# 5 Benefits Your Company Can Gain by Using YouTube

As a small business, one of your primary responsibilities is figuring out effective ways to get your products or services in front of as many people as possible, all within a budget. If you aren’t already using it, YouTube can be a cost-effective way to grow your business if you use it regularly as a part of your overall marketing strategy. If you’re not sure how YouTube can help you grow your company, here are five benefits the platform can provide your business.

**Reach Your Audience**

With more than 4 billion videos viewed daily, online video is growing exponentially. Using YouTube for your business can help you quickly reach your target audience, by creating videos and advertising on other people's videos. YouTube has become so big that you are almost guaranteed your business will find a group of people who will become your fans and customers.

**Helps You Rank Higher on Google**

If you want to drive more traffic to your website, marketing on YouTube can help you ranked higher on Google and other search engines. You can take advantage of this by creating high-quality blogs on your site and creating complementary videos on YouTube. This will allow you to build backlinks to your site, which will help your company get found on Google more often.

**You Can Repurpose Your Content**

Businesses can use YouTube to repurpose their content without having to spend extra time and money investing in expensive equipment. Repurposing content that has already been created is an effective way to market your business. For example, you can turn a favorite blog post into a variety of formats, including podcasts, infographics, video series, and presentations. This allows you to create at least four other forms of content from a piece you've already shared.

**You Can Grow a Worldwide Audience**

This is one of the most significant benefits your company can gain by utilizing YouTