

## Youtube Strategies 2014: Making and Marketing Online Video



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## YOUTUBE STRATEGIES 2014: MAKING AND MARKETING ONLINE VIDEO



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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 126 pages. Dimensions: 8.8in. x 6.0in. x 0.4in. When the original version of YouTube Strategies went to 1 at Amazon, and continued to sell impressive numbers (and) to great reviews, I knew this book had her part in the marketplace and dialog. To my past readers and supporters, I cant thank you enough. Why the update for 2014 Were seeing a rapid maturation at YouTube in areas that should be part of any YouTube Strategy - at any level. Some of these elements werent in the first book. They are in this one. In my history of producing Internet training (Ive been online since before there was the Web), Ive prided myself on creating content that lasted. Last year I made 4 different videos in the studio that I had to delete before I could publish them because of the changes being made a YouTube. Live Video isnt the only new thing for YouTube. From a fully integrated Social Engine (across Google Plus and the other social networks) to Premium (paid) content options, YouTubes reach, and your potential impact with it, grows every day. YouTube keeps getting bigger and bigger - and her reach and impact continue to grow at an extremely impressive rate. At the time of writing, YouTube reports seeing 100 hours of video uploaded to their site every single minute. Im sure by the time this book goes to press, the number will go up. Note: this doesnt include Live video on YouTube - another fast growing segment of what were watching online. Getting impact from your videos at YouTube is a much math problem as it is anything else. We address some of those issues here. So, with that, I (re)release this...



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