

Trudy ([00:06](#)):

Welcome to the Online Business Launchpad Podcast. We're gonna be helping guide you step-by-step through the process of growing your business online, and we're gonna be giving you tips and technics that are going to help you break through the barriers that can stop you making progress in your business.

Trudy ([00:26](#)):

Well, hello, everyone, and welcome the Online Business Launchpad Podcast. I'm delighted to have Kim Fernandes with me today. Kim works with Me Three and Marketing Entourage, and I looked up her title and it's what they call an experienced consultant. Now, the first time I met Kim was when I had engaged Marketing Entourage to help us with some work, uh, that I would call marketing troubleshooting. And we went through this great exercise where they helped my team and- and myself figure out where the gaps were in our marketing approach.

Trudy ([00:58](#)):

And so, um, it's interesting to me that Kim calls herself an experienced consultant, and I might ask her to explain that a little bit more in our talk today, but once we had done this exercise where they helped us do t... marketing troubleshooting, uh, after that, Kim came onboard to help us set up our Online Business Launchpad YouTube channel from scratch. And- and that's been a really fun thing to work with her on. In fact, it's been such a great experience that I wanted her to share with you some of the things she does to make sure that our new channel keeps growing as well as it has already. So, welcome, Kim, and thanks for joining us today.

Kim Fernandes ([01:38](#)):

Thanks, Trudy. It's great to be here.

Trudy ([01:40](#)):

Fantastic. So, before we sort of dive in to some of the questions that I have, uh, and before we start talking about, um, setting up a YouTube channel from scratch, I just wanted to ask you a question, I guess, and that is, is that what did you most enjoy when you were a child growing up?

Kim Fernandes ([01:57](#)):

Oh, wow. Tough question straight out of the books (laughs)... out of the blocks. Um, I guess just as a child, oh, I was one of those kids that I just had sort of my hand in every pie. Like, I wanted to play every sport, I wanted to have, you know, every game. I wanna play with all the kids in my street. Um, I think it was just being free to be sort of creative (laughs). I think that's what I enjoyed. Um, and I guess also, thinking back, um, just going for it, you know? Just thinking about I wanna do this and then just taking it and- and (laughs) deciding to go through with it. So, I think yeah, carrying that with me a little bit now, you making me reflect, but yeah, definitely.

Trudy ([02:39](#)):

Yeah. Yeah, for sure. Um, just... that's fun... it's fun when you're a kid when you've got that freedom to- to do those things, yeah.

Kim Fernandes ([02:45](#)):

Mm-hmm (affirmative).

Trudy ([02:46](#)):

And it's just, it's really cool. Yeah. So, tell us a little bit more. First of all, um, you work with Me Three and Marketing Entourage, two separate businesses, but they're related.

Kim Fernandes ([02:55](#)):

Mm-hmm (affirmative).

Trudy ([02:55](#)):

It's complicated. We don't need to go into that too much, but maybe just talk to us about the sorts of, uh, problems and this, uh, that you and Marketing Entourage and Me Three help fix and the sorts of people that you work with.

Kim Fernandes ([03:09](#)):

Yeah, good question. And I completely agree, it's- it's very complex explaining how it's all interrelated, so (laughs) I- I won't get too deep. But essentially, like, you- you put it really well earlier. When you guys came to us, or- or when any client comes to us, uh, what we do from the Me Three point of view is, essentially, just help, um, with sort of just marketing, um, troubleshooting, or just experience and sort of general. So it may be that someone's looking for with content, you know, something to do with their website, um, maybe they need help around their strategy. We're quite open under th- that Me Three banner to help, um, our clients, whether it's, you know, for a set of three months, for- for a year, however long it may- may be.

Kim Fernandes ([03:48](#)):

And then with Marketing Entourage, um, in that sort of side of the business, we teach our... uh, we teach those services that we do through education. So we have courses online that we offer. Um, we've got a set of free how-to videos. And we just wanna increase the self-efficacy of small business owners, um, so they can sometimes do it for themselves 'cause they don't always need us to help, but sometimes, they need handheld a little bit to know what to- to do first and what to tackle.

Trudy ([04:14](#)):

Yeah. Yeah, for sure. And so can you just explain now a little bit about your role that, that's [crosstalk 00:04:19]-

Kim Fernandes ([04:19](#)):

Yeah. So...

Trudy ([04:20](#)):

... title experienced consultant, which I'm pretty sure you don't think about being that too much, but that's kind of what... just tell us a little bit about how that [crosstalk 00:04:28].

Kim Fernandes ([04:28](#)):

Yeah, good question. How that actually came to be was we were sort of thinking about o- our company went through a rebrand early in the year, and that there's a few more things tied to it, but essentially, I

was thinking about what my role involved and- and how I actually fit in with my clients and what I actually do. And then, I think because I've been sort of I guess this marketing generalist for a few years, I didn't really have a- a sort of a specialty, but really, we use sort of a human ma... a human-centered marketing approach. So it's really about putting the customers at the forefront of everything we do. So I thought, all of my work centers around experience. And it's- it's really about making sure that you as a business, or, um, how you sort of operate, you're really thinking about how to best serve your customers.

