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MARKETING BLUEPRINT VOL.<sup>1</sup>



### MARKETING BLUEPRINT & RESOURCE GUIDE



Market your brand and business with best-in-class applications and industry leading hacks and tips from marketing maven Michael J, MacDonald



# Michael J. MacDonald

Michael J. MacDonald is an accomplished entrepreneur, brand architect, and marketing expert hailing from New York. Despite facing adversity while growing up in public housing, Michael discovered his passion for computers at the age of 14, which led him to create local flyers and eventually delve into web development. Michael's entrepreneurial spirit and desire to expand his skillset eventually led him to explore photography and carve out a niche in the nightclub scene.

In his 30s, Michael's mindset shifted to more longterm interest, as he began taking equity in companies. Eventually this dedication, led him to co-create the highly successful financial media powerhouse, Earn Your Leisure (EYL), along with associated ventures such as Invest Fest and EYL University. However, the birth of his first child in 2022 proved to be a pivotal moment for Michael, sparking introspection around his legacy. Michael has since transitioned into a more public-facing role where he is quickly becoming a beacon for personal branding and mentorship. As he travels the world, he shares his entrepreneurial journey and imparts wisdom to emerging business minds and creatives.

Michael's vast experience in branding and business development has been lauded by major outlets such as Black Enterprise, underscoring his mission to leave an indelible mark in the industry. From ventures like Market Mondays to EYL Network, Michael's work has been instrumental in establishing him as a prominent figure in the world of entrepreneurship and marketing.

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Learn the various ways that Google Ads can get your brand or business seen by your target audience. Quickly drive traffic to your website, content or inventory.

## Facebook

Engage your niche audience and promote directly to your ideal customer by using the various tools, processes and dashboards available on Facebook.

## Instagram

Use Instagram to tell the story of your brand or business by following our content strategy for creating authority and influence in your industry.

## Youtube

Create a branded YouTube channel and content hub that can be leveraged as your marketing powerhouse and become a potential revenue stream.

## Resource Guide & Directory

Explore innovative tools, resources and services for creating quality digital content and winning marketing campaign strategy that will elevate your brand to the top in record speed.

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# Google Ads

## Google Ads Search

Google Ads is a paid advertising platform where advertisers bid on keywords to display clickable ads in Google's search results. These ads can also be extended to Youtube promotions. The value of Google Ads lies in its ability to provide immediate visibility for your business to users searching for specific keywords. It allows for precise targeting, measurable results, and quick adjustments to your advertising strategy based on performance data. Every lead that comes through Google Ads is generally a warm lead.

## Google Ads for Youtube

Google Ads for YouTube is a platform that allows advertisers to create and display ads on YouTube. These ads can appear before, during, or after a YouTube video, or even beside YouTube search results. You will not make money on Youtube views that come from ads. The goal is to drive traffic to your page for more subscribers who will then in turn watch more videos in which can be monetized.

## Tips for Youtube Ads on Google

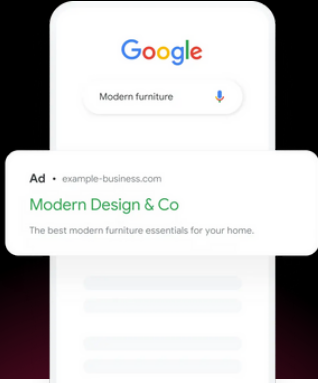
**Create Compelling Content:** Make sure your video ad is engaging and relevant to your audience.

**Test and Iterate:** Before experimenting with different ad creatives, targeting options, and bidding strategies, start with a small budget to find your niche audience and increase your campaign spend over time.

**Spend in Right Markets:** Target your ads in the US, Canada & United Kingdom only as these markets have the best return on investment

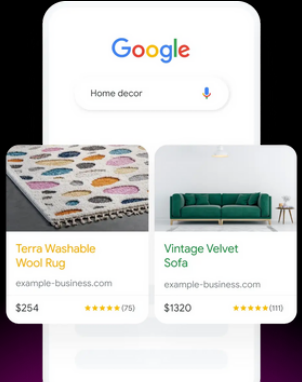
**Optimize for Mobile:** Many users access YouTube on mobile devices, so ensure your video ad is mobile-friendly.

