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## YouTube Marketing Proposal

Thanks for allowing me to put together this proposal for a YouTube Marketing Strategy for your Company. The agency to look to when you're ready to leverage YouTube as a profitable marketing channel.

YouTube Marketing is an essential strategy to take advantage of the web's massive shift toward video. That's why it's so important to learn and test some strategies and to get help from Digital Organics.

Today, YouTube reaches more consumers between the ages of 18 and 49 than any cable network. The combined meteoric rise of video content and YouTube's dominance has turned YouTube into one of the top three digital marketing channels in the world.

We are one of the few agencies who predicted YouTube's emergence as a major marketing platform, and we've had the pleasure of driving highly successful YouTube marketing strategies for clients in several industries. Our teams of marketing strategists are uniquely positioned to help your brand design and deploy a strategy that turns YouTube into a significant business growth driver.

### Our Proven YouTube Marketing Approach

We see YouTube as far more than a place to watch videos of cats high-fiving. To us, Youtube is a powerful marketing platform that, when leveraged strategically, can be turned into a strong source of leads and sales for your business. We combine sound marketing strategy, quality video production, and effective promotion to help our clients achieve the following goals:

- Increase Brand Awareness
- Improve Reputation
- Improve brand SEO
- Increase marketing qualified leads (MQLs)
- Increase overall sales

Here's how we will put YouTube to work for your brand:

### **Find an Audience**

The first step in a successful YouTube marketing strategy is to create a strong audience definition. We will work with you to figure out what your ideal audience persona(s) looks like. This will include analyzing your current customer base and engagement on your other marketing channels. By defining an audience up front, we ensure that your messages are targeted and effective throughout your YouTube campaigns.

### **Craft a Message**

Flashy graphics and animations aren't enough to have an impact on YouTube. To succeed, you need a message that resonates with your target audience. We will work with you to identify the topics and themes that are appropriate for your brand's YouTube marketing strategy.

### **Focus on the Funnel**

Video marketing does you no good if it doesn't increase your bottom-line growth. We focus on placing your YouTube videos appropriately within your larger marketing funnel, and on driving viewers deeper into that funnel. Whether you sell products online or through your sales team, we can help you convert viewers into paying customers.

### **Proposed Solution**

To ensure that your YouTube marketing efforts are successful, we propose that we will take the following steps:

#### **1: Research & Analysis**

Our marketing team will perform a combination of qualitative and quantitative research to lay the foundation for your YouTube marketing strategy. This will include analyzing your current branding, messages, and campaigns, performing user surveys with your customers and target audience, and identifying which stages of your marketing funnel can most benefit from Youtube marketing.

## 2: Strategy Development

Before we make a single video, we will create a well-documented strategy for your Youtube marketing efforts. This document will serve as the framework for your Youtube strategy, and will address the following:

- Target Audience
- Funnel Position
- Desired Actions (CTAs/Conversion Points)
- Competitive Pressures
- Promotion Opportunities
- Messaging

## 3: Content Calendar

Once we've created a complete strategy document, we will craft a 12 month content calendar. This calendar will include specific topics for your videos along with deliverable dates for scripts, storyboards, finished videos, and promotion campaigns.

## 4: Production & Promotion

Once we've agreed to a 12 month schedule for topics, production, and promotion, we will move into the production and promotion phase. In this ongoing phase, we will produce videos according to the content calendar and leverage them through paid and organic impressions to achieve your goals. We will make YouTube SEO, create thumbnails for your videos, and prepare descriptions for each piece of content.

### Payment Terms:-

Duration	Packages
For 1 Month	20,000/-
For 3 Month	50,000/-
For 6 Month	90,000/-
For 12 Month	1,60,000/-
<b>18% GST are excluded in above quotation.</b>	
<b>We Need PDC Cheques in advance with 1st date of every month</b>	