



# Perencanaan Media Sosial YOUTUBE & MARKETPLACE

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With the emotional power of video, YouTube's massive audience, and AdWords' incredible targeting tools, you have the ability to reach new customers in your hometown and around the world. There's no better way to share your story, efficiently engage a growing audience, and build your business online.

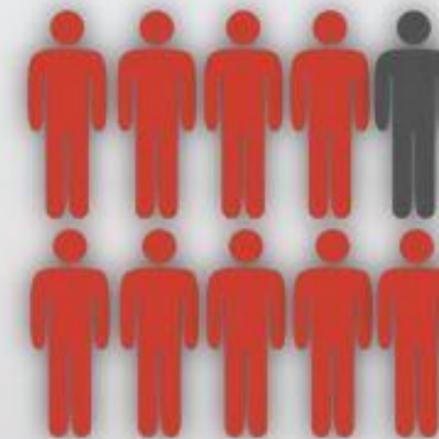
# About YouTube

YouTube is the leader in online video, and the premier destination to watch, share, and promote original videos online. YouTube is fully integrated with Google AdWords for video, leveling the playing field for businesses that want to reach new customers with online video.



## Find and Reach Your Audience

YouTube is the #1 online video site in the world.<sup>1</sup>

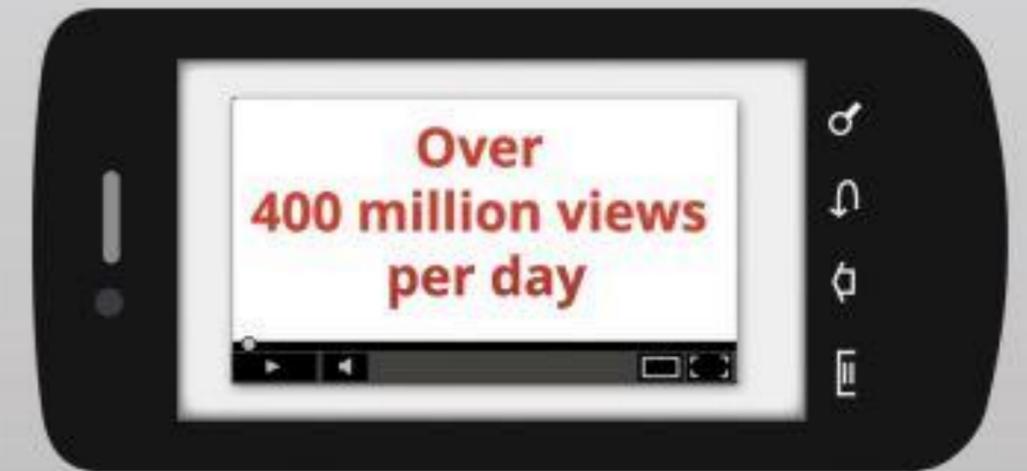


## Gain Valuable Insights About Your Video and Audience

9 out of 10 viewers can be enticed to watch video ads.<sup>2</sup>

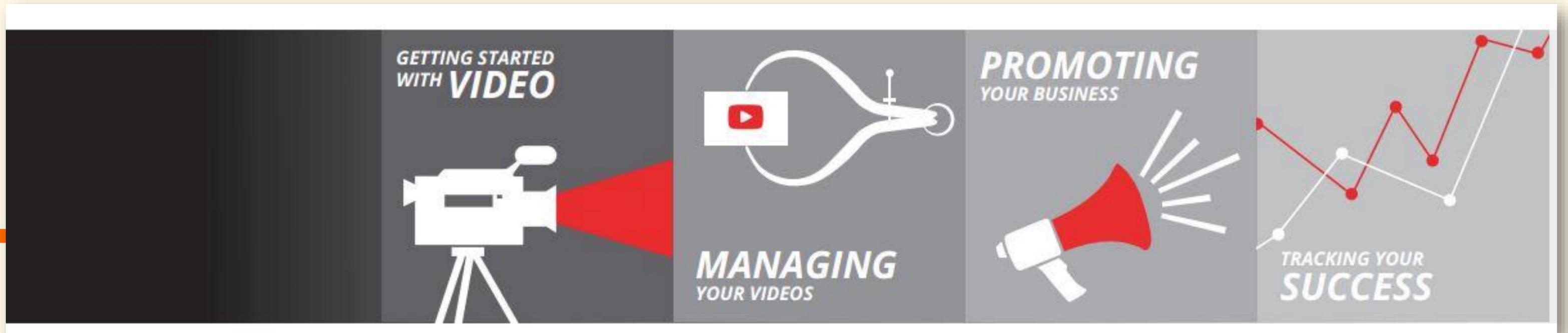


**Spread Video Messages on a Larger Scale**  
800 million people visit YouTube every month.<sup>3</sup>



**Reach New Customers Wherever They Are**  
YouTube mobile gets 400 million views per day.<sup>4</sup>

# HOW TO USE THIS GUIDE



# GETTING STARTED WITH VIDEO



3+ HRS

- 1 Plan
- 2 Shoot
- 3 Edit
- 4 Publish



<http://bit.do/fgmrk>

Once you have your research, you can write your marketing strategy incorporating the 5 Ps of your [marketing mix](#):

**Product:** What you selling? What are the physical attributes of your product or the uniqueness of your service? How is what you offer different from your competitors and what benefits does it provide your customer?

**Price:** What will it cost to get your product or service? How does it compare to your competition? What will your profit margin be by selling at that price?

**Place:** Where will your products and services be available for purchase? For example, what will your [Internet marketing strategy](#) be? What is your [sales strategy](#)? How will the transaction take place, what is the cost of getting the product or service to the consumer/client, and what will be your refund/[return policy](#)?

**Promotion:** How are you going to let the market know about your product or services? How will you tell them about the features and benefits you provide to entice them to check out what you offer? What marketing tactics will you use and what do you anticipate will be the results of each method? Include information about any incentives or coupons you'll use to attract business.

**People:** This is a newly added "P" to the marketing mix, and is important if other people are involved in helping you create or deliver your product or service. Who are these people (i.e. sales people, virtual assistants) and what do they do (i.e. sales calls, customer service)? What is their level of training and/or experience in providing help to your business?





# Thank You!

Any Questions?