

## Content for YouTube Marketing

### **How to Become a YouTuber Complete Course Content**

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Lesson - 4 - Set Goal to Achieve monetization.

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## Lesson no. 1 – Why YouTube Career?

The YouTube platform started in 2005, allowing anyone to post their own videos and content. The platform has exploded since then with about 30 million daily visitors watching approximately 5 billion videos every day!



Considering there are over 50 million users putting content on YouTube, there are plenty of monetization opportunities that come with it. So it's no surprise that a growing number of users are deciding to make a full-time or part-time career from it.

YouTube is certainly seductive as a career. Access to a global audience and the alternative of pursuing your interests with creativity. Isn't that something worth working for! But not every channel has a billion views and there are some cons to YouTube too. But first, let's take a look at some of the pros of having a YouTube career:

## 1. Your Passion

Unless you are working for the National Geographic or Discovery, desk jobs are really mundane. Not every graduate or educated professional ends up working for fun lifestyle channels. Not every show producers get the chance of producing interesting shows like Buffy the vampire slayer or Pushing daisies. Some projects never even find success, some scripts go straight to the dustbin.



Whether you are a writer, producer, entertainer or director, Youtube gives you the choice of following your own passion, unleashing your creativity. Got an idea? Just write a script, self-produced and broadcast.

Youtube career is not just about a steady paycheck. It's about finding your audience, getting them to resonate with you while you follow your passion. It lets you connect with strangers with shared passions and drives from all over the world.

## 2. No degrees and no age limit needed

Want to make videos for Youtube? Just get your phone out and start shooting. Want them to look a bit more professional? Get a DSLR and some other YouTube Equipment. You don't need a lifetime of debt and a snobbish college degree to get a Youtube career. Talent alone is enough. If you know what resonates with your audience, you can start creating video content for your Youtube channel, strategize your posts and start connecting with your audience.



The idea is that if you are starting a Youtube Channel, you are your own boss.

People online are searching for relevant, entertaining, educating and inspiring information. As long as you can create content that your audience finds powerful and motivating, you can enjoy a youtube career without needing a college degree.

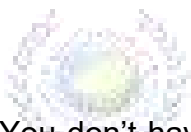
You don't need to be a specific age to start your own channel either. You may want to pursue discretion regarding your channel content depending on your age and your audience's age.

But other than this, anyone, young or adult can start a youtube channel. Youtube has helped a lot of musicians and artists find an audience online and close deals with mega recording companies.

### 3. No need for a physical office

Got a brilliant idea? Want to set up your Youtube channel? Don't worry. You can start it anywhere, anytime without any specific capital or partners. You can start it from your bedroom or your kitchen with just some decent video shooting stuff and interesting scripts.



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[An ISO Certified Institute]

You don't have to invite your crew to an office every Monday-Friday and work from your home or even when you are on vacation. You may expand later and set up a physical office but if you want to take a slow, no need to go for the big decision. Just work from home!

## 4. No Pressure

Youtube is sure competitive and it's hard to make your mark but all you need is conviction and understanding. You need to understand your audience, learn what they search and what topics are most revered. And, there is no pressure. You don't have to worry about medical leaves or too much paperwork. You don't need to write case studies on weekends or study top business blogs every Monday morning. Just get started with your scripts and work them whenever you like. As long as you have powerful content that moves your audience, you won't face any pressure.



There are plenty more advantages like Youtube serves as a great portfolio option for videographers and directors who want to keep practicing before making a big career move. So, professionals can post weekly or monthly videos to upload fresh, original content even when working other jobs. Depending on the analytics and success of the videos, channel owners can make the big move to pursuing the channel full time.

## Lesson no. 2 – Planning and Strategy

Creating a channel and making it successful would require a lot of hard work and perseverance your part. Making a career out of YouTube is not about coming up with a single viral video and getting shot up to fame, it requires careful content development, distribution and promotion to be sustainable.

Here are a few avenues to work upon to get started with a career in this field.

### **1. Choose the Category and Motive for your Channel**

This is a crucial step as it will help you choose the type of content you'll create and will reflect the message you want to send out to the masses. It can be anything ranging from beauty and fashion to comedy, gaming or technology.

Here are a few of the most common categories of content on YouTube channels:

- 
- [An ISO Certified Institute]
- |                             |                            |
|-----------------------------|----------------------------|
| 1. Beauty                   | 11. Education              |
| 2. Fashion                  | 12. Information/Knowledge  |
| 3. Animation                | 13. Art and DIYs           |
| 4. Kids                     | 14. Cookery                |
| 5. Comedy                   | 15. Technology             |
| 6. Vlog                     | 16. Gaming                 |
| 7. Pranks                   | 17. Sports                 |
| 8. Music (including covers) | 18. News                   |
| 9. Travel                   | 19. Motivation/Inspiration |
| 10. Dance                   | 20. Health                 |



## 2. Determine Your Style and Voice

No two Youtube Channels are the same, even ones belonging to the same genre. The difference lies in not just the content, but also the video's creator(s) and the voice/style of the channel. Your channel's style will often be a reflection of your own personality and unique individuality. It can come from the way you talk, the views you express, any catchphrases/taglines, your dressing style, or even the causes you stand for.

Look back to any of the famous Youtubers you follow and after some comparison, you will realise that each of them has at least one unique quality that sets them apart. A fresh and original voice are an essential element for making your channel stand out from the noise of the hundreds of channels out there.

## 3. Develop and Polish Your Content

Content is the heart and soul of any YouTube video. Your video cannot get by on presentation alone, and there needs to be strong content backing it up. It's important that you spend proper time conceptualising your ideas, writing content/script, and editing it to polish and perfect it. Make sure it is catchy, relevant, precise and to-the-point.

Start with what you know well and use it to build and test new ideas as you go on. Keep coming up with new and creative ideas to keep on improving your content with each subsequent video.

## 4. Use the Right Equipment

Poor video or audio quality sends a message to the user that very little work has been put in the development of the content. Thus, it is highly suggested you invest in a good camera (DSLR/ point-and-shoot), quality lighting and sound equipment (microphone). However, if you want to test the waters first and don't want to invest in expensive equipment from the outset, you can borrow it from friends or use a good quality smartphone camera with a tripod.

## 5. Work on Your Filming and Editing Techniques

Good editing and filming can go a long way in increasing the virality of videos. They are the two most crucial elements that determine the final quality of your videos, and thus cannot be ignored.

Make it a point that you use the right lighting settings and filming techniques while filming your videos. Knowledge of the basics of photography and filming (camera angles, lighting, aperture, shutter speed, framing, etc.) will really help, and thus you should spend time learning these. You can even take up some short-term courses in photography and film-making.

Again, filming a video is never enough, and editing it in the right manner will serve to deliver the final product. So make sure you spend enough time at this step. You can use editing software like Final Cut Pro, Adobe Premiere Pro, Avid, etc. To start with, you can also look for many free editing tools available, or the standard Windows Movie Maker or iMovie to edit your videos.



## Lesson no. 3 – YouTube Channel Policies

It is most important to start a youtube channel you should know and read all google youtube policies below providing topics for those you should know about them.

### **YouTube channel monetization policies**

Updated October 2020: There are no changes to our processes with this article update. We have updated this page to improve transparency about our enforcement policies as well as our commitments to inform you of actions or changes that may affect you, such as future changes to our policies.

If you're monetizing on YouTube, it's important that your channel follows YouTube monetization policies. These include YouTube's [Community Guidelines](#), [Terms of Service](#), [Copyright](#), and [Google AdSense program policies](#). They apply to anyone in, or looking to apply to, the YouTube Partner Program.

If you want to monetize videos with ads, they must also meet our [Advertiser-friendly content guidelines](#).

Here's a quick overview of each major policy. Make sure you read each policy thoroughly, as these policies are used to check if a channel is suitable to monetize. Our reviewers regularly check to see whether monetizing channels follow these policies. [Learn more about how we enforce our policies](#).

### **What we check when we review your channel**

Our reviewers check content that best represents your channel against our policies. Since our reviewers can't check every video, they may focus on your channel's:

1. Main theme
2. Most viewed videos
3. Newest videos
4. Biggest proportion of watch time
5. Video metadata (including titles, thumbnails, and descriptions)

The above are just examples of content our reviewers may assess. Note that our reviewers can, and may check other parts of your channel to see whether it fully meets our policies.

## Lesson no. 4 – Set Goal to Achieve Monetization

Though building your channel is one major goal, you'll likely have additional goals. Here are some other reasons for creating your YouTube channel and the content it contains:

### **1. Build a brand**

There's no better way to show who you are, either as an independent creator or as an organization, than by way of a video or series of videos on your channel. The content might include different types of videos — something you've created, straight news, information about you, or a combination. Your motivation for brand building could be to obtain a new job, attract attention from industry luminaries, or make people feel good about your products.

### **2. Educate your target audience**

Most people love to learn, and much of the successful content on YouTube revolves around education and tutorials. Educational content includes home repair, product configuration, justification for social causes, and many more topics. Educational content also helps drive brand awareness.

### **3. Entertain the crowd**

People love to laugh, enjoy music, and get engrossed in a good story. These genres are all forms of entertainment, and all work especially well on YouTube.

### **4. Sell something**

It doesn't matter whether you have a product to sell, a subscription to offer, or a candidate to elect, your YouTube channel is a great way to demonstrate to your audience that they want what you're offering. People are turning to YouTube to make buying decisions about future purchases. Make sure you understand that YouTube is now a primary source of information used to influence a sale. In the past seven years, YouTube searches for video reviews have more than doubled.

### **5. Earn a living**

We've explained that your videos can make money by driving and influencing sales. You can also earn a living from people watching your YouTube videos by monetizing your channel.

## Lesson no. 5 – Knowledge of Useful Software

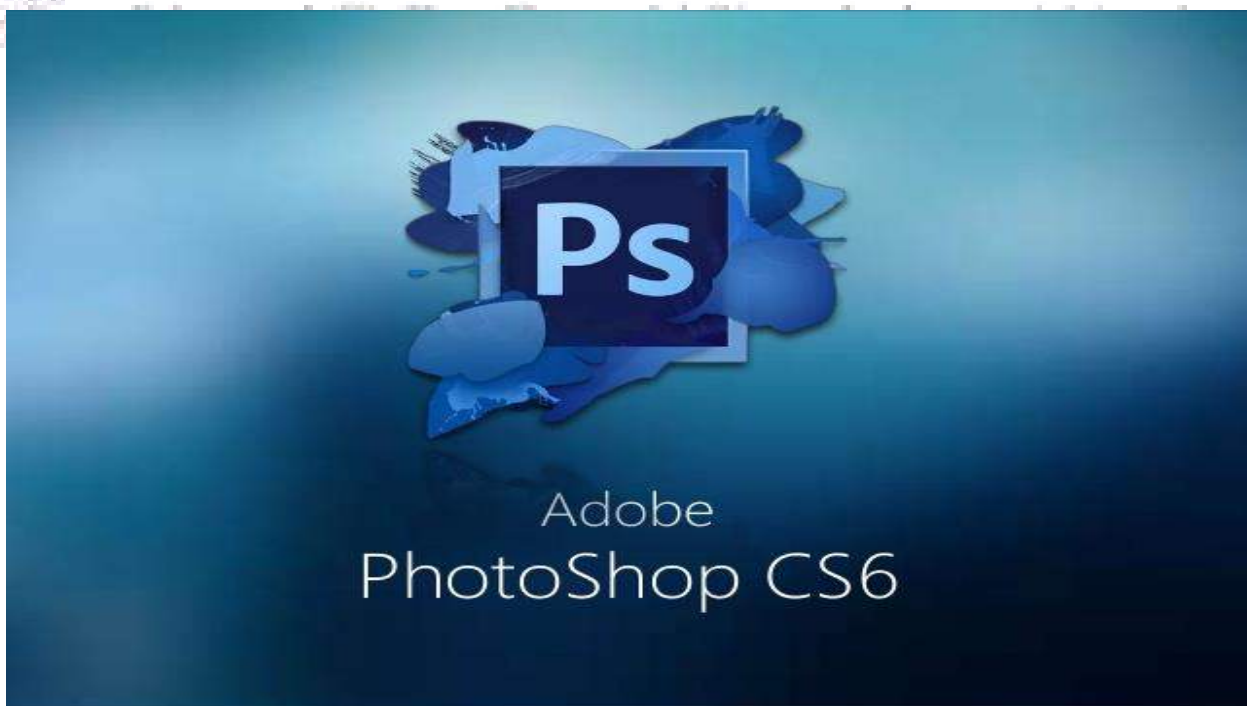
### Knowledge of Photo Editing and Video Editing Software

To become a successful YouTuber you have to know about some useful software in computer especially for graphic designing and video editing, here we providing you 2 most useful software you should learn for a YouTube career.

1. Photo Editing Application
2. Video Editing Application

#### 1. Photo Editing Application

**Adobe Photoshop:** Adobe Photoshop is software that is extensively used for raster image editing, graphic design and digital art. It makes use of layering to allow for depth and flexibility in the design and editing process, as well as provide powerful editing tools, that when combined, are capable of just about anything.



## 2. Video Editing Application

**Adobe premiere pro:** Adobe Premiere Pro is a video editing program that is part of the Adobe Creative Cloud software collection, as well as Adobe CS6 – or Adobe Creative Suite. Premiere Pro is used to edit videos, including movies, and is quickly becoming the go-to program for filmmakers all over the world, both amateur and pro.



**Camtasia:** Camtasia by Techsmith is a simple, all-in-one video editing and screen recording software program. Built with beginners in mind, Camtasia allows designers to create professional training videos quickly and efficiently. It is available for both Windows and MacOS.



