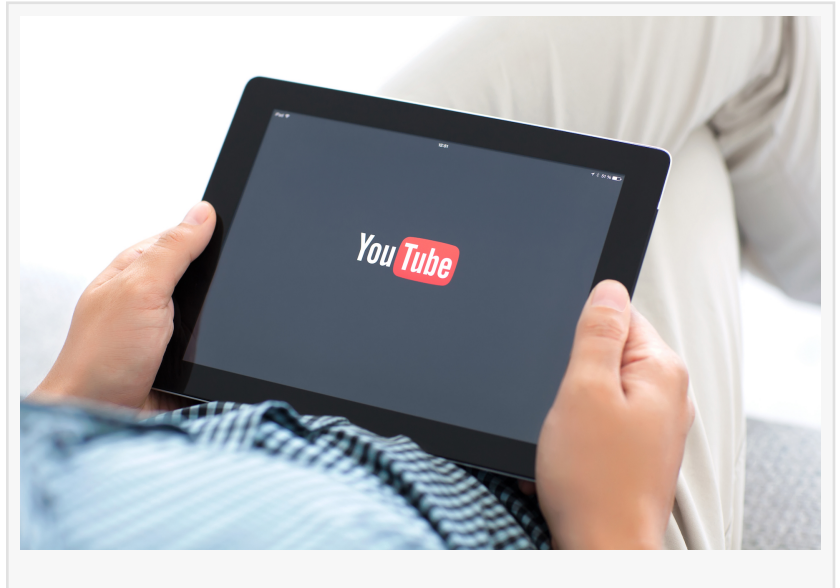


# 10 Reasons Your Business Should Create a YouTube Channel

*YouTube is the second most accessed social network in the U.S. With 4 billion views a day, some say that YouTube will overcome television!*

FORT LAUDERDALE, FLORIDA, UNITED STATES, July 25, 2017 /EINPresswire.com/ -- YouTube is a search engine platform that hosts videos and facilitates the sharing of content. Currently, this is the second most accessed social network in the U.S. and should continue to grow. This is because Internet access is growing more and more, and some say that YouTube will overcome television. After all, it's 4 billion views a day! Even with this promising scenario, many entrepreneurs do not invest in creating a YouTube channel to leverage their digital marketing plans!



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*Vitor Silva*

A YouTube channel helps [create brand awareness](#), improves customer relationships, informs and entertains the user, presenting a wide variety of business opportunities. Therefore, we have prepared 10 reasons that highlight the importance of this tool for companies' digital marketing strategies:

## 1. Having a YouTube Channel Shows That You Keep Up-to-Date

YouTube brings together tutorials from a wide variety of subjects, music clips, movie trailers, and other types of videos. With such variety, it is not surprising that this platform is so popular. To establish a return-generating interaction, a brand must use the right means.

## 2. When Done Right, a YouTube Ad is a Great Way to Advertise

In times of leisure, people are more open to the message conveyed. However, videos are not the only way to advertise: sponsored links and collaborations with blogs lead the target audience to seek brand content on the internet. Therefore, YouTube's own channel motivates more interest and complements the advertising.

## 3. Having a YouTube Channel Allows the brand to get to know their customers

Through the "Insight" button, present in all videos, the administrator has access to demographic data about who views the post. From such information, it becomes easier to tailor the company's digital

marketing efforts and make it more efficient for potential consumers. So, make use of this free tool that the site makes available.

#### 4. YouTube Comments - Get Feedback From The Audience!!

Although the Internet is an environment in which malicious comments proliferate, constructive criticism helps understand the demands of those who acquire or intend to acquire an item. A YouTube channel is a customer service area that explains how the company was right and wrong.

#### 5. Integrate Your YouTube Channel With Other Media

Placing the videos on social networks makes the publications much more interesting. This is because text and audiovisual complement each other in the intention of passing an idea about the product or service offered. It is valid to include the links of the company website and the profiles in other platforms in the description of the videos!

#### 6. Audio-Visual Techniques Promote New Marketing Possibilities

The different communication resources are part of the same digital strategy. If the language and format are cohesive, the disclosure will be effective. It is important to explore the particularities that each medium offers, but without losing sight of the whole picture. In the case of videos, the advantage is in the use of image and sound.

#### 7. Exclusive Content for YouTube is Valued

Anyone looking for a company channel on YouTube wants to know more about marketed merchandise. Producing only material for this platform attracts an audience that is already predisposed to consume and will also be interested in related topics.

#### 8. Posting a Video on YouTube is FREE!

The investment is to produce the video and to afford the necessary infrastructure, which should fit the company's income. However, it is not necessary to pay for an insertion, as in other types of television and radio.

#### 9. More Time to Elaborate on Topics

On YouTube, the brand can present the products with creativity and without the time constraints that the commercials usually impose. Consequently, a marketing action on this site has great ability to impact viewers.

#### 10. Because Having a YouTube Channel Strengthens Your Brand Identity

The YouTube channel gives the organization the freedom to address many relevant issues, not just from articles to sales. In this way, people have a better sense of company values.

Make a YouTube channel for your corporation to enjoy the full benefits of brand awareness! If you don't have one yet, click here to learn [How to Create a YouTube Channel](#) or check out this YouTube channel for videos containing tips that will help you [grow your business online](#)! See you there!



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