Kim Fernandes ([05:09](#)):

So, really, while, you know, some may think it's a bit of a fluffy title, it- it really encompass what I- what I do across, you know, Me Three. And then at Marketing Entourage, s- similar sort of thing is not just we're sort of educating as behind the scenes, we're still helping develop that customer experience side of things. So that's how the title came to be. And I guess, in terms of what I work on, hah, it changes week to week, Trudy (laughs). It's very, very different.

Kim Fernandes ([05:32](#)):

Um, you know, I've had the pleasure of working, um, with you guys on- on YouTube and diving really deep into that for a few months, but, um, other times, it's very strategic. It's sort of setting, uh, marketing action plans and content plans up. Um, other times, it can be around branding. It can be around, you know, website refreshers (laughs). It sort of really changes depending on who the client is, which- which makes it really fun, uh, makes it really good to sort of work through different things. And I- I definitely had my time on I guess the social media aspect as well (laughs), working through all of the different platforms, but really, depending on what the client needs, we sort of go through that sort of strategic approach to really find what they need help with, and then we just take it from there.

Trudy ([06:14](#)):

Uh, yeah, yeah. And in, you know, it's been a- it's been a fun journey, you know, working with you and- and just fleshing out what we should be working on and then basically diving... doing it. So, talk a little bit about your personal why, you know, why do you do what you do. What makes you jump out of bed in the morning?

Kim Fernandes ([06:32](#)):

Um, I think, oh, it- it's... this is a good question, and I think, um, I was sort of thinking... reflecting about this just recently just because we, you know, had so much time to ourselves to sort of think and review, you know, w- what's going on with our businesses and where we are. But it's just, I think the [inaudible 00:06:50] sort of help and really find value in what I do is sort of key to me.

Kim Fernandes ([06:54](#)):

So, in- in a past life, I've had a good 10 years in sort of the hospitality industry where I really loved what I did. Um, I love talking to customers everyday, I love sort of producing, you know, good coffee and good meals and what I did. But really, it was that sort of that human connection piece that I- I really... that got me out of bed in the morning, like you said, that I really love.

Kim Fernandes ([07:14](#)):

And when I sort of, you know, transitioned to marketing and- and found this sort of, you know, new pathway, I thought, I- I'm taking this same approach. It's always customer first, people first, and I just

love hearing people's stories and their why's and what they do, and then just helping them achieve that, really, it- it's sort of why I'm sort of in this role. But I think it's really powerful to sort of see how you can help with o- other people succeed, because it really then helps you, you know, get to where you're trying to be in terms of what you're looking for. [crosstalk 00:07:45].

Trudy ([07:45](#)):

Yeah. Yeah. So I'm- I'm curious, you know, you- you said that you were in the hospitality industry and then you obviously moved into marketing, what made you decide to do that? What- what made you decide to make that switch?

Kim Fernandes ([07:56](#)):

Um, it was kind of a, uh, a long time coming switch. Um, as much as I sort of loved it, you know, I've- I've been through very different things in hospitality. I've done events, I've done cafes (laughs), restaurants, weddings, you kinda name it. Um, but really, I'd always kinda had this, uh, I guess a business brain (laughs) a little bit.

Kim Fernandes ([08:13](#)):

And I always wanted to put that to the test and I- I'd love being process driven, I love thinking strategically and, you know, I managed a few places for a long time, and I thought, you know what? I kinda wanna venture out and- and- and s- st- start to use this a little bit more and I thought, what better way to focus on- on people and relationships than- than to do it with, you know, marketing and- and the customer focused approach? So that's kinda how-

Trudy ([08:37](#)):

Mm.

Kim Fernandes ([08:37](#)):

... I sort of didn't... it wasn't sort of like a one day, I woke up and I just sort of jumped out of bed and decided I'm gonna do marketing. It's sort of a slow transition. Um, very much was in the hospitality my later years and started working, you know, within the business operations, looking at marketing and how that would work for me. And went to uni, finished uni and thought, that's it. I'm gonna- I'm gonna move towards this and, uh, it's really, I- I- I love it now (laughs). It's where I'm meant to be.

Trudy ([09:02](#)):

Yeah. Well, it's a wide open field, isn't it? Uh, especially-

Kim Fernandes ([09:04](#)):

Mm.

Trudy ([09:05](#)):

... I mean, in these interesting times that we're in with COVID-19, you know, you've got people being forced to move their businesses online. Um, and- and so being able to h- have help with the online marketing side of things, not just marketing as a big catchall, the online marketing side of things, it's pretty important. And so I think it must be a growing market. Uh, you know, as people realize the power

of being able to use the internet to build their business, it's, uh, uh, you can't do it all yourself. It's not possible to do it all yourself.

