

Secret Formula

To Increase Your Video Viewers

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$$.5C + .15M + .20T + .15P = \text{Success}$$

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50%C = Content & Production

- Consist of Revelant Storyline
- Video Quality/Lighting
- Education Your Audience

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▼ Video Information

Title:

Description:

Tags:

Category:

15%M = Metadata

- Tags
- Title
- Descriptions
- Categories

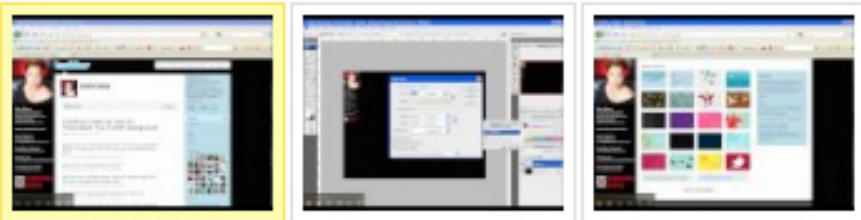
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20%T = Thumbnail

- Represent your video
- First Impression is the Last!

▼ Video Thumbnail

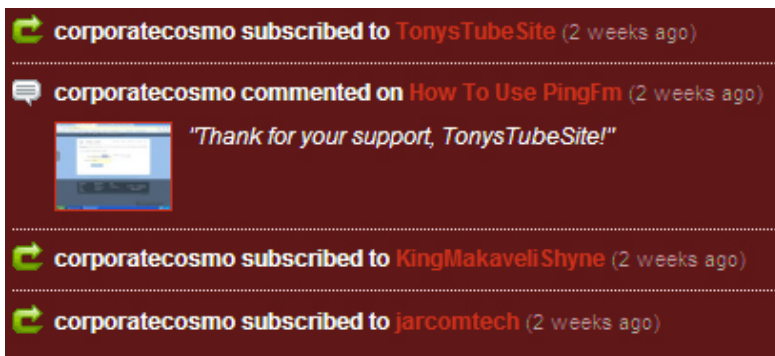


Choose a video still from above to represent your video in search results and other displays. You can choose a different still image by clicking on it.
Note: it can take up to 6 hours for your image to be updated.

The image shows a user interface for selecting a video thumbnail. It features three thumbnail images of video frames. The first thumbnail on the left is highlighted with a yellow border. Below the thumbnails is a text instruction: 'Choose a video still from above to represent your video in search results and other displays. You can choose a different still image by clicking on it.' Below that is a note: 'Note: it can take up to 6 hours for your image to be updated.'

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A screenshot of a YouTube channel's activity page for 'corporatecosmo'. It shows four recent actions: 1. 'corporatecosmo subscribed to TonysTube Site (2 weeks ago)'. 2. 'corporatecosmo commented on How To Use PingFm (2 weeks ago)' with a video thumbnail and the text 'Thank for your support, TonysTubeSite!'. 3. 'corporatecosmo subscribed to KingMakaveliShyne (2 weeks ago)'. 4. 'corporatecosmo subscribed to jarcomtech (2 weeks ago)'.

15%P = Promotion

- Be Proactive on YouTube
- Facebook
- Twitter



A screenshot of a Twitter post from 'Corporate Cosmo'. The profile picture shows a woman with short dark hair. The text of the tweet reads: 'How To Personalize Your Twitter Background [VIDEO] - Why should you create a customized twitter background? Perso... <http://ow.ly/16Yl4x>'. Below the text, it says 'April 3 at 8:25pm via HootSuite · Comment · Like'.

How To Personalize Your Twitter Background [VIDEO]: Why should you create a customized twitter background? Perso... <http://bit.ly/dwgkzp>
1:07 PM Apr 3rd via twitterfeed

To Listen:

“Tapping into New Media with Video”

with Bob Heyman & Leland Harden

<http://budurl.com/x83g>

Secret Formula provided by:

Team of Tubemogul &

“Digital Engagement”

by Leland Harden & Bob Heyman

<http://budurl.com/dxv7>