

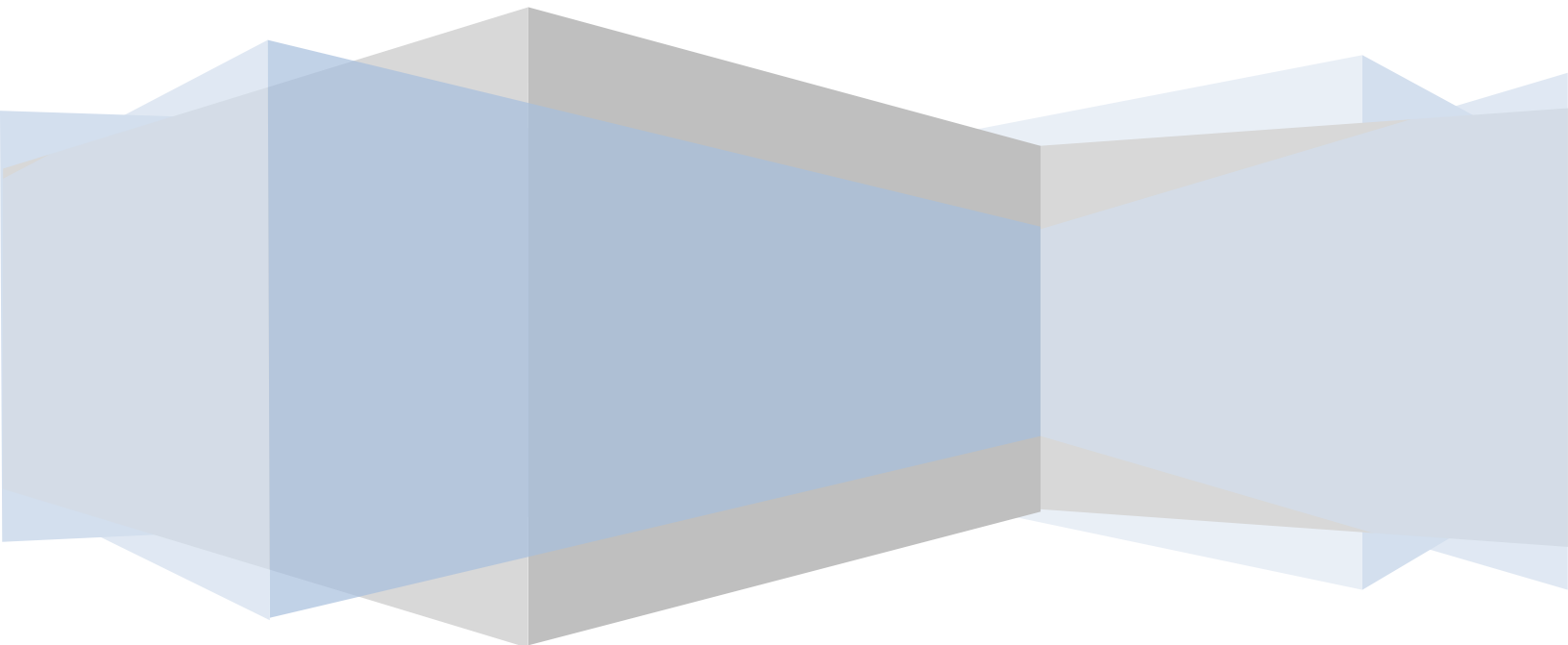
Written by Aji Issac when he was heading DA web warkting team

# “V for Video, V for Viral, and V for Victory”

**Be web business educated**

[Weekly Educative series – XIV]

**Aji Issac**  
**Leader, Web Marketing**  
**[10<sup>th</sup> Nov 2008]**

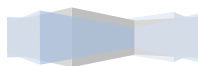


Remember this picture????



