

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How To Use YouTube To Promote Your Fencing Company



If you would like to meet your prospective fencing customers where they are, you will find them in front of the tube...YouTube.

One of the main pros of using YouTube to promote your fencing business comes with a few strings attached. The cost to upload a video on the site is free, but your video will include promotional content (ads).

However, research shows that YouTube videos are highly effective as marketing tools. A study published by Small Biz Trends reports that 70 percent of marketers credit videos for most of their sales conversion.

It is safe to say that consumers like to watch videos, and as a video-sharing and social media site, YouTube is a valuable tool for marketing your business. This article offers an overview of how to make YouTube part of your marketing strategy.

First thing: set up your YouTube channel

Setting up a YouTube account is an easy and straightforward process. Here is all you need to do:

- Create a Google account for your business. (Do not use your personal Google or Gmail account.)
- While on your Google business account, visit YouTube and enter your account details.
- Enter a name for your channel. It is best to use the name of your business.
- Add an image (called a channel icon), banner art, and a short bio to customize your channel. Make sure your

profile pic (or logo) is clear when it appears on the site. For your banner, choose an image that clearly shows your fencing products.

Marketing your fencing company on YouTube

It is easy to search for YouTube videos by keywords both on the site itself and through Google, its parent company. Now that you have set up your channel, here is how to get your fencing business started on YouTube.

1. DETERMINE YOUR VIDEO FORMAT.

There is no one-size-fits-all format for video sharing. You will need to decide what style works best for your business. Here is a rundown of the main options:

- One person talking (also called a talking head)
- Interview style
- Screenshare (film what you are doing on a computer screen)
- How-to (also called a tutorial)
- Explainer
- Vlog (video blog)
- Behind the scenes
- Testimonials
- New product introduction
- Product review
- TV commercial style



2. CREATE YOUR VIDEO.

You do not need to invest much money in equipment to get started on YouTube. You can use your smartphone or tablet camera to take your videos.

- Pay attention to lighting and sound. Everything should look sharp and sound clear.
- Watch blurriness. A tripod is a good idea to hold your camera steady.
- Consider basic editing software to add titles and music, switch between shots, and edit out mistakes.
- Keep your videos short and sweet. Shoot for a maximum length of three to four minutes.

3. USE KEYWORDS

Obvious keyword choices for your business include “vinyl fencing,” “fencing,” and “quality fencing.” You also could include the name of your city and the word “fencing.”

Keywords tell the search engine the content of the video and help people find your content. Another idea is to see what keywords your competitors are using and use those same words and phrases.

4. INCLUDE A CALL TO ACTION.

Include a link to your website in your video description and let people know your physical location and other contact information in your video. You also can ask viewers to follow you on other social media channels, rate your video, subscribe to your YouTube channel, or share your video with their friends.

5. BE AN ACTIVE PARTICIPANT.

As with other forms of internet marketing, establishing an active presence on YouTube is in your best interests.

- Respond promptly to comments and questions.
- Comment on other videos.
- Create playlists of videos on fencing topics. You can include your videos as well as some on related topics, such as industry news.

6. PROMOTE YOUR VIDEOS.

Look at your website and social media pages from a customer's perspective. Do you use plenty of current photos? Are the photos up-to-date and of high quality? Is

pricing clear? What about your contact information? Do not make them hunt for it. Remember: your competitor is only a click away.

7. USE REVIEWS, TESTIMONIALS, AND REFERRALS.

Customer reviews and ratings help convert leads into buyers by helping to build trust in your business. According to a 2022 survey by Dimensional Research, 90% of consumers said that online reviews influence their buying decision.

You need to ask for positive reviews. Even if your customer is satisfied, many will not leave a review without being asked. So, ask. Make it simple and convenient for new customers to share their reviews on your website and social media channels. Consider offering incentives for referrals.

Also, be ready to ask the difficult questions. If a prospect tells you in a follow-up call that they bought a fence from your competitor, ask what led them to that decision. The answers you get may help you improve your sales efforts in ways you had not yet considered.

8. BE CREATIVE AND CONSISTENT.

It is a good idea to start simple. However, as you get more experience with your videos, you will see if you need to make any changes in style or format.

9. ADD CONTENT FREQUENTLY.

The best way to make a mark on YouTube is to keep adding new content. Upload new content on a regular basis.

10. INCLUDE STORIES.

YouTube recently added “YouTube stories,” which are like Instagram or Snapchat stories. A YouTube story is a collection of short videos that remain visible on the site for 24 hours or until you delete them. You can use these stories to create interest in your brand.

11. INVITE CUSTOMERS TO SUBMIT VIDEOS.

A great way to engage with prospective customers on YouTube is to run a contest. Be sure to read YouTube's rules for contests before you get started.

YouTube is currently owned by Google, and is the second most visited website, after Google Search. Get your fencing company on YouTube and let your videos do some selling!



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

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