #1** Dedicate to one goal at a time, and see it through to the end.
- #2** Keep expectations realistic, and be willing to pivot if a strategy's not paying off.
- #3** Establish and maintain a routine posting cadence to keep up.
- #4** Create content that's reflective of your business identity and the resources you have available.

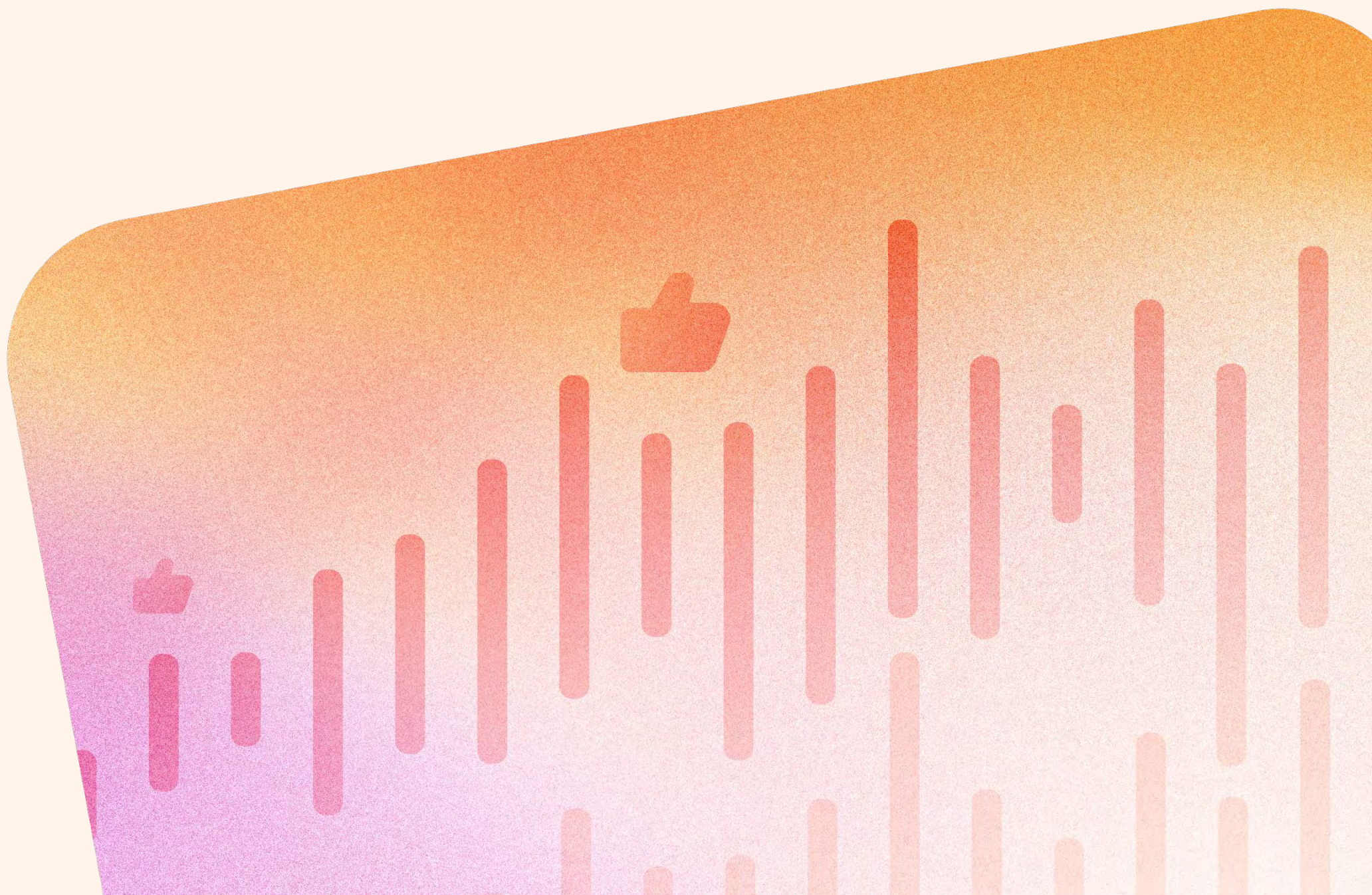
The Bottom Line

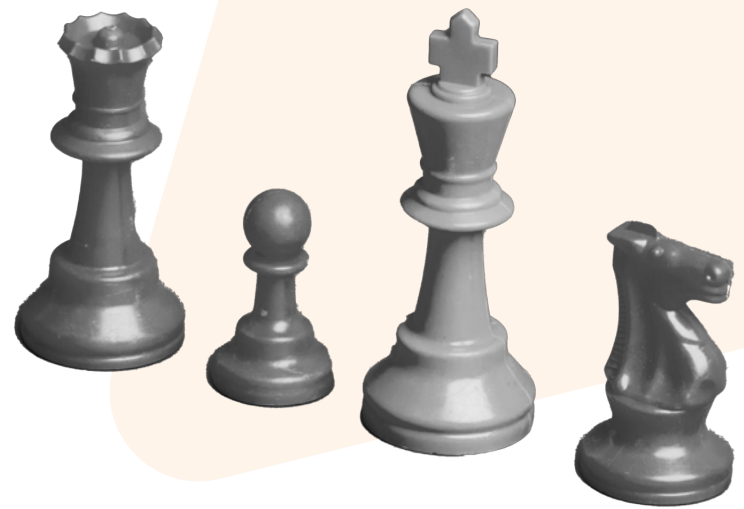


So, with these potential outcomes in mind, how can you create YouTube videos that regularly achieve them? You can start by **adding YouTube content to your digital marketing strategy.**

CHAPTER TWO

Like + Subscribe to a YouTube Marketing Strategy





Strategizing Like a Content Creator

You've seen the results you can achieve for your business with an effective YouTube marketing strategy. Now, **it's time to create one.**

Folding YouTube into your existing digital marketing strategy isn't as complex as you might imagine. By using the same principles you already use for platforms like Instagram, LinkedIn, and Facebook, you can carve out a unique approach to YouTube that's tailor-fit to your business goals. For the most successful approach, you'll need to maintain interactivity through a number of touchpoints to facilitate engagement from your audience.



Tip: There's more to uploading a video than simply pressing a button. For your next video, try cross promoting your content on other social media platforms through organic posts. Even if you're still growing your subscribers, you can still build visibility—and results—on your existing accounts.

In this chapter, you'll learn how to:

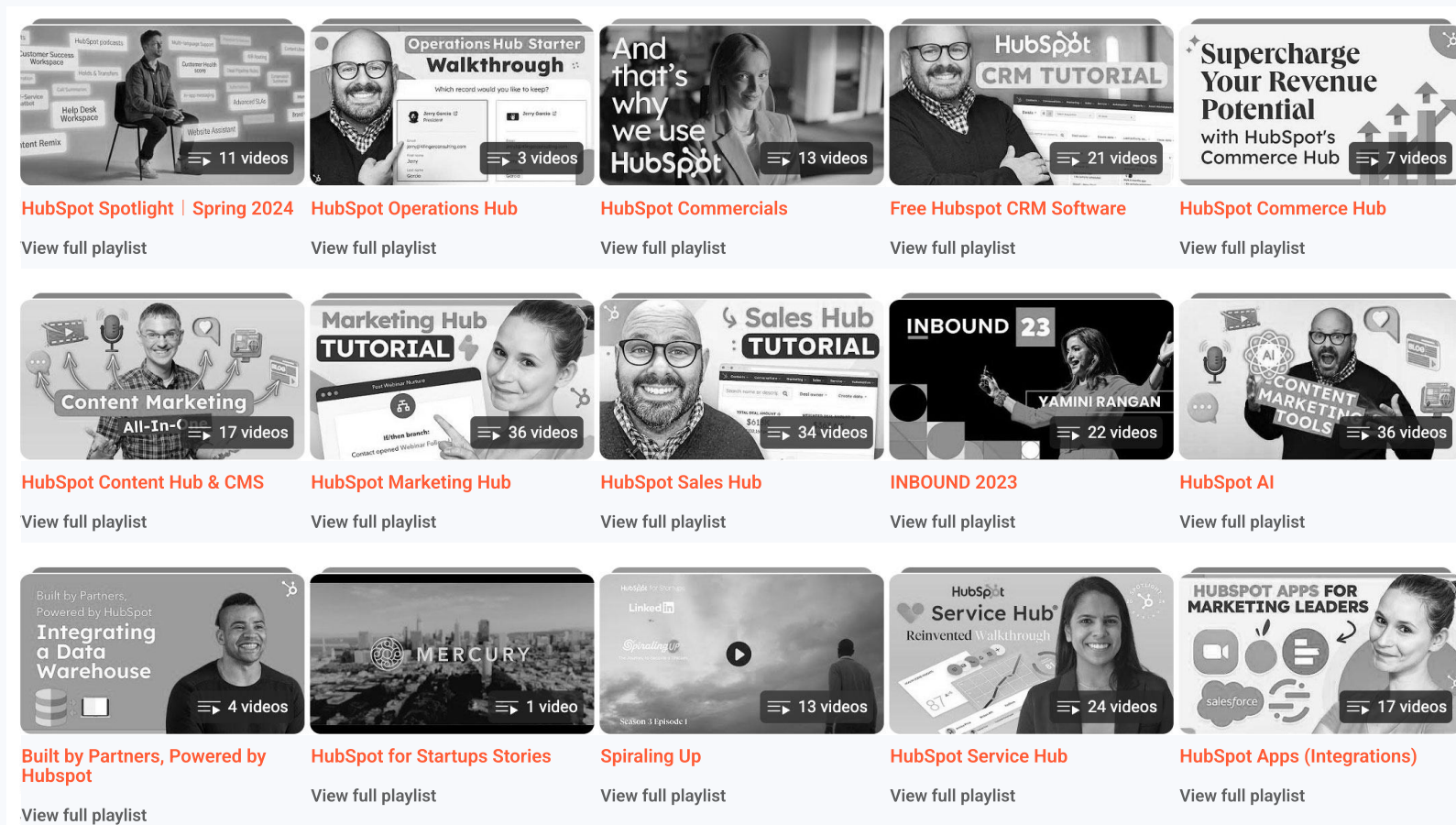
- #1** Build a trustworthy channel
- #2** Define your target audience
- #3** Create a content calendar
- #4** Brush up on YouTube SEO and the algorithm
- #5** Cross promote and repost
- #6** Keep your business goals top of mind

#1 Build a trustworthy channel

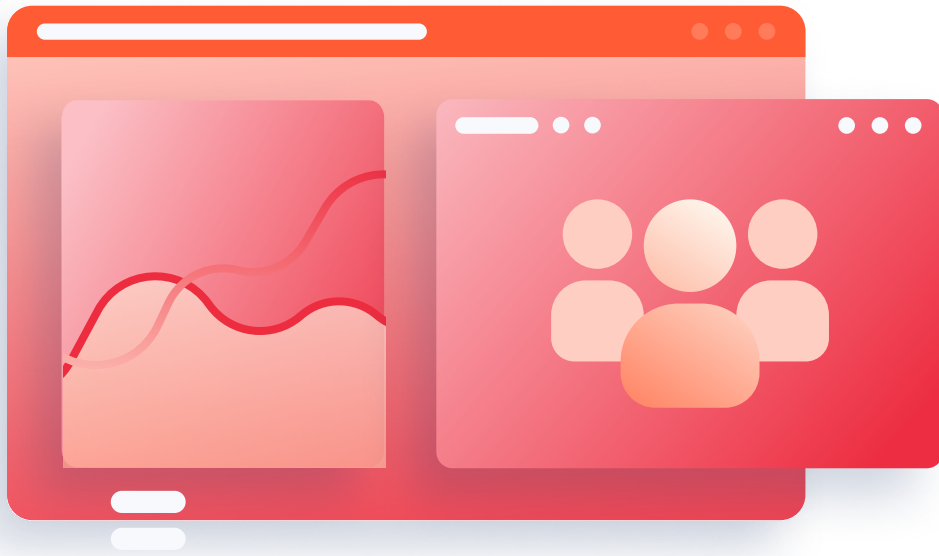
When you've effectively captured a user's attention, they'll navigate to your channel to learn more about your business. It's important to greet them with a professional YouTube channel layout—this way, you can immediately begin building trust with new users and solidifying trust with existing leads.

But building a channel layout that's trustworthy takes more than uploading a clear profile picture. You can also add external links to your business's website, social media accounts, and relevant landing pages for active campaigns. For a streamlined user experience, you can also group your content according to subjects and make them easily browsable in your channel layout.

For example, [take our YouTube channel](#). We categorize our videos into straightforward playlists so users can easily find the content they're looking for. Need a tutorial on our CRM software? Want to learn more about HubSpot AI? Or are you curious about our upcoming events? We've anticipated our audience's interest in these topics and made them easily accessible every time a user navigates to our channel. This way, our audience feels like we keep their interests in mind—and we readily offer the content they need, when they need it.



We categorize our content into playlists so users can quickly find the subjects they're looking for.



#2 Define your target audience

Who do you want to target with your YouTube content? Do you have more than one segment to make videos for? What actions should users take after watching your videos?

These are basic questions, but answering them is crucial to developing actionable content for the platform. Consider diving into your analytics from other social media platforms, or even your sales data, to begin visualizing the types of users you'll want to target on YouTube. [Creating personas](#) can help, too—and using AI-powered tools can reveal insights you may not have discovered otherwise.

As you segment your audience for YouTube, keep in mind that you can develop content for a variety of intentions. For example, a bottom-funnel segment may be more likely to engage with content that shows how other organizations are driving results with your product or service. An awareness-focused audience, on the other hand, may be more interested in general thought leadership. However you want to drive engagement on YouTube, consider how you can create a library of content with varying subjects—and how that can support full-funnel engagement for your business in the long run.

Free resource:
[Market Research Kit](#)



#3

Create a content calendar

YouTube is more than just standard videos—you have the option of uploading a variety of content types, all with the potential to achieve different business goals.

Those types can include:

- Shorts
- Streams
- Memberships
- Community updates
- Paid ads



We'll explore content types more deeply in Chapter Three. For now, consider how you can use a blend of content types to your advantage. Do you need to consistently upload 10+ minute videos once a week? Are your resources more suited for Shorts? Can you commit to going live twice a week, or is once a month more feasible?

In YouTube's fast-paced environment, it's easy to think that you need to upload constantly to stay relevant. But it's more important to upload consistently. After all, it's better to achieve a sustainable cadence than to burn out—or burn through your resources.

To sustainably post a variety of engaging content, consider creating a separate content calendar for your YouTube channel. Place it side by side with your other social media calendars so you can identify cross-posting opportunities. This can also help you better manage your internal resources. For example, if your team is managing a robust, week-long Instagram campaign, that same week is likely not the best time to host a live Q&A on YouTube.

#4

Brush up on YouTube SEO and the algorithm

YouTube has its own SEO-based system for prioritizing content according to an algorithm. This system is what's responsible for the videos that appear in a user's Recommended feed on their homepage. You can use basic SEO tricks, like keyword infusion, EEAT, and trending content to boost your content's effectiveness. For more information on YouTube SEO, proceed to Chapter Four.



#5

Cross promote and repost

With your content calendar ready, search for opportunities to boost an upcoming post with a link to your YouTube channel. Take another look to see if any older content—more than one month old—is ready for a repost. By amplifying your content on your other social media accounts or boosting it again in your feed, you can easily support higher ROI on your video—and strengthen your other social media strategies all at once.

#6

Keep your business goals top of mind

However you plan to create your YouTube strategy, you'll have the most consistent success when you put your business goals first. Whether you're boosting brand awareness or converting leads into customers, having these goals clear will help you strategize the right content time after time.





YouTube don'ts: red flags to avoid

As you begin uploading videos to YouTube, there are practices you may want to avoid. These tactics can help you think like a content creator—and avoid unforeseen consequences that quickly turn into roadblocks.



Don't pay for subscribers

While high subscriber counts look good on paper, it's far better to grow them authentically than to artificially boost them. Artificial subscribers don't translate to views, either—and a suspiciously high subscriber count on a channel consistently generating fewer views can look suspicious, not only to viewers, but to YouTube, as well.



Don't rely on clickbait

There's a careful balance to strike in your thumbnails, video titles, and descriptions. You should always aim to hook users with powerful messaging and visuals—but you also shouldn't seem insincere. Avoid sensationalizing your thumbnails or overselling your content in your video title. By building quality content and descriptions that speak for themselves, you're more likely to build audience trust.



Don't disappear

This is where your content calendar comes into play. Avoid jumping headfirst into a YouTube strategy with multiple uploads a day, multiple streams in a week, and more than five Shorts in a single day. While it's tempting to build a content library as quickly as possible, you'll be in better shape when you consistently post over a longer period of time.

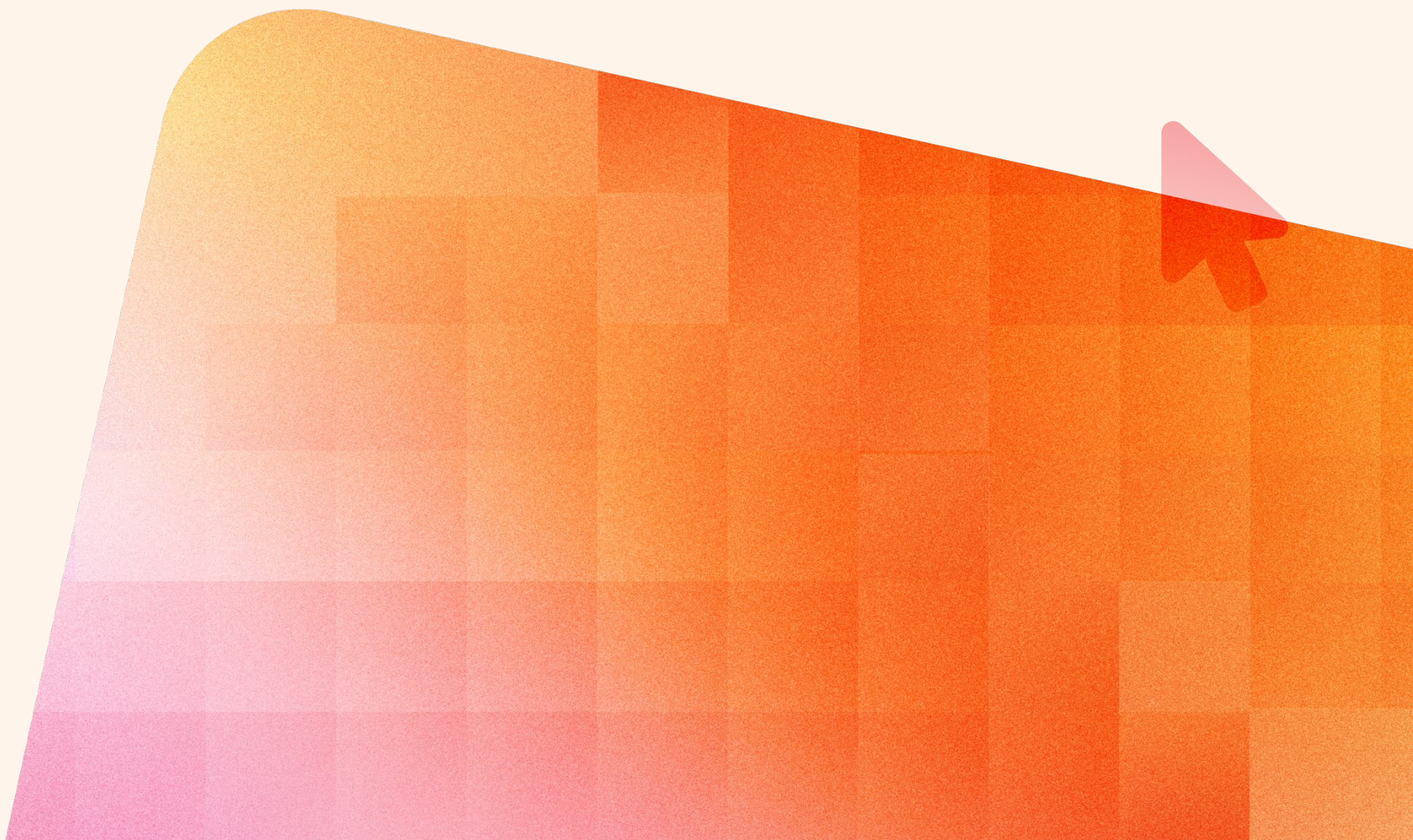


The Bottom Line

By strategizing like a content creator with your business goals in mind, you'll be able to create more attuned content that achieves results. Now, let's talk about the types of content you can create on YouTube—and how you can appeal to your audience in powerful ways.

CHAPTER THREE

Shorts, Sweet, + to the Point: YouTube Video Formats



Let's Get Creative

You know who you're trying to reach and what you want them to do. Now, it's time to think like a content creator.

As marketers, we're used to thinking creatively. But, with so many options to get started on YouTube, even the most seasoned strategist can get decision fatigue. How can you decide, after all, what type of content is going to generate the most leads to your website?

Let's take a step back and think about the types of content you can create on YouTube. We've already talked about the three main content categories—videos, Shorts, and streams—but what does that actually mean? What content can you make within these categories, and what are they most likely to accomplish for your business?

In this chapter,
you'll learn:



Suggestions for video, Shorts, and streaming content



Ways to engage beyond video



Tips for a paid advertising approach

Set up your channel for success by adhering to YouTube's video and audio formatting specs.

