

# **MARKETING COMPONENT OF VIDEO PROJECTS ON THE YOUTUBE PLATFORM**

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Today, humanity has a unique opportunity to have instant access to a large amount of information from around the world. It is difficult to imagine

the life of modern society without computer technology and the Internet. The advantage of the Internet is that it provides users with ample opportunities for self-realization. Everyone has the opportunity to start an author's blog, in which he will be free to spread his own thoughts on a topic of interest to him.

One such platform that can help implement an author's project is YouTube platform. YouTube.com is the most popular video platform in the world. Since its inception, it has been transformed into a real tool for implementing media projects, which is available to everyone.

The relevance of the study is that YouTube is the second most popular site in the world today. Based on the fact that today the most common and therefore promising format for the transfer of information is the video itself, the topic is relevant. There is very little research on YouTube. But there are plenty of studies that look at the features of entertainment content and video blogging on the Internet. We single out such researchers as Akinfeev S.M, Kravets A.M, Lubskaya V.V, Nevmerzhitskaya O.V, Cheremnykh I.V, Shcherbina U.V.

The degree of popularity of video content in 2021 depends primarily on the relevance of the topic and marketing tools, on how much the author of the content is able to attract attention, increase interest, and then provide information.

Today, there is no need to primarily produce the best quality product in the industry. This is evidenced by the fact that in social networks video can be created on a usual smartphone and can gain not tens but even hundreds of millions of views. This result is not provided by quality, but by symbiosis of originality and marketing component.

If we are talking about YouTube it is worth noting that the whole list of trends is created by authors from the United States and Western Europe, because their media space is the most popular. It is on the basis of their content and marketing tools that mainstream trends in the global media space are formed.

Analyzing the approach of the most successful video projects on YouTube, we can conclude that they all have common features in the stages of "warming up the audience." It's important for YouTube channels to stand out from the content of other channels. Many content authors approach this issue comprehensively. And the most common marketing tool - creating an information drive. To do this, they use several channels of communication with the audience: Instagram, Telegram, YouTube, TikTok. They create bright, provocative photos and videos that do not specifically cover what the following video will be about. Using this method content creators often force their target audience and the media to discuss the topic of the next video, thereby attracting attention and increasing interest.

Typically, such campaigns use two formats of viral marketing:

1. Storytelling - this species provides virality. People like to be intrigued, especially if the story starts unexpectedly and out of the ordinary.

2. WOM-marketing (Word of Mouth) is one of the most effective types of advertising, according to many Western marketers. WOM prepares information in such a way that the audience wants to share the news with friends, there is an effect of “broken phone”. It creates a resonance around the author and his content before he or she publishes a video.

The authors spend a lot of efforts to maximize the audience’s interest in the content that will be published later. By analogy, it is similar to an advertising campaign, but the product is video content. Based on this, we understand that no matter what the quality of the product, but in 2021 it definitely needs an advertising campaign on other social networks. And these tools, which were invented and used in business, can be successfully used for video projects.

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