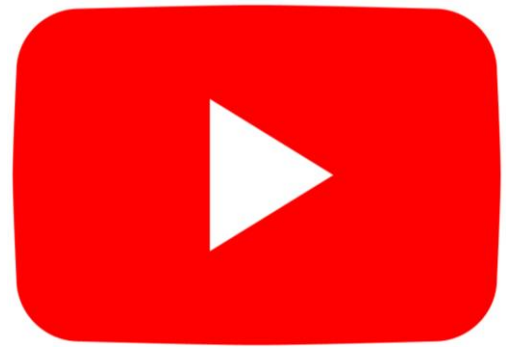


Ecommerce YouTube

During this section we will focus on how to grow our business using YouTube, find and drive the traffic toward our funnels so later on we can convert them into customers.

But before we get deeper into YouTube fundamentals and marketing, let's take a look at the YouTube traffic blueprint and understand the things we are going to do in the marketing process.



YouTube

YouTube Traffic Blueprint

Below you can see a diagram of the different ways to drive traffic from inside the YouTube to your page. Inside the lecture we will talk more about each and as we go forward inside the marketing strategies section.