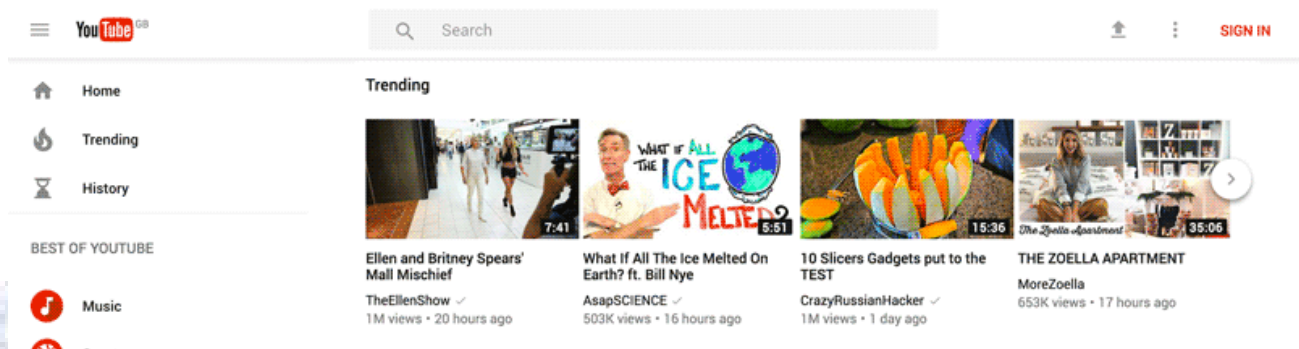
## Lesson no. 6 – Create YouTube Channel

### HOW TO CREATE YOUTUBE CHANNEL

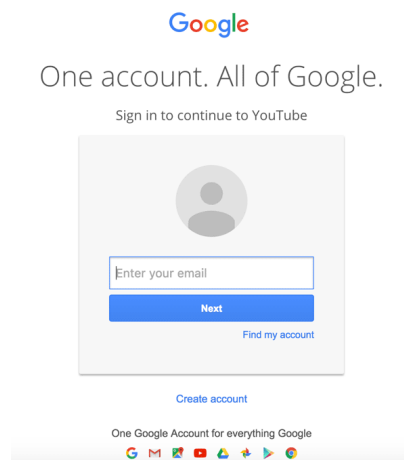
Getting a new channel set up is a simple and quick process, though.

i. Go to YouTube and sign in

Head over to YouTube.com and click 'sign in' in the top right corner of the page:



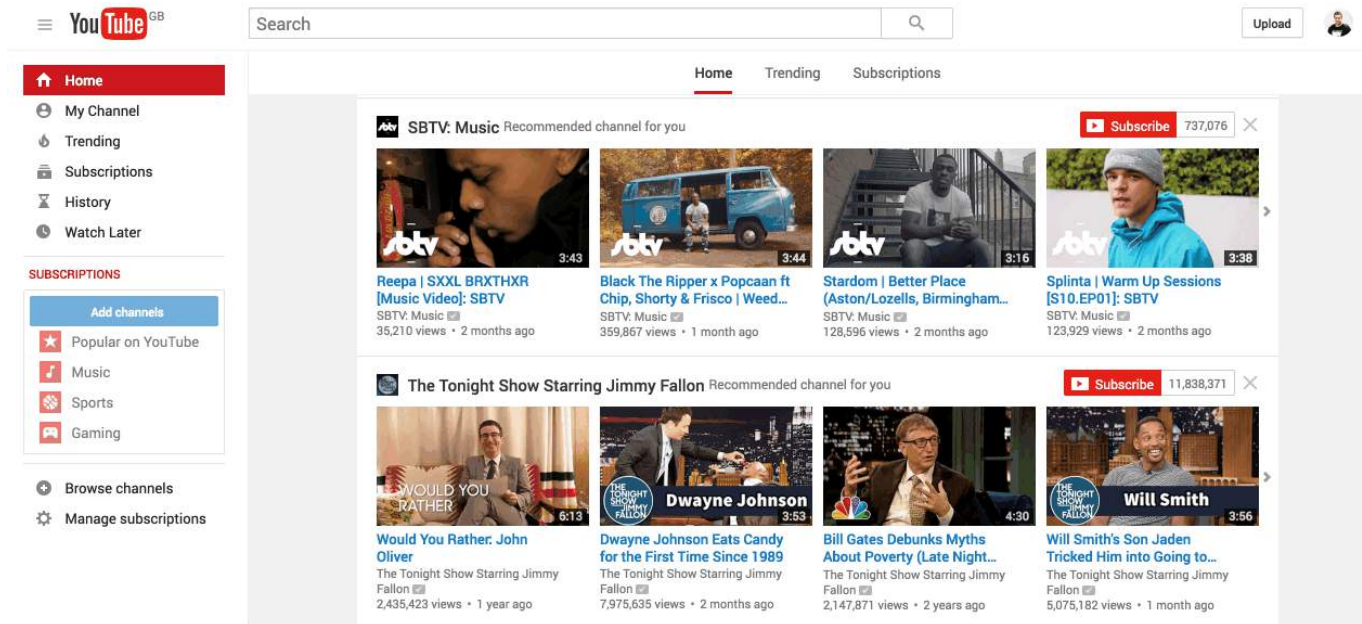
Then log in using the Google Account you'd like your channel to be associated with:



ii. Head over to your YouTube settings

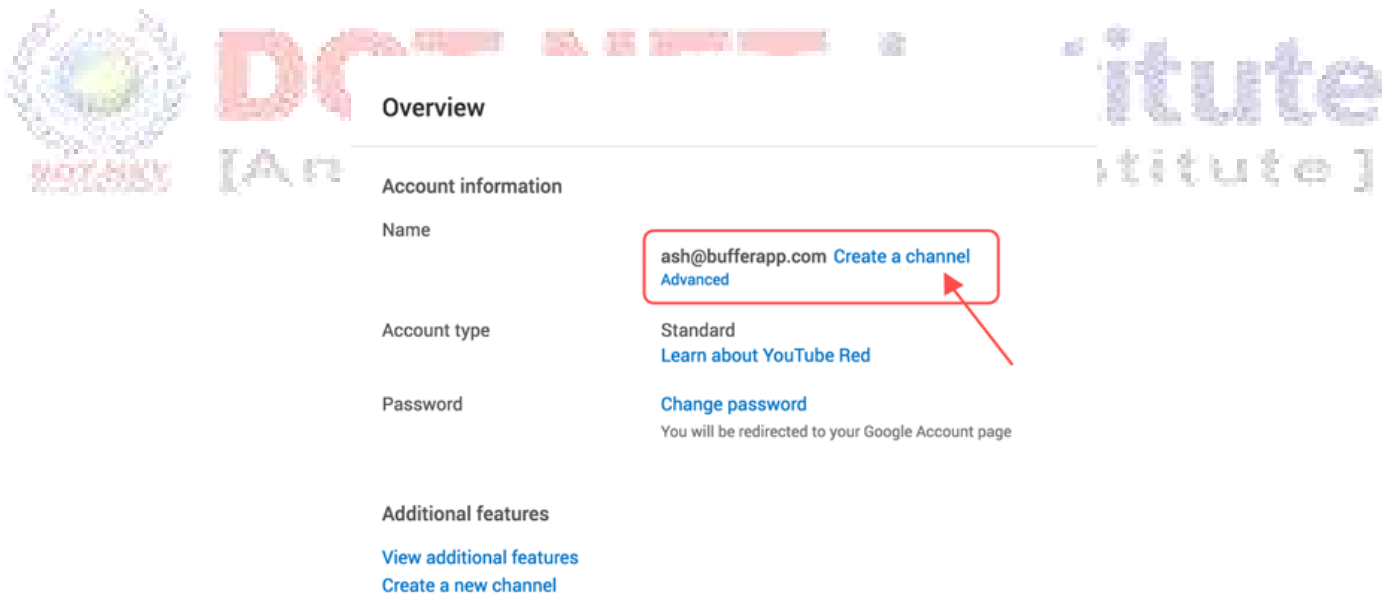
In the top right corner of the screen, click on your profile icon and then the 'Settings' cog icon.





### iii. Create your channel

Under your settings, you'll see the option to "Create a channel," click on this link:



Next, you'll have the option to create a personal channel or a create a channel using a business or other name. For this example, we'll choose the business option:


Overview

Account information

Name

Account type


Password

Additional features 

View additional features

Create a new channel

### Use YouTube as...



Ash

Read

By clicking "Create channel", you agree to [YouTube's Terms of Service](#). [Learn more](#)

Changes you make here may show up across Google services with content you create and share, and to people you interact with. [Learn more](#)

[Use a business or other name](#)

CANCEL CREATE CHANNEL

Now, it's time to name your channel and select a category. The channel options available include:

- a) Product or Brand
- b) Company Institution or Organization
- c) Arts, Entertainment or Sports
- d) Other



### Create a new channel

**Name your channel**


Buffer|Test


Product or Brand


Your new channel comes with a Google+ page

I agree to the [Pages Terms](#)

Done

- 

**Upload videos**  
Upload public and private videos to your new channel
- 

**Join the conversation**  
Comment on videos using your channel name
- 

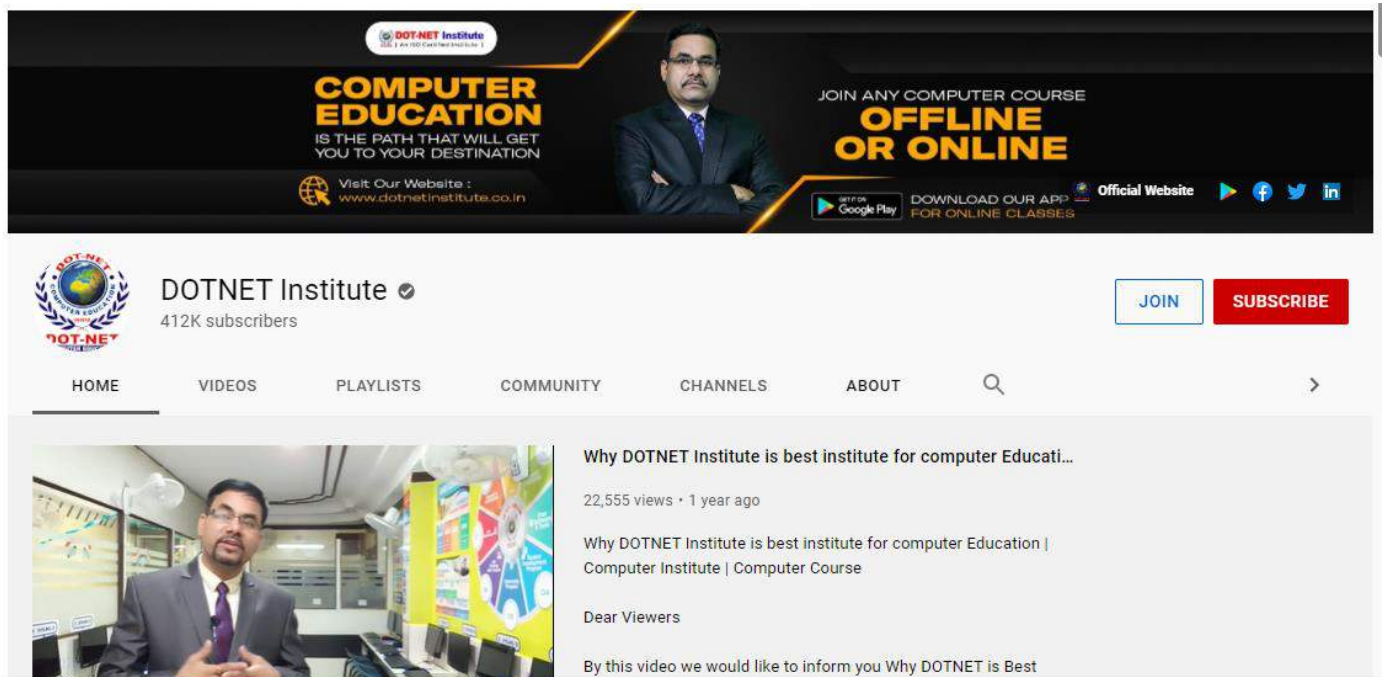
**All across Google**  
Your new channel comes with a Google+ page

## Lesson no. 7 – Setup a Channel in Professional Look

### How to create YouTube channel art

YouTube channel art is essentially YouTube's version of the Facebook cover photo. Channel art features in a prominent place on your YouTube channel, which means it's absolutely vital for any YouTube channel to use customized art to share your personality or more about your brand with your audience.

Here's an example of DOTNET Institute YouTube channel art:



### The perfect sizes for YouTube channel art

The best place to start with your channel art is with an optimal image size that works across multiple devices. For the best results, YouTube recommends uploading a single 2560 x 1440 pixel image.

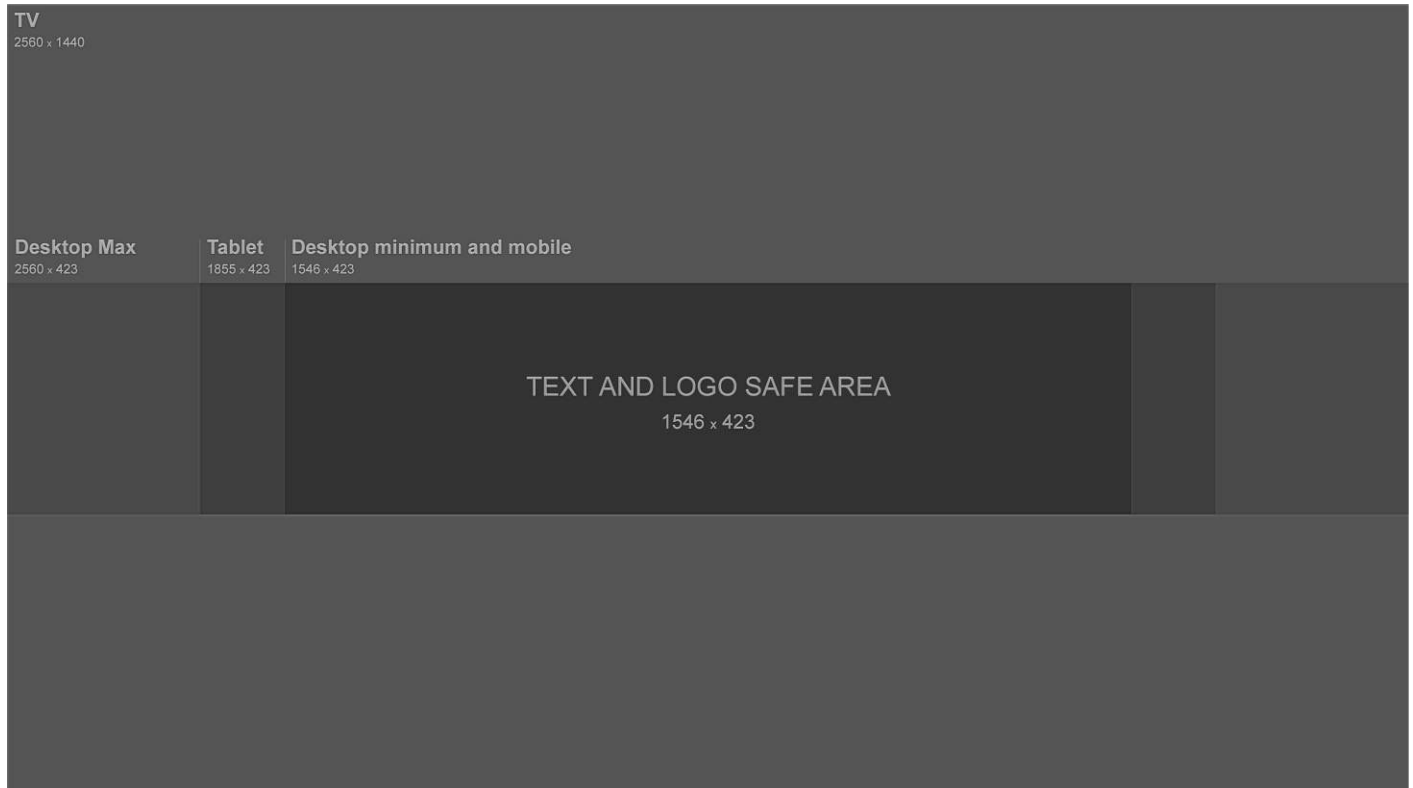
Minimum width: 2048 X 1152 px. This is the “safe area”, where text and logos are guaranteed not to be cut off when displayed on different devices.