[Check out the full list here!](#)

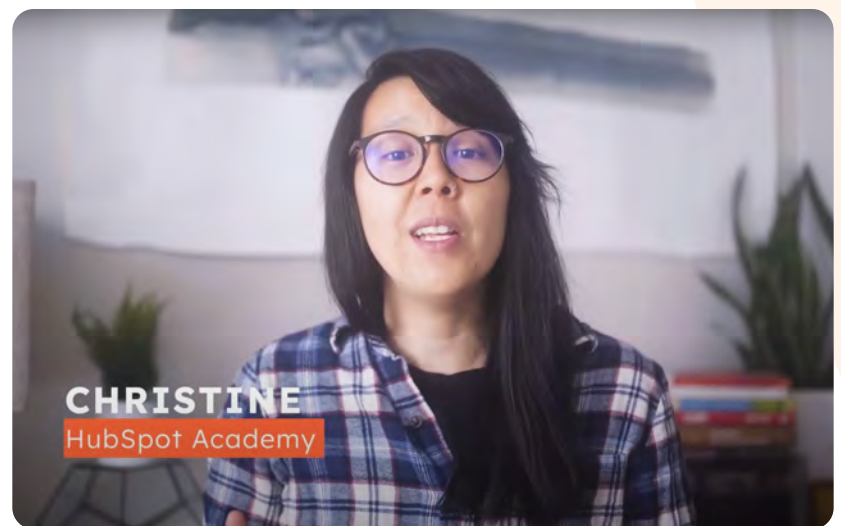


Videos

Since YouTube's beginnings, standard videos have been the platform's bread and butter. They're what most people commonly associate YouTube with: content with a variety of lengths, topics, focuses, and niches, all designed to garner clicks, views, and subscribers. For businesses, videos are a gold mine of engagement opportunities—and creating the right kinds can help you reach your awareness, acquisition, and lead gen goals.

- **Explainer videos**

To showcase how your product or service works, what results it can drive for your customers, and why it's created value for past clients, you'll need an explainer video. This type of content is especially valuable if you work in a complex industry where it's harder to visualize your business's impact. Explainer videos should act like a primer to your product or service, hitting on the main value propositions while also using visuals to make its impact more tangible. They typically range from two to five minutes, and can use motion graphics, live action, or a blend of both to tell your story.



Revolutionize Your Marketing Campaigns with HubSpot AI

Explainer video from HubSpot

- **Thought leadership videos**

If you're interested in playing the long game, thought leadership videos can help you build customer relationships over time. Think of thought leadership videos as your chance to demonstrate your business's industry expertise. Maybe your CEO has a unique perspective on shifting interest rates—or maybe there's a new trend like AI that you can offer tips on. Thought leadership comes best from a trustworthy, familiar face, so live action videos in the five- to 10-minute range are a good place to start.

- **Podcasts and webinars**

To establish your expertise in an even more powerful way, you can start conversations with industry leaders—and feature those moments on your YouTube channel. Podcasts aren’t just audio, after all. Showcase a manager or a leadership team member in a room with a guest, or post a recording of your latest webinar for viewers who couldn’t attend live. These are truly long-form videos, extending past the 20+ minute mark, and should be reserved for your most in-depth product deep dives or state-of-the-industry reports.



The Product Boss
Podcast Episode 598:

“I’m a single mom on my way to a million dollars. How do I make this easier?”

- **Event recaps**

Want to show off your filmmaker chops? You can create brief, one- to five-minute retrospectives on your latest event and use cinematic techniques to elicit an emotional response from your viewers. Recap videos can tell a story. Whether you recently sponsored a charity 5K, attended an exciting conference, or connected during an all-hands meeting, your video should reflect the theme of that event. From a marketing standpoint, event recaps can position your business as professional, accessible, and upscale—especially if the video quality is good.

- **And more**

One of the most powerful perks of a YouTube channel is its endless creative potential. However you want to connect with your audience, encourage certain actions, or just meet new leads, there are countless formats you can use to leverage standard videos to help you maximize your potential.

Try formats like:

- Interviews with your leadership team
- Walkthroughs of your newest office or store
- FAQs from customers
- Skits, trends, and comedic stories
- Seasonal celebrations
- Product launch announcements

Shorts

Shorts are YouTube's response to TikTok's short-form video content boom. Most often, they're user-generated content (UGC) that embraces the most prevalent strategies of influencer marketing. Users can encounter Shorts in their Recommended feed, on your business's YouTube channel, or in search results. They operate on a swipe-to-watch structure where swiping up pushes the viewer into the next Short.

While leaning into UGC might require you to stretch your creative muscles, there's a prime opportunity to forge authentic connections with audiences through Shorts. And, because the 9:16 aspect ratio is identical to TikTok's, creating Shorts for YouTube can empower you to seamlessly activate on TikTok, as well.



[Jenna Kutcher: 120x Your Content's Life Span With This ONE Strategy](#)

So, what kind of content can you make for Shorts?

● Influencer-led approaches

The age of the YouTube personality is far from over. Instead, it's evolved into UGC territory. YouTube users—especially younger audiences, skewing ages 13 and above—tend to prefer insights from influencer-supported Shorts, even over traditional video content. A trustworthy spokesperson who speaks to users on their level, embraces humor, and appears in a series of Shorts instead of one-off engagements will be a powerful tool for your Shorts strategy. Even if your target audience typically skews older or more professional, you can still leverage influencer marketing in Shorts to position your business as modern, exciting, and accessible.

● Video previews

Want to boost the lifetime value of a video you've already created? Try cutting it down into one, two, or more Shorts. You'll need to convert landscape to portrait and ensure cuts make sense, but clipping down your existing video content into Shorts formats can actually accomplish two goals at once. First, they can increase visibility for longer-form content that users might be less inclined to view; and second, they can empower you to communicate your value props in an instant. If boosting discoverability is your goal, previews may be the way to go.

Streams

Want to engage with leads in a live format? Streams are a powerful tool for showing relevancy—and leveraging hype to encourage immediate action.

Going live on YouTube can offer a number of business-focused benefits, and marketers who understand how to use them correctly have the upper hand. By leveraging a powerful concept, live audience interactions via chat, and regular CTA boosting throughout the stream, you can encourage mass traffic to your business’s website—and potentially convert leads.

Streaming formats with business goals in mind:

- **Q&As**

Has your product team recently launched a new line? Want to explain features of your newest service? A Q&A can help your target audience feel connected to your business in a hyper personalized way. You can field questions directly from chat or have a team member post pre-approved questions in the thread as a commenter. Either way, you can use Q&As as an open forum to connect deeply with your target segment.

- **Events**

If your business is hosting, attending, or sponsoring an event, going live is a powerful way to make users worldwide feel connected to your mission. Task a team member with either capturing footage via smartphone to show the attendees’ point of view or leveraging high-quality cameras to create a visually luxe experience. However you choose to broadcast, you can use an event to highlight your business’s community connections—or even build FOMO for users who aren’t in person.

- **Get creative**

There are several ways you can go live and several ways to drive results. Think about what your value props are and lean into unique formats that intrigue users into joining your stream. For example, do you have a PR representative who can host a fun product walkthrough? By leaning into your strengths, you can corner new strategies that increase viewership and cement your business as an authentic content creator.



94%

of businesses host live webinars as part of their video marketing.

Wistia, [2024 State of Video](#), March 2024

Beyond video

There's more than one way to engage with users on YouTube—and text-based formats like Memberships, Community updates, and one-on-one viewer interactions can go a long way towards building loyalty.

- **Memberships**

If content creation is one of your business's core offerings, you may be able to leverage YouTube's Memberships functionality to create a new revenue stream. Memberships offer a tiered subscription service where users can pay small monthly fees to access exclusive content, custom emojis, and other unique benefits. If your business uses content creation to forge deep audience connections, offering a low-cost Membership may empower you to build authentic connections—and encourage bottom-funnel conversions.

- **Community**

Within your YouTube channel, you're equipped with a Community tab where you can provide text- and image-based updates. This is a powerful feature for building connections with audiences at scale. Consider adding occasional updates about your business's values, future, or goals. With this approach, you can make subscribers feel recognized for their engagement with your channel—and demonstrate to other users that you build conversations over the long haul.