Kim Fernandes ([09:39](#)):

Definitely. I- I think... and- and that's what's become really apparent over the last few months, just having conversations with people on- on how they're treating to adapt and I think really realizing the power of, uh, what digital can do and- and how many sort of free tools and things that are out there to help. So, yeah. It's very interesting.

Trudy ([09:56](#)):

Yeah. And so let's- let's sort of, uh, talk a little bit about YouTube.

Kim Fernandes ([10:01](#)):

Mm-hmm (affirmative).

Trudy ([10:01](#)):

Uh, so- so just so that, um, people, our listeners understand a little bit of the background for, uh, our- ourselves, sort of the Online Business Lift-Off program that we have and, uh, which is part of the wider grouping of Online Business Launchpad, um, basically, we had gotten to the place where we were wanting to be able to help, uh, people who are just a little bit more advanced. So people were going through our program, and then they were coming out the other side of it, and then they were wanting something more. And also, we wanted to be able to help people because of COVID-19 who were trying to get their businesses online and perhaps didn't have, uh, the- the technical knowledge or didn't quite know where to start.

Trudy ([10:45](#)):

So, you know, as I've sort of said before when you and I just started working together, we wanted to be able to set up a YouTube channel where we could provide how-to videos for people on how to do some of the very basic beginning stuff that you need to do to get your- your platform set up and solid. And also, you know, some of the things that you have to think about from a mindset perspective. So- so, when we came to- to you and just said, hey, you know, and you said, "How can we help?" We said, "Well, we wanna start up a YouTube channel." And I already had started up a YouTube channel myself a long time ago, but I've never done anything with it, but I wanted to set up one specifically for the Online Business sort of Launchpad side of things.

Trudy ([11:26](#)):

So, as you've done that, it's been really, really cool watching the, you know, the- the learning journey and watching the numbers go up, 'cause I track the numbers on a weekly basis, and I think that's really important. So if you're listening to this and you are doing anything, either on social media or from a marketing perspective, you should be paying attention to the numbers so that you can go back and see what's working and what's not. So, do you wanna just share with our listeners some of the things that you've tried and found to be quite successful in helping us build our numbers? Um, and some of what we've done has been trial and error, um, but that's the way- that is the way you succeed as an entrepreneur, as a business owner, you actually try stuff, you see what works and you do more of what works>

Trudy ([12:12](#)):

So, I'll- I'll be quiet now and (laughs), Kim, I'll hand over to you and just let you talk to our listeners and just tell 'em a little bit about what to do when you're starting a YouTube channel from scratch for your business.

Kim Fernandes ([12:24](#)):

Yeah. Awesome. Thanks, Trudy. That was actually quite an intro, but I was just thinking, while you were saying that sort of trial and error, that's kinda nice segue in terms of what we were just saying before about hospitality (laughs), how I sort of was trialing and erroring sort of my way around the operations side of things and I thought, yup, you know, marketing and sort of digital is a place I wanna be. So, definitely, I think with YouTube, there's, uh, I guess a- a market for people that want educational or entertainment based videos. And, you know, what we would really try to do was usually content we already had basically to see what would work. So, I guess I've got a few tips on I guess where to sort of start and how to sort of look at YouTube as sort of a channel.

Kim Fernandes ([13:05](#)):

So, first one, really, first tip is just to get started. Y- you kinda don't know what you don't know, um, but in a way, um, for your business, review the content you sort of have and- and see how it might work for you, you know, whether that's video content, you might have blogs, you might have, um, informative social posts, um, how can we sort of turn that content into video and I guess use it to sort of reach a new audience? You know, every- every business is different. You know, YouTube might not be for you but you don't really know that yet. You kinda got to test it, you kinda got to, you know, give it a go.

Kim Fernandes ([13:38](#)):

Um, we've had a, uh, a hospitality based client who, you know, in this lockdown, she's had to try a few different things 'cause she's only offering takeaway now. So, she's popping out videos, um, not- not on YouTube at the moment but on Instagram of, you know, her, um, uh, pizza specials, um, nights in the week and, you know, how to make them at home. She's now baking bread on the weekends so she's, you know, showing people how she's actually baking bread, but not in a commercial oven (laughs), in- in her oven at home. So, just things like that. Thinking how you can tweak about... how you can tweak what you already do.

Kim Fernandes ([14:08](#)):

Um, I guess with- with YouTube as well, because it's sort of a- a new channel that you might be trying, um, there's no real expectation of- of what things are and how things will work, so just seeing what you've already got and- and how it performs is- is- is really good to try. Um, one of, um, another friend of mine, actually, he's used this time in lockdown. Um, he plays games a lot. So even just thinking about what he was doing and he- he's actually quite good, he's then put the videos on YouTube as sort of how-to's and it's k- it's kind of exploded. Um, so now, he's got sort of a- a streaming channel separate to that, um, just on these gaming videos. So it's just thinking about what you already do well and how you can sort of push that out and- and reach a di- a different audience.

Kim Fernandes ([14:50](#)):

Um, I guess the second tip from that is to tell your community about it. So you've already got, um, a network of people around your business that already know and love what you do. So share it with them. Um, they're the ones that already support you so, um, they're gonna be easy subscribers and followers

to, you know, um, get for your channel because they already know. They already believe in you. They already know that you've been doing a good job. Um, share your account with them once you sort of start out, you know, whether that's, um, you know, via social or via email, however you normally reach them. Um, incorporate it into your regular communication schedule with them.

Kim Fernandes ([15:27](#)):

So maybe you have a business newsletter that goes out each month, maybe you could highlight, um, your latest upload or video or, you know, maybe you do Facebook lives every now and then, you could talk about, um, jumping on the YouTube channel from there. Um, and then what you can do, um, once the community is aware of this channel, you can send them specific content that might be relative to them.

Kim Fernandes ([15:48](#)):

So, just say, um, you know, uh, for Online Business Lift-Off, um, we've got videos on some of the tools that we- we- we use, um, during the program and how to get set up. So we could just send them refreshers if- if we know that they- they need, um, help setting up some of the content, or they need to use this platform in a certain way. So, it's just thinking about how you can engage a community to sort of, um, follow you and- and build those numbers up in the beginning.

Kim Fernandes ([16:13](#)):

Um, I think tip number three is really liking and following your wider community as well. So, not just the customers and clients that you serve, but also thinking about who are my suppliers, who are my partners, um, are there any other people that I'm affiliated with that will really, you know, help us, uh, build, um, I guess the- the following o- on this channel? Um, you know, however you regularly communicate them, just ask them to help you out. You know, whether it's a call, whether it's an email, say, you know, hey, I've just set up this, um, new YouTube channel.

Kim Fernandes ([16:47](#)):

Um, i- in- in the beginning, it's very common to get a lot of passive followers from people that you know, and- and that's okay. Like you said (laughs), it's sort of a numbers game. You wanna see if this channel's sort of working for you. But, um, you never know what might come of it, you know. Maybe, um, one of your suppliers wants to feature in a video, um, maybe they wanna do some k- kind of collaboration or some promo around it. Um, it- it's great to sort of look at how you can engage your wider network to help you really build out this channel. Um, you know, you can even take advantage by asking them, you know, what they would do (laughs).

Kim Fernandes ([17:21](#)):

If they- if they don't have a YouTube channel themselves, um, you know, ask them, "Hey, I'm just setting this up. What do you think we should do? What do you think we should promote?" And so, it's including your network, um, i- into that, so the back content build as well that will sort of help you at this stage. Um, and I think for the fourth tip is to really, once you sort of, you know, how to look at getting started and the content you have, take some time to sort of brainstorm what to create.

Kim Fernandes ([17:46](#)):

Um, I was actually just listening to one of your earlier podcasts, Trudy, before, um, on, you know, how to, um, get more customers to your business. And- and you were talking about, you know, taking some

time and setting some time aside to really think about, um, what your business... uh, what you're doing in your business. And I think that's definitely important when you're thinking about content as well.

Kim Fernandes ([18:06](#)):

Um, it's definitely, it can be overwhelming looking at different channels (laughs) and thinking about, oh, but I'm doing this on Facebook and I'm doing this on my website and I'm doing this on email. So, just think about what you already have and what you're producing on those channels, and whether that can turn into video. Like I said before, you know, maybe it's, um, LinkedIn articles that you're writing and you could turn that into a short minute or two-minute video, just to give, you know, uh, viewers sort of a quick snapshot of what that article is about. Or you could think about a blog piece that you've written when that sort of a case study on your business. And while it may be really good written content, could it be a testimonial that you could have on- on YouTube to sort of bring people new- new... bring new viewers to your site.

Kim Fernandes ([18:48](#)):

So, um, thinking about the actual content and the purpose behind it as well is really, really key. Um, like I was saying before, you know, it could be- it could be education, which, we've got a lot of that on our channel. Um, it could be entertainment, like some of the examples I was giving about the hospitality business before. It's, you know, how to make pizza at home on, you know, a cold and rainy (laughs) winter's night, although it's pretty nice today. But, you know, thinking about those things, um, maybe- maybe it's even setting a challenge, um, maybe comparing products, thinking about the purpose of those videos and- and what you really wanna achieve for- for your viewers.

Kim Fernandes ([19:21](#)):

Um, and I guess moving on to tip five, that's really, um, thinking about how your viewers see you is- is really important as well. So when you've got your... when you sort of set up an account on YouTube, you have what's called a channel homepage, um, and there's something called a channel trailer as well. So that's a short, sharp video of basically what your channel is about, um, who- who you sort of serve, and- and what value you're really bringing to your customers. So, um, I definitely look to make a short video a- about, um, your business and- and what you do, um, even talk about how often you're posting new content.