**Utilize Strong Hooks:** You have 3 seconds to keep your viewer engaged, so make sure the beginning of your videos or hooks are as strong as possible by being clear, energetic and straight to the point. Test up to 10 hooks with a small spend and see which has the most traction and engagement. Gradually increase spend around these hook formats with your growing niche audience.



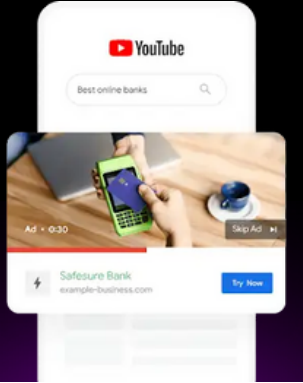
**Start with search**

Help drive sales, leads, or site traffic by getting your business in front of people who are actively searching Google for products or services you offer.



**Offer up your inventory**

Show up when people are shopping with visually engaging product listings and let them know what you have in stock to drive more sales.



**Bring your brand to life with video**

Boost awareness of your brand, follow up with former ad viewers, and reach potential customers while they're watching or searching for videos on YouTube.



# Facebook Marketing

## Meta Business Suite

Meta Business Suite is an advertising platform and manager provided by Meta Platforms, formerly known as Facebook. This tool enables page owners and professional advertisers to create, manage, and analyze ads on various Meta platforms such as Instagram and Whatsapp. Professional and novice advertisers can customize ad placements, adjust targeting options, and budgets, monitor performance, optimize ads, access insights, and set ad budgets. To utilize the Business Suite, you must first set up a dedicated Facebook Business Page for your brand. Ensure that your page is complete with accurate contact information, a compelling profile picture, and an engaging cover photo. After you create your business page, you can quickly set up a Business Manager account, to manage ads, organize marketing assets, and share with your team.

## Analytics & Algorithms

Use Facebook insights within the business suite to track the performance of your posts and ads. Pay attention to metrics such as reach, engagement, and conversions. Analyzing this data regularly can help you refine your strategy over time. Most users access Facebook on mobile devices, so ensure that your content is optimized for mobile viewing. This includes using mobile-friendly images and creating concise and engaging captions. In addition, Facebook's

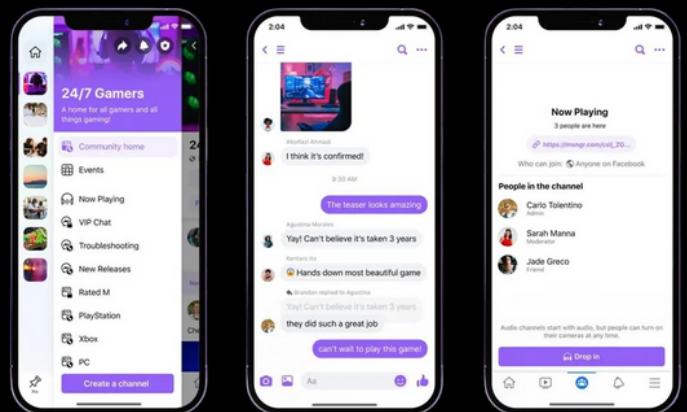
algorithms and user behavior are constantly evolving. Be willing to experiment with different types of content, posting schedules, and ad strategies. Regularly review your analytics and adjust your approach based on what works best, and by gradually increasing ad spend over time.

## Facebook Creator Studio

Facebook Creator Studio is a free tool that allows creators to schedule and manage their posts for both Facebook and Instagram. It provides a centralized dashboard for post management, detailed performance metrics, and monetization opportunities for eligible creators. The tool also includes features like rights manager, community management, access to a music and sound collections, basic video editing tools, live video streaming, and content recommendations.

## Facebook Groups

Facebook Groups are an amazing way to connect and promote your brand to your targeted audience. There are still more than 3 billion people on Facebook and many spend their time in very niche groups that foster community, accountability and goal attainment. Find groups that are relevant to your business and join. Most will be free; however, some coveted groups may come at a fee for joining. Once in your group, focus on adding free value to topics to ingratiate yourself amongst the group. Once you've built rapport, begin shifting the focus to your content, promotions, offerings and services.