Paid ads

[YouTube's paid advertising platform](#) can empower you to reach larger audiences without fostering a robust organic presence. There are several types you can leverage on the platform.

- **In-video ads**

These appear at the beginning of videos, at the end, and periodically throughout the video's runtime. You can configure some of these ads to be skippable after a certain amount of watch time lapsed, such as 5–30 seconds.

- **In-feed ads**

These appear as sponsored content in a user's Recommended feed, or throughout their homepage. There's no maximum length to these ads, but in general, the shorter, the better.

- **Shorts ads**

As users scroll through Shorts, you can boost paid ads to appear mid scroll. They're not typically disruptive, but with clear sponsored messaging, Shorts ads are often identifiable at a glance.

Keep in mind:

Paid ads are often skippable, meaning users have built-in incentive to disengage with your content. Instead of using paid ads to promote your YouTube channel, consider using this strategy to boost off-platform campaigns. This way, users will feel less likely to dismiss your channel as an advertising venture.



Tip: Make sure your paid ads adhere to YouTube's video and audio specification guidelines!



The Bottom Line

Now that you're thinking creatively, it's time to talk about optimizing your content for the most engagement possible. **It's time to talk about the algorithm.**

CHAPTER FOUR

Everything You Need to Know About the Algorithm



How to Impress YouTube's Content Gatekeeper

Ask any marketer about their biggest hurdles for driving results on social media platforms, and you'll likely hear them mention "the algorithm." The term alone has earned a negative connotation that inspires uncertainty and frustration, especially for content creators who don't know how to best leverage the algorithm's functionalities. If you're unfamiliar with the algorithm, you might be inclined to pass it the blame for unsuccessful social campaigns—or just ignore it altogether and hope for the best when you click "upload."

But across social media platforms, algorithms exist for a reason: **to offer hyper personalized content recommendations that drive user engagement.** Platforms are businesses too, after all, and it's in their best interest to serve up relevant content that users will continue to watch, like, comment on, and share with others. To do that on a massive scale that's supportive of major social platforms, these businesses rely on algorithms to create user experiences that feel uniquely tailored—and highly actionable.

The algorithm chooses videos to recommend users based on audience interests, content quality, and engagement metrics. The algorithm acts like a gatekeeper—and it's one more audience member you should add to your target segment.

So, how does the algorithm work on YouTube? What does it mean for your team? And how can you use the technology to your channel's advantage?

If you're intimidated by the complexity of such a program, **don't be.** Understanding the algorithm is the first step towards a content creation journey that extends visibility far beyond your subscribers—and it's critical for using YouTube as a lead gen tool.

In this chapter, you'll learn:



What the YouTube algorithm is



How it works in a typical user situation



Why it's challenging to impress the algorithm



Tips for optimizing your content to the algorithm's interests

What is the YouTube algorithm?

Imagine you're navigating to YouTube from a new account in a private web browser. From the platform's perspective, you've never watched a YouTube video before, and your account is a blank slate.

When you first land on YouTube's homepage, you'll likely encounter a variety of content recommendations based on what's most popular at that moment. You might see:

- News clips
- Viral influencer content
- Music videos
- Streams
- Gaming content

From there, you can either choose to select one of the recommended videos or use the search bar to find content closer to what you're looking for. Either way, your next action immediately activates **YouTube's algorithm: an extensive backend program designed to make personalization a reality for every individual on the platform.**

Imagine you search for our YouTube channel and click on our video, [How to Use Marketing Automation \(For Free\)](#). As a result, the sidebar of video recommendations will feature a blend of more generic, trending content—and now, marketing videos. As you continue watching videos with different lengths, topics, and creators, the algorithm will continuously use your watch history to build more and more relevant recommendations for your platform experience.



of businesses say that having a CTA button on their video is the most useful tactic for driving conversions on YouTube.

Wistia, [2024 State of Video](#), March 2024

But the algorithm doesn't stop there. It's fine-tuned to take even more user engagement metrics into account. The YouTube algorithm will offer different recommendations based on:

- The time of day a user logs on
- The device a user is watching from, including web, smart TVs, cell phones, and gaming devices
- How long a user watches content, and what action they take while content is playing

What's the catch with the algorithm?

At first glance, the algorithm sounds excellent for businesses. After all, you've created content designed for your target segment, infused keywords into your description, and even advertised your latest upload with other social media platforms. You've laid the groundwork for a valuable video that the algorithm should easily and quickly favor, boosting your brand to Recommended feeds worldwide. Right?

In practice, it's a little tougher to gain the algorithm's favor. Even if your content is optimized for a specific audience segment and offers unique value that your subscribers are resonating with, there's no guarantee that this will be enough to earn a place on a new user's homepage. In some cases, you and your team can spend months filming, editing, and marketing new content, only for its viewership to fall far below expectations. **So, why does this happen?**



You're facing too much competition

There are countless creators on YouTube today who are all vying for views from largely the same audience base. Audience segmentation can help, but if your channel is going up against content creator giants with years of experience on the platform, the algorithm is likely to favor their content, whether yours is better or not. If you're creating videos for broad interests, consider narrowing your scope even closer.



Your channel isn't established enough

Even if your content offers an expert, industry-changing perspective, the algorithm might not boost it to homepages if you don't have enough engagement. New users face a steep uphill battle on YouTube where they're often at a disadvantage. If this obstacle is slowing you down, **don't give up**. The longer you create content consistently, the more likely you'll be to organically grow your channel.



Your content isn't algorithm friendly

When it comes to the algorithm, it's sometimes better to adopt competitor strategies than it is to blaze a new path. If you're launching a new product, for example, you may be ready to launch an innovative new campaign with video content unlike anything else on the platform. That can help you stand out, but it might also be wise to create an explainer video that the algorithm can recognize as a tried-and-true platform tactic. If your content isn't performing well, you may need to revisit its structure.

What can you do to crack the algorithm's code?

Hope's not lost. You can still optimize your content so it's more likely to be preferred by the algorithm. As a result, your campaigns are more likely to reach more viewers, even past your current subscribers.

Whether your goals include brand awareness, lead generation, or reactivation, you can use the algorithm to make your content more effective.

Free resource:

[How to Optimize Videos for YouTube Search](#)



How to create algorithm-friendly content

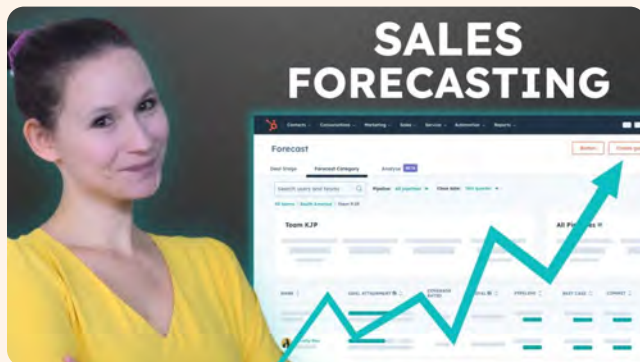
#1 Think like an SEO expert

Do you already use keyword research tools for your web SEO optimization? If so, you've got a strong foundation for the YouTube algorithm, as well. Keywords are just as relevant on YouTube as they are on Google. You'll need to infuse your video titles and descriptions with keywords that are relevant to what your target audience is searching for. Using a mix of short-tail and long-tail keywords can help you reach more specific audiences at the moment they're ready to engage. You can also explore hashtags and closed captions to boost discoverability even more.

#2 Create click-worthy thumbnails

Your thumbnail is the visual that represents your video's key message—and, coupled with your video title, it's the most compelling asset you have in encouraging engagement.

Thumbnails styles to consider



HubSpot

Graphics + People Composition

Our thumbnail uses a blend of graphics, screenshots, text, and a real human to create a composition that's compelling—and accurately describes our video's content.



Apple

Tagline + Engaging Visuals

Apple uses a strong statement, a tagline, and a hook-worthy visual to intrigue users. And, with a short run time, users are more likely to click on the video to see what it's about.



TARGET

Simplicity + Content Preview

Shorts need thumbnails, too! This thumbnail shows a basket of products to effectively tie to the Short's content about Fourth-of-July-friendly items. It's a quick glimpse that doesn't need text overlays to compel users.



How to create algorithm-friendly content (continued)

#3 Optimize video length

If you're creating an explainer video, chances are, it doesn't have to be longer than two minutes. If you're creating a product tutorial, on the other hand, lengths of 10+ minutes might be more appropriate. Take a critical eye—and shop around your competitors' channels—to see how long other videos in your target area are. That way, you can avoid dissuading viewers with lengths that don't seem to justify the content.

#4 Keep at it

Your work's not done once you click “upload.” One video is just the beginning of gaining the algorithm's favor. The program is more likely to recommend channels that won't waste users' time with one-offs from seven years ago—or even seven weeks ago. Create a routine posting cadence and stick to it. And don't get discouraged if your content isn't immediately garnering the views you want. Think of the algorithm as a business partner: it takes time to build a trustworthy relationship.





The Bottom Line

The algorithm doesn't have to be scary. In fact, it can be a helpful tool for getting your content seen—and your goals met. By following these tips and maintaining a drumbeat of quality content, you'll be more likely to increase visibility and awareness all at once.

CHAPTER FIVE

Tips + Tricks for Developing Engaging YouTube Videos





Content + KPIs Go Hand in Hand

You're almost ready to start uploading content to YouTube—but first, let's go over a few more tips for securing the best, most consistent results.

Remember: every video should be optimized with your marketing goals in mind.

If you're looking to boost brand awareness, activate lead gen, launch a PR campaign, or build trust with your customers, you'll need to optimize each of your videos to meet those goals.

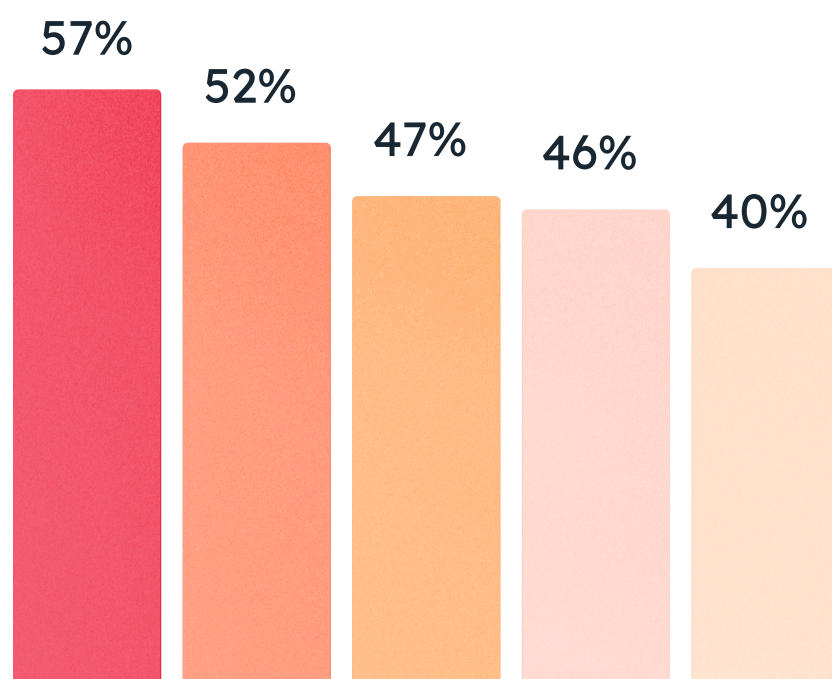
In this chapter, you'll learn how to:

- | | |
|--|--|
| #1 Use proper equipment | #5 Get collaborative |
| #2 Think like your customer | #6 Embrace authenticity |
| #3 Add value, not minutes | #7 Let goals guide your content |
| #4 Opt for live action, motion graphics, or a combination | |

#1 Use proper equipment

Some businesses may want—or need—high quality film cameras to showcase their luxe branding and appeal to highbrow clientele. Other businesses may only need a smartphone camera to appeal to younger, scrappier audiences who prefer working with businesses they can relate to. Either way, one fact is clear: **your recording equipment should be representative of your brand identity.**

Tools that businesses use to make video content



- Screen recorder
- Full camera setup
- Live streaming platform
- Online video editor
- Motion graphics

Wistia, [2024 State of Video](#), March 2024



Wondering where to start looking for equipment? In general, you'll likely be able to make more polished content if you have:



Cameras

One recording device should be enough in most situations, but for larger productions using cinematic flair, you may want to have multiple cameras on hand. Try to opt for cameras with 4K recording capabilities to keep your content looking smooth and high quality.



Lapel microphones

Having some clippable, cable-free mics on hand will be crucial for getting good sound quality, especially during interviews, streams, or videos where your focal person will be moving around a bit.



Lighting kits

For videos, Shorts, and streams where you'll be working in a single location, a lighting kit can help you avoid dark corners, shadows, or poor recording quality. Lighting kits don't have to be elaborate—a ring light or some lightboxes should be plenty for a small-scale YouTube operation.



Capture cards

If you're recording onscreen footage via an external device, a capture card is crucial for acquiring that footage. These are best suited for content on VR headsets, gaming consoles, or tablets, so if you won't be using these in your lineup any time soon, you may be able to hold off on grabbing one.



#2 Think like your customer

When you're deciding on video formats, Shorts topics, or even live Q&As to cover, ask yourself: what will your customer most want to engage with? This is especially important if you're aiming to drive up engagement or conversions. Ask, for example, whether a low-funnel lead will be more likely to convert from a thought leadership awareness video, or a short motion graphic video on recent case study results.

For more individualized tactics, you can also create content around your target segment's persona. Consider using AI-powered tools to help you fine-tune who your audience looks like, what their pain points are, and how you can satisfy them with your content. Segmentation will help you refine not only your video's format, but also your messaging and style within the video itself. And, with an AI-powered solution, you can reduce your team's hours, boosting efficient productivity.

#3 Add value, not minutes

A longer video doesn't necessarily mean a better video—or a more effective one, either. Some formats, like podcasts, webinars, or thought leadership videos, may naturally skew longer, since there's more material to cover within them. Explainer videos or Shorts, on the other hand, are better suited for runtimes under two minutes. Shorts are a powerful tool for distilling core messages, value props, and audience values into an actionable format, and in some cases, can serve as a conversion tool.

To see if you're aiming for the right video length, check out competitor content on YouTube. Mirroring their strategies won't just help you appear credible in the space—it'll also help you show the algorithm you mean business.

#4

Opt for live action, motion graphics, or a combination

An explainer video using motion graphics can capture attention in a clean, professional layout. Shorts can also use vibrant animations to deliver a vibrant experience for users. However, relying solely on motion graphics in your YouTube content can create a stilted, distant feel that results in less audience connection—and may negatively affect trust with your target segment.

That doesn't mean your approach should only use live action footage, though. Striking a balance between high-fidelity animations and human-focused content can demonstrate a well-rounded marketing effort that captivates audiences.

