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YouTube Guide

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YouTube

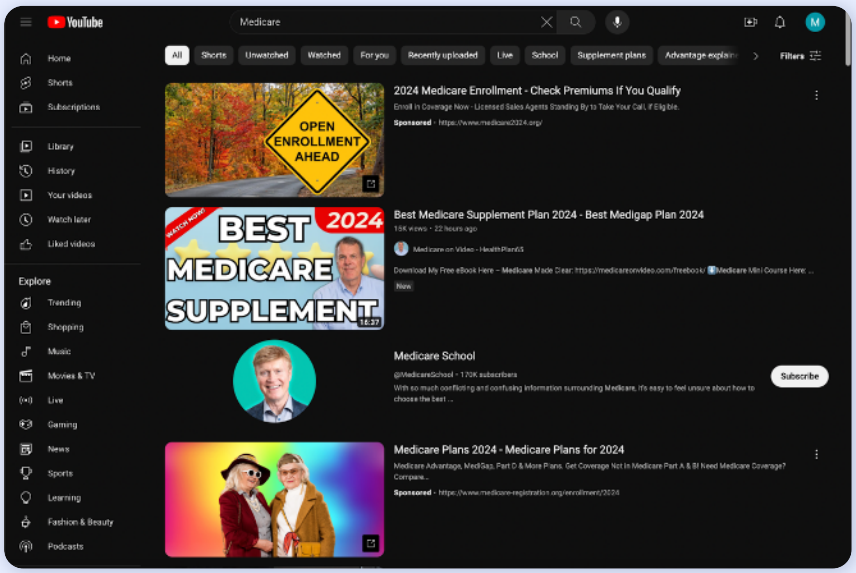
YouTube is an invaluable tool for educational marketing because it offers a vast and engaged audience, the ability to present content visually, valuable analytics, cost-effectiveness, and the potential for monetization. It allows educational institutions, businesses, and individuals to reach, engage, and educate a wide range of learners effectively.

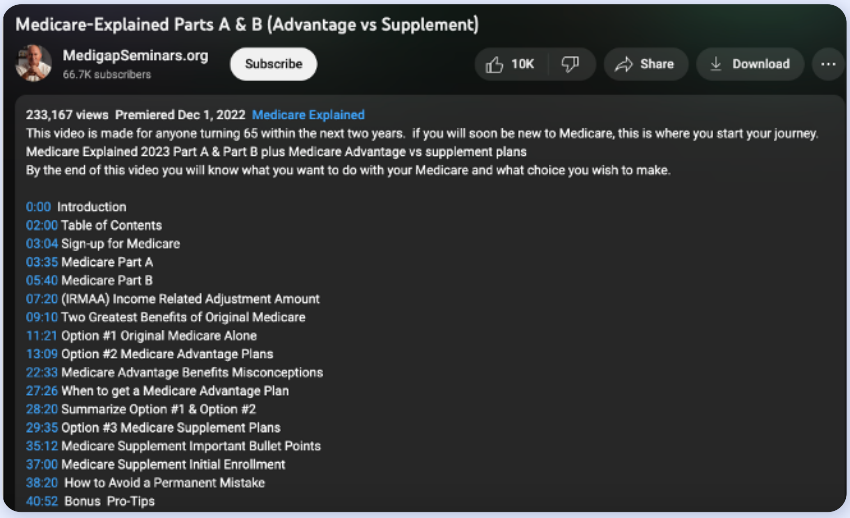
How is YouTube an effective tool for Medicare agents:

Vast Audience Reach:	YouTube is the second-largest search engine in the world, with over 2 billion logged-in monthly users. Over This vast user base offers a tremendous opportunity to reach a global audience, making it an ideal platform to market educational content. There are over **227.7 million users aged 65 and above (9.0% of YouTube's total ad audience)**
Visual and Engaging Content:	Educational content on YouTube can be presented in visually engaging ways through videos. Visual and interactive elements, such as animations, graphics, and demonstrations, make it easier to convey complex information and engage prospects looking to learn more.
Long-Lasting Content:	YouTube videos have a long shelf life. Once you create educational content, it can continue to re purpose the content to attract viewers and educate them for months or even years. This means your initial investment in content creation can have a lasting impact.
User Engagement:	YouTube encourages user engagement through likes, comments, and sharing. This interaction can help build a community around your educational content and provide valuable feedback, allowing you to refine your marketing strategy.
Analytics:	YouTube offers robust analytics tools that allow you to track user engagement, demographics, and viewing habits. These insights can help you tailor your content and marketing efforts to better meet your target audience's needs.

Cost-Effective: Compared to traditional advertising channels, YouTube can be cost-effective. You can start with a modest budget and still reach a substantial audience. This affordability is especially valuable for educational institutions and startups with limited marketing budgets.

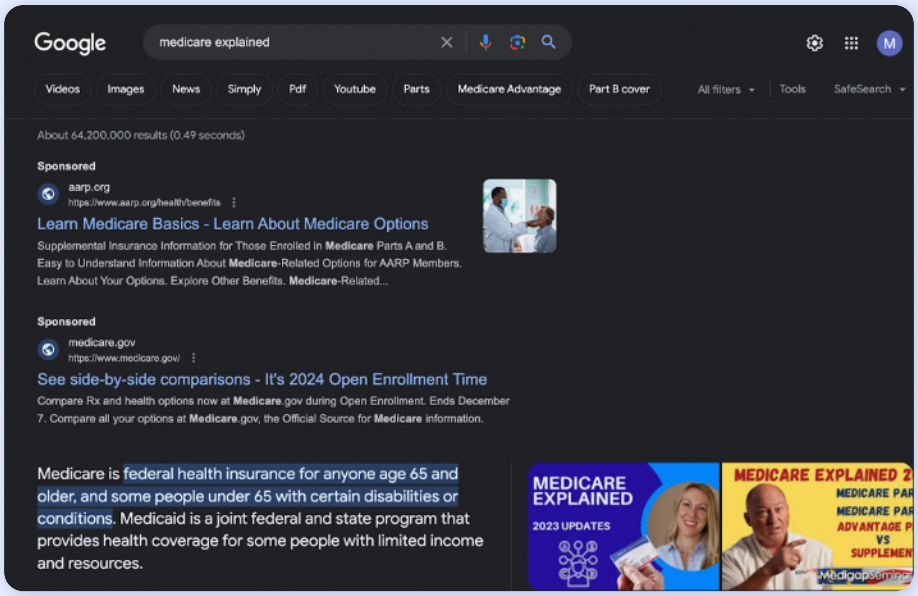
SEO Benefits: YouTube videos can also appear in Google search results, further expanding your reach. Optimizing video titles, descriptions, and tags can improve your visibility in both YouTube and Google searches.





Searching “Medicare” on YouTube or “Medicare” on google - you have a higher change of appearing in search results. You will want to include keywords like “Medicare” “Part A” “Part B” “Prescription drug costs”

Example of top Medicare account on YouTube in the Video description all the key words of Medicare 101



Collaboration Opportunities:

YouTube provides opportunities for collaboration with other educators, influencers, or industry experts, which can help you tap into their existing audiences and expand your reach.

YouTube Ads

Creating effective YouTube ads for a Medicare agent requires a combination of good marketing practices and knowledge of your target audience. Here are some best practices to consider:

Understand Your Audience:

- **Know your target demographic:** Understand the age, location, and interests of Medicare beneficiaries
- **Identify pain points:** Medicare is confusing! What are the questions you hear most from current clients?

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Create Compelling Content:

- **Start with a strong hook:** Capture viewers' attention in the first few seconds. Pose a problem or question that resonates with your audience.
- **Educational content:** Offer informative content about Medicare options, coverage, and benefits. Consider using storytelling or case studies to illustrate the value of your services.
- **Showcase testimonials:** Use real client stories to build trust and credibility.
- **Clear Call to Action (CTA):** Clearly state what you want the viewer to do next. Whether it's calling a phone number, visiting your website, or subscribing to your channel, make it easy and enticing.
- **Engaging visuals:** Use graphics, charts, and animations to explain complex concepts.
- **Consistent branding:** Ensure that your brand is clearly represented in your videos with logos, colors, and fonts.
- **Video Length:** Keep your video concise: Generally, shorter videos tend to perform better. Aim for a length of 30 seconds to 2 minutes.

