

### Introduction

Here are the top ten uses for businesses to leverage YouTube:

<http://www.securityinfowatch.com/article/12329198/youtube-not-just-for-marketing-anymore>

### 1. Marketing

The most popular business use of YouTube, and it can be wildly successful. Businesses with shoestring promotional budgets have become overnight stars on the service, often with zany and off-the-wall marketing pitches.

Besides using humor, security dealers can also use YouTube for marketing purposes to give video tours of their facilities, or to feature video interviews with key staff members to reassure current and prospective customers that they are going to be doing business with a highly professional, highly people-friendly staff – and to position the firm as a thought leader.

### 2. Recruiting:

Given that many already have videos touting their businesses as inviting places to work, posting those same productions on YouTube is a no-brainer. “Don’t limit yourself to a single, long puff video,” Miller says. “Produce separate videos for individual departments, as well as to illustrate company values, employee benefits, facilities and the like.”

### 3. Company FAQs

Any security dealer can leap well beyond the image of a faceless, industry player with on-the-fly videos, which feature charming customer service people answering frequently asked questions. Sure, many businesses already have written FAQs on their websites. But there is something to be said for going the extra mile and offering the personal touch that is inherent in the video medium.

### 4. News clips

The beauty of posting your company’s news to YouTube is that the information is not sliced, diced or in any other way whittled down to a mere shadow of its former glory. Plus, by leveraging a Facebook or Instagram site, a company can cross-promote the two online presences by posting company news on Facebook with a link to the supporting video on YouTube.

### Youtube



### 6. Customer communications

When an email or friendly phone call simply does not cut it, many businesses are posting YouTube videos to connect with business partners concerning project updates, personalized descriptions of new products or services and the like. Such communications can be easily made private on YouTube by selecting the “private” option under its “broadcast options” variable. This ensures only selected viewers can see the video.

### 7. Employee-to-employee communications

As far as Google is concerned, videomail is poised to become the email of this decade. Makes sense. Why not zip off a response to a thorny problem or challenge using video if it is easier than doing so in another medium? At the very least, videomail is a trend worth experimenting with and monitoring – either on YouTube or via Google Apps.

### 8. Product/service how-to videos

These videos can of course serve a dual purpose for a business, offering detailed instructions for novice customers, while serving as a promotional spot for others who find the video.

### 9. Employee training

Any business with multiple locations across town, across the country, or even across the world can immediately see the benefit of posting training videos on YouTube, and having the appropriate employees access it.

Again, by using YouTube’s “private broadcast” option, a business can ensure the training videos stay internal. “Many companies find that YouTube is a fast and effective way to disseminate all kinds of employee information,” Miller says. “Done right, it gets information out there in near-real-time, with all the benefit of face-to-face communication.”

### 10. Savings on business travel

All the videos sent to employees and clients are enabling many security dealers to rack up substantial savings on business travel. Granted, there are plenty of instances where true face-to-face interaction is irreplaceable; however, in many situations, a video overture is a bulls-eye compromise between basic email and an all-expenses paid business trip for one or more employees to multiple cities.

## 5. Focus groups

Sophisticated YouTube users employ the service as a free testing ground for commercials they plan to run on cable and broadcast TV, and elsewhere. The freetool, YouTube Analytics can test the marketing punch of the video. The tool's metrics include the overall popularity, who is viewing, where those viewers are coming from, and what keywords they are using to find it.

<http://www.youtube.com/analytics>



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