



YouTube For Small Businesses

A Combo of SEO & Social Media

SHORTS

Shorts are a new way to attract viewers to your channel. Use hooks to pull them in to longer videos.



LONG FORM

This is where you truly answer questions and tell stories. You will have their attention, embrace it!



OPTIMIZE

Thumbnails capture attention. Include keywords in your content. And always include a Call To Action.



SOCIAL INTERACTIONS

This is where you can help convert skeptics into prospects. Stay engaged with viewers who are commenting!