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# Youtube Marketing Buddy, The Beginners Guide To Youtube Advertising, Use Video Marketing For Your Business



## Synopsis

YouTube Marketing has become an integral part of any successful network or online video marketing strategy. YouTube, according to Alexa's website data is the number three most visited website in the world, ranking just after Facebook and Google+. YouTube was founded in 2005 by Chad Hurley, Jawed Karim and Steve Chen who were ex-PayPal employees. While at PayPal they saw the power in simplifying a process and giving viewers a solution. Because YouTube has grown and grown since 2005, you should really be using this in your marketing strategy. In just three months YouTube went from having zero visitors to over four million. Today the number of visitors continues to grow. Did you know that the average YouTube user will spend between 15 and 25 minutes a day on the site? Alexa reports that each visitor spends an average of 24.02 minutes per day watching or just browsing YouTube. Many network marketers have experienced significant breakthroughs in their business using video marketing on YouTube or on their video sharing site.

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