If you don't have the in-house resources to create motion graphics, consider partnering with an agency who can elevate your business's visual identity while adhering to your brand guidelines.

#5

Get collaborative

Collaborations are a key mark of engaging strategies for content on YouTube. Partnering with existing content creators or other businesses can help you tap into a new audience and expand brand awareness on a fast and global scale.

But there's a nearly endless supply of creators on YouTube. How can you choose the right one to partner with? There are several things to keep in mind when querying collaborators, like:

- **Their content.** It might seem obvious, but take a deep dive into your potential partner's YouTube channel. Do they have any videos that support one of your competitors? Does the collaborator have consistently high engagement with their subscribers? Have they covered topics that don't align with your brand identity? Go beyond subscriber and view count to see if you're really choosing the right partner.
- **Their social media.** Take a brief trip off platform to evaluate your potential partner's social media accounts. Scan for anything that might misalign with your brand identity—or get inspiration from their past videos for your collaboration.
- **Their audience.** Doing a quick online search can help reveal what users are saying about your potential collaborator—and potentially identify risks that might not be apparent on their site. Take audience feedback with a grain of salt, and prioritize flags from members of your own target segment.

#6 Embrace authenticity

Viewers have a vast supply of content to choose from on YouTube—and you’ll need to convince your target segment that your content can better serve their needs than your competitor’s can. You may be inclined to use industry terminology, complex phrases, or specific statistics to position your business as a subject matter expert—but this approach might backfire. Audiences, after all, aren’t always experts in their field. That’s why they’re looking for solutions, after all. Instead, consider how you can create content that feels more approachable, likable, and real. Opt for a friendly human being to explain your product instead of a stilted slide deck walkthrough full of complicated metrics. You can also aim for a friendly and conversational tone that’s subdued and comfortable instead of loud, flashy visuals.



#7 Let goals guide your content

It bears repeating: your goals should always be your North Star in content creation. It’s easy to get in the weeds with a specific video and spend hours poring over the color grading—or the logo on an employee’s shirt. Try to focus more on the big picture. Why did you create a YouTube channel in the first place? Who are you targeting? What action should viewers take after seeing your video?

Consider making your content engagement friendly by adding links to your descriptions, clickable cards that appear on screen, or soft CTAs throughout your video.

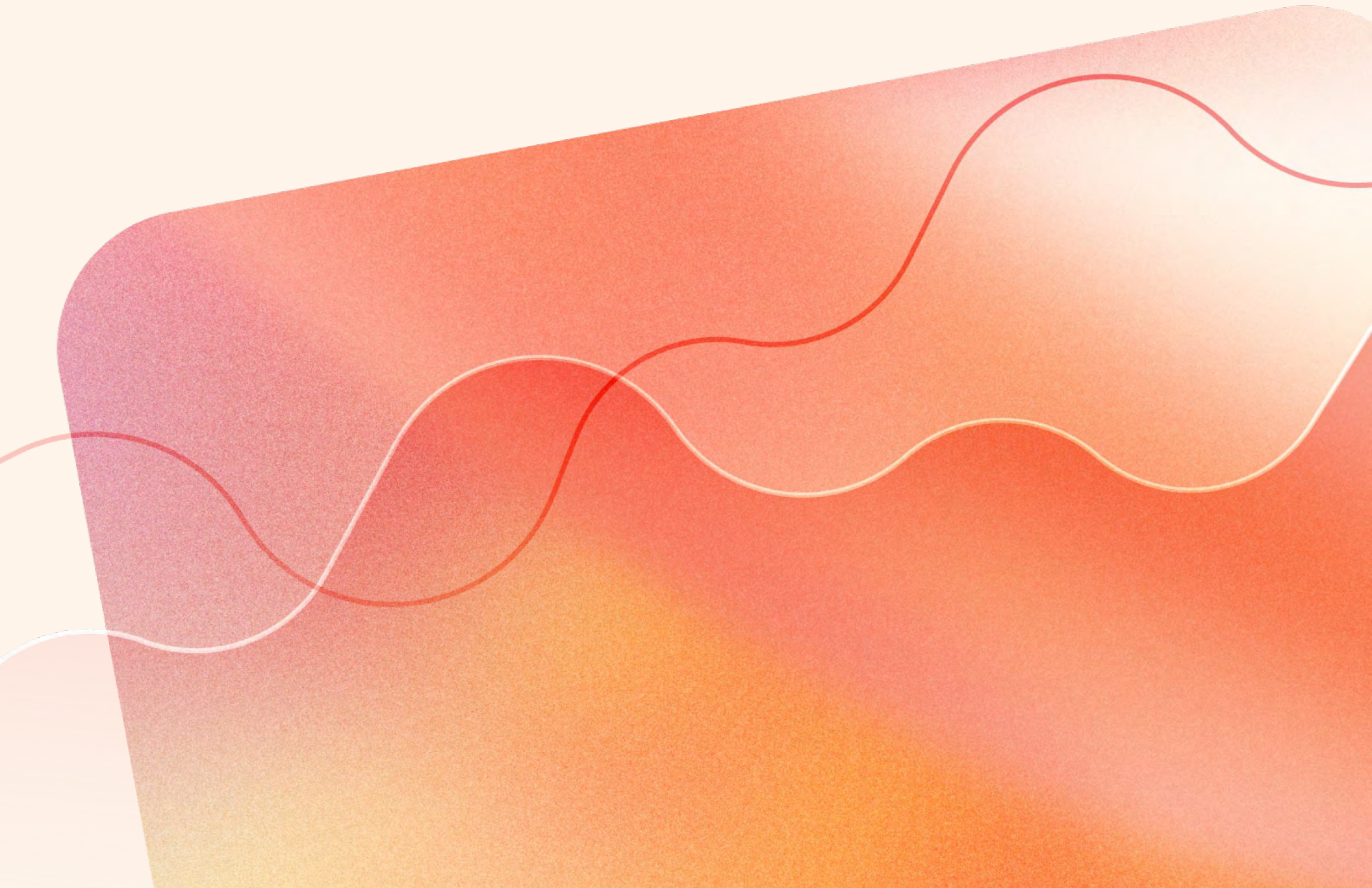


The Bottom Line

It's time to see how your strategy's stacking up. To learn how you can substantiate your channel's impact and measure the success of your YouTube videos, proceed to the next chapter.

CHAPTER SIX

Measurement + Monetization Strategies



In-Depth Analysis Empowers Better Content

When you've posted a handful of videos to your business's YouTube channel, it's critical to collect performance analytics as time goes on. Seeing view counts rise can be satisfying, but when it comes to generating results for your organization, you'll need in-depth analytics that visualize the larger context of how your channel is resonating with users.

In this chapter, you'll learn:



How to understand YouTube analytics



Ways to become and continue being monetized



Why marketing software may be right for your business

Data categories available in YouTube Analytics

- Traffic source
- Geolocation
- Viewer age
- Viewer gender
- New and returning viewers
- Viewer subscription status
- Devices that viewers watch from
- Dates viewed
- Shorts analytics
- And more

So, what analytics should you collect? And where can you find them? In general, you'll need access to similar engagement analytics from other social media platforms. For YouTube, you can find in-depth reporting in the [Studio Content Manager](#), which acts as a gateway to your content creation experience. From there, you can access Analytics, and select Advanced Mode. In this view, you can toggle valuable reporting data to get a better understanding of who's watching your content, when they're engaging, and where they're viewing from.