## Facebook Ad Campaigns

Marketing on Facebook can be just as complex as you make it. When using Facebook Ads through the Meta Ads Manager, most beginners are inclined to create an ad campaign and select their own ideal audience; however, this can be a waste of time and money. Allow Facebook to do the heavy lifting and create the audience for you on your first ad campaign. Run a small ad for seven days, at \$20/day to gather insight on your audience. After this campaign you will have a better idea of who your engaged audience and demographic are. At this point you can then niche down and place more money into campaign with confidence that you will have greater return on your investment.

# Instagram

## Timeline vs. Stories

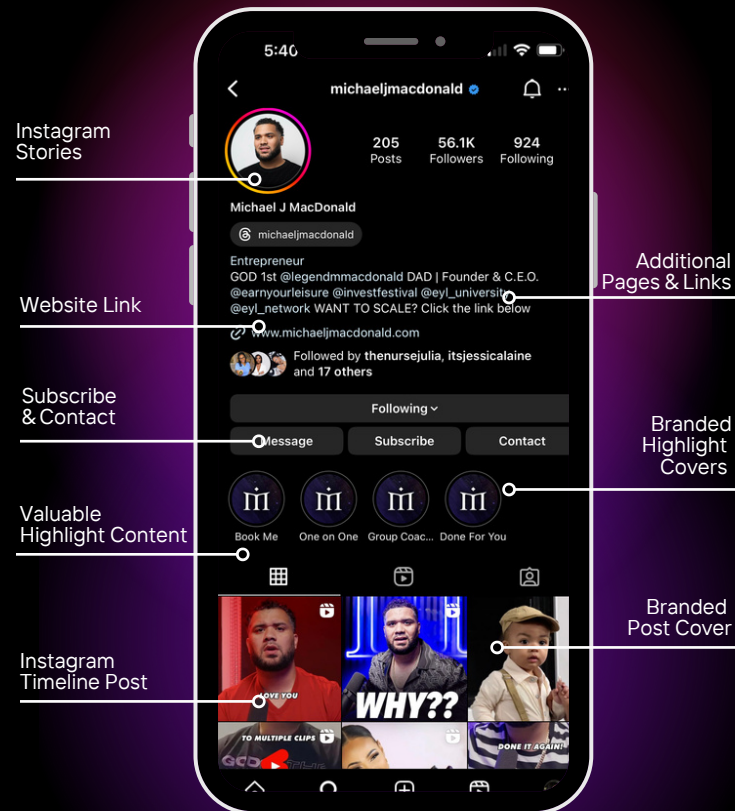
Marketing your brand or business on Instagram, should be approached as storytelling of your unique experience. In order to consistently sell on this platform you must first build context and value on your timeline. Timeline posts include single pictures, carousel posts, and reels. Use the timeline to tell your story. What has your journey been? What did you learn along the way? What information can you impart on your viewers to make their journey easier or faster. Your story, is a temporary post that lasts for 24 hours and should be used to sell your products or services. Stories allows you to place URL links in story to your product or service of choice and are surefire way to convert viewers into subscribers and buyers.

## 80/20 Rule

Content planning is very important as it helps ensure that you are nurturing your audience and providing predictable content and value while conveying your consistent brand message. When deciding what types of content to share, utilizing the 80/20 Rule can serve as a great guide. With this method, eighty percent of your content should be around valuable information such as , specialized industry knowledge, moments of triumph, "gems" or tips that that helps establish you or your brand as an authority in your industry. The remaining twenty percent of your content should be around lifestyle or the things that make you relatable and human. Share your core values, family life, hobbies or fitness routine to engage. Record and schedule your content accordingly.

## Boosting Post

When you get a post that is doing well, it is critical that you put fire behind it! Boosting the post, or adding paid advertisement is going to help get you more traffic to your post that was already performing well. If you have a budget for advertising, spend accordingly; however, any amount will help you establish analytics around your engaged audience. Use Meta ads to run and manage a small campaign for seven days to gauge the demographics of your page viewers, allowing Meta to create your audience. From their scale your spend.



## Connect & Collaborate

To increase brand exposure, collaborate with friends or colleagues who have a larger following. Ensure the content is relevant to their audience and resonates in some way. Intentional and targeted content is more likely to convert followers to sales than random posts or reposts.

