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YouTube Marketing



- Creating and Optimizing a YouTube Channel

Key Points:

- Setting up a Brand Account
- Customizing channel art & logo
- Adding channel description & links
- Organizing playlists and sections
- Importance of “About,” “Featured,” and “Playlists”

Visuals:

- Screenshot of YouTube Studio interface
- Example of a professional channel layout

Tips:

- Use consistent branding (colors, fonts, tone)
- Add social media links and website URLs



- Keyword Research for Video SEO

Key Points:

- Importance of keywords in video titles & metadata
- Tools: YouTube Search Suggest, TubeBuddy, vidIQ, Google Trends
- Target long-tail keywords (e.g., “how to bake chocolate cake for beginners”)

Steps:

1. Research what your audience searches.
2. Analyze competitors' keywords.
3. Include keywords naturally in title & description.

Visuals:

- Screenshots of TubeBuddy / Google Trends
- Example keyword list



- Video Thumbnails, Titles, Tags & Descriptions

Titles:

- Must be catchy + keyword-optimized
- Example: “10 YouTube SEO Secrets for 2025 (Grow Fast!)”

Thumbnails:

- Bright colors, readable text, expressive faces
- Keep consistent branding style

Descriptions:

- Include keywords & CTAs (Subscribe, Visit website, etc.)
- Add timestamps, links, hashtags

Tags:

- Use 5–10 relevant tags (main + variations)

Visuals:

- Good vs. bad thumbnail examples
- Template for a YouTube description



- Monetization Overview

Eligibility:

- 1,000 subscribers + 4,000 watch hours (past 12 months)
- AdSense account linked

Monetization Options:

- Ad revenue
- Channel memberships
- Super Chat / Super Stickers
- YouTube Premium revenue



- YouTube Ads (Skippable & Non-Skippable)

Types of Ads:

1. Skippable In-Stream Ads – viewers can skip after 5 seconds.
2. Non-Skippable In-Stream Ads – must be watched before video.
3. Bumper Ads – 6-second short non-skippable ads.
4. Overlay & Display Ads – appear on desktop.

Tips for Effective Ads:

- Hook viewers in first 5 seconds
- Clear CTA (Call to Action)
- Use emotion and storytelling

 Summary

- YouTube = search + social + storytelling.
- Consistent uploads & optimization drive growth.
- Use analytics to refine strategy.



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