



## CHECKLIST

# Increasing Video Views and YouTube Subscribers

With thousands of hours of video being uploaded to social media every minute, it can be tough competing for views and subscribers as a business. Here is a checklist of things you can do to increase both.

- ✔ **Include a CTA:** Add a “subscribe now” call-to-action in your YouTube video either vocally, in the text of your description, or in a text overlay on your video. Another call-to-action option is using [annotations](#) in a video to link to other videos on your channel in order to increase views.
- ✔ **Increase your video SEO:** YouTube is commonly used as an online search engine, and SEO will help your videos appear more often in search results. Writing detailed descriptions and creating keyword-rich playlists can help. [This post](#) goes into more detail about how to increase the SEO of your YouTube videos.
- ✔ **Cross-promote your videos on all social networks:** Use Hootsuite to upload your video to YouTube, Facebook, Twitter, and/or Instagram. Shorten the link in Hootsuite using Ow.ly or your own custom vanity URL, publish it across all your social networks, or schedule it for later.
- ✔ **Post consistent content:** Establish foundational content, such as regular tutorials for your products and/or services. Your audience will come to depend and count on you for at least one type of recurring content—content they will find themselves looking forward to. Make realistic goals based on your available time and resources, for example, creating one to two new videos per month.
- ✔ **Collaborate with others:** Well-executed collaborations with other brands or influencers can have a big impact on the reach of your social videos. By collaborating on a series of videos both brands can benefit from increased visibility, gaining views and new subscribes from the cross-promotion.

To learn more about social video strategy, from planning and creating videos to distributing them and measuring the impact, [download our Social Video Strategy Guide here.](#)