## Post Covers

Utilizing custom covers on your static timeline posts are a great way to bring cohesion to all of your content. Adding a recognizable, stylized cover enhances your content and translates to p trust, professionalism and a intentionality. Covers also helps visitors better navigate posts and can ultimately peak the interest of page visitors by concealing content or provide a preview with titles. Use tools such as Canva or CapCut to create your custom post covers.

## Page Highlights

Instagram stories can be saved as static highlights that remain accessible. Utilize highlights to create a directory of valuable content, including FAQs, About Me, Contact, and Products/Services. Add branded or themed highlight covers with clear titles to each for maximum effect.

# YouTube

## Plan for Success

Starting a successful YouTube channel requires setting clear goals and choosing a topic you are passionate about. Research successful channels in your niche and invest in good equipment or resources for filming and editing. Engaging content is key, and you can quickly grow your audience and monetize your brand at any stage by following tried and true techniques. Follow the steps below and the resource guide in this blueprint to get started.

## Setting Up Your Channel

Now that you've set your goals and intentions, it's time to get started. When setting up your new YouTube channel, be mindful that the more information you add, the easier it is to be aligned to your desired audience. Fill each prompted field and add your branded banner and icon. Also add any relevant links back to your social media pages and website.

## Creating Longform Content

Creating content is a perpetual process! To be successful at creating content you have to always be thinking about topics and concepts and writing them down. These ideas should align with your brand, audience and brand voice. For your channel you can choose to show your face or create videos with voiceovers that are faceless. Either way can be effective when paired with consistency. Film long form content (15 minutes +) and edit according to content strategy and schedule.

## Publishing Content

Publishing your content makes it viewable to the general public and gives you an opportunity to increase viewership with titles, descriptions, thumbnails, tags, end screens, cards and playlists. Adding each of these helps to feed the YouTube algorithm and encourages your viewers to watch more of your content. Carefully publishing your content can make the difference between 10 views and 1,000. Experiment with different options to test what garners the most traction, engagement, subscribers or viewership.

## Youtube Shorts & Related Videos

Shorts are small, highly engaging clips that have grown in popularity over the years. Posting shorts as frequently as possible can quickly grow your viewership. Audio captions these clips have proven to increase viewership as they can be watched without audio on. Also, adding related videos to shorts gives viewers a clear path to access additional content easily.

The image shows a screenshot of the YouTube channel page for Michael J. MacDonald. The channel banner features the text "THE MICHAEL J. MACDONALD SHOW" and a portrait of Michael J. MacDonald. The channel icon is a circular profile photo of Michael J. MacDonald. The channel name is "Michael J. MacDonald" with the handle "@michaeljmacdonald", 2.83K subscribers, and 76 videos. The channel description states: "MacDonald and Fit is a fitness journey being documented and lifestyle I live. I'm here to help...". The channel links include "michaeljmacdonald.com" and "1 more link". The channel details section shows the email address, website "www.youtube.com/@michaeljmacdonald", 2.83K subscribers, 76 videos, 506,487 views, and joined on Jan 17, 2023. The video thumbnails show "Stop Waiting for Help and Start Creating Your Own Lane" and "Understanding the Power of 'Why' in Teaching and...". The shorts section shows "SALES TECHNIQUES" and "SO WHEN SOMEONE".

Branded Banner  
2560 x 1440 px

Channel Icon  
Profile Photo  
800 x 800 px

Youtube Studio  
Dashboard

About/ Bio

Branded Website  
Social Media Links

Branded Video Covers

Captivating Titles

YouTube Shorts  
Video Captions



# Youtube Monetization

## Marketing Your Channel

Most people think of paid ads when they hear marketing; however, there are tons of crafty and free ways to bring more attention to your new channel. Generate support and views from your family and friends or collaborate with other creators to increase visibility. Adding valuable commentary to similar content can also create new viewers. Posting to Facebook Groups or other interest groups and hangout platforms like Clubhouse also prove to be effective.

## Monetizing Your Channel

To earn from YouTube, you need 1,000 subscribers and to meet their watch hour minimum. Before that, you can partner with brands to run ads, sell merch, and use sponsored product placement and affiliate programs. There are also platforms like Patreon and Impact that allow you to receive payment from supporters and align your channel with brand partners.

