

“The 9 Benefits of YouTube Channel Social Proof Boosting”

Special Report

If you are thinking of promoting your small business with a YouTube channel, you are definitely thinking the right thoughts. YouTube, for lack of a better word, is colossal.

Just how big is YouTube? Well think of it this way. Of all the top 5 websites in all of the internet, YouTube can always be found in the top 4 or top 3.

Depending on the month that you're checking stats, YouTube may occupy the top spot. That's how huge YouTube is. YouTube is just an amazing video platform. People from all over the world use YouTube to figure out all sorts of stuff.

Whether you're looking to make home made cheese or you're looking to date members of the opposite sex or you're applying for an advanced degree like MBA, YouTube is amazing.

With that said, the vast majority of videos ever uploaded on YouTube are gathering digital dust. That's right. They're completely forgettable because people can't even see them. It's as if they didn't exist.

If you want to be successful with your YouTube channel, you have to play the YouTube video marketing game right.

Here's the secret. I know it's going to shock you. But the biggest difficulty with YouTube video marketing is not content. I know that sounds crazy because a lot of people are saying that content is king. You probably have heard it millions of times before.

If you come up with amazing content, somehow, someway, the universe will beat a path to your door. What's not to love?

Well, I'm sorry to say that just because you came up with an amazing video and you know it's awesome doesn't automatically translate to viewership. There is one key hurdle that you have to overcome.

Unfortunately, the vast majority of people uploading video after video to YouTube are completely clueless about this hurdle. It's as if it doesn't exist. What am I talking about? I'm talking about the need for social proof.

Pay close attention to benefit #1 below. Everything will be clear after you wrap your mind around that concept. Here are the 9 benefits of YouTube channel social proof boosting. In other words, these are the benefits that you get when you buy social proof or set up social proof for your YouTube channel content.

Benefit #1: You overcome the empty restaurant effect

When was the last time you traveled for a business? Maybe your job sent you to another city to do some training. Maybe you met potential partners or customers in another city.

Whatever the case may be, you probably wanted to get a nice lunch while you're there. The problem, obviously, is that you're not from there. So you don't know which restaurants are good.

So when you pass by a restaurant and it's empty, what is your #1 instinct? Come on. You can be honest. If you're like most people, you probably would not dare step into that restaurant. Something at the back of your head is telling you that there's something off.

This is called the empty restaurant effect. When something's new, tried or unproven, we normally get cold feet. We'd rather have some other guy take the first stab at it. We'd rather have somebody become our personal guinea pig trying out whatever food, experience, products or services that new thing or entity offers.

Do you see where I'm coming from? This empty restaurant effect doesn't just apply to you. It applies to everybody. This is a

common part of human psychology. We're busy. We have better things to do with our time. We don't want to be the first guy to try something new.

So what happens when you see an empty restaurant? You back away and you go for something that you already know. It is no surprise that a lot of American business travelers, regardless of how much money they have in their expense accounts, opt to go to McDonald's.

It's not because McDonald's is five star cuisine by any stretch of the imagination. The reason they go to McDonald's is they know that they can expect a certain threshold of quality. They don't feel like they're rolling the dice when they eat at McDonald's because they know what to expect.

That's how powerful the empty restaurant effect is. Guess what? It also applies to your YouTube channel. You may have awesome thumbnails. Your videos might be really nothing short of earth shattering and record breaking. But none of that would matter.

How come? People aren't watching your stuff because of the empty restaurant effect. When you buy or engineer social proof for your videos right after you upload them, people will now have some sort of visual reminder that they're not the guinea pig.

Let me ask you, if you see a video on YouTube after a search and you notice that there's only 203 views and you do another search and you find a video with over 100,000 views, which video would you rather watch?

Would your decision change even if the video with more views has a crappy thumbnail? No, it wouldn't. That's how powerful the empty restaurant effect is. So do yourself a big favor and get social proof boosting for your YouTube channel.

Otherwise, you're going to be stuck in the sad position of throwing good money after bad. It happens all the time. A lot of people are simply laboring under the delusion that the awesomeness of their content will carry through.

If only things were that way.

Benefit #2: You draw more impulse viewership

When there is some sort of social proof for your YouTube videos, there's a high chance that you will get more impulse viewers. What kind of social proof are we talking about? Obviously this involves comments and likes for your videos.

It also means subscribers. When people notice these social signals, they're more likely to view your stuff. The higher the number, the more they will give in to their curiosity.

They're thinking at the back of their heads "If 1 million people saw this, then it can't be all that bad. It probably isn't all that bad. It probably is not a complete and total waste of my time if I just take a sneak peek. After all, there's 1 million people who did not waste their time ahead of me. Otherwise, the view count would be much lower."

Do you see the logic? Do you see the decision making process? This happens in a split second. But this split second decision can have long lasting impact on your bottom line. When people take impulse views, a significant number of them end up coming back.

Maybe they'll just fast forward. Maybe they'll just listen and watch for the first few seconds. But often times, that is all you need. If your content is up to snuff, that's all the break you would want because that should be enough to hook enough of those people to keep coming back and eventually subscribe to your channel.