Kim Fernandes ([19:56](#)):

Because, um, what new s... new viewers will see on your channel is- is that channel trailer. They'll see that first when they click on it. Um, and then they'll see a spread of all the videos that you have. So, you may have, um, a recent uploads playlist, you may create a playlist on- on, um, other topics of content that you do, like we have. Um, returning subscribers will see sort of a- a di- a different homepage, but again, this is sort of where the playlist come into view and- and thinking about grouping that content and- and brainstorming what you're really gonna push out. Because that channel homepage is almost like a sort of a- a website page in a way where it's sort of a snapshot of sort of all the different videos you have.

Kim Fernandes ([20:33](#)):

So you really wanna make sure that, that's sort of nice and clean, organized, and really tells the viewer, okay, this is what we do. I'm gonna teach you about X, Y, and Z. So I guess the channel homepage, in a

way, is something you think about once you've got a few videos up there, maybe, you know, five to 10 videos, and just thinking about the look and feel of what that's really like.

Kim Fernandes ([20:53](#)):

Um, once you've sort of looked at the channel homepage, I guess tip number six is really thinking about this scary term called SEO, but it's not (laughs) that scary. It's just about really optimizing your videos for your audience. So thinking about this from the beginning really helps. It means it's not such a- a- a daunting task later on to come back to, but thinking of things like, um, so- so first thing, naming your video. Just say you've, uh, made a video about, um, let's just go back to- to the hospitality example where you're making a video about bread. Um, if you're unsure how to name your video, use Google (laughs). Google's, um, I guess one of the preferred search engines, but also, they very much... as much as they're ranking their own content, it's there to sort of help you.

Kim Fernandes ([21:38](#)):

So if you're searching your video title, just say, um, you know, making a video [inaudible 00:21:43] how to make bread. If you're on a Google search and you're typing in that field, um, if you scroll down to the bottom of the Google page, there's something called searchers related to, and I think I showed you this recently, Trudy, where it actually populates, um, different search terms of other people looking for this keyword, or this key phrase how to make bread. So, looking at how to, um, how other people are searching for what video you're gonna create, you'll have an idea of, you know, the keywords they're using, the language they're using, and that will really help, um, structure what your video will be called and eventually rank better over time.

Kim Fernandes ([22:21](#)):

So instead of my video being called how to bake bread, for example, it could be how to bake sourdough bread at home, because that might be what people are searching for. So, it's really about finding I guess the right title a little bit (laughs) once you sort of create that video, which you can do. You can use something called Google Search Console as well, but that's a little bit more tricky, so just use Google search to begin with. It's nice and easy. It- it- it's there to help you.

Kim Fernandes ([22:48](#)):

Um, in- in your title, avoid punctuation, if you can, 'cause be mindful that when people are using, you know, any search engine, really, they just type in what they wanna look for. They're not typing in with, you know, hyphens or (laughs) colons or question marks. So they just- they just need to know what they need to know. So, kee- keep the keywords simple. Um, and make sure those keywords are in your title. So for example, I was just saying, you know, making sourdough bread at home. My keyword would probably be sourdough bread at home because I wanna share with people how to do it in the easiest form possible.

Kim Fernandes ([23:19](#)):

Now people are at home nowadays. They might not wanna see videos on baking bread in a commercial kitchen, so, you know, bake bread is quite open. So, you know, really nailing down on- on your keyword and what it could be, um, is really important as well. So, really, when you're naming your video, that's sort of the first step, and then thinking about those keywords after. Put it in your filenames, um, put it in your video name, um, when you upload the video. Um, put it in your thumbnails if you have one,

because Google and- and YouTube, they like to rank these sort of things, so that's sort of the- the background SEO (laughs), if you will. Um...

Trudy ([23:52](#)):

You wanna explain to our listeners what a thumbnail is?

Kim Fernandes ([23:56](#)):

Yeah. So a thumbnail is the little, um, uh, opening to your video. It's the little square image or rectangle image that sort of sits on top of your video. So when you're sort of in YouTube, instead of seeing the videos play, you'll see just a snapshot or a picture of what the, uh, video will be about. So, um, if your thumbnail has those keywords in the title when it's uploaded, as well your video, Google's already knowing, okay, this video is about, you know, making sourdough, and it's able to rank not only the name of my video but the video itself and the little picture or the thumbnail that goes with it. So that's sort of I guess an overview of SEO.

Kim Fernandes ([24:32](#)):

And to dive a little bit deeper, just think about your descriptions. So, there's a section underneath your video where you'll be able to tell your viewers what your video is about. So again, the keywords are important but you don't wanna sort of, uh, what's the term here? Keyword stuff (laughs)? You don't wanna put your keyword in every second sentence. Um, you wanna make sure that you're using, you know, like phrases or, uh, or synonyms. So, um, I might be using, you know, baking or making bread, or cooking bread at home or, you know, do-it-yourself, o- or something similar to- to what my video's talking about. So I wanna use similar phrases to explain, you know, what I'm sort of doing.