Maximum width: 2560 X 423 px. This means that the “safe area” is always visible; the areas to each side of the channel art are visible depending on the viewer's browser size.

File size: 6MB or smaller recommended.

## Tools and tips for creating YouTube channel art

In the past, YouTube has supplied a Channel Art Template to help you figure out the perfect layout for your channel art and how it'll look across platforms. Here's a preview of the template:



You can absolutely use the ideal dimensions that we mentioned above in order to create your channel art from scratch using a tool like [Figma](#) or [Photoshop](#).

Nowadays, the easiest way to get up and running with your channel art is to hop into a free image creator like [Canva](#) or [Adobe Spark](#). These tools have ready-to-go YouTube templates you can quickly customize to your liking.

Here is an example of a channel art template within Photoshop:



YouTube channel art template in Photoshop

## 2 top tips for YouTube channel art

### 1. Ensure any text and logos are within the "safe" area

The text and logo safe area is the 1546 x 423 pixel space at the center of the YouTube channel art template (see the template above). This is the area that will be displayed on YouTube when your channel is viewed on desktop screens.

Traditionally, the parts outside the safe area run the risk of being covered or illegible because of overlaid social links or profile pictures.

Be careful to ensure any important information such as branding, text, taglines, and key images are within the safe space so that they're always displayed as part of your channel art across every device.

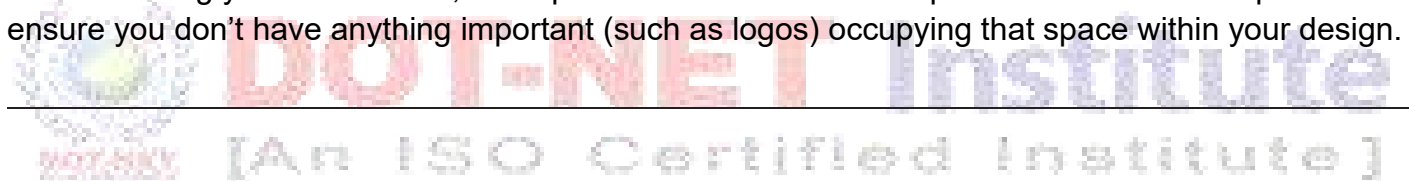
## 2. Consider your channel links

YouTube enables you to add links to your channel and these are displayed in the bottom right corner, overlaid on top of your channel art. For example, check the bottom right of the channel art below:



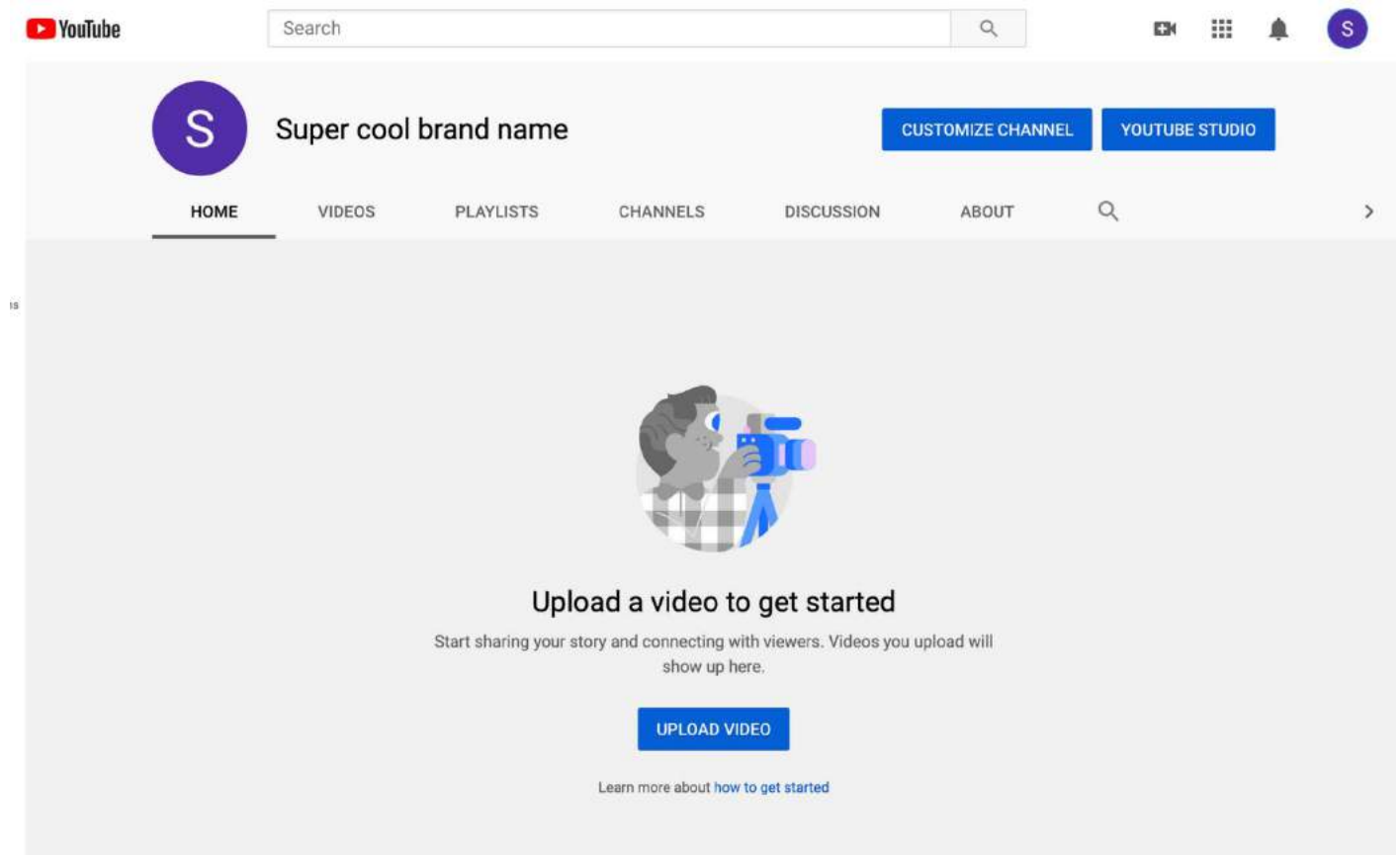
Where links appear on YouTube channel art

When creating your channel art, it's important to think about the space these links take up and ensure you don't have anything important (such as logos) occupying that space within your design.



## How to add art to your YouTube channel

If you're just setting up your YouTube channel, you'll notice the channel art space (along with the rest of your channel). To add art to your YouTube channel as well as make any other customizations, click the Customize Channel button in the top right.



YouTube channel: Getting started from scratch? Click the Customize Channel button

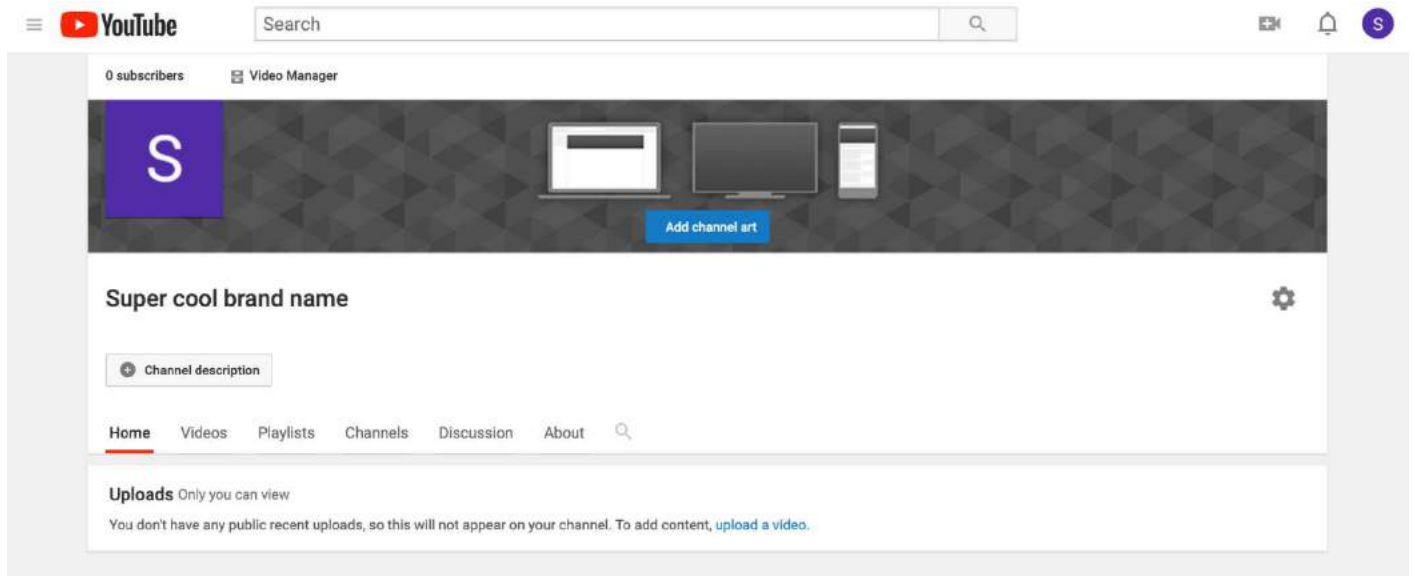
Once you've clicked this link, you'll go to another editor screen where you can click on the different parts of your profile in order to make changes.

BROUGHT TO YOU BY

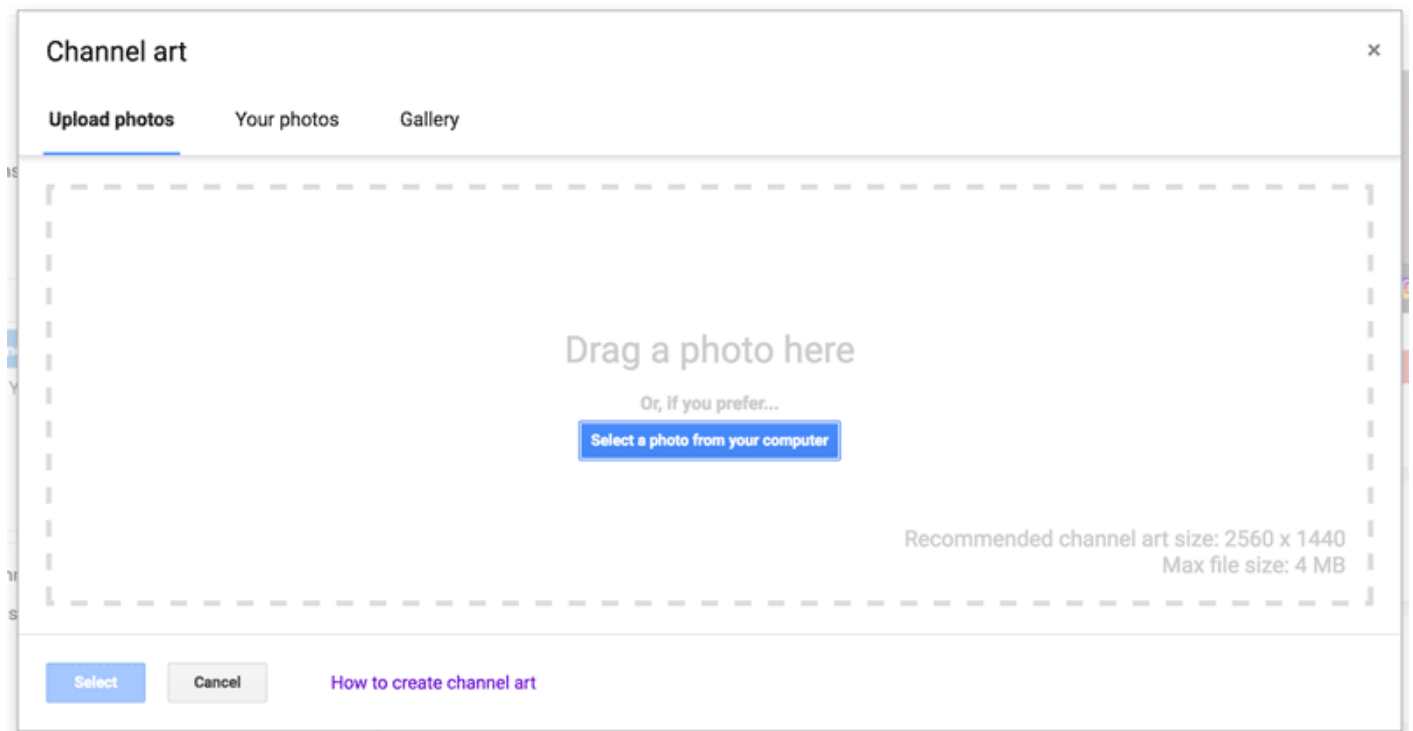
Publish Flawlessly. Analyze Effortlessly. Engage Authentically.

Buffer is the all-you-need social media toolkit that lets you focus on doing what you love for your business.

There should be a blue button in the center to "Add channel art."



After this, you'll see a popup window that gives you the option to upload your own custom channel art. If you'd like to, you can also choose to use one of YouTube's templates from the "Gallery" or choose to upload one of your photos from Google.



## Adjusting the crop

Once you've uploaded your channel art, YouTube will show you a preview of how it looks on TV, desktop, and mobile.



## Channel art

×

Upload photos

Your photos

Gallery

Your channel art is going to look a bit different across devices.

Here are some examples.



Adjust the crop

Select

Cancel

Auto Enhance

YouTube channel art preview for desktop, TV, and mobile

At this point, you may want to adjust the cropping of your image so that you can ensure it's all lined up correctly. The cropping tool can be accessed by clicking on "Adjust the crop."

This crop screen is very handy for checking how your design will look on various platforms. The clear section in the middle of the grid shows you the content that will be displayed on mobile and desktop and the rest of the image shows the image that will be displayed on TVs.

## Channel art

×

Upload photos

Your photos

Gallery

Upload photos ▶ YouTube banner preview ▶ gratisography-355H.jpg

To crop this image, drag the region below and then click "Select"



Devices preview

Select

Cancel

YouTube channel art editor: cropping

Once you're happy with the way your cover art looks, click "Select" and your channel art will be added to your channel and saved.

