

Using Podcasts & Videos For Self-Development And Marketing Yourself

Video marketing is the use of videos to raise awareness, create engagement, and drive sales. You can further the development and promotion of your personal brand by using great digital marketing resources such as Podcasts, YouTube videos, and LinkedIn Live.

How to Become a Guest on a Podcast:

1. Make a list of target podcasts that you would ideally like to be featured on.
2. Watch other episodes to better understand the podcast's style and audience.
 - a. Make sure that these aspects align with your personal brand.
3. Determine how you can reach out to the moderator of the podcast and request to be on their show.
 - a. Some podcasts provide an email you can write to.
 - b. Others provide speaker guest forms to fill out.
4. Explain why you are a good fit for their show.
 - a. Support this statement with links to other interviews you have done in the past or additional resources that show your knowledge about the podcast's topic.

Why You Should be a Podcast Guest:

The advantage of being a guest on someone else's podcast rather than creating your own relates to the amount of time and effort it takes to build a successful podcasting platform. For many sales professionals who are largely occupied with their own business endeavors, it is more effective to be featured on an already established podcast.

1. Being a podcast guest presents you with the opportunity to share a summary of your business's value and mission with a target audience and potentially gain new clients.
2. Podcasts bring more visibility to your brand and will drive traffic to your other linked media platforms.
3. Podcasts are engaging, they do not require all of the listener's attention and can be played while completing other tasks.

How to Grow Your Personal Brand Using YouTube Videos:

1. Pick your niche. Create content directly for your target audience.
 - a. When you know who you're speaking to, it's easier to put together a cohesive message and content marketing strategy.
2. Research your competition and learn from your favorite related channels.
 - a. How can I differentiate my company from them? What are their most popular videos? How are they presenting themselves?
3. Select the best keywords for your video titles, descriptions, and hashtags.
 - a. YouTube is the world's second-largest search engine. Most video traffic comes from search.
 - b. A good YouTube keyword tool is keywordtool.io. You can find search traffic volume for certain keywords and also find recommendations for what people are looking for when they search on YouTube.

4. Optimize your videos with timestamps.
 - a. Timestamps break your videos into “chapters” and allow viewers to skip around to the sections they’re most interested in.
 - b. This increases the chance they’ll watch more of your video.
5. Promote your YouTube channel content across different platforms.
 - a. Share links to your YouTube videos instead of uploading them directly to other social media platforms to create more traction on your channel.

How to Best Use LinkedIn Live as a Marketing Tool:

1. First, grow your personal or business LinkedIn connections and following.
 - a. LinkedIn Live is only available to pages that have more than 150 followers and/or connections.
2. Set a schedule and practice what you will discuss.
 - a. It’s important to plan ahead. LinkedIn recommends setting up and promoting your event at least 2-4 weeks before the broadcast so your followers know when to expect your show. This will ensure maximum viewership.
 - b. This will also help you map out your live stream’s subject matter and prepare a loose script to organize the overall run of the show.
3. Make sure that you have at least two devices on hand before you stream.
 - a. Why? Because two screens will give you the freedom to conduct the live stream video while monitoring and responding to comments that come through.
 - b. This helps you connect with your audience, create community, and build a conversation.
4. Go long, but not too long.
 - a. According to LinkedIn, fifteen minutes is ideal for a live video. It’s just enough time to let your audience understand your message and gives them time to comment and engage.
 - b. You can stream for longer, but keep in mind that going over an hour will significantly increase audience fatigue.
5. After ending your Live, review your page analytics. See your audience demographics and what type of content resonates most with them.

Why You Should Use YouTube, LinkedIn Live, and Other Videos for Your Marketing Strategy:

1. Hubspot found that 78% of people watch online videos every week, while 54% watch videos every day.
2. Google’s research shows that 6 out of 10 people would rather watch online videos than television.
3. YouTube states that its users view more than 1 billion hours of video each day on the platform.

You can capitalize on these statistics to promote your self-development and to market yourself. With the advancement of the digital era, video marketing has become a significant resource for all sales professionals.