

## How NOT to market with video on Youtube.

Written by Turtleknife

Tuesday, 26 October 2010 22:40

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After doing this for more than 5 years now, I have come to some conclusions about video marketing on Youtube. Don't get into it looking for the quickie solution. You will only have temporary success (if any) and your work will have to be done over and over =again just to keep up. What you should be looking to do is add value for the viewer. When you make a video, ask yourself first "How is this going to help my audience?" Then you can figure out how to monetize the value you offer.

**Not like this guy who offered a strategy in the Warrior forum.**

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Honestly I don't even want to embed this video here because it is so bad. So you can search it if you want without me adding link-juice to this terrible production. Essentially this is one of his examples of providing reviews for clickbank products, which involve a screencast of the sales page while the announcer, in a seriously irritating way, describes the benefits of the product. It is so utterly obvious that he knows NOTHING of the product or the market, that the entire production is devoid of sincerity and trust, something affiliate marketers often misunderstand. Anyway, I posted this rebuttal to his suggestion that this is a good strategy and copied it here.

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**Marty S**

Turtleknife on BlogTV

War Room Member



Join Date: Feb 2009

Location: Toronto

Posts: 1,440

Blog Entries: 9

Thanks: 163

Thanked 231 Times in 165

Posts

Social Networking



**Re: How to Make Money With**

I dunno about this my friend

Your video view counts are very low for a viewer. These video "review" productions.

In my mind, the lack of quality content and is most certainly void of value. I notice you have many "road" mentality for affiliate marketing. check out different view point strategies like this, are generally a waste of investment and never fully work.

I would suggest to the viewer to pay much closer attention to the

[www.Turtleknife.com](http://www.Turtleknife.com)