## Changing your current channel art

If you already have some channel art in place and would like to update it, head over to your channel homepage. From here, move your mouse over your cover art and you'll notice a little edit button appear in the top right-hand corner:



## How to change your YouTube channel art

Once you've clicked on this icon, you can update your channel art.

This video from YouTube also explains how to add and edit your channel art:

## How to add your channel icon (profile picture)

Each channel also has space for a profile icon / picture. This is the icon that shows next to your videos and channel on all YouTube pages. The key here is to select something that will look good at very small resolutions – many brands opt to use their logo here.

Your channel icon should be 800 x 800 pixels and one of the following formats: JPG, GIF, BMP or PNG file (no animated GIFs).

To update your channel icon, head to your channel homepage and hover over your current channel icon until you see the edit icon appear. Click on that icon and you'll be able to upload a new profile icon.



## Lesson no. 8 – How to plan the first video

### Why Is Planning and Outlining Important?

Whether you make vlogs or tech tutorials, planning your videos can help them perform better on YouTube.

To be clear: the level of planning that you do before you shoot is completely up to you.

Some YouTubers have a vague idea of what they want to say before hitting the “record” button. Others script out every single word.

No matter where you fall on that spectrum, here are some best practices for planning, outlining and scripting YouTube videos.

### Focus on Flow

It’s no secret that YouTube viewers are an impatient bunch. That’s why you want your video to flow quickly from point-to-point.

And unless you’re a natural, an unplanned video will be full of “umm” and “aahhs” that can kill your video’s flow and momentum.

So as you plan your video, outline how quickly you’ll move from point-to-point. Usually, the quicker the better.

For example, if you’re shooting a vlog about your family’s trip to Disney World, you’d want to plan your video so it isn’t bogged down by unnecessary details or anecdotes.

Ideally, your video should go from “our flight” to “our hotel” to “our favorite rides” in a snap. That way, viewers stay engaged.

### The “H.I.C.C.” Video Structure

The H.I.C.C. video structure is a simple (yet effective) structure for outlining YouTube videos.

Here’s how it works:

#### 1. H=Hook

We covered the importance of hooking viewers in the first 15 seconds already. But to recap: your hook is something that grabs people’s attention quickly... so they don’t click away.

#### 2. I=Intro

Now that you've hooked your viewers, it's time to quickly introduce your topic. You can also preview what you're going to cover, show an example, or tease something specific (like a tip or surprising finding) that's coming up.

### **3. C=Content**

This is the main content of your video.

For a how-to video, this is the steps someone needs to follow. For a fitness video, this is the workout itself.

### **4. C=Call To Action**

Finally, you want to end your video with a call to action to like your video, comment, subscribe, watch another one of your videos and follow you on social media.



## Lesson no. 9 – Understanding Copyright & Spam

### What is copyright?



In many countries, when a person creates an original piece of work that is fixed in a physical medium, they automatically own the copyright to the work. As the copyright owner, they have the exclusive right to use the work. Most of the time, only the copyright owner can say whether someone else has permission to use the work.

*Which types of work are subject to copyright:*

- a) Audiovisual works, such as TV shows, movies and online videos
- b) Sound recordings and musical compositions
- c) Written works, such as lectures, articles, books and musical compositions
- d) Visual works, such as paintings, posters and advertisements
- e) Video games and computer software
- f) Dramatic works, such as plays and musicals

Ideas, facts and processes are not subject to copyright. According to copyright law, in order to be eligible for copyright protection, a work must be *creative* and it must be *fixed* in a tangible medium. Names and titles are not, by themselves, subject to copyright.

*Your video can still be claimed by a copyright owner, even if you have:*

- a) **Given credit** to the copyright owner
- b) **Refrained from monetising** the infringing video
- c) **Noticed similar videos** that appear on YouTube
- d) **Purchased the content** on iTunes, a CD or DVD
- e) **Recorded the content yourself** from TV, a cinema or the radio
- f) **Stated that 'no copyright infringement is intended'**

Some content creators choose to make their work available for re-use subject to certain requirements.

*Can YouTube determine copyright ownership?*

No. YouTube isn't able to mediate rights ownership disputes. When we receive a complete and valid takedown notice, we remove the content as the law requires. When we receive a valid counter notification, we forward it to the person who requested the removal. After this, it's up to the parties involved to resolve the issue in court.

## WHAT IS SPAM?



The "Spam" link allows the community to control the number of spam comments left on videos they upload or watch. If enough users mark a comment as spam by clicking the "Spam" link next to the comment in question, it becomes hidden under a "Marked as Spam" link. By clicking the "Show" link, you can see the comment again. Spam is content and/or correspondences that cause a negative user experience by making it difficult to find more relevant and substantive material. It can sometimes be used to indiscriminately send unsolicited bulk messages to users.

Please use the "Flag for spam" feature with extreme caution, as those who misuse it may be prohibited from using the site. Uploaders have additional control over comments made on their videos. They can choose to delete the comment after it's been made or decide to approve/disapprove a comment on their video before it's displayed.

The video's uploader also has the ability to "unmark" a comment as spam. If you believe a comment you made wasn't spam but has been marked as such, you may want to contact the uploader about the issue.

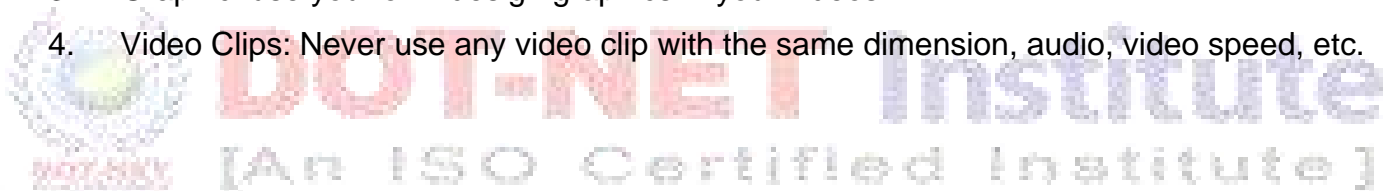
Follow all the guidelines of YouTube Copyright & Spam policies.

- Just visit YouTube help support to know more...

## How to make your own content

YouTube always supports original content. Just make your content in the original format or if you are using any graphic images, video clips or audio music make all these copyrights free. Do not use other channel content with the same format.

1. Video: Record your original video and upload it.
2. Images: Use your own images.
3. Graphic: use your own design graphics in your videos.
4. Video Clips: Never use any video clip with the same dimension, audio, video speed, etc.





## Lesson no. 10 – Required items for First Video to publish

If you are planning to publish your first video on YouTube Channel then what will be the most required items for you to publish your first video. It is so important to know all about it.

Here are the required items for publishing your first video on the YouTube channel.

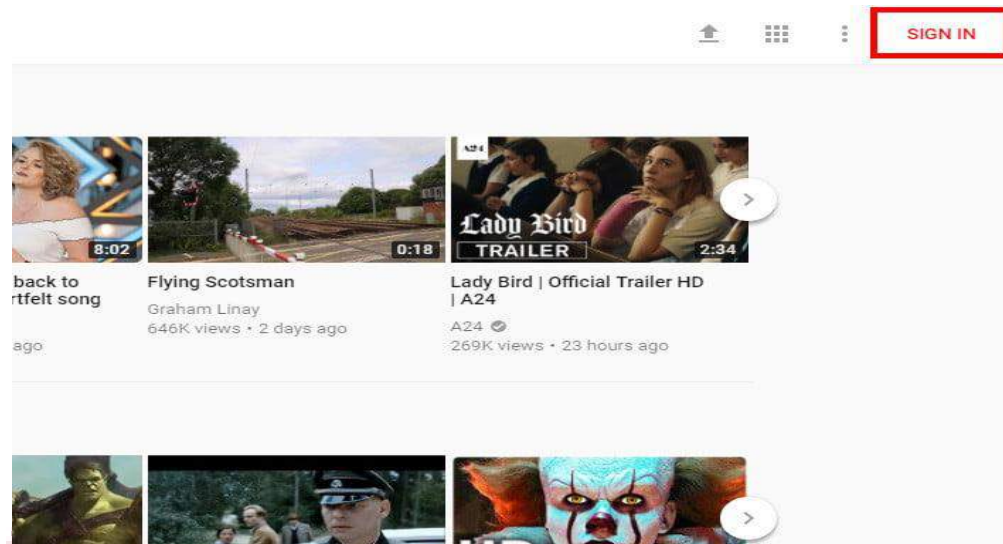
1. A Recorded video (1280x720 dimension)
2. Video Title (Use 100 words title to use comma symbol)
3. Video Description
4. Video Tags (Can Use 500 words tags for your video promotion)
5. Thumbnail (1280x720 dimension)



## Lesson no. 11 – Upload the first video

### HOW TO UPLOAD VIDEOS

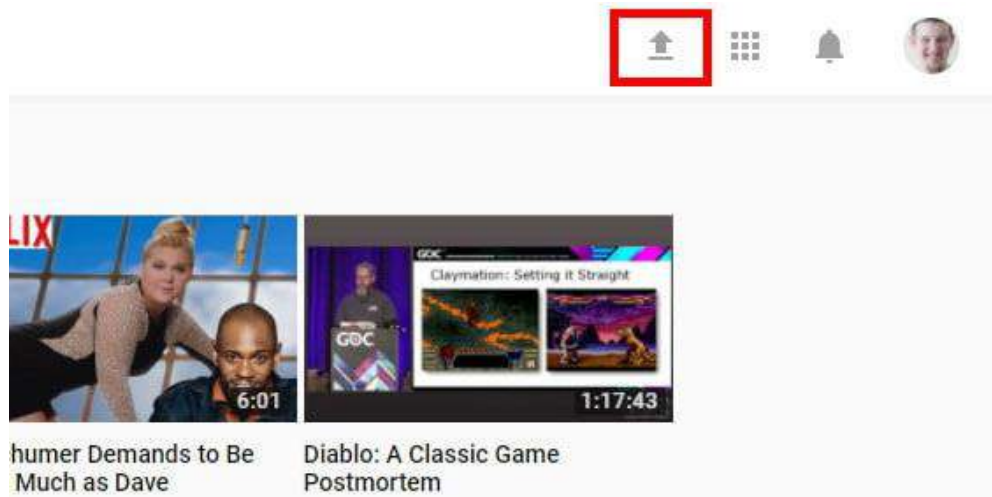
**Step 1:** Sign into your account



You can't very well upload a video to your account if you aren't signed in to it, now can you? Head to the [YouTube homepage](#) and click the sign-in link in the top right-hand corner. If you have multiple accounts associated with the device you're using you'll be prompted to choose the appropriate one. Once done so, enter your password and you'll be taken back to the main YouTube page.

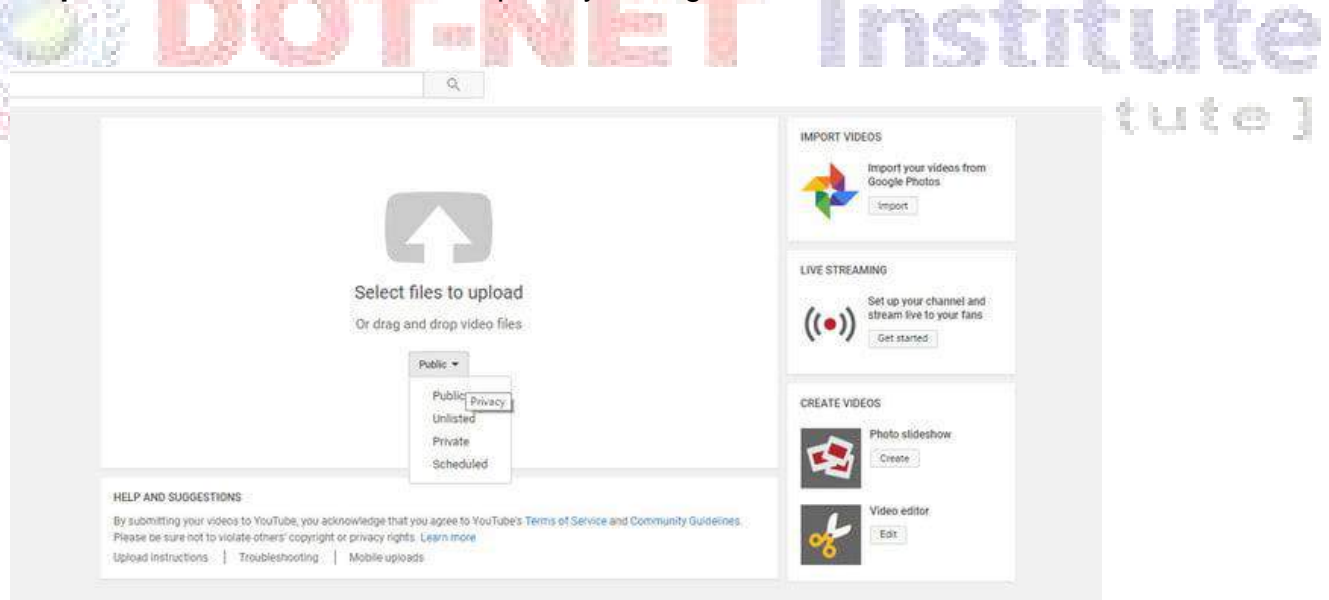
Things may look a little different in terms of video recommendations, but don't fret, you're now well on your way to uploading your first video.

**Step 2:** Click the upload button



The next step is even shorter than the first. Click the upload button. It's also located in the top right-hand corner and is represented by an up arrow with a line underneath it. That will take you through to a dedicated upload page, where you can choose where you source your upcoming viral sensation from.