Kim Fernandes ([25:11](#)):

And in that description, what's also a good practice is to break down your video into steps. So while your video may be, you know, two minutes long and maybe 10 minutes long, really break down your video into five or six key sections, if you can, and list the steps in the description because people that are clicking to open those descriptions really wanna know what your video's about. They wanna get a quick overview of, hey, can this video help me? So, listing out the- the- the steps, especially if it's educational content, is- is- is really good practice. Um, YouTube also has chapters now, so you can actually date your content and- and make sure that those steps match each YouTube chapter as well, which is really cool.

Kim Fernandes ([25:50](#)):

Um, also, adding hashtags and- and snippets to sort of your videos, um, i- is- is really important. Um, snippets about your business, um, just adding those links at sort of the bottom of the description and- and hashtag sort of here as well, um, is sort of really key. Um...

Trudy ([26:07](#)):

Any- any quick tips about hashtags? Like, how many to use, or should they match your keywords, or...?

Kim Fernandes ([26:13](#)):

Yeah. So, um, definitely have at least one of your keywords in the hashtags, if you can. Um, you can have a few. Um, I- I'd recommend having three main hashtags in the description 'cause those hashtags will appear on your video when your video, um, comes up in YouTube. But what you can do, if you- if you've

got more hashtags or if you wanna add some, I guess, longer phrased hashtags, you can do that in the tag section, um, of your YouTube video as well. So, separate to the description, you've got sort of a tag section where you can have longer phrased, um, keywords. So, um, like I mentioned earlier, you can, um, search Google on- on how your video phrase comes up. Those other searches may be tags that you wanna use for your video.

Kim Fernandes ([26:57](#)):

Um, it's always helpful to add captions to your videos too, if you can. Um, there's a lot of free online tools that do this. But, um, really, you know, focusing on that description, making sure your keywords are all throughout, um, both your tags, hashtags, the video title is sort of really key.

Kim Fernandes ([27:14](#)):

So that's sort of a quick start to SEO, um, and there's obviously a- a lot more you can do there, but I think looking at that in the beginning, just on the- the free video you're sort of producing, will really help, I guess, build out a bigger audience. Because, you know, uh, uh, uh, the first few tips are sort of same is to, you know, just to, you know, talk amongst your community and share it with your community, but these little SEO tips will help you reach that wider audience that you're actually looking for. So people that are actually searching for your video names and- and your keywords and whatnot.

Kim Fernandes ([27:43](#)):

Um, and then I think lastly, you know, tip seven, make sure you're sort of connecting with your community (laughs). Um, if people are liking, commenting, um, say thank you, you know, follow them back. Um, if they have a business channel or a personal channel, that's okay. It really shows that you sort of value their input, um, and they're more likely to see your videos appear, you know, on their suggested videos, um, down the track. Plus, after you, you know, generated some of your own video content to begin with, you can even comment on your own videos and, you know, ask the community what they really like to see.

Kim Fernandes ([28:16](#)):

Um, that's a good way to sort of open the conversation for YouTube, because, um, i- in the beginning, it can sort of be... sort of a- a one way conversation where you're sort of posting out video content to sort of test and see what works. But, you know, once you've got a few videos in there, it's- it's okay to sort of comment to that and open the forum.

Kim Fernandes ([28:33](#)):

You can even add, you know, a- a 10 or 15-second snippet to the end of your videos where you encourage people to like and subscribe, or even tell users, you know, what would you like to see? It's- it's a good way to encourage them to either, you know, post a comment back or, um, you know, send you, um, I- I guess, uh, you know, examples of what they would like to see in- in another way. So, definitely.

Kim Fernandes ([28:56](#)):

So I hope those seven tips really help you get started. But there's definitely a lot more that you can do in the long run, but I think if you sort of, you know, just to sort of recap, you know, just getting started, you know, thinking about your community, telling them about it, brainstorming what you wanna create, you know, thinking about, um, your channel homepage and how you want that to look,

you know, dip into SEO and just (laughs)- just sort of get started with it, and then just make sure you're connecting with the community, I think definitely good places to begin with.

Trudy ([29:26](#)):

Yeah. No, I think that- that's really fantastic, Kim. And I- I think, and I'm coming back to o- one of the things I said earlier on, is that it's really important to following your numbers. And one of the things we do, as I said earlier, we track on weekly basis how- how we're going with- with our viewers and what people are saying and doing with the videos. And so being able to go into YouTube Studio, look at the analytics and, you know, click on the analytics link and then just seeing, you know, what... how- how long are people watching, what are they watching, what's the thing that they were most interested in, you know, which video was the most popular.

Trudy ([30:02](#)):

I mean, it's been fascinating for me because o- our most popular video didn't start out our most popular video, but for some reason, all of a sudden, it [inaudible 00:30:11] off. And then once gotten legs, you know, it by far and way out strips the others in terms of numbers. And- and- and not having said this, I- I don't wanna make it sound like that we're sort of hu... we've got huge numbers and stuff, we- we're still early on in this journey ourselves. I think we've been going for three, going on four months now-

Kim Fernandes ([30:28](#)):

Yup.

