

YouTube marketing for your Franchise Group: How to Share Your Story

Did you know that YouTube is the [second largest search engine](#) behind Google? As the fastest growing video-sharing website in the world, YouTube provides great opportunities for sharing your business's content. If your business is a franchise group, where your audience may be in many different locations, YouTube is an effective way to share content.

Anyone, anywhere can make a simple video and upload it to YouTube—that's the easy part. But if you want to make a real impact with your YouTube marketing efforts, we've outlined some tips to get you started.

Get Your Story Straight

When you operate a franchise, you need to make an effort [to keep your marketing efforts brand-consistent](#), since your content will be sent out from multiple locations. So when you decide to branch out into YouTube marketing for your franchise group, make sure you take some time to plan the content and keep it consistent with your brand's story. In order to do this, make a script for your video first, making sure that what you are presenting tells the same story that you are telling in your social media, website, and other marketing materials.

Make it Engaging

When it comes to videos, personality matters a lot. Choose people for your videos that have the type of personality that can turn the mundane into an experience. After you make the video, spend some time [editing](#)—get rid of the places where the video has a lull. Keep it interesting for your audience or you will lose them.

Spread the Word

Once you have scripted your video, filmed it, and edited everything out that's unnecessary, you are ready to get the word out. Share, share, share your video, using all of the social media you have available to you. If you've followed steps 1 and 2 seriously, you will have great content to share with your franchise group, and it will be easy to do some word-of-mouth sharing about your content.

Go for the Icing on the Cake: SEO

This tip for using YouTube marketing for your franchise group is last on the list because the most important tips are #1 and #2. The reason? Because those two things have to do with creating good content, which is absolutely what will be the deciding factor for converting your audience and influencing them to join your franchise. But once you have some good content and want to get it in front of people, spend some time looking at ways to get your video found. Here is a brief overview of SEO tips for YouTube:

- Keywords: use both the Google Keyword tool and the YouTube Keyword tool
- Title Tag Optimization: use your keyword in the title of your video for easy searching
- Description Optimization: use your keyword in the video description
- Video Transcript: add your transcript as a .txt file to your YouTube video