Ad Placement and Targeting:

- Utilize YouTube's ad targeting options to reach your specific audience. Consider demographics, interests, and keywords.
- **Test different ad formats:** Try in-stream ads (shown before or during other videos), discovery ads (shown in search results and related videos), and bumper ads (6-second non-skippable ads).
- **Optimize for Mobile:** Ensure your ad is mobile-friendly as many users watch YouTube on mobile devices. Test your video on various screen sizes.
- **A/B Testing:** Experiment with different ad variations to see what works best. Test different headlines, descriptions, visuals, and CTAs.
- **Compliance and Regulations:** Ensure that your ad complies with all CMS compliance. include a brief disclaimer indicating that your video is for informational purposes for compliance.
- **Monitor and Adjust:** Continuously track the performance of your YouTube ads through YouTube Analytics and adjust your strategy based on the data. Pay attention to metrics like click-through rate (CTR), conversion rate, and cost per conversion.

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- **Consistency:** Regularly create and upload new content to keep your audience engaged and informed.
- **Engage with Comments:** Encourage viewers to leave comments and engage with them. Answer questions and address concerns to build a community around your channel.

Additional Resources to get started!

Read about YouTube Ad Best Practices

Check out Hubspots Beginner YouTube Ad Guide

How to Run a YouTube Ad

1. Set up YouTube Channel

1. Go to “Create channel”
2. Upload video you plan to use as your video ad

2. Create google Ads account

1. Create new google ads account
2. You can link to google business account, website or a video
3. <walk through>

3. Link your YouTube channel

1. Go to google ads account
2. Go to tools and settings - linked accounts - YouTube - manage link
3. Paste YouTube channel link (should autopopulated)

4. Go to YouTube - go to YouTube studio - content - upload video or select video as ad

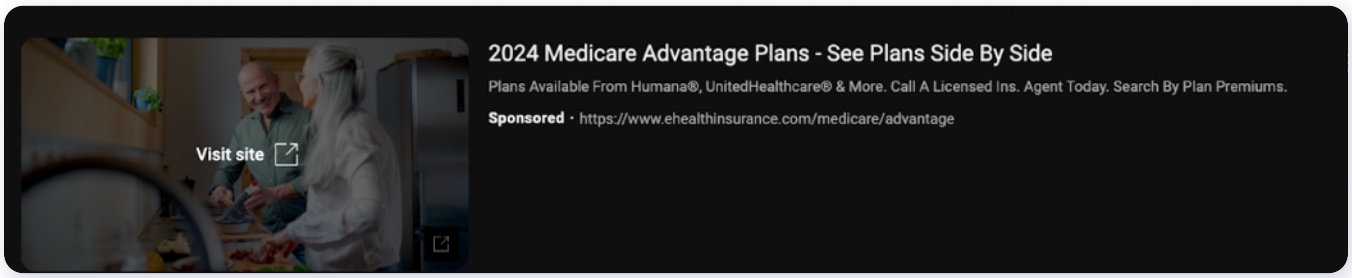
1. Go to three dots and shareable link

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5. Go to google ads account

1. New campaign - create - custom video campaign
2. Campaign name
3. Budget & dates
4. Bid Strategy (max)
5. Networks - YouTube search results

Example of an Ad linking to site



Top Medicare Educational accounts:

- https://www.youtube.com/@MedicareSchool
- https://www.youtube.com/@MedicareonVideo
- https://www.youtube.com/@AbtInsuranceAgency
- https://www.youtube.com/@MedigapSeminars
- https://www.youtube.com/@BoomerBenefits

What are these agents doing that helps them grow their business on YouTube?

- First and foremost they are educating seniors on Medicare and making it quick and easy for them to gather additional information which will draw in clients to contact this agency with questions and potentially become their client.

- Providing tools (Medicare checklist, educational resources).
- In their video descriptions they deeply explain what they will be discussing and link a CTA including multiple contacting methods. These key words help the videos reach with SEO.

What is your competitive advantage?

- Spark with your care navigation team, they can call in at any time for billing or provider questions.
- Have Spark QR code on the video you record so prospects can fill out digital permission to contact form that places them directly into the Platform prospecting workflows. You can also link this in an AD or video you post.
- Use Spark's Medicare 101 Presentation in your video or as a guide for your video format.