**Step 3:** Choose video source and privacy settings



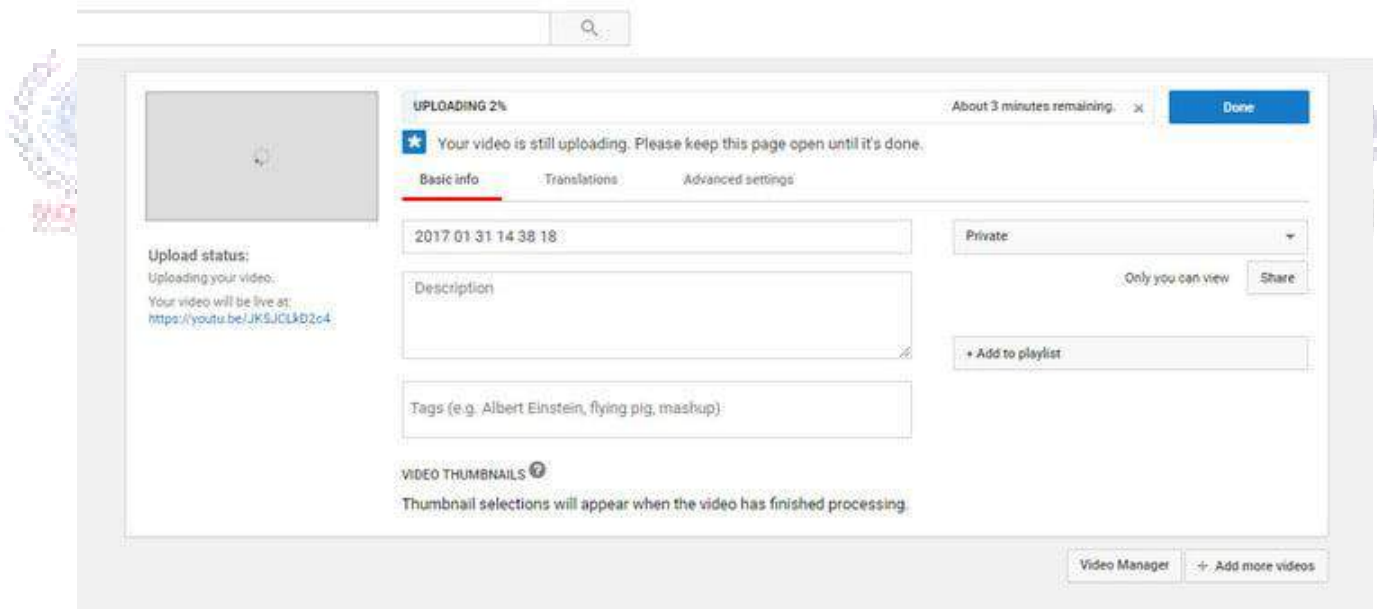
The upload page gives you a few different options to pick from and they're all worth considering. For starters, you need to decide who you want to see your video, and adjust the privacy settings accordingly. If you want anyone and everyone to see it, choosing the "public" setting in the central drop-down is the way to go. If you want a little more control over who sees it, selecting "unlisted" keeps it from being findable through searches. Instead, people would need to click the direct link or go to your channel.

If you're just looking to keep the video privately for yourself, or to store something for later unveiling, choose to make your video "private" instead. "Scheduled," lets you choose a future time and date for a video to become public.

Once you've made your decision about who can see your video, you need to select where you're uploading it from. Do you want to import it directly from Google Photos (It's better than iCloud you know)? Upload it straight from your device's storage, or live stream it instead?

There are specific options on the right-hand side for live-streaming and importing, but most will be doing so from their local device. For that, click the large white arrow with a gray backdrop in the center of the screen and pick the video you want to upload from your various files and folders.

#### Step 4: Managing the upload



Get ready, because once you've confirmed the video you're uploading you'll be whisked away to the upload page. It has begun, and you'll see a progress bar at the top of the screen, letting you know how much of it has uploaded, and how long until it's completed.

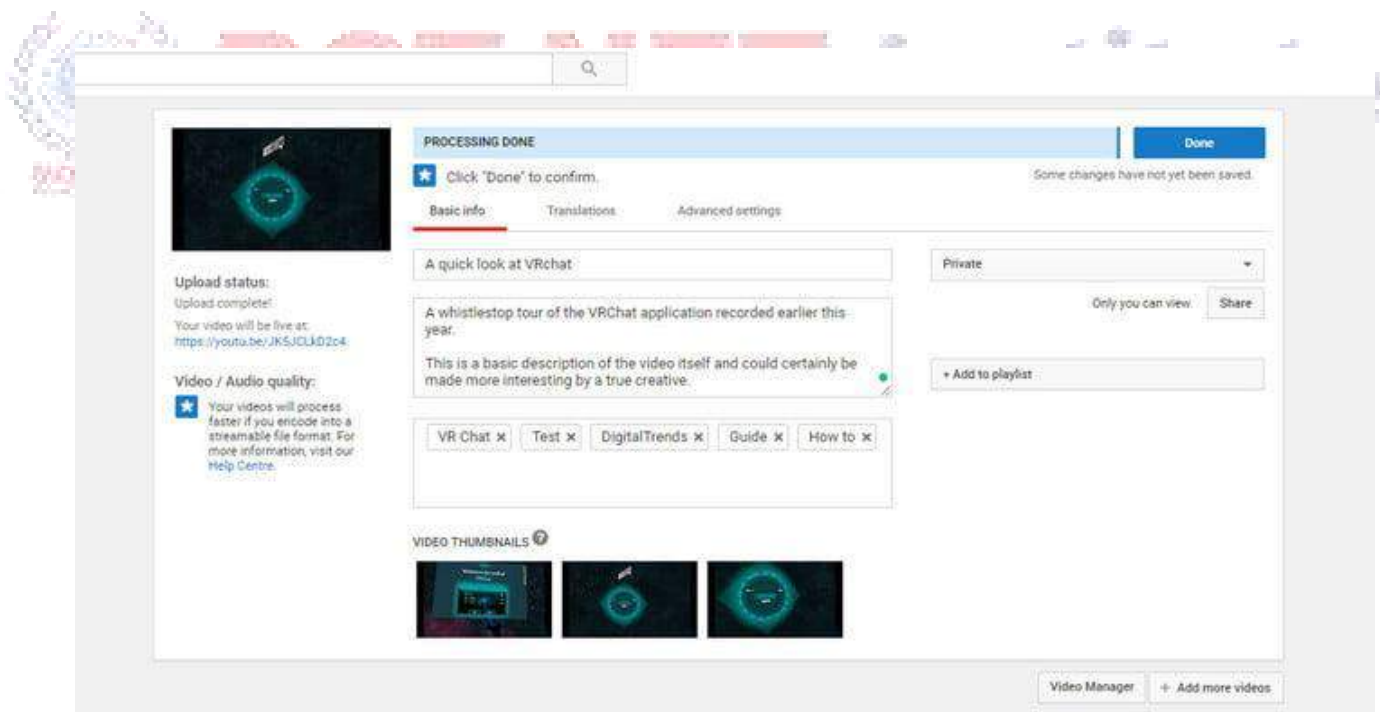
Depending on the length and quality of your video, that may take some time. While YouTube works its magic on it, you can begin getting it ready for prime time. There's a title

to put in, a description, and any relevant tags you feel it needs to help the general public find it. There's also a button where you can add it to a playlist if you so wish.

For those wanting to go a little more in-depth with their video upload, the “Translations” tab lets you input translated title and descriptions for YouTubers around the world. “Advanced settings” lets you control various aspects such as the category, whether you allow comments and ratings, whether the video is 3D, and if you want community contributions or not.

Those are all interesting aspects of uploading videos to YouTube, and can help make your videos more inclusive and relevant to your audience, but they aren't a necessity for simply getting a video online.

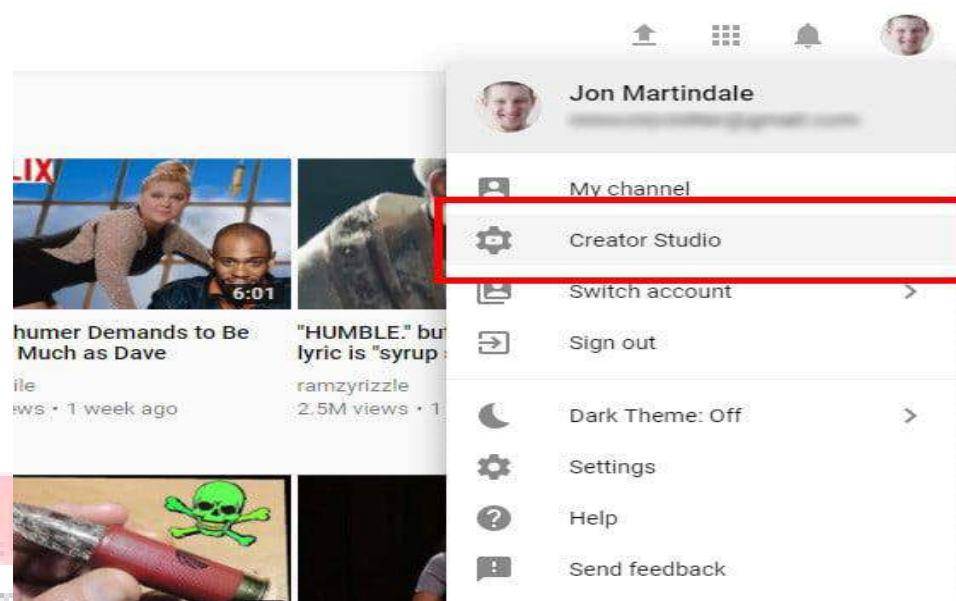
## Step 5: Pick a thumbnail



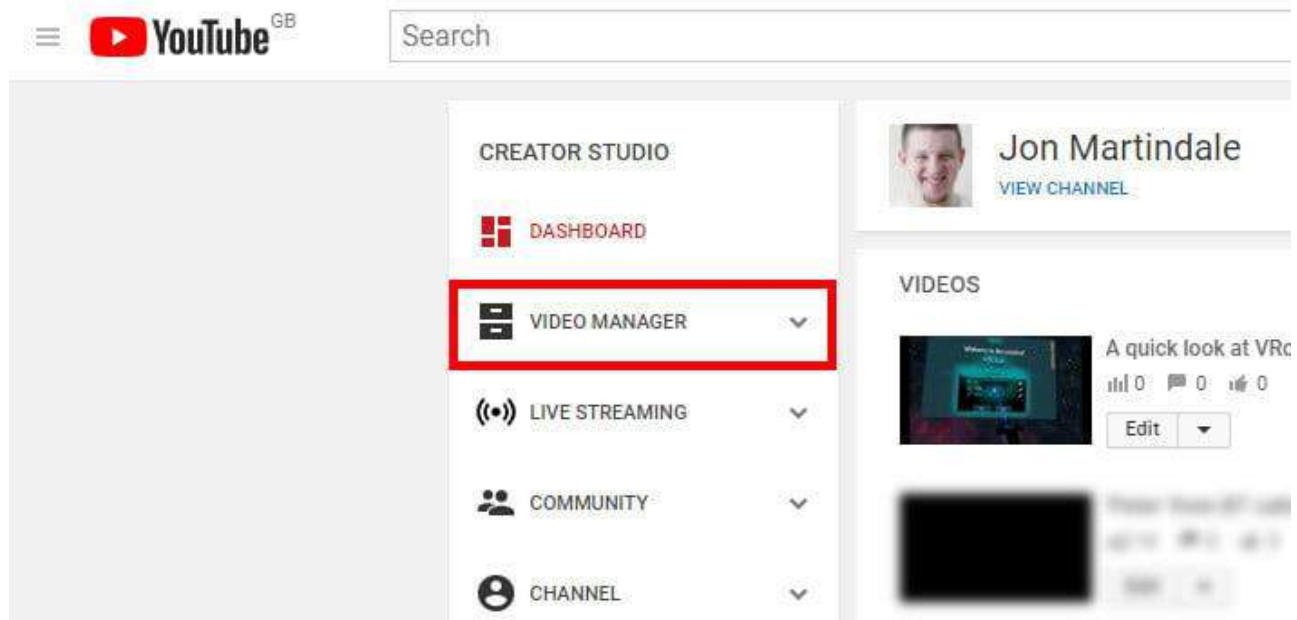
Unless you have a verified account, you can't get too creative with thumbnails, but that doesn't mean you don't have some choice. Once your video is completely uploaded and processed, you'll have a choice of three thumbnails from the video to select from. Choose your favorite and click the blue “done” or “publish” button to finalize. If you wish to privately share the video, you can click the “share” button on the right instead.

## Step 6: Video management

From this point on your video is on YouTube and is publicly available, or not, depending on your preferences. If you want to make any changes to it in the future though, all you need do is head to the “Creator Studio.” You’ll find a link for it in the drop down when you click on your account portrait in the top right-hand corner.



From there you’ll be able to see your videos, their number of views and other analytics from your channel. You can then click any of the individual videos you want to edit, or click on “video manager” on the left-hand side.



The video manager gives you full access to any tools you might need, as well as overviews of each video you've uploaded in more detail.



## Lesson no. 12 – How to Market Video

Video Marketing is one of the most effective ways to reach out to customers because video is so engaging and now affordable. But it's hard to compete because so many more people are taking advantage of video, and you can get lost in "the flood." But there are things you can practice to help your videos get seen!

### **1. Optimize Your Content**

Do you already know where your video is most likely to be viewed? If you're targeting a younger, more [mobile](#) crowd, are you already confident that the video is most likely to be seen on a phone? If so, are you prepared to maximize your video marketing for mobile consumption?

Viewing video on a smartphone platform is a very different experience from watching something on television or even at a desk, with a full-sized computer and monitor. Smaller displays, under different lighting and noise conditions, will have different requirements in order to be easily and enjoyably consumed. Take the type of technology platform into account when creating your videos. If people can tell that your video is more "phone-friendly," for example, you're more likely to get viewed while on the go, compared to videos that require a more elaborate, theatrical experience.

### **2. Craft Effective Thumbnails**

There's the old saying "you can't judge a book by its cover," but there's still an enormous amount of effort expended by the publishing industry to create memorable covers because everyone realizes this is the first thing that's noticed, whether on a shelf or as an image on Amazon. The same thing is true of your video content, but in this case, we're talking about thumbnails.

Don't ignore the power of a good thumbnail. When people are scanning through a streaming service such as [YouTube](#), they're looking at—and often impulsively acting on—the thumbnails that they see. So making sure to frame and emphasize the image in your video that gives you the most impact is going to help you in the long run. You want to while also tease, engage, and provoke the viewers to want to know more. Learn to cultivate this habit and put it into practice with all your video marketing and promotion.



### 3. Don't Forget SEO

It's a tedious, and detail-oriented chore, but it's very important to make sure you don't ignore search engine optimization, or [SEO](#). Give your video a title that is SEO-friendly, make sure that you use any appropriate tags and meta-descriptions. Do everything you can to ensure that if people are looking for a video in a subject or topic that your video covers, you've given your video every advantage it needs to come out on the top of those [search results](#).

### 4. Use Social Media

Depending on where your target demographic is, promotion on the right [social media](#) platform is critical. If you're trying to appeal to an older demographic, make sure that your promotion efforts go to Facebook. If you're going after a younger crowd, post your video on Twitter, pin the tweet to the front page of your account, and make sure you use the appropriate hashtags to improve your SEO.

In the same way, if you know specific communities, such as online forums, would take an interest in your video, do some promotion there as well. If you know where your market is online, then go to that platform and promote!

