

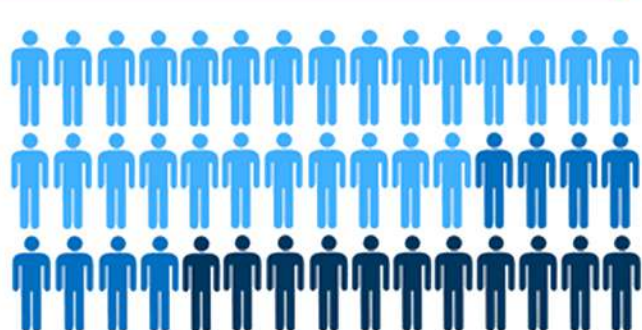


MARKETING ON YOUTUBE IS GOOD FOR BUSINESS

YOUTUBE HAS BILLIONS OF USERS WORLDWIDE. YOUR TARGET AUDIENCE, HOWEVER NICHE IT MAY BE, IS DEFINITELY ON IT, AND SMART MARKETERS WILL REACH THIS AUDIENCE TO INCREASE THEIR BRAND AWARENESS AND IMPROVE THEIR OVERALL BRAND PRESENCE.

HERE ARE SOME FACTS ABOUT YOUTUBE MARKETING:

1) LARGE NUMBER OF PEOPLE



OVER 2
BILLION PEOPLE

LOG IN AND WATCH YOUTUBE VIDEOS EACH MONTH, PROVIDING SIGNIFICANT EXPOSURE FOR A BRAND.

2) HIGH POPULARITY AMONGST YOUTH



YOUTUBE IS THE SECOND MOST-PREFERRED PLATFORM FOR VIEWING VIDEOS ON TV SCREENS

AMONG
18-34-YEAR OLDS.

3) VIDEOS ARE ENGAGING AND COMPELLING

70%

ACCORDING TO SOME STUDIES, 70 PERCENT OF MARKETERS SAY VIDEOS ARE RESPONSIBLE FOR MOST OF THEIR CONVERSION.

4) PREFERRED CONTENT BY ALL



VIDEO CONTENT IS ONE OF THE PREFERRED CONTENT TYPES THAT

B2B MARKETERS UTILIZE, WITH AROUND 71% OF THEM USING IT.

5) YOUTUBE IS HELPFUL FOR EVERYONE



WHETHER YOU ARE A B2B COMPANY OR A B2C COMPANY, HAVING A

YOUTUBE MARKETING STRATEGY CAN POSITIVELY IMPACT THE GROWTH OF YOUR BUSINESS.

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