

Course  
&  
Test Series

Self Made Assignment - DMS

YouTube Marketing

Instruction

Students will apply concepts of YouTube marketing by creating a real or marketing plan using YouTube.

- Choose ONE example/business from below
- Complete all tasks step by step
- Make it practical, creative, and realistic
- Choose Your Example (ANY ONE)

**Example 1:** Local Food Business

Promote a small burger shop or homemade food service

**Example 2:** Clothing Brand

Promote a fashion or T-shirt brand

**Example 3:** Mobile Shop

Promote smartphones or accessories

Tasks

**Task 1: Create Channel Plan**

- Channel Name
- Type of Business
- Target Audience (age, interest, location)
- Goal (sales / awareness / subscribers)

Example:

“Foodie Hub - for fast food lovers aged 15-30”

**Task 2: Video Creation Plan**  
(Plan 2 videos)

For each video write:

- Title (SEO-friendly)
- Description
- Keywords/tags

**Example (Food Channel):**

Title: “Best Cheese Burger in Town ”

Keywords: burger, street food, fast food

 CBSE

 ICSE

 NTSE

 Banking &  
Insurance

 Central Govt.  
Service

 State Govt.  
Services

 LAW  
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 MBA  
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 Railways & Metro  
Services

...many more

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**Task 3: Privacy Settings**

Choose for each video:

Public / Private / Unlisted

Explain WHY

Example: Public → to reach more audience

**Task 4: Audience Engagement**

Write 3 comments from viewers

Write your replies

Add 1 question to audience

Example:

Comment: “Looks tasty!”

Reply: “Thank you! Visit us today ”

**Task 5: Analytics (Practical Table)**

Metric	Example Data
Views	800
Watch Time	300 hours
Likes	120