### 5. Don't Forget to Share

Videos now make it very easy for others who like the video to share it with their followers and friends. So take the time to include the share features with the social media platforms that you think may be relevant. Embedding videos on different platforms like [Facebook](#) or Twitter require slightly different protocols. Always make sure you include as many options as you can. The more people who want to share your video and actually can, the more your video will be shared and seen, and thus your videos will start marketing for themselves.

## Lesson no. 13 – Increasing subscribers

### **INCREASING SUBSCRIBERS**

Getting more subscribers can seem like a difficult task, but I'll share 10 tips to help you get your first 1,000 subscribers.

#### ***a) Post Useful Content Consistently***

This is one of the most difficult things to do as a content creator. If you take a look around YouTube you might think that every video under the sun has been created and that is most likely true, but you can put your own spin on a popular topic. For example, there are many “unboxing” tech videos...what if you created a “reboxing” and talk about the various components of tech while you put it back in the box? The key here is creativity and that will certainly boost subscriptions.

#### ***b) Name Your Videos Strategically***

One of the most difficult things is to name your video. You have the name in your head, but it may be something complex or too long. My rule is to keep it basic and use the YouTube autocomplete to name the video. There is nothing wrong with your video having the same name or something close to a popular video, as long as it's relevant.

#### ***c) Spruce Up Your Channel Design***

Most visitors first impression of you is from your channel and your design. This is where visitors interact and get to know what you are about. Create an engaging header and show off your brand. On my channel, we were intentional about our design making it fit into our overall branding strategy. The key takeaway is to design with purpose.

#### ***d) Show Your Lighter Side***

Lighten up and laugh at yourself. Bloopers make you more human and show something different than an ordinary talking head video. Also, switch up the video and catch your viewers off guard so they don't know what to expect.

#### ***e) Shoot In Various Locations***

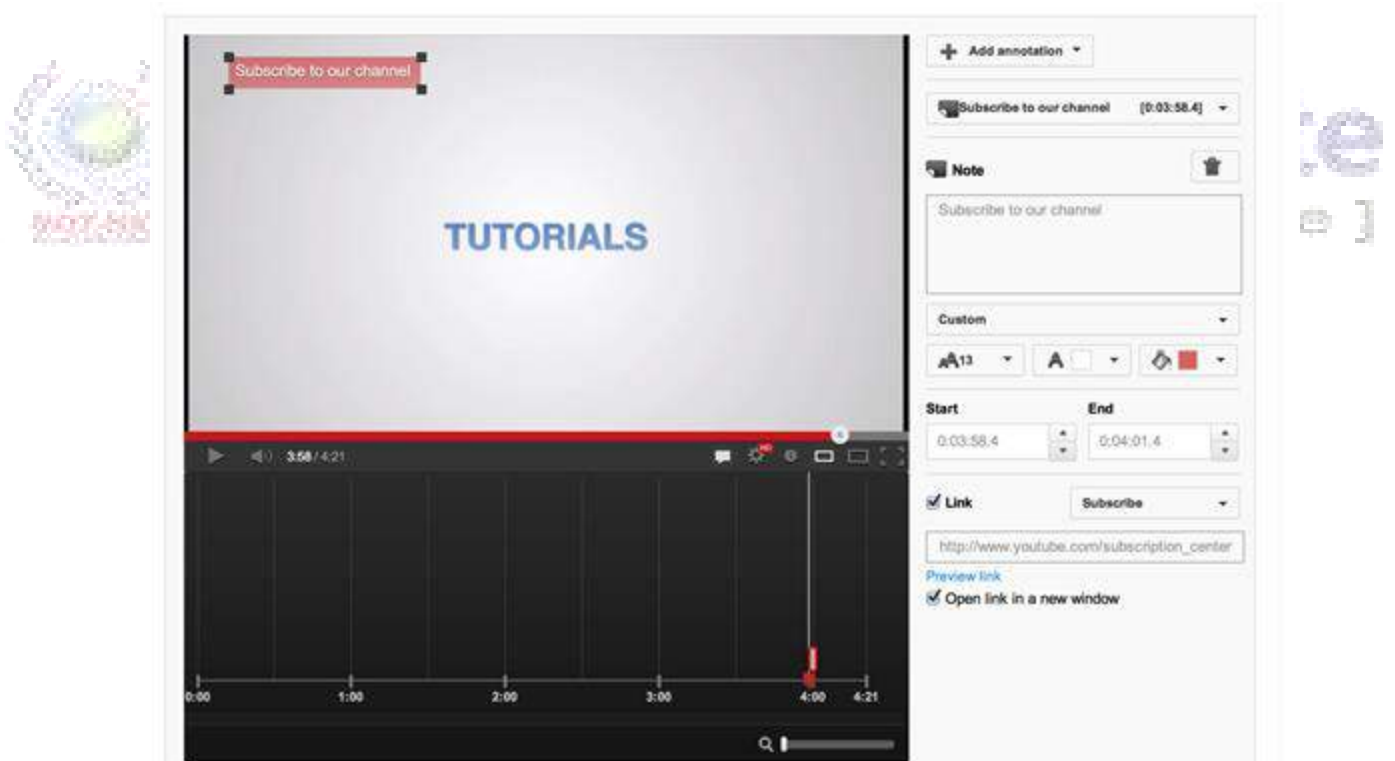
I believe that shooting in various locations can lead to more interest. I understand that may not be possible or you may have a set, but try to change a background or even use a green screen. Like the cliché says, “variety is the spice of life” so mix it up with your backgrounds and locations.

## f) *Create A Custom Thumbnail*

I have seen my subscriptions and views increase by adding this step. I use impact font that is seen on many internet photos to grab attention and I format the photo using Adobe Photoshop.

I usually title the photo thumbnail differently than the video because when people are scrolling through other videos to view, they can easily tell what my video is about.

## g) *Use Annotations*



Annotations are those annoying things that pop up during videos, but they can be a content creator’s dream. I add annotations to every video and make it easy by creating a link for them to subscribe. This is extra work, but once you see your subscription rate increase you will continue to add them to every video.

## *h) Ask For Subscribers*

This is very basic. At the end of every video ask viewers to “like” and subscribe to your channel. You should also tell them why they should subscribe, for example if you are a DIY Home Improvement channel I would say, “subscribe for my DIY projects, tricks and insider tips delivered to you weekly.” Remember, be careful what you ask for, because you might get it.

## *i) Be Yourself*

You are the best you—you can be. Being on camera was difficult for me at first because I compared myself to others who are natural on camera talent then I realized, “I just have to be me.” Let your personality shine in your videos and I guarantee someone will connect with you.

## *j) Create An Engaging Channel Trailer*

With the new channel design, YouTube gives content creators a great opportunity to create a trailer to share what your content is about. Have you ever attended a movie without viewing a trailer? Not me, because you want to see what it is about. Keep your trailer under 90 seconds and show scenes from your other videos and provide a strong call to action of why a viewer should become a subscriber.

Keep people coming back by putting some effort into your videos. Did you notice I didn’t mention any technical details about lighting, audio and composition? This is because I assume you should know that already. The more comfortable you are on camera the more subscribers you can get. It may take a while, but you can do it.

## Lesson no. 14 – How to use playlist

### **HOW TO USE PLAYLISTS**

#### **What Is A YouTube Playlist?**

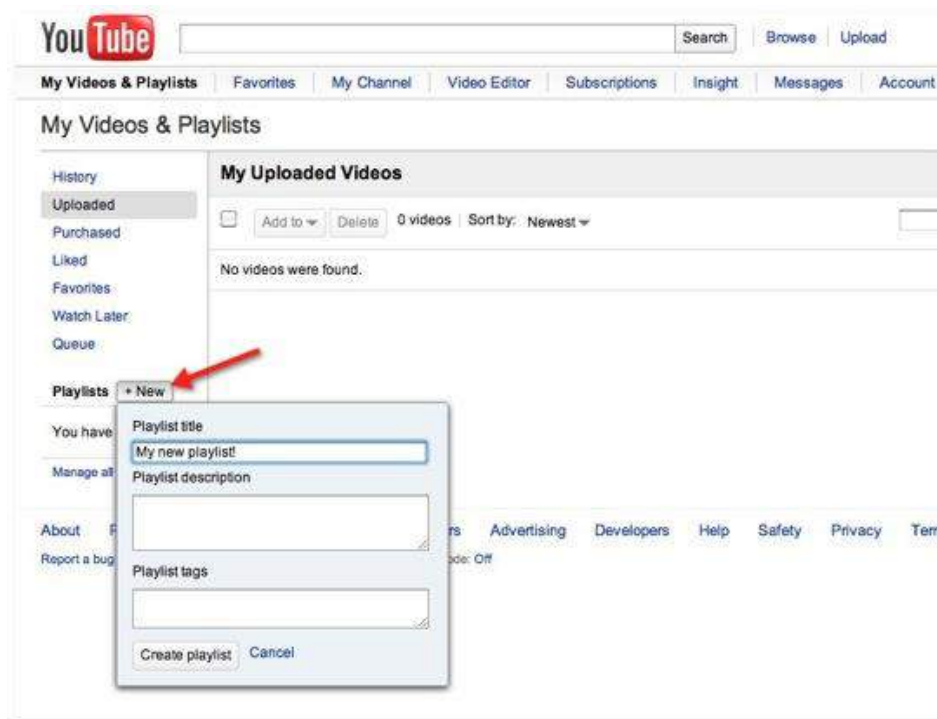
A playlist in YouTube is a list, or group, of videos that plays in order, one video after the other. When one video finishes playing, the next starts automatically so you don't have to click or search to start playing a new video. Playlists are usually grouped by subject, such as [this playlist about elephants](#) or [this playlist of Lady Gaga videos](#). However, you can create a playlist of any videos you want, related or not, to share with your friends, your fans or just to keep track of your favorite videos for yourself.

#### **How Do I Make A Playlist?**

Now that you know what a playlist is and what the benefits of creating playlists are, it's time to make your first playlist. So how do you get started?

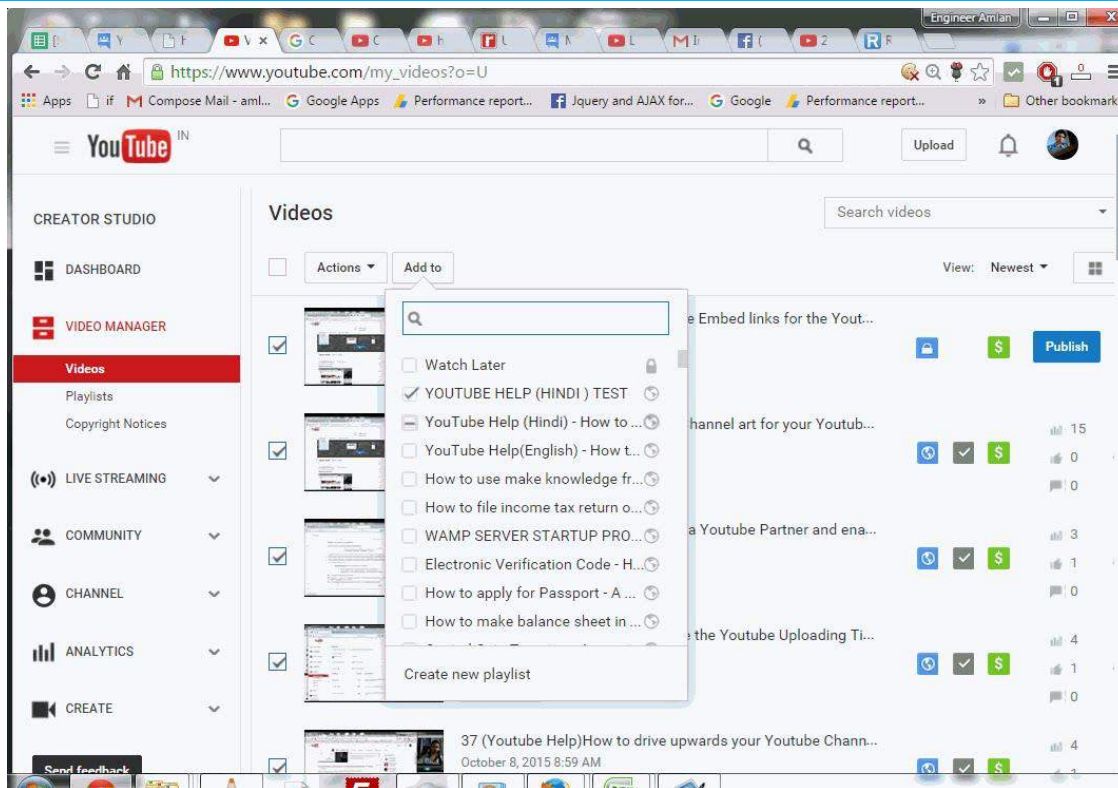
#### **Creating Your Playlist**

There are a couple of ways to create a playlist in YouTube. The first way is to sign in to your account, click on your profile picture and go to your 'My Videos' page. On the navigation bar on the left side you'll see a section for 'Playlists'. Click on the '+New' button to create a new playlist. A pop-up box will prompt you to enter a title, description and tags for your playlist. Fill in the information, and click 'Create Playlist' to save your playlist.



## Adding Videos

Once your playlist is created you can start adding videos. To add a video to your playlist, simply click on your playlist from the 'My Videos' page and then click on 'Add videos to playlist' on the top right side of the screen. This will allow you to browse your recent history, as well as view YouTube's recommendations. You can preview the clips by clicking 'Preview', or you can add them to your playlist by clicking the 'Add' button.



## Editing Your Playlist

You can also edit your playlist from the 'My Videos' page. Click on your playlist and a list of the videos will appear in order of your list. You can change the order of the videos in your list by clicking in the numbered boxes and entering the position you would like to move a specific video to. You can also click the check box on a single video or group of videos to add them to different playlists, queue them for viewing, or remove them from your playlist. If you decide you want to delete your playlist, just click 'Delete playlist' at the top of the screen.

## Privacy & Sharing

**Playlist settings**

**Basic**   Auto add

---

**PLAYLIST PRIVACY**

Private ▼

**ADDITIONAL OPTIONS**

Set as official series for this playlist ?

Allow embedding

**ORDERING**

Manual ▼

Add new videos to top of playlist

If you are making your playlist only for yourself and don't want to share it with anyone else, then go into the 'Privacy' tab at the top of the page and set your playlist to 'Private'. If you don't mind other people watching your playlist then you can keep it set to 'Public'.

If you want to share your list with your friends, go into the 'Share' tab at the top of the page. Here you will find a link and embed code to your playlist.

If you want to share your playlists on your YouTube channel then you have to make sure that your channel is set up to show your playlists. While logged into your YouTube account, go to your Channel page and click on the 'Videos and Playlists' tab at the top of the page. Make sure 'Playlists' is checked on and then check the playlists that you want to display on your channel.



