



HOW TO CREATE A YOUTUBE VIDEO THAT DRIVES LONG-TERM ENGAGEMENT?



#1

Create "how-to" videos-
These outperform other
videos by retaining
relevancy for a long
period of time.

#2

Create videos that answer
questions your audience is
looking for. Find questions
that your audience is
searching for through
Google & Quora.

#3

Find what is wrong with the
videos previously published
on YouTube.

#4

Differentiate your content from
that of your competitors by
finding newer versions of the
common & old questions.

#5

Include a call-to-action in
your videos that won't expire.
For example- subscribe now
or follow now.

