



8 STEPS TO INCREASE THE REACH Of Your YouTube Videos

After posting a video, you can influence the factors that YouTube uses to improve the reach of your videos - by engaging users to increase views, likes, comments and subscribers.

- Personally subscribe to your YouTube brand channel

- Invite **everyone** - friends, clients and prospects - to subscribe to your channel (& put on repeat)

- Watch your videos thru to end to increase watch time

- "Like" every video on your channel - (only when using your separate, personal Google account)

- Use the "share" options on YouTube to email your video to clients, embed video on website and share on social

- Comment on your own YouTube videos to ask for subscribers, add links to further resources or videos

- Alternate links to your videos in your email signature

- Add YouTube subscribe buttons to your email signature, website and social platforms

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