## External Promotion & Boosters

While it is possible for your videos to gain views organically, it can be a slow and tedious process. It can take a long time to reach 1000 views, let alone 100,000 views. That's where FameYo comes in – as a YouTube promoter as they offer a cost-effective way to boost the views on your videos. For as little as \$10, you can get around 1000 views on average. This tool can help you accelerate the growth of your channel and reach your goals faster. FameYo offer this service by advertising your video on YouTube and other websites at favorable prices, with the goal of increasing the visibility and reach of your videos through targeted advertising.



## YouTube Dos

- Create a schedule for content creation for recording and editing and stick to it closely.
- Research content that is relative to your brand or in your niche to discover hot topics.
- Always think of and write down new content ideas and concepts to record 24/7.
- Comment value on other videos in your niche to interact and gain new subscribers.
- Ask family & friends for feedback on delivery.
- Post and share YouTube content in Facebook groups after you have interacted with group.
- Utilize the related videos features on your shorts and long-form content to link viewers to more of your content.
- Add on-videp text captions to Youtube shorts for increased viewership and engagement.
- Post Youtube shorts daily or frequently as possible to grow your page and engagement.

## YouTube Dont's

- Spam Facebook groups with your promotions and videos without first relationship building and providing value to the group.
- Utilize the premier tool on YouTube prematurely as your reception will be low. Grow your loyal audience first.
- Spend large amounts on your initial paid marketing campaigns. Instead utilize a small spend to find your audience and then increase ad spend gradually.
- Monetize live or premier videos until after the video has been published or gone live.



## Royalty Free Music & Sound Effects

Adding music and sound effects to your YouTube videos enhances viewer engagement, sets the mood, and adds a professional touch. It helps maintain interest, emphasizes key moments, and strengthens your brand's identity. Using licensed or royalty-free music ensures compliance with copyright laws and elevates the overall production value of your content. Epidemic Sound is a subscription-based music and sound effects library that offers a wide range of royalty-free audio content for creators,

1. Visit [www.epidemicsound.com](http://www.epidemicsound.com) and create an account.
2. Browse subscription plans and choose one that suits your needs (personal, commercial, etc.).
3. Create your first project by going to "My Projects" > "Start New" then give it a name.
4. Explore the music library, select tracks, and download them based on your subscription.
5. Add the downloaded music to your video editing software or creative platform.
6. Arrange the music to fit your video, make any necessary adjustments, and complete your project.
7. Export your video project with the Epidemic Sound music integrated.
8. Comply with Licensing Terms and Usage Rights for your subscription plan



## Stock Footage & Video Content

Adding B-Roll to your video enhances your storytelling; however, resourcing a camera crew, actors and production team can be costly. To get around this expense, creators use subscription-based platforms that provides high-quality stock footages. Sites like Artgrid and Shutterstock offers a wide range of professionally shot video clips that can be used in various creative projects such as films, commercials, promotional videos, and more. Subscribers can access and download clips from extensive libraries and collections for use in their own productions for YouTube, Instagram, TikTok etc.

1. Visit the [www.artgrid.io](http://www.artgrid.io) and sign up for an account.
2. Browse the library by logging in and looking at video clips. You can use the search bar or browse by categories, moods, and more to find your needs.
3. Click on a video clip to preview it and watch a low-resolution version before downloading.
4. Select a subscription plan that suits your needs based on your needs.
5. After selecting a clip, download it in the appropriate resolution
6. Make sure to review and comply with Artgrid's license agreement. This typically includes guidelines on how and where you can use the footage.
7. Once downloaded, you can use the video clips in your film, video, or other creative projects as complete footage streamed together for faceless content or as B-roll.



# Freelance Designer Marketplace

Building out your logos, graphics, website, YouTube channel page, content and social media branding etc can be an expensive undertaking for the average entrepreneur and small business. It can also be hard to choose the right designers that can get the job done at an affordable rate. Today, content creators use marketplaces like Fiverr to connect with freelancers for digital services. Novice creators buy a wide range of digital services, such as graphic design, writing, video editing, marketing, and more. Fiverr is great for the editing of your filmed content. Use it to edit your Youtube videos or to get hot takes and digestible clips for shorter form platforms like Instagram and TikTok.

