

Why YouTube is Crucial For Your Business  
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For Disc Jockey News

Did you know that YouTube is so much more useful than just looking at babies dancing or farting cats? No, it really is, I promise! In case you didn't know, the #2 search engine in the world is not Bing and it's not Yahoo. It's YouTube.

We started doing a bi-monthly video blog years ago for several reasons:

- 1-It increases brand awareness. After we shoot the videos, I edit it down and post it on our social media outlets, and it spreads around. It is another way for people to see our logo (in the intro) and hear our company name, and it positions us as experts (which we are!).
- 2-YouTube has greatly increased our SEO (Search Engine Optimization). If you don't know what this is, you probably need to seek out an expert ASAP to help you with yours and your website. This is crucial for paying clients to find you on the internet. SEO is what makes you come up on page 1 of Google and other search engines!
- 3-The videos are actually helpful. Most of them are geared towards our clients with titles such as "Tips for Planning the Perfect Party", "Unique First Dance Suggestions", etc. We really do feel like if people take 3 minutes to watch them, they will learn something.

Here are a few tips that we have learned after doing over 60 episodes:

- 1-Keep the videos short and sweet. I would say 3 minutes is the goal, 4 minutes max. People have a very short attention span these days.
- 2-You can start with a cheap Flip video camera, but if you keep on doing it, better gear makes for better videos. We have finally upgraded to a DSLR camera and a really good mic, and even an LED light with an iPad teleprompter.
- 3-Learn how to edit. My suggestion would be iMovie because I think it's easy to use and you can take free classes on it at your local Apple store.
- 4-Use some sort of music in the background. The issue with this becomes licensing, but you can use [themusicbed.com](http://themusicbed.com) to actually purchase a legal song to use!
- 5-THIS IS THE MOST IMPORTANT PART if you want your videos watched on YouTube-Make the title of your video always have the word "video" at the end. For example, "First Dance Ideas Video". Also, of major importance is to "tag" the videos. YouTube will recommend ideas, but put in anything that you think folks may search. So, in this example, tag it as weddings, first dance, music, DJ, wedding DJ, love songs.
- 6-Create a YouTube "channel" to house your videos. You can even create Playlists such as Instructional Videos, Product Reviews, Music Reviews, etc.
- 7-Make sure to link to your YouTube channel from your website and social media outlets, and make sure that the channel has a link so that people that go to YouTube first, can find your website and contact you!

So now that we've gotten that out of the way, the question now becomes "What do I post?". Well, seeing as how you are a DJ, you have a wealth of knowledge just in having that skill set. Here are just a few suggestions:

- 1-If you wanted to focus on the technical aspect, you could do a whole series on beatmixing, phrasing or even scratching techniques.
- 2-Talk about marketing-things that have worked for you and things that haven't.
- 3-Review new DJ products-every week there is a new piece of gear on the market, go to your local DJ store and demo it and film it!
- 4-Show people the latest software for mixing or even stuff that works on iPads.
- 5-Talk about music! What are the hot new singles for this summer? What are some upcoming full length releases that are going to be amazing?
- 6-Give tips-about party planning, about making requests on their song lists, about where to seat the older folks at a wedding.

I could go on and on, but I think you get the point. Most importantly, remember to make it your own, show YOUR personality, and prove that YOU are the expert. If you follow these tips and keep it up (don't do one and quit), you'll start to see A LOT of folks are finding your website via YouTube. Good luck!

You can reach Joe Bunn at xxxxx. Don't forget about The Unconventional DJ Convention ([www.unconventionaldjconvention.com](http://www.unconventionaldjconvention.com)) coming up in November in Raleigh, NC!