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YOUTUBE MARKETING

In this presentation you will understand what YouTube is, how to use it and what, as Electromode Ingrooves will do for you in terms of optimization and monetization



WHAT IS YOUTUBE?



It is important to understand what YouTube is and how to use it for your benefit.

You should think of YouTube as if it were DSTV, and like DSTV it features a variety of different channels to watch. Your YouTube channel is your own tv channel.

This means that if you want to be a popular channel on the network, you will need to plan and upload engaging videos on a regular basis so that viewers will keep coming back to your channel to see your videos as well as subscribe to your channel.

Regular uploads = more views and more subscribers = more revenue for your channel.

YOUTUBE CHANNEL OPTIMIZATION



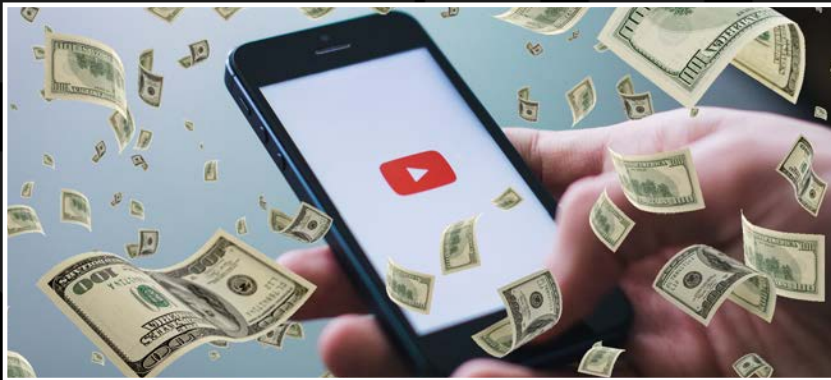
Optimization is the process of updating your channel so that it is more discoverable on YouTube and looks great for potential viewers. A great looking channel can go a long way in attracting viewers.

Electromode Ingrooves will optimize your channel in the following ways.

- Design you an attractive Channel Banner that works with your brand.
- Design your Channel Logo/Icon which fits your brand.
- Updating your Channel Description so that it is SEO compliant.
- Updating video thumbnails with eye-catching artwork to entice more clicks.
- Updating your Video Descriptions so that they are SEO compliant.
- Updating videos with YouTube cards to encourage subscribers and increase views on your videos.
- Create playlists, which is a great way to keep viewers on your channel.
- Help creating an interesting welcome video or trailer for your channel.
- Educate you on what YouTube is and best practices to increase engagement.



YOUTUBE CHANNEL MONETIZATION



Monetization of a YouTube channel is only available for qualifying channels.

Electromode Ingrooves will assist in monetizing your channel by:

- Importing of your channel into our network for monetization. Because we are a preferred partner of YouTube we have negotiated the best rate for you to maximise your revenue, you will not get this rate by monetizing directly.
- Monitor your channels performance and supply you with insight on how to build your channels revenue.
- Report on your channels revenue in our regular reporting schedule.



SO WHAT NEXT?



If you feel that YouTube is a potential option for you to start generating hype around your music as well as earn additional revenue then we suggest setting up a meeting to discuss the way forward.

You can contact your account representative or contact Waide Lemos on the below details to get this meeting setup.

waide@electromode.co.za

+27 82 559 8947





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THANK YOU

WE LOOK FORWARD TO DOING BUSINESS WITH YOU



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