## Lesson no. 15 – YouTube Studio

### YOUTUBE STUDIO



You can use Creator Studio in YouTube to organize your channel, manage videos, and interact with fans. You can go directly to [Creator Studio](#) or follow these steps to navigate to your Creator Studio:

- a) Sign in to your channel at [www.youtube.com](http://www.youtube.com).
- b) In the top right, click your account icon.
- c) Click **Creator Studio**.

## Tools in Creator Studio

- a) Dashboard: Check for notifications and alerts from YouTube, including the latest updates and stats for your review.
- b) Video Manager: Organize and update your videos from one place or dig into a particular video to adjust settings individually. Use tools to optimize a video, tweak its settings, or bulk update changes across videos with a single click.
- c) Community: Communicate and collaborate with your fans and fellow creators. Review and respond to comments, read private messages, see videos where you've been credited, or review a list of subscribers (if your channel has at least 1,000 subscribers).
- d) Channel: Adjust settings that affect your channel overall, such as signing up for monetization, controlling your upload defaults, or enabling live streaming.
- e) Analytics: Review your channel's performance and get info on how your channel is growing. Find reports and data to help you evaluate your channel and video performance, including views, subscribers, watch time, revenue for partners, and more.
- f) Audio: Access the Audio Library to add sound effects or unique music

## Lesson no. 16 – YouTube Analytics

### YOUTUBE ANALYTICS

You've started using YouTube to upload and share videos for your business or organization.

Now you're wondering who is actually watching your videos and how they can get more views and better engagement.

**That's where using YouTube Analytics comes in.**

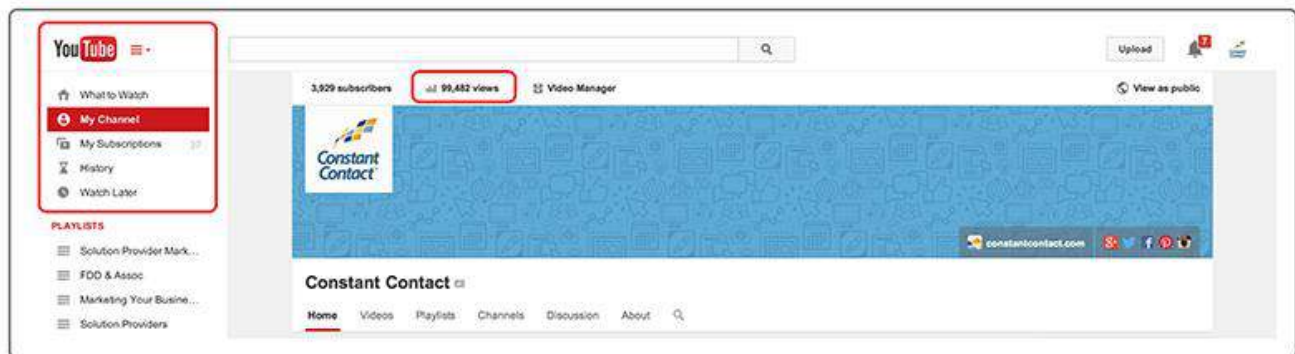
Building a bustling YouTube channel requires you to understand who your audience is and how they're engaging with your videos.

Luckily, YouTube Analytics can tell you a lot about who your audience is, what they like, and what kind of content you should be creating to be successful.

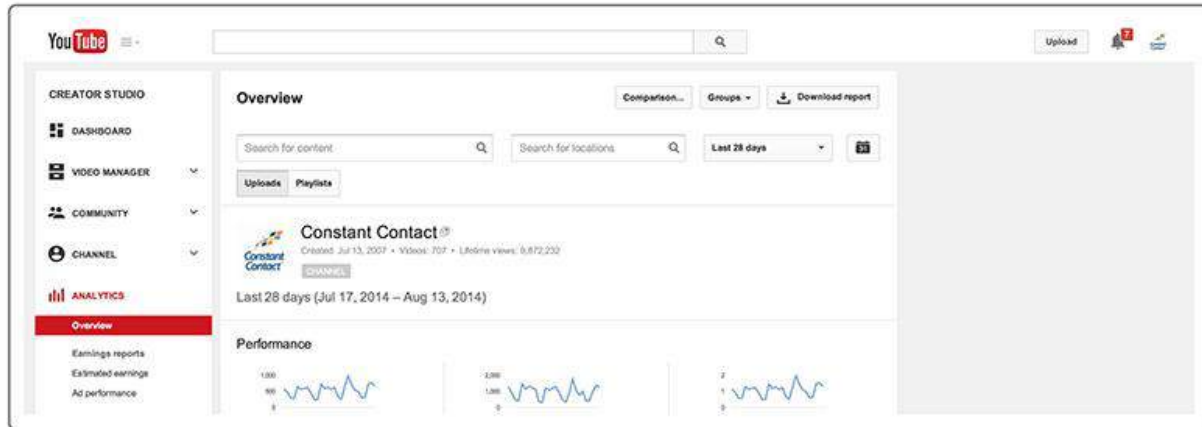
To help you make the most of this valuable tool, I've put together a step-by-step overview of YouTube Analytics, the different insights it provides, and how you can use the information available in your reports to improve your results!

To get started, sign in to your Google account and navigate to your YouTube channel page.

At the top of your channel page, you will see **subscribers**, **views** and a link called **Video Manager**.



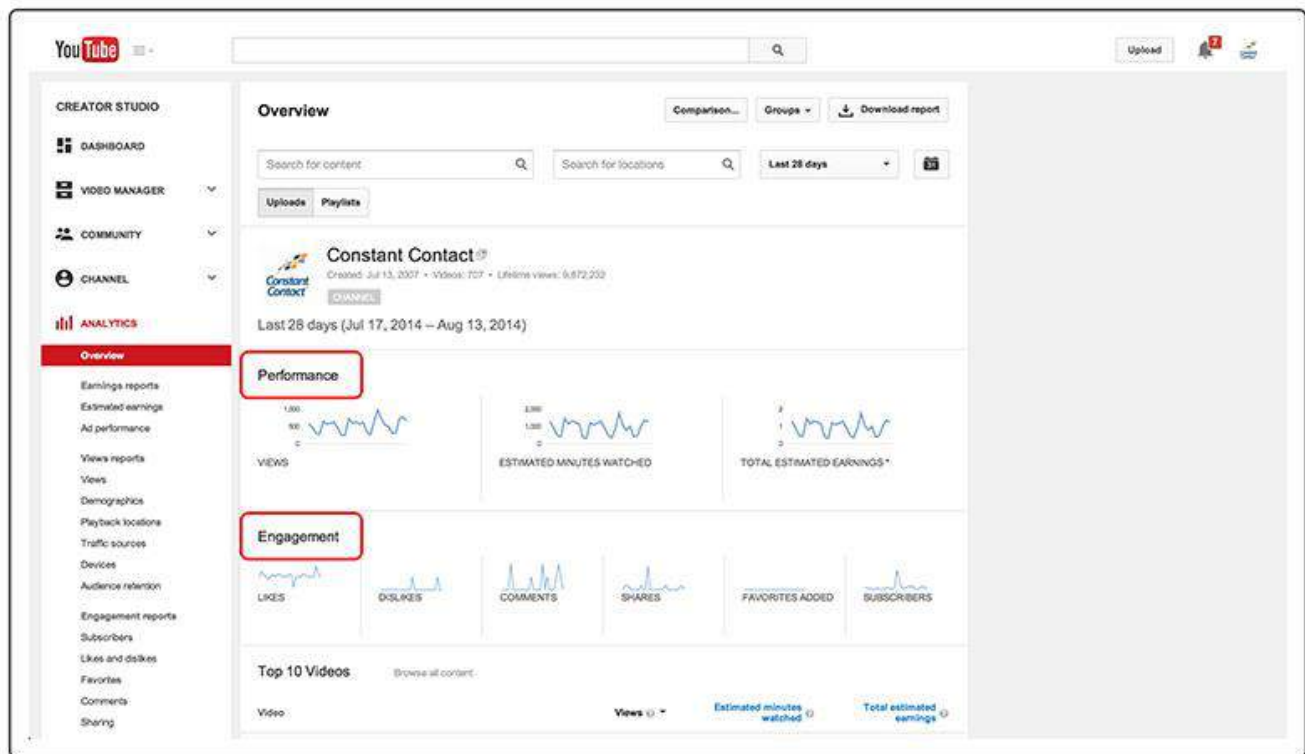
Click views to go directly to your channel's analytics



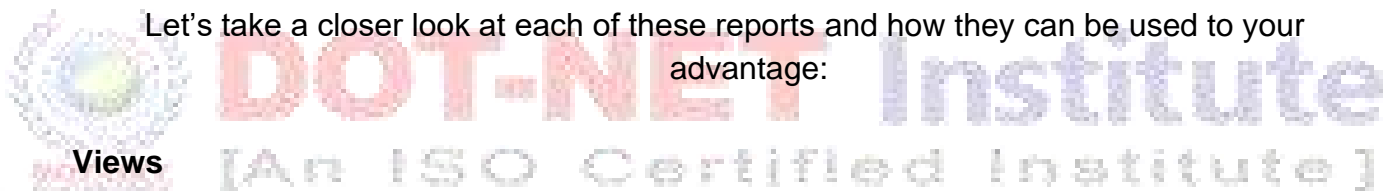
You are now looking at the *Overview* of your analytics. The default setting gives you data for the past 28 days, but you can change that to any period of time that you wish to retrieve analytics from.

This page gives you key information on performance and engagement in a concise and easy-to-read format. For a quick snapshot of your channel's performance, *Overview* is the best place to go.

Every category on the Overview page has its own dedicated page with a more expansive breakdown. In the margin on the left hand side of this page you will find tabs for each aspect of the analytics YouTube provides.

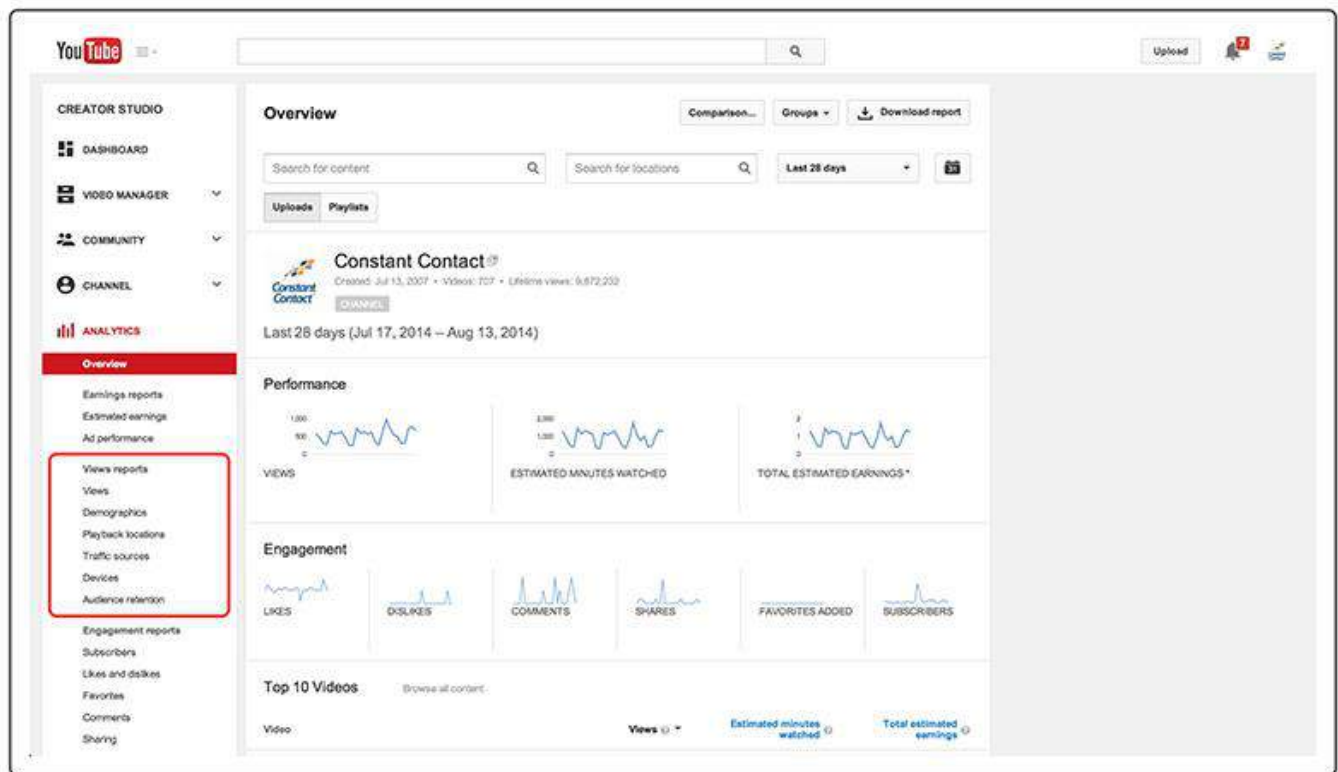


Let's take a closer look at each of these reports and how they can be used to your advantage:



## Views

The *Views Report* provides insight into the overall performance of your YouTube channel, and can also be used to dive deeper into the performance of individual videos.



Using the search function at the top of the page, you can search for videos by name or location. You can also click on the calendar icon to choose a date range to analyze.

Within the *Views Report* you will see:

- Views:** See how many people have watched your video and more specifically how many have clicked a link that began playing your video. Whether a person only watches one second of your video before turning it off, or watches the entire video, both count as a view.
- Estimated minutes watched:** YouTube adds up the time that people have spent watching the videos you have shared. This simply shows how many minutes of your videos have collectively been watched on your channel.
- Average view duration:** See if people are watching your video all the way to the end or cutting before your video is finished. This is a great tool for determining the ideal length for videos you decide to create in the future.

*Tip: Getting lots of views is great for branding and advertising, but that shouldn't be the main measure by which you judge whether or not your video was successful. High engagement, good view duration, and growing subscription to your channel can be more rewarding than views. Quality viewers are more important than quantity.*

## Demographics

Beyond views, YouTube also provides insight into the demographic breakdown of your audience.

The two insights currently available under Demographics are: gender and location.

*Tip: For a small business that's focused on a local clientele, YouTube's geographic insights can provide a helpful look into whether or not your videos are reaching the right people. While it's great to have a ton of views, you also want to make sure that you're reaching a relevant audience for your business.*

## **Playback locations**

One of the great things about YouTube is that when you create a video that is fun, entertaining, or both — your videos can be shared in a number of different ways. One of the ways that people can share your videos is to embed them on their own website or blog.

The *Playback locations* report shows the sites your videos are being viewed on. This page also gives estimated minutes watched and average view duration, but this time broken down by location. This is a great way to see if people are embedding your videos on their sites or blogs and what those sites are.

