

Three Essential Steps to YouTube Marketing Success



Apply basic marketing strategies—plus some of YouTube’s unique principles—to market your practice.

BY NAREN ARULRAJAH

>> If you use the internet, then you are surely familiar with YouTube. Most likely, you have watched at least a few videos there, or you might even be among the 122 million daily users. With videos appearing predominantly in search results, on other social networks, and on websites, YouTube is virtually impossible for any internet user to ignore. That also means it is a treasure trove of opportunity for promoting your dermatology practice. The question is how to tap into that vast audience.

1 Strategy

YouTube is incredibly simple to use. In a matter of minutes, you can record a video on your smartphone and publish it using your personal Google account. However, it would likely join the billions of other rarely viewed personal videos already on YouTube. If you were publishing for personal interest, that would be okay. To effectively use this platform for marketing, you need to do some research and make a plan

Review your overall marketing plan and decide how to integrate YouTube. This will affect the type of content to focus on. For example, you might want to embed videos from your channel on your blog. In this case, you could choose topics that are complementary to current or planned posts. If you posted an article about the importance of using sunscreen, a video demonstrating application techniques would be appropriate.

Choose your angle. Like a blog, YouTube channels can include a random assortment of topics and styles. However, those with a loyal following have a degree of consistency. For example, Dr. Pimple Popper (more than 7 million followers) focuses on extractions. Dr. Dray (more than 1 million subscribers) is known for detailed reviews of skincare products, with a detailed discussion of specific ingredients. Dr. Davin Lim (more than half a million subscribers) leans toward medical dermatology information, focusing on pigmentation and acne-related issues.

Consider your passions and specific expertise, and use that to create your own signature style.

Do competitive research. Check out your competitors’ YouTube channels and do a SWOT (strengths, weaknesses, opportunities, and threats) analysis. Ideally, you want to pro-

vide either a type of content that is in demand but not available from your competitors or something you can provide with much better quality than what is available.

2 Quality content

When you think of video quality, your mind probably goes to technical details, such as lighting, camera angle, and resolution. Those things are important, especially if your goal is a polished, professional presentation. However, they are not the only aspects of quality to consider.

With content marketing, the best measure of video quality is its value to the audience. A video of poor quality by technical standards can be excellent if the viewer is seeking the authenticity and spontaneity of raw footage. Quality video content will:

Educate. The best way to get people to watch your videos is by teaching them something that they want to know. It may be tips and tricks, how-tos, skincare product reviews, information about how skin ages, demonstrations of popular procedures.

Entertain. As a dermatology professional, you need to establish yourself as an authority. If it fits with your branding, you may be able to add an entertaining element to your channel. For example, you could incorporate some humor, trivia, or personal anecdotes.

Engage. You could sit in front of the camera and read a scientific study, which would provide a great deal of educational value. It would also be dry and boring. You need to capture and hold viewers’ attention. Depending on the type of video, you might accomplish this with on-screen graphics, putting some personality into your presentation, using body language and voice inflections, or creative formatting.

Seek feedback. Your audience is your best resource for discovering ways to improve. Make the most of YouTube’s analytics. Try to find the common denominator between your most-watched videos, and increase that tactic. Similarly, if you see a type of video with consistently low views, move away from that tactic. Also, pay close attention to viewer comments, and do not hesitate to ask for feedback.

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3 Optimization.

If you market your practice online, you are surely familiar with the importance of SEO (search engine optimization). Your YouTube channel must be similarly optimized for two reasons.

First, you want your content to appear in search results. Videos, mostly YouTube, are included in more than 60 percent of Google universal searches. Second, YouTube is a search powerhouse in its own right. With two billion monthly active users, it ranks as the second most popular search engine, topped only by Google itself.

Some of the best practices for YouTube optimization include:

Keyword research. This is an essential step in SEO for any type of content. Try to include keywords in the tags, video title, description, captions, and other relevant locations.

Metrics. Pay close attention to what types of videos have the best audience retention, most comments, shares, and new subscribers after watching. Try to replicate these successes because YouTube's own search favors high-performing content.

Title. The title should accurately describe the content, invite clicks, and include your primary keyword.

Thumbnail. YouTube's auto-generated thumbnail options are rarely the best representation of your video. Upload a carefully selected, custom thumbnail that encourages clicks.

Channel and profile optimization. It is not just about individual videos. Be sure to complete your profile, add a channel description, logo, and other customization options.

IT'S ALL ABOUT YOU

If you aren't using YouTube, now is the time to start. If you are using it and seeing unsatisfactory results, then it is time to revamp your YouTube marketing plan. ■

Naren Arulrajah, President and CEO of Ekwa Marketing, has been a leader in medical marketing for over a decade. Ekwa provides comprehensive marketing solutions for busy dermatologists, with a team of more than 180 full time professionals, providing web design, hosting, content creation, social media, reputation management, SEO, and more. If you're looking for ways to boost your marketing results, call 855-598-3320 for a free strategy session with Naren. You may also schedule a session at your convenience with the Senior Director of Marketing - Lila, by clicking <https://www.ekwa.com/msm/> or simply send a text to 313-777-8494.

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