1. Visit [www.fiverr.com](https://www.fiverr.com) and create a new account.
2. Explore categories and select a service that fits your needs.
3. Look at service providers with good scores and turnaround times.
4. If needed, communicate with the seller of your choice before placing an order.
5. Click "Continue" or "Order Now" to initiate the transaction.
6. Specify any necessary or additional instructions for the service.
7. Check order details and confirm the transaction.
8. Enter payment information to complete the order.
9. Use Fiverr's messaging system for any questions or additional information.
10. Once complete, review the final product and provide feedback.
11. If satisfied with your service, mark the order as complete for payment release.
12. Rate and Leave Feedback: Rate the seller and provide feedback on the service



# Content Design Platform

Canva is a web-based graphic design platform that offers a user-friendly interface for creating various visual content, including presentations, social media graphics, posters, documents, and videos. It provides a vast library of design elements, templates, and tools for collaboration. Canva Pro offers additional design assets and advanced features.

1. Visit [www.canva.com](https://www.canva.com) and sign up for an account. Once you've signed up, log in.
2. On the Canva homepage, you'll find a wide range of templates for different types of designs. Browse or use the search bar to find a template that suits your needs.
3. Select a template to start customizing it. You can choose from various categories like presentations, social media posts, posters, etc.
4. Customize your design by using the drag-and-drop editor to customize your design. Change text, colors, fonts, add images, shapes + more with the left sidebar toolbox.
5. Replace the placeholder text, images and vids with your own. You can upload images from your computer or use Canva's extensive library of stock photos and illustrations.
6. Use the toolbar at the top to change alignment, spacing, and more.
7. Once you're satisfied with your design, click on the "Download" button in the top right corner to save it to your computer in your desired format. You can also directly share it on social media or with your team via a shared link.
8. Canva automatically saves your work as you go, but you can also click the "File" menu and select "Save" to make sure your progress is saved.
9. If you want access to premium features, templates, and additional resources, you can consider upgrading to Canva Pro.





## AI Research Tool for Content Copy

You can optimize your content creation process, improve productivity, and maintain a compelling online presence by utilizing OpenAI's sophisticated language model, Chat GPT. This revolutionary tool enables automated generation of diverse content, from blogs and product descriptions to emails and social media posts in a chat interface. Additionally, ChatGPT can assist in scripting engaging video content and provides creative sparks for brainstorming sessions. These capabilities can assist in maintaining your streamlined content; however, it's crucial to review and fine-tune generated content on ChatGPT to align with your brand's voice and messaging.

1. Go to [www.openai.com](https://www.openai.com) and create a free account.
2. Verify Your Email by clicking the provided link.
3. Explore ChatGPT dashboard for content creation.
4. Compose a prompt with context or instructions.
5. Start Conversation with a user message.
6. Engage Alternately with user and assistant messages.
7. Review and Edit generated content.
8. Retrieve Content for use in your project.



## AI Content Marketing Platform

Making content can be tough and drawing blanks or going through a bout of writer's block is common. When it is time to publish your content, you must add titles, descriptions + more to ensure the effectiveness of your video. Luckily, tools like Jasper AI makes it easy to get a script, topic ideas, video titles, captions and more. Jasper AI is a comprehensive content platform tailored primarily for marketing teams. It leverages advanced models from OpenAI to assist users in creating a variety of marketing materials. The platform offers features like a chat interface, a rich content editor, and, importantly, templates for various content types.

1. Visit [www.jasper.ai](https://www.jasper.ai) and create a new account.
2. Choose the free trial or a subscription package that suits your or your team's needs.
3. Once logged in, select "New Project" from the top menu.
4. Select the project type you want to create (image annotation, data annotation etc)
5. Give your project a title and an informal description.
6. Choose the file(s) that will be used in your project.
7. Define the tasks you wish to do (for example, object detection, semantic segmentation)
8. Click "Create Project" to start working on your project.



# AI Audio Transcription Tool

Recording audio can be a great way to get ideas, concepts and content out of your head. However, transforming audio content into something useful can be a challenging task. Some advanced transcription services and platforms can swiftly turn your audio gold into blogs, social media content, captions and other useful notes. Cast Magic is a AI enabled workflow automation tool that allows you to perfectly transcribe accurate transcripts, timestamp overview and quotes from your audio files.. In addition, it can also create useful YouTube tags, hashtags, and a description and titles. Try this! Place all of your YouTube videos in Cast Magic and allow it to automate all of your tedious editing and copywriting work.

