

Lecture 42: Youtube Channel Creation Expert Strategy

I can't stress this one enough too. Everybody who sells apps needs a Youtube channel!

I don't have to tell you YouTube is the second largest search engine on the planet. Potential Millions of new fans can find your app there and you can send the masses from YouTube right to your app, period. The payoff can be quite big here, so it's a must.

Try putting your YouTube channel right inside your app perhaps. Having these videos people can watch inside your app will only help you increase their time spent in your app. That Increases social engagement remember? Plus, your YouTube videos can appear in organic Google search. YouTube videos are more likely to be shared among friends because people like videos versus reading plain old boring black and white text. Your Youtube vids and channel can be set to be monetized as well.

Strategy Tip: Add subtitles in different languages to your videos to garner more downloads!

Youtube is the way to go here and it can't hurt. I would also like you to add your videos to Dailymotion.com and Vimeo.com. Be sure to check the Recommended Links below. Okay, I'll see you in the next lecture.

Recommended Links:

<https://www.youtube.com/>

<http://www.dailymotion.com/>

<https://vimeo.com/>