Trudy ([30:29](#)):

... in terms of- of our YouTube channel, but you manage the YouTube channel for Marketing Entourage as well. And, um, so- so being able to build on the knowledge that you have, um, for what you've done for other people and then using it for us, even though we're still sort of really in toddler land in some respects when it comes to building out a- a massive YouTube channel. We can already see evidence that people are getting value from what they're seeing, that they're finding it useful. They are coming back and they're watching. And we're getting people watching from all over the world, which is really fascinating to me.

Trudy ([31:03](#)):

You look and sort of see what the stats are and- and see what- what's happening, and it's kinda interesting. And- and over time, we will build up more data so that we can start to see, um, we'll get a more in-depth look of- of our- of our viewers, but for us, it's, really, the most important thing is, is that it's adding value. But one of the things that I... you know, I know that somebody who's starting up a- a YouTube, or thinking about starting up a YouTube channel, they're going, you know, well, I don't- I don't have a lot of videos.

Trudy ([31:31](#)):

And so as you said, you know, go out and find stuff that you can turn into videos and- and then- and then you put them up and you... let's just say, you've got three, you're- you're lucky enough to have three, you put them up and it just looks so sparse. Do you wanna talk a little bit about what you did for hours to be able to, in terms of both playlist and- and, you know, collaboration to be able to help bulk it out and- and provide more for people right from the very beginning?

Kim Fernandes ([32:02](#)):

Yeah, definitely. That's a great question, Trudy. Um, so like you said, you know, in the beginning, we had, um, a lot of sort of instructional and how-to videos on the Online Business Lift-Off channel. So what we did was we created sort of a schedule first of how often we actually wanted to publish that content. And in the beginning, you sort of write, you know, you've got a few videos, um, how do you sort of make that channel homepage look nice and clean and neat and really showcase what we've got to offer. So what we sort of did was, um, with the OBL videos, we made sure that the thumbnails or that- that picture in front of your, um, video really gave a snapshot as to what the video was about.

Kim Fernandes ([32:40](#)):

So, you know, for example, we had videos on how to set up- how to set up Google, um, Chrome, how to set up your bookmarks, about how to get started in Zoom. So, making sure the titles of your videos in your thumbnail's really clear to see. So that way, when someone lands on your channel homepage, they know exactly what that video's about. Um, they're like, ah, okay, this video's about Zoom. I need help with Zoom. I'm- I'm gonna go through that. So, that... in- in a way, thinking about your thumbnails is- is sort of key in the beginning too, but really, to sort of bulk out your- your page, it's going back to that community piece that I was talking about.

Kim Fernandes ([33:15](#)):

So, you know, liking and following your community, do they have YouTube channels as well? Can you work with your, um, I guess your network to figure out, okay, how can I cross-promote some videos here to- to make my channel, um, not only, um, look like it's got more videos, but really add more value to- to my viewers of this channel. So, um, what I did when I was looking after the ME channel was, um, I created, um, a set of how-to videos for, um, things like Facebook and Google My Business and a couple other social channels.

Kim Fernandes ([33:45](#)):

So I linked those videos, um, to the Online Business Lift-Off channel. So by doing that, and it's something really easy to do. All you've gotta do is, um, when I was logged in as Online Business Lift-Off, or when you're logged in as your business, um, you go to the other business or other You- YouTube channel that you're following and you just save their videos. Um, they're sort of underneath the video frame in YouTube, this little save button, and you can save it to, um, a- a- a playlist or saved videos. Um, and then what you can do when you're back in YouTube Studio, on your own channel, you can showcase a playlist on that channel homepage of videos that you've saved.

Kim Fernandes ([34:27](#)):

So you don't necessarily have to showcase all of them and, you know, you might be saving videos from different, um, affiliates or different suppliers or- or people that are in your network. So what you can do is then from the Studio page, create different playlists, um, for the different people that you're supporting. So you may have one for, you know, um, your suppliers from, you know, I'm going back to the bread example, but, you know, just the products where they may come from and, you know, them showing how they do things with other products. Um, you may have, um, examples of other recipe- recipes from a certain supplier.

Kim Fernandes ([35:00](#)):

So, just thinking about how you can sort of group that content and then build out your channel in different way, um, it's really good early on to, I guess, think about how to leverage your network in that way to really help your channel grow. Because if you think about it, it's not just your audience that you're trying to build, you're actually helping your, um, I guess supplier or- or other network or- or business that you're working with build their community as well because your community's gonna start to see their videos, and vice versa.

Kim Fernandes ([35:28](#)):

Um, you can even ask them to say, hey, do you mind sharing a video or two? I know I've only got a few at the moment, but, um, it'd be great to, you know, show them up a sort of a feature, if you will, and you- you may- may work out some, you know, cross-promotion that you wanna do there, but it's- it's really handy in terms of visibility and to s- to see how you can grow your audience, you know. You're- you're sort of at the testing stage at- at this new part, uh, when you started creating the channel, so, uh, as many videos as you can add that you think would be of value, the- the better, definitely.