1. Visit [mjmautomation.com](https://mjmautomation.com)
2. Click the "Try it for Free" button to sign up.
3. Register an account or sign in with Google.
4. Add payment information to begin your 7 day trial.
5. Take all necessary steps to confirm your account.
6. Begin your first project by uploading an MP3 file, for transcripts, notes, summaries, highlights, quotes, and content for your social media posts.
7. Use Cast Magic for episode titles, blog posts, questions, and answers, and speaker bios + more for your YouTube, Podcast and Social Media posts.



# Google Ads

Google Ads is an online advertising platform that displays ads on Google's search engine results pages and other Google properties. Advertisers bid on specific keywords or target demographics, and ads are displayed when users search for those keywords or fit the selected demographics. Google Ads operates on a pay-per-click model, where advertisers are charged only when a user clicks on their ad, with the cost per click varying based on factors like keyword competitiveness and ad quality. This tool can be costly to use for those without experience so generally, newcomers opt for a done for you service.

1. Go to <https://ads.google.com>.
2. Sign in or create a Google account.
3. Click "+ New Campaign" to start.
4. Choose a goal and campaign type.
5. Fill in campaign details (name, location, budget, etc.).
6. Create ad groups based on themes or products.
7. Select keywords for search campaigns.
8. Write compelling ad copy.
9. Set a daily budget.
10. Choose a bid strategy.
11. Review and launch your campaign.



## Mobile Video Editing

When it comes to video editing, there are a plethora of tools out there that you can choose from, to the point where the choices can begin to feel overwhelming. There are tools which work in your browser, tools with magical AI features, and tools with in-built stock assets. That's where CapCut comes in. CapCut is an online and desktop application that has all of these features and more. Best of all, it's free to use !

1. Start by downloading **CapCut** from your app store. Once installed, launch the app.
2. Tap "New Project" to start a fresh editing session. You can choose from various aspect ratios to suit your platform, such as TikTok or Instagram.
3. Next, simply select the media you want to use and import it into your project. You can import videos, images, and audio files directly from your device.
4. Now, arrange your imported clips on the timeline in the order you desire. You can trim, split, and adjust each clip's duration to fit your storytelling needs.
5. Enhance your video with CapCut's wide range of effects and transitions. From filters to animations, there are plenty of creative options to explore.
6. Once your masterpiece is complete, export it in your preferred resolution and share it directly on your chosen platform.



## Professional Video Editing

For more seasoned editing professionals and longer form content editing, a more comprehensive solution may be required. Final Cut Pro is a professional video editing software developed by Apple Inc. It is widely used by video editors, filmmakers, and content creators to edit and produce high-quality videos. Final Cut Pro offers a wide range of features and tools for tasks like video editing, audio editing, advanced color grading, motion graphics, and more. This solution is known for its user-friendly interface, powerful performance, and integration with other Apple products and services. It's important to note that Final Cut Pro is specifically designed for use on Apple's macOS operating system, so it is not available for Windows or other platforms.

1. Visit the Mac App Store on your Apple computer or iPad and purchase.
2. Download and install it on your device
3. Launch Final Cut Pro and start a new project.
4. Import your media files and organize them in the library.
5. Arrange and trim clips, add transitions, effects, titles, and adjust audio.
6. Play through your project and make any necessary refinements.
7. Export Your Video:
8. Export the final video with desired settings.
9. Save and Archive:
10. Save your project file for future editing.



## Youtube Video Promoter & Booster

While it is possible for your videos to gain views organically, it can be a slow and tedious process. It can take a long time to reach 1000 views, let alone 100,000 views. That's where FameYo comes in – as a YouTube promoter as they offer a cost-effective way to boost the views on your videos. For as little as \$10, you can get around 1000 views on average. This tool can help you accelerate the growth of your channel and reach your goals faster. FameYo offer this service by advertising your video on YouTube and other websites at favorable prices, with the goal of increasing the visibility and reach of your videos through targeted advertising.

1. Get started by visiting [www.famedm.com](http://www.famedm.com) and create an account.
2. Create a campaign by adding your video
3. Define your budget and secondary goal
4. Optional: Target your audience and pick keywords



## Youtube AD Promotion

Getting new viewers, clicks and subscribers to your Youtube page can be an uphill battle when you first start out; however, companies like Prodvigate can help your page thrive in an instance with their affordable ad tech that promotes your page with Youtube Ad tools.