Tip: Check out [YouTube's Help portal](#) for more information on analytics.



If you're interested in collecting week-long metrics instead of unrolling your channel's entire historic performance, you can also select a seven-day view period within YouTube Analytics. This is helpful for marketers who need to create routine data reports or access quick metrics to support a new campaign strategy.



Tip: Is monetization one of your primary goals? If so, monitoring your Analytics is critical.

You can toggle important metrics like monetization status, copyright claims, and viewer age to ensure your content is always adhering to YouTube's monetization policies.

Red flags to watch for in YouTube Analytics



Demonetization

Has your video been demonetized? What changes can you make to the content to regain monetization?



Copyright strikes

Have your videos used music, television, movies, or other owned creative content? How can you remove the material and still offer valuable content to your customers?

Going deeper: connected analytics software for YouTube

YouTube offers a robust, marketer-friendly metrics dashboard in YouTube Analytics. In fact, its native capabilities may be detailed enough to support your business without the need for external software. However, if you're looking for more concrete ways to substantiate your content's performance, you may be able to plug in your existing marketing software to your YouTube account.

Marketing software can empower your team to elevate video campaigns with your YouTube data. With certain solutions, you can take reporting even farther by integrating data to inform content creation. And, with data-backed content, your YouTube channel may be more likely to generate results for your business.

Reasons to integrate marketing software with your YouTube channel

- **AI-powered content creation** tools can use your performance data to generate content recommendations tailored to your audience, wherever they are in their buying journey.
- **Seamless data visibility** can empower your sales team with interconnected metrics that show when their leads were most interested in your organization's content.
- **Intuitive reporting capabilities** can help you demonstrate content performance to your leadership team, empowering you to get more resources for future campaigns.



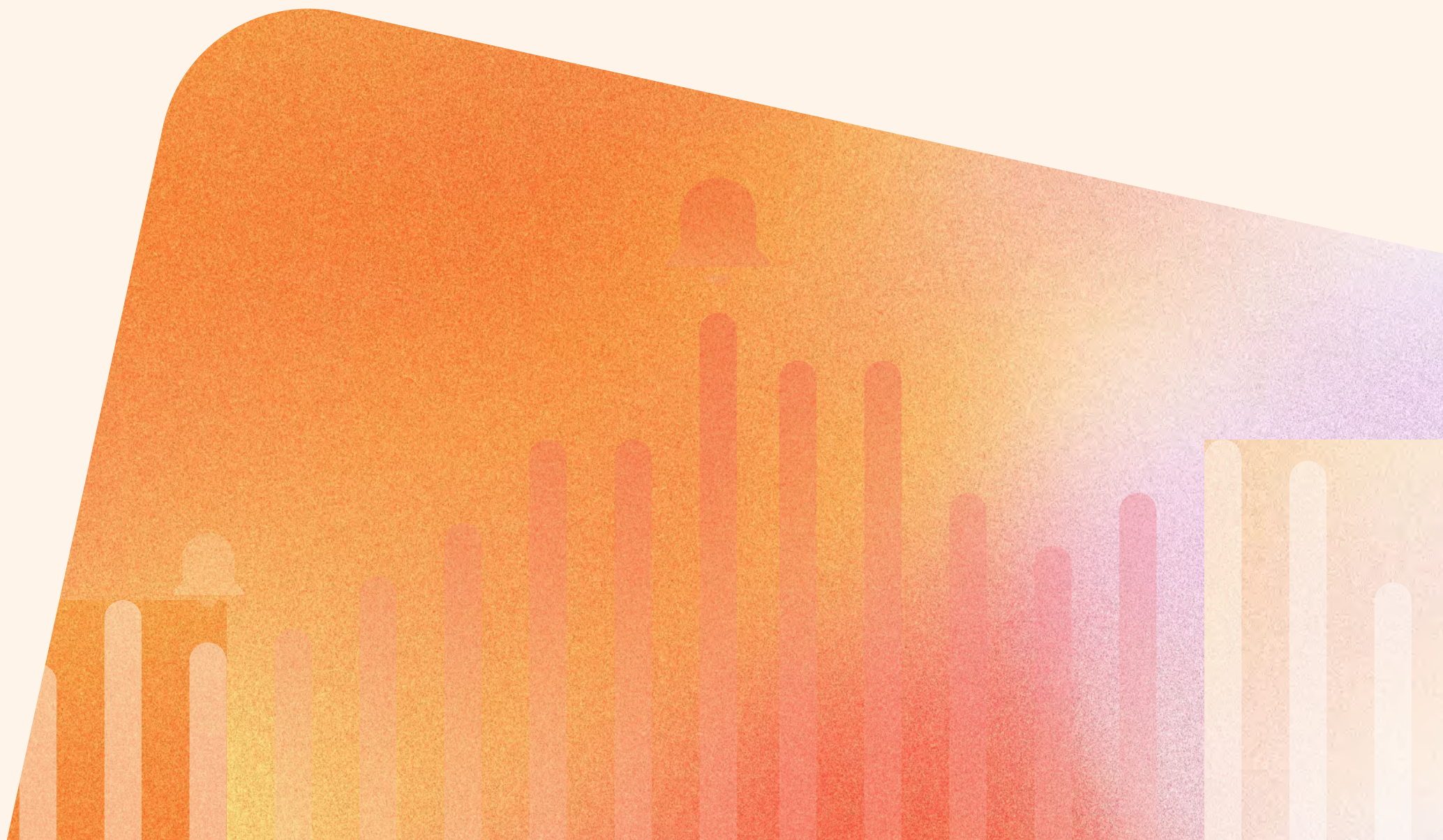


The Bottom Line

YouTube isn't just a content creation platform—it's **one of the most visually engaging marketing tools available**. Creating videos to spread brand awareness is a no-brainer, but there's greater potential than awareness alone on YouTube. Using community-building features, clickable cards, description links, and paid ads, you can go beyond brand visibility and facilitate deep relationships with your customers, always funneling them closer to conversion. When you're equipped with a powerful strategy, algorithm-friendly tactics, and the right analytics tools, **you're that much closer to achieving your business goals on YouTube**.

CONCLUSION:

Subscribe-Worthy Software for Your Social Strategy



Your Journey Is Just Beginning

You're almost ready to start generating growth for your business on YouTube! By following the tips, tricks, and insights in this guide, you'll be equipped with the tools you need to create a channel that's attuned to your brand voice, your company's mission, and your customer's interests.

Before you dive in, though, ask yourself:



Does my team have the equipment they need to create content?



What goals should I communicate to them, and how can I ensure we're aligned?



How can my team measure and report on their content's performance?

Create + report on results-earning content with Marketing Hub

Developing content that captures leads—and showing how you did it—has never been easier. With our all-in-one marketing software designed for businesses like yours, you can reinvent your social media marketing strategy to include compelling videos of all lengths and formats. And, as a bonus, you can report on its impact with our user-friendly analytics dashboard.

What you can do with Marketing Hub (for free!):

- Access tools for maximizing relevancy with customer interests
- Create and manage ad campaigns with ease
- Unlock efficient content creation with AI-powered tools
- Integrate YouTube performance data with reporting tools
- Iterate on campaigns with data-backed report

Let's collaborate

Forge ahead with confidence when you partner with us. We know a thing or two about video content, after all!

- **HubSpot Academy**: Educational video content library for a number of business-focused topics and certifications
- **HubSpot on YouTube**: Accessible explainer videos and community building content for everyone we serve today—and everyone we'll work with tomorrow

Try Marketing Hub today—it's free!



[Claim your free trial](#)