Benefit #3: You draw more impulse comments

Just as you are able to draw more impulse viewers because of your view count or engagement levels, you're probably also going to get a lot more comments. Now, why would you care? Comments on YouTube, after all, are not exactly reflective of genius mindsets.

In fact, a lot of the comments made on YouTube are rude, crude and exhibiting low IQ. What gives? Here's the thing. When there are a lot of comments on your YouTube video, it gives the impression that there's an actual community around your content. What do you think will happen next?

That's right. People who actually like your videos will then comment and then other people will comment on their comment and this creates a chain reaction. This is how you draw more attention to your video.

Because when people get all emotionally invested in what you're doing, they're more likely to share your video on their Facebook pages and other social media accounts.

Benefit #4: Tremendous learning opportunity from comments

Let me be clear. YouTube comments are sometimes a pain to read. A lot of people are rude, some people are obscene. In fact, a lot of people post borderline hateful comments. The truth is there's a tremendous amount of haters out there.

Still, despite all this garbage, there are sure to be a few gems. You just have to sift through that. And here is why it is all worth it. When somebody posts a helpful comment in terms of how you can improve your videos or step up your production qualities, they're actually doing you a big favor.

You might think that they're criticizing you. You might even think they're just trying to discourage you. But learn to toughen up and take constructive criticism. Build on what you're doing right and try to figure out what you're doing wrong.

Benefit #5: Leverage your enhanced organic viewership into sponsorships

Once you overcome the empty restaurant effect and you start pulling in a tremendous amount of organic views, you're going to

have quite a bargaining chip on your hands. Please understand that there are a lot of sponsorships out there to be had.

These are businesses and organizations looking for the eyeballs of your viewers. The problem is they're not going to gamble on you if it's obvious that you simply don't have that big of a viewership. Maybe your subscriber numbers are too low. Maybe people aren't all that engaged with your video collection.

Whatever the case may be, if these potential sponsors and commercial partners don't really see the engagement level there with your brand, they're going to step away. At best, they probably would tell you to come back after a few months when things change.

The problem is if you do not use social proof boosting, you're probably going to remain in the same place. Your problems are going to remain and things are not going to change.

Benefit #6: Leverage your enhanced organic viewership into video shout outs

How do video channels get big in the first place? Let me clue you in on a secret. There are many big time YouTube personalities

and vloggers and "YouTubers". They didn't all launch big. Most of them were unknown. People haven't heard of them.

They were just another face in the crowd. What happened? A lot of them networked with people who are already on their way to popularity. If you have Pewdiepie give you a shout out, you can expect at least a few hundred thousand visitors to your channel.

That's how powerful shout outs are. A lot of YouTubers don't think twice about giving shout outs to fellow YouTubers who are not competitors.

here's the problem. If your channel simply has no traffic or has no viewership, it's going to be close to impossible to get a shout out from a somewhat established or fully established YouTuber. Forget about it. That's not going to happen.

You have to have some numbers. They're basically thinking to themselves "Is this person worth the gamble? After all, I'm going out on a limb here with my fans. I can't promote something that is garbage or is not worthy of their time."

Make no mistake. The empty restaurant effect also applies to sponsors, shout outs and cross promotion partners. It's always in effect.

Benefit #7: Leverage your enhanced organic viewership into cross promotions

If you think shout outs are amazing, you haven't seen anything yet. The best way to promote on YouTube is to simply shoot videos intentionally for each other's channel.

For example, if I own a French cooking channel, I can go into cross promotion with another YouTuber who does French desserts. Do you see the connection? We're not directly competing with each other. I'm cooking the main courses, she is cooking desserts.

But a lot of our fans would be interested in what I'm doing and vice versa. Here's the problem. You can't do that kind of cross promotion if you don't have enough viewers.

By investing in social boosting and eliminating the empty restaurant effect, you start pulling in organic viewership and this might be enough to get you past the threshold where you can get your first cross promotion deal.

Don't get too excited. It's probably going to be with a smaller channel. But if you can pull some of their traffic, you can start getting bigger and bigger.

Benefit #8: Reach out with bloggers with confidence

A lot of YouTube channels actually get their traffic from related blogs. Make no mistake. If a blogger covers the same things that you talk about in your video, they'd love to feature your videos. Why? You bring value to their content.

They produce text or maybe pictures. You bring videos. What's not to love? Here's the problem. It's not enough that you talk about the same things that they talk about. If your viewership numbers or engagement levels suck, they're not going to have time for you.

So do yourself a big favor. Enhance your organic viewership numbers and engagement levels with social proof boosting so you can confidently approach these bloggers for potential link ups and partnerships.

Benefit #9: Leverage your enhanced organic viewership into Facebook or Twitter outreach

Just as you should reach out to bloggers in your niche, you should also do the same with established authorities and influence leaders on Twitter or Facebook.

Usually, there's quite a bit of overlap here because people who are big bloggers on your niche also tend to have a Twitter or Facebook account.

The final word

Make no mistake. If you want to be successful with your YouTube channel and YouTube video marketing in general, you need social proof. Pay close attention to the 9 benefits above so you can get going with your channel and start making more money. That's the bottom line.