1. Get started by visiting [www.prodvigatedm.com](http://www.prodvigatedm.com) and create an account.
2. Add your YouTube channel, choose your weekly budget and targeting information (countries, gender, age, interests)
3. Choose your payment method: credit card or manual balance refill. You can pay with all major credit cards or PayPal
4. The channel promotion starts on YouTube. Your videos will be shown to your chosen audience and subscribers of similar channels. You can follow the promotion progress in your Prodvigate dashboard
5. Due to the right targeting, you receive views, new subscribers, likes and comments



# Instagram Growth & Booster

Ascend Viral help Instagram users increase their followers and engagement through organic growth strategies. This platform engages with your target audience by liking, commenting, and following other users' accounts, focusing on specific hashtags and accounts, and using a customized targeting strategy. The goal is to promote your account and attract users interested in your content while adhering to Instagram's policies. Some services also offer analytics and reporting to track account growth progress.

1. Visit Ascend Viral's Official Website.
2. Click on "Sign Up" or "Register."
3. Provide Required Information (Email, Username, Password).
4. Verify Your Email Address (if necessary).
5. Set Up Your Profile (Add Picture, Additional Info).
6. Explore the Platform's Features.
7. Contact Support if Needed.

# Resource Directory



## CHANNEL BRANDING

### **ARTGRID.IO**

Royalty free stock footage and images for your videos. Use this tool for B-roll content, cover images and social media posts.

### **CANVA.COM**

Design platform that allows you to create graphics for your Youtube watermark, top banner, icons, video covers and social media posts + much more.

### **CHAT GPT**

Use ChatGPT's AI messenger to create text copy of your bio, about and profile copy. You can also use this tool for your content titles, description and content scripts.



## CREATE & EDIT CONTENT

### **CAPCUT.COM**

Free all-in-one video editor with flexible editing features, AI tools and stock assets that can help you easily refine short content from your phone.

### **DESCRIPT.COM**

Use this AI enabled to transcribe and add text to your video content and to enhance the quality of your overall content.

### **EPIDEMICSOUND.COM**

Get unlimited access to a expansive music and sound effects catalog for intros, videos, streams and podcasts. Each track includes all necessary rights and licenses.

### **FINAL CUT PRO BY APPLE**

Final Cut Pro provides a comprehensive set of tools for video editing, color correction, audio editing, motion graphics, and more. This tool is perfect for long form content

### **FIVERR.COM**

Browse an expansive marketplace to find affordable graphic designers, writers, video editors + for your various content needs.

### **JASPER.AI**

Jasper generates top-notch content suitable for blogs, marketing copy, and product descriptions by inputting basic information. Use this for titles, video Descriptions, and topic ideas.

### **PHOTOSHOP.COM**

This software is favored by photographers, graphic designers, and artists for its extensive capabilities in enhancing, retouching, and creating digital images.



## MARKET YOUR CHANNEL

### **FACEBOOK GROUPS**

Facebook Groups are online communities that provide an excellent opportunity for marketing your channel by allowing people with common interests to share and discuss various topics.

### **LOCALS.COM**

Locals is a social media platform that fosters communities around interests, causes, or content creators. Share content, engage with your audience, and offer exclusive perks.

### **PRODVIGATEDM.COM**

A promotion platform that uses Google Ad and Youtube Ad Tools to increase subscribers, viewership, and likes for your Youtube channel.



## EARN & MONETIZE

### **AMAZON AFFILIATE MARKETING**

Amazon offers several programs and opportunities for YouTubers to monetize their content and potentially earn income. Amazon Influencer, Video Direct and Merch programs all are viable ways to market and monetize.

### **CLICKBANK.COM**

Online marketplace that connects digital product creators with affiliate marketers. It primarily focuses on the sale of digital products, such as e-books, software, courses, and other downloadable items..

### **LOCALS.COM**

This platform enables companies to manage and optimize their partner relationships, track performance, and measure the impact of their marketing efforts.

### **IMPACT.COM**

This platform enables companies to manage and optimize their partner relationships, track performance, and measure the impact of their marketing efforts.

### **VENMO, CASH APP & JUST ASK**

This platform enables companies to manage and optimize their partner relationships, track performance, and measure the impact of their marketing efforts.