



**YOUTUBE MARKETING PLAN WORKSHEET**

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**INTRODUCTION.** What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step YouTube marketing plan

**YOUTUBE ACCOUNT CONCEPT.** Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your YouTube account. What is the concept behind your channel, and why will people want to watch, interact with, and even share your videos?

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**TARGET CUSTOMERS.** Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on YouTube? Indicate if so, and explain what are they “doing” on YouTube -

Type 1: \_\_\_\_\_  
Type 2: \_\_\_\_\_  
Type 3: \_\_\_\_\_

Yes, our customers are on YouTube.  No, they are not.

**YOUTUBE MARKETING VALUE.** Summarize the marketing value, if any, you see in YouTube for your company:

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We see marketing value in YouTube:  a lot  some  neutral  not much

The primary value(s) from YouTube to our company are:

- Supportive use of video: using video to support our website / social media content.
- Finding new customers  Being discovered via YouTube search  Social sharing, customers will likely share our videos  Viral marketing  Customer Continuum, nurturing customer evangelists  Trust indicators: we need to be on YouTube to look substantial

**VIDEO INTERACTIVITY.** Why will potential customers “subscribe to” your YouTube Channel? What will they “get” out of it? And for individual vidoes, why will they like, comment, and even share your videos?

They will subscribe to our Channel because: \_\_\_\_\_  
 \_\_\_\_\_

They will like / watch our videos because \_\_\_\_\_  
 \_\_\_\_\_

**YOUTUBE RESPONSIBILITY.** Who will be responsible for YouTube marketing at your company?

- YouTube set up issues: \_\_\_\_\_
  - Text issues / content: \_\_\_\_\_
  - Graphical / photo issues \_\_\_\_\_
- YouTube video production issues: \_\_\_\_\_  
 \_\_\_\_\_

We plan to create videos for YouTube:  
 \_\_\_\_\_ times per day / week / month

**YOUTUBE PROMOTION.** What mechanisms will promote our YouTube videos?

- Supportive use of video: we will post videos to our website, use for other social media.
- Search / SEO use of video. People will search for our videos, and the following keyword queries are relevant: \_\_\_\_\_

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Share / viral use of video. People will share for our videos, and the following emotions are relevant (e.g., humor, shocking, sentimental, outrage, support of a cause, etc.):

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Video concepts:

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External promotion (e.g., advertising, Facebook, Twitter, website, email):

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**OTHER THOUGHTS AND IDEAS ABOUT YOUTUBE.** Having researched a) whether your potential customers are on YouTube, and b) what competitors are doing on YouTube (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, “big picture” ideas do you have about YouTube?

We see potential in YouTube for our business marketing plans because:

After we’ve set up our channel and begun to upload videos, we believe we can do the following types of videos and they will help us grow our YouTube community because:

We will measure our success on YouTube by the following metrics: