

How to Optimize YouTube Marketing for Your Eye Care Practice

Your videos will be engaging and useful when they directly address your audience's needs.

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YouTube has emerged as one of the most valuable social networks in recent years. People increasingly prefer video content, whether on their personal computers, mobile phones, or other mobile devices. However, not everyone achieves success with YouTube marketing in today's highly competitive environment. Eye care professionals may consider the following tips to make YouTube an effective channel in their online marketing strategy.

CREATE ENGAGING VIDEO CONTENT

Coming up with an original idea for your YouTube video content can help to spark the interest of your target audience. The content will become engaging and compelling when it directly addresses the essential needs of your audience. Your YouTube videos must be useful and relevant to your potential eye care patients. The videos may include how-to's, doctor interviews, new procedure options for common ophthalmologic conditions,

better eye care tips, slide shows and other innovative content to engage the audience.

MAKE SURE IT IS SEARCHABLE

To make your video appears on search engines, begin with the title. It should be catchy and should include localized keywords. Include the right keywords in the video description as well. The description can also include the URLs of your eye care website and other links you want to bring to the attention of your target audience. Make the YouTube video available on your website and any other social media platforms that you own.

GIVE YOUR CHANNEL AN IDENTITY

You can create a brand identity for your YouTube videos by turning your YouTube channel into a unified entity. You might choose to use standard colors that match the colors of your eye care website or use a custom background for each of your videos. If you rely on

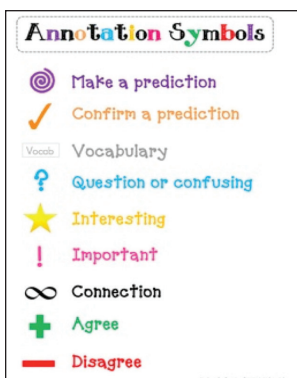


Figure 1. Use annotations and calls to action.

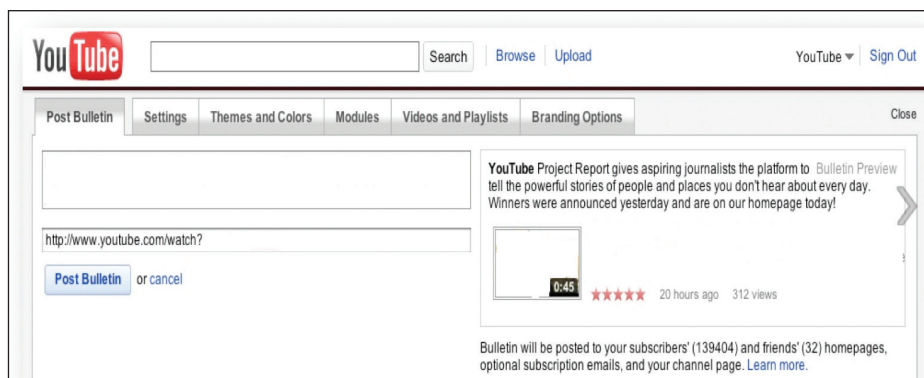


Figure 2. Use the "Post Bulletin" tab to alert followers to a new video.

common default designs that are seen everywhere, it will be difficult to impress viewers who are tired of seeing similar-looking videos too often.

ORGANIZE VIDEOS PROPERLY

YouTube allows you to create “playlists” that can include all of your YouTube video content. Make sure that the playlists are organized appropriately, and the most important content is featured in the right column. Your most popular videos and the content that meets your marketing goals most closely should be highlighted in your playlists. Playlist visibility can be controlled by using the “Edit Playlist” button. This allows the user to set the playlist title and description or add a note to a video in the playlist.

ADD ANNOTATIONS AND CALLS TO ACTION

YouTube lets you include annotations that will appear on top of the video (Figure 1). You can place these annotations for a desired time period. You can also include links to your other videos and playlists. The videos can also include a call to action, such as encouraging viewers to visit your eye care practice.

Annotations also provide an advantage for updated videos. If an old video has become outdated but still commands high search rankings, a link to an updated version of the video can be embedded in the old one. People who find the old video in their search results can simply click on the embedded link and view the updated version.

USE THE BULLETIN OPTION

Whenever you create and post a new video on your YouTube channel, you can spread the word about it by

using the “Post Bulletin” tab at the top of the channel (Figure 2). Once you create the bulletin, a link to your new video will become visible on the home pages of your friends and subscribers on YouTube. This offers an excellent opportunity to improve your visibility and let your network know about the new video.

PROMOTE VIDEOS ON BLOGS

When you are ready to post a new video on YouTube, one of the first things you should do is to write an interesting blog around the same topic and introduce the video link in it. You may use the same keywords in the blog title and the body of the article as you have used in the video. Blogs are a strong medium to spread the word quickly about any type of new online content, if it appeals to fellow bloggers. If you have your own eye care-oriented blog, you can share the YouTube video with your readers there.

USE THE POWER OF SOCIAL MEDIA

YouTube is not a standalone video platform, but rather a social network that can be completely aligned with other social media formats. Google+ and YouTube form a natural association, and every YouTube video can be promoted easily over Google+. Facebook and Twitter followers increasingly prefer compelling video content over other forms of content. Your goal is to maximize visibility for your video, and social networking sites can help achieve this goal with the least amount of effort. ■

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