## **Traffic sources**

YouTube makes it easy to see how people are finding your videos.

Types of traffic sources include YouTube search, YouTube suggested videos (found within YouTube by clicking a thumbnail), YouTube channel page, and YouTube playlist. There are also categories for videos that are featured by YouTube on their masthead or by a guide feature YouTube generates based on what channels users follow.

*Tip: One of the best ways to get more views on YouTube is to share your videos across your different communication channels — like email and social media. As you start to grow your channel and promote your videos, you can use this report to identify your most valuable sources of traffic.*

## **Devices**

This report lets you know what devices and operating systems people are watching your videos on. Computer, Mobile phone, Tablet, and Game console all have their own breakdown for you to get deeper into this data.

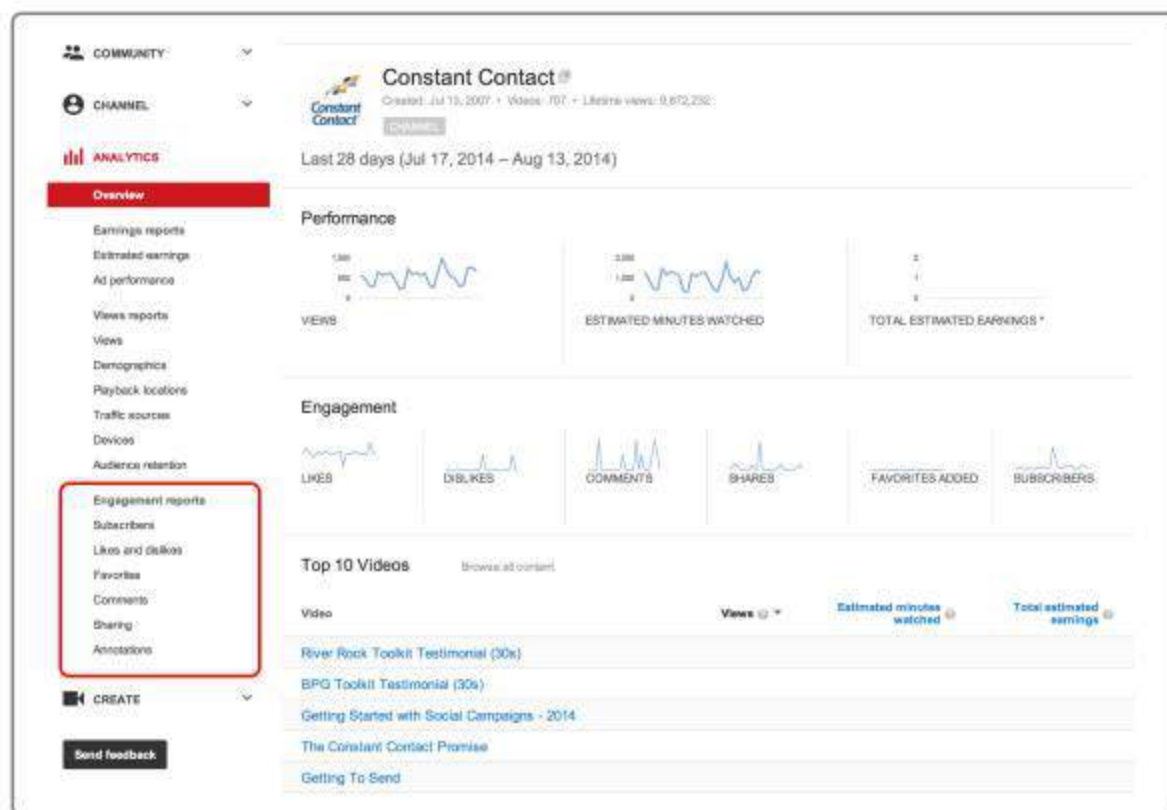
*Tip: The vast majority of people watch YouTube videos on a computer. For this reason we suggest putting your videos into playlists. When viewing a video that is in a playlist on a computer, the layout changes to highlight the other videos in that sequence and will play the next video in that playlist, keeping the viewer watching your videos uninterrupted.*

## Audience retention

See how much of your video is being watched and, on average, when people are turning it off.

*Tip: We recommend making videos between 30-90 seconds in length. It doesn't sound like much time to get a lot of information out, but it's an eternity on YouTube. Most people will watch your 30 second video all the way through, whereas very few people will watch your seven minute opus. The bottom line: shorter videos are more engaging than longer videos.*

Below the Views reports are the Engagement reports.





Views are just one part of building a successful YouTube Channel. As you start to share content on YouTube and build an audience, you'll also want to be mindful of the type of engagement your videos are generating.

Here's a closer look at the different *Engagement* reports available in YouTube Analytics:

## Subscribers



See how many people have subscribed and unsubscribed to your channel. This is a great measure of success for your video content. You want to be creating videos that make people come back for more; you want to be a resource for information, inspiration, or entertainment.

*Tip: According to Google, YouTube is the second largest search engine with over 3 billion searches a month. Get more subscribers by thinking about what people are searching for and creating content that's valuable to them.*

## Likes and dislikes

YouTube makes it easy to see how people are responding to your videos — both positively and negatively.

Keep in mind that inspiring and entertaining videos typically garner the most amount of likes on YouTube. Other types of videos — like educational content, advertisements, or product focused videos — may not generate the same amount of likes, but will still play an important role in your YouTube strategy.

## Favorites

This report shows both when a video was marked as a favorite and also when it was unmarked. When a person marks your video as a favorite your video becomes a part of their favorites category on their personal YouTube profile. While a favorite is a great indicator of

engagement for your video, having a person remove the favorite marker might just mean they don't want it to be a part of their public profile anymore.

## Comments

See how many comments each of your videos has received. Comments can be a great way to interact with your viewers. Keep up with your comments and respond promptly to any questions or criticism.

Always be professional. Avoid arguing with someone on a comment thread; simply ask them to follow up with you via email, so you can handle any concerns in a less public setting.

## Sharing



This report shows you the number of times your video has been shared, and which social network it is shared on. You can also view this data by date rather than video or sharing service.

## Annotations

Adding annotations to your videos gives viewers the ability to click through to your website or blog to read more.

This report provides details of the activity, click-through data, and close rates for each annotation you add to your videos.

If you want people to be able to link to your website or domain directly from your video (Associated Website annotations), you will need to enable this feature first. A Google Webmaster Tools account is required and you will have to verify your website with Google as well. This process takes a few steps but it's worth it to be able to point people directly to your site from a video.

*Tip: We have found that adding a single, clear, call to action at the end of your video is the most effective. This call to action should not be to buy a product or service — that's not why people are on YouTube. Giving people the opportunity to learn more about your company or services, however, can be very effective. Try driving traffic to your website at the end of your video.*

With these analytics you should have no problem measuring your success on YouTube.

Remember, YouTube is a social channel, not a place for you to advertise or sell your products or services.

The most valuable indicator of success is building an audience that cares about your brand and message and shows their enthusiasm through likes, comments, shares, and long engagement time. These are the folks that will click through your annotations and the people who will subscribe to your channel.

Using YouTube Analytics will help you decide which types of videos you should focus on. Your audience might be most interested in how-to's, inspirational videos, or something that will make them laugh.

Pay attention to what they're engaging with and create something that they will appreciate.

## Lesson no. 17 – How to Create AdSense Account

### Create an AdSense account

Ready to join AdSense? You need these two things to create an AdSense account:

- A Google Account: If you're using Gmail or any other Google service, you already have one. If not, you can create a Google Account when you create your AdSense account.
- Your own content created from scratch: This can be your site, blog or other original content, as long as you're the owner and it complies with the AdSense Program policies.

### *How to create your account*

To create your AdSense account, follow these steps:

1. Visit <https://www.google.com/adsense/start>.
2. Click Get started.
3. Enter the URL of the site that you want to show ads on. Learn more about how to enter your URL.

YouTube, Blogger or other host partner

- If you're a YouTube publisher, sign in to your YouTube account and go to <https://studio.youtube.com/channel/UC/monetization>
- If your site is on one of our host partner sites (e.g., Blogger), click Continue in... after you enter your URL. We'll be able to set you up faster that way because host partner sites follow a different account creation process.

4. Enter your email address.
5. Choose whether you'd like AdSense to send you customized help and performance suggestions.

We recommend that you choose Yes so we can help you get more out of AdSense. You can change your contact settings later.

6. Click Save and continue.
7. Sign in to your Google Account.
8. Select your country or territory.
9. Review and accept the AdSense Terms and Conditions.
10. Click Create account.

You're now signed in to your new AdSense account.



## Lesson no. 18 – How to Connect YouTube to AdSense

### Link YouTube channels and Google Ads accounts

Linking a YouTube channel to a Google Ads account allows the linked Google Ads account to run ads based on interactions with your channel's videos. The linked Google Ads account can be granted permissions to access video ads' organic view metrics, show ads to people who visit and interact with your channel, and get insights about how people interact with your channel after viewing your ads.

This article shows you how to link YouTube channels and Google Ads accounts.

#### How it works

When you link a YouTube channel to a Google Ads account, the YouTube channel owner can choose to make the following features available to your linked Google Ads account:

- View counts: View organic (non-paid) metrics for your videos.
- Remarketing: Create remarketing lists based on viewers' past interactions on linked channels.
- Engagement: View earned actions metrics from video ads from linked channels.

You can link more than one Google Ads account to a YouTube channel, and link more than one YouTube channel to a Google Ads account.

#### Keep in mind that:

- Linking accounts does not give the YouTube channel owner control over the Google Ads account. In addition, linking accounts doesn't let the advertiser add, delete, or modify videos from the linked YouTube channel.
- If your Google Ads account is overseen by a manager account, linking your YouTube channel will allow the Google Ads manager account to access your YouTube channel metrics. If you have enabled remarketing list sharing in your Google Ads account, a manager account can share remarketing lists that you've created with its other managed accounts.
- If personalized ads are turned off on a YouTube channel, earned action reports and remarketing lists won't be available for videos hosted on the YouTube channel.

## Lesson no. 19 – Google Payment Policy

### **YouTube partner earnings overview**

The YouTube Partner Program lets creators monetize their content on YouTube. Creators can share revenue from advertisements on their videos. Creators can also share revenue from YouTube Premium subscribers watching their content. You can apply to join the YouTube Partner Program from your account in YouTube Studio.

### **How do I earn revenue?**

When you enable your channel for monetization, you can turn on ads for your videos and share revenue from them. Ads are served through the AdSense auction, Google Ad Manager, and other YouTube-sold sources. Learn more about how ads show on videos you monetize.

There are no guarantees under the YouTube partner agreement about how much, or whether, you'll be paid. Earnings are generated based on a share of advertising revenue generated when viewers watch your video.

Don't forget about taxes! As a creator, you're earning money that may be subject to taxes. Remember to check with your local tax authorities about what your responsibilities may be.

### **What's my revenue share?**

You can review your YouTube Content License Agreement for specific details about your ad revenue share:

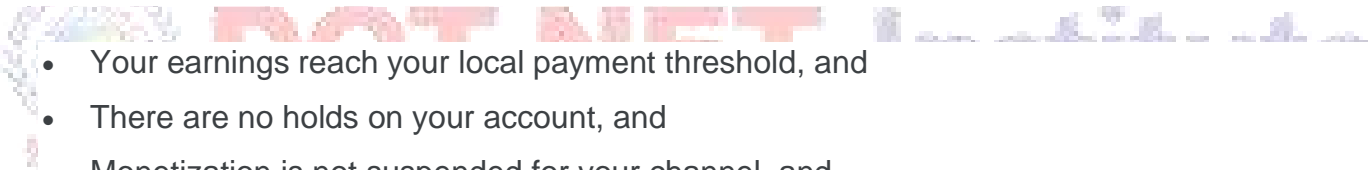
1. Sign in to YouTube Studio
2. Go to the Monetization Menu on the left-hand side of the page.
3. In your Channel monetization overview, go to YouTube Partner Program Options.
4. To see your revenue share, choose "See agreements" and select View agreement next to YouTube Partner Program Terms.

## How do I get paid?

1. Unless you're part of a multi-channel network (MCN), all payments are issued through your AdSense account once the earnings have been finalized.
2. To get your payments, you need to sign into your AdSense account and make sure you've resolved all payment holds.
3. Once your holds are resolved you'll be paid when your earnings reach your local payment threshold.

## When do I get paid?

Once you've associated an AdSense account with your account, you can be paid when:

- 
- Your earnings reach your local payment threshold, and
  - There are no holds on your account, and
  - Monetization is not suspended for your channel, and
  - You're in compliance with YouTube monetization policies

Finalized earnings are not transferred to AdSense until about halfway through the following month. For example, earnings accrued in June will be transferred to AdSense in mid-July.

Finalized YouTube earnings for the previous month are added to your AdSense account balance between the 10th and 14th of the month. The earnings are paid out that month as long as your total balance has reached the payment threshold and if you have no payment holds.

For example, if you're in the United States and your balance exceeds \$100 at the end of June, you'll get a payment in July.



## Lesson no. 20 – Ways to Make Money from YouTube

### Ways to make money in the YouTube Partner Program

The YouTube Partner Program (YPP) gives creators greater access to YouTube resources and features like direct access to our Creator Support team. It also enables revenue sharing from ads being served on your content. In this article, you can review:

You can make money on YouTube through the following features:

1. [Advertising revenue](#): Get ad revenue from display, overlay, and video ads.
2. [Super Chat & Super Stickers](#): Your fans pay to get their messages highlighted in chat streams.
3. [YouTube Premium Revenue](#): Get part of a YouTube Premium subscriber's subscription fee when they watch your content.
4. [Channel memberships](#): Your members make recurring monthly payments in exchange for special perks that you offer.
5. [Merch shelf](#): Your fans can browse and buy official branded merchandise that's showcased on your watch pages.

Each feature has its own set of eligibility requirements on top of subscriber and view count requirements. If our reviewers believe that your channel or video is not eligible, specific features may not be available. These extra thresholds exist for two main reasons. The most important one is that we have to meet legal requirements in every area where the feature is available. Then, because we want to reward good creators, we need to make sure we have enough context on your channel. Generally, this context means we need more content to look at.

### Brand Sponsorship

One lucrative form of advertising is brand sponsorship, also known in the [digital marketing](#) world as "influencer marketing." A company will pay a content creator to promote a brand or product within a video. For example, early in her YouTube career, Michelle Phan drew the attention of cosmetics brand Lancôme with her popular make-up tutorials.

As of 2019, there were more than 700 agencies that help match brands with social media influencers on platforms such as YouTube, Facebook, Instagram, Snapchat and Twitter. Famebit, which is associated with YouTube, takes 10% of any sponsorship fee it brokers.