

Harness the Power of YouTube Marketing

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The Power of YouTube Marketing

While the power of written words remains unsurpassed, it has become eminent that telling the

story of your company will be made much better when words and visuals are both used. The birth of brand new technologies has paved the way for better public relations, with more and more companies reaching out to their target customers through videos and content.

When 2011 came to an end, videos managed to overtake printed word, becoming the primary source of online traffic, as based on a study conducted in 2012 by Cisco, a worldwide IT company. Come 2016, the company estimates that 55% of the consumer traffic online is going to watch videos.

For those who are still solely relying on text-loaded documents and websites to reach out and communicate with clients, prospects and news media, it is now the best time for a major revamp or you will lose in the game. The people of today's generation are becoming more inclined to learn about specific services, products, and companies through videos instead of reading articles.

As far as video sharing is concerned, YouTube is currently the most famous

website, drawing over [1 billion users](#) every single month. Even though the site is known for the thousands of videos about those cute stuffs, YouTube still has a serious side, which makes it highly valuable both for marketing and [public relations](#).

YouTube is one interesting site and it is for numerous reasons. It can act as a hosting service, a search engine, social network, community site, and of course, an advertising platform. Users coming from different parts of the globe and various walks of life go to this website only for a single reason, and that is to find and watch videos online.

With the undeniable power of YouTube, it is definitely not a big surprise that small, medium and large companies alike are now making the most out of it. Using the right content, these videos can be used for getting their brand better known and in a more positive light. It works similarly with TV advertising in which brand recall, overall reputation and perceived legitimacy are all improved.



If PR is done through press releases in the past, now, [video news releases](#) have become the best means of getting coverage as well as links from the high authority websites. This is made possible by the added media element which can greatly help in ensuring that your company's press releases will

reach the top of the pile of journalists. YouTube has now become the most ideal platform wherein video news releases can be published, especially with most of the editors and journalists today already familiar with how the website works, how YouTube videos can be embedded and are very much happy in including videos from YouTube on their own websites.

So, for making your business better known to a larger scope of online audience, YouTube marketing is the newest trend that you should try in order to reach success in no time!

Media Contact Name: Editorial team

Media Phone: (866) 982-1116 ext 1

Media Web Address: <http://rushprnews.com/login>

Company Contact Name: RushPRNews YouTube Channel

Company Web Address: <http://www.youtube.com/user/rushprnews>

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About the author:

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