Trudy ([35:58](#)):

Yeah, for sure. And- and definitely, we... it was part of our strategy, our- our deliberate strategy was to co-collaborate with you to- to basically... 'cause they're... 'cause we- we're focused more on the- the beginning part and the tech stack and making sure people have everything they need to be able to then grow the business. And then, we... that's why we co-collaborated with you because you've got a lot of the marketing tools that if they go to your channel and watch some of your videos, it's gonna just help bulk that out. So they've got several ways that they can go to be able to actually get the value that they need.

Trudy ([36:33](#)):

And then of course, you promote our stuff for the people who are just getting started as well. So it makes for a really nice win-win situation all the way around, for us, for you, and for our- our- our viewers [crosstalk 00:36:45].

Kim Fernandes ([36:45](#)):

Yep, definitely.

Trudy ([36:46](#)):

I think that's really, really important. But it is a really good way, just going into that collaboration or partnership saying, hey, I'll feature some of yours, will you feature some of mine if you think they'll help your- y- your viewers, I think is a really good way of doing things.

Trudy ([36:58](#)):

So, look, that's really fantastic, Kim. I think that's- that's- that's... it's really useful to be able to know the things that people need to think about, um, and what they need to do if they wanna start a YouTube channel from scratch. So, if, uh, just as we sort of come to a close, just a couple more quick questions, and- and that is just that when you first got started, um, working in sort of the marketing space and the online marketing space, uh, and- and you've come, you know, from there and now you're here where- where you are, where [inaudible 00:37:30] a lot about a lot of things, if you had one piece of advice that you'd give to yourself when you were at the beginning stage-

Kim Fernandes (37:38):

Mm-hmm (affirmative).

Trudy (37:38):

... of just getting into online marketing, what would it be?

Kim Fernandes (37:41):

Um, oh, that's a good one (laughs). I think it would just be just to dive in, um, especially when you're talking about on- online marketing. Um, uh, you know, all the platforms we use, um, the things are changing quite rapidly, so I think if you're gonna give something a go, um, especially, you know, take Facebook, for example, um, if you're gonna start up a business page or if you're just gonna even, you know, set up one to sort of support your, um... sorry, post on your personal page to support your business, just give it a go and do that because the more you sort of do these things a- and learn how it works for you, um, you'll see whether or not it's worthwhile pursuing as well.

Kim Fernandes (38:21):

Um, and that's with any platform, you know (laughs), with, um, not just, you know, the social side of things, but even, you know, email to your community, website updates, things like that, you know, it's all about just testing how things work for you, a- and then... and going back to what you said about measuring it as well, um, what's the- what's the outcome that you're looking to produce, and- and did it work. Because if it doesn't work, then that's okay. It means you've tried it. And then, you're like, right, this channel isn't for me (laughs). I'm gonna move on to something else. So, really, digital doesn't have to be that scary. You kinda just gotta pick one and- and give it a go (laughs). [crosstalk 00:38:54].

Trudy (38:55):

[crosstalk 00:38:55]. Yeah, for sure. [crosstalk 00:38:57]. Sorry?

Kim Fernandes (38:59):

I said I would definitely tell myself to just dive in and give things a go.

Trudy (39:02):

Yeah. Yeah. No, I agree. We have- we have a saying, uh, well, uh, I- I borrowed it from somewhere else, um, but it's about action brings clarity. So for people who are not quite sure what they wanna do or-

Kim Fernandes (39:13):

Mm-hmm (affirmative).

Trudy (39:13):

... or what they should be doing, just dive in, as you said, dive in. Do something. See what... see if it works. So, Kim, that's been really great. I really appreciate you coming on and- and just talking with me today. If people were interested, if some of our listeners were interested in talking to you some more about getting some help with either, you know, setting up their own YouTube channel from scratch or with other aspects of marketing, where can they find you?

Kim Fernandes (39:37):

Yeah, definitely. Um, feel free to reach out to me. Uh, my email's nice and simple. You can reach me there. It's just kim@methree.co. So, K-I-M @methree.co. Um, Trudy, I'm sure you can put this in the show notes, um, but feel free to reach out, just any questions. Um, we've got a lot of videos on the Marketing Entourage YouTube channel as well. So if you wanna just have a look at what we've got and and sort of navigate your way through, you can head there as well.

Trudy ([40:02](#)):

Fantastic. Yes, and we will put that in the show notes. So once again, thanks a lot, Kim, and it's great to talk to you.

Kim Fernandes ([40:08](#)):

It was great to be here. Thanks for having me, Trudy.

Trudy ([40:12](#)):

Hey, thanks for listening to the Online Business Launchpad Podcast. If you'd like to keep on getting tips and technics and more things from me, uh, that you can use to help grow your business, please sign up to my email list at westislanddigital.com. That's westislanddigital.com, all one word, and subscribe to the podcast. Catch you later.