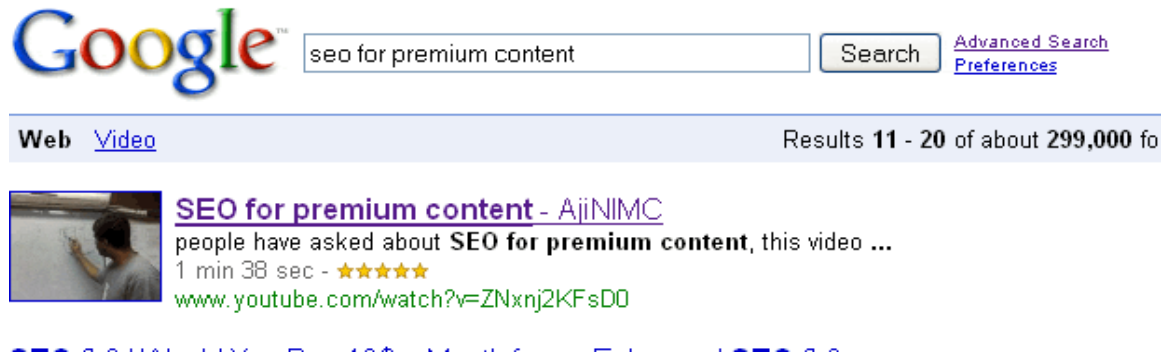
Not long after "SNL" aired the segment Dec. 17, the clever lyrics to what was known as "Lazy Sunday" made its way to the Internet. YouTube, in particular, saw its traffic shoot up, with 5 million streams over 45 days -- making it the most-watched clip on the site for a time. [Source: [www.hollywoodreporter.com](http://www.hollywoodreporter.com)]

YouTube and, in general, Videos are redefining the speed of viral marketing. From songs to funny videos, from nontechnical to technical, videos are covering their segments really fast. Even a check for today's video, we can see many videos getting 500k views in a span of few days. In this letter, we will reveal some secrets to YouTube promotion on how clients can help web marketing firms in tapping the potential video market.



## YouTube is making it to Google Search Results

Now more and more videos are making to the golden pages on Google search engine result pages. Example: I just recently made one of my videos come up for “SEO for premium content”.



This video was nowhere and within last one week, we made it to top 11. I am sure we will be able to make it to #1 spot. It is altogether a different game. Most of the Search Engine Experts are busy with their classical SEO tactics and this is the right time to master video optimization.

## YouTube Video editing is simple

Even a non-technical person can edit the video and pull more crowds. Example: I just edited my video and added “AjiNIMC is working on web marketing for last 6 years” to promote myself.

### SEO for premium content - AjiNIMC



We can add various texts and boxes for YouTube Videos.

## Videos make it more authentic and trustworthy

Building online trust is a big challenge and videos are helping us overcome this big challenge by giving our website an identity on the web, which is more known for its anonymity.

## YouTube is a community

Along with viewing the videos, people can also add comments, share, and bookmark videos. Most important feature is “subscribe”. Subscribed people are like loyal visitors and aggressive salesmen; they like what you do and they spread your word to others. Thus YouTube can help you create a community of your own, which can be diverted to your website at a later stage.

## How clients can help web marketing team with Videos?

Clients can help the web marketing team in a great way here:

1. Clients can create a lot of valuable videos and provide it to the web marketing team.
2. Clients can forward the links to the videos to all the friends.
3. Clients can take the initiatives by doing some industry research on what type of videos will be liked by the targeted visitors and create some high quality creative concepts. This will help the web marketing teams in promoting those videos.
4. Clients can interact on YouTube with other users and help the web marketing team in building a community.
5. Clients can syndicate the videos on their social site profiles like FaceBook etc.
6. Clients can keep a watch over the profiles of personal competitors and their social media participation. Also, clients can pass their competitors’ names and strategies to the web marketing team for further checks and follow up.

## V for Video and V for Victory

Sometimes it is very difficult for a new website to compete with giant competitors because of their well established sites and thousands of backlinks. YouTube and Video marketing is completely a new field and a new website can easily beat giant competitors with some smart strategies.

