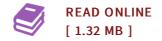




Youtube and Video Marketing: An Hour a Day

By Greg Jarboe

Times Group Books, New Delhi, India, 2010. Softcover. Book Condition: New. First Edition. This book focuses on practical, how-to advice for understanding video marketing tactics, developing a strategy, implementing the campaign, and then measuring results. It also is the only one to extensively cover keyword strategies and video optimization, distribution and promotion strategies to other sites and blogs, YouTube advertising opportunities, and crucial metrics and analysis. The first chapters lay the foundation with a quick survey of YouTube and video marketing techniques, helping marketers understand what is and isn't successful. The book then helps readers develop a winning video marketing strategy before guiding readers through the crucial keyword development phase and best practices for creating and maintaining a presence on YouTube via brand channel development and customization. Readers then learn how to optimize video for YouTube and search engine visibility. The expert author then shares his detailed, insightful promotional tactics, including how to engage the YouTube community as well as how to best distribute and promote videos to blogs and other video sites. The book then explores effective and affordable YouTube advertising strategies before exploring metrics and analytics. The book concludes with compelling case studies, additional resources, a glossary, and information...



Reviews

This publication is indeed gripping and intriguing. It is actually writter in basic terms and not difficult to understand. I am just pleased to explain how here is the greatest publication we have read through during my own lifestyle and could be he best pdf for at any time.

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Oxford University Press, United Kingdom, 2014. Paperback. Book Condition: New. 4th ed.. 242 x 188 mm. Language: English . Brand New Book. With a readable and modern writing style, EU Law Directions clearly explains the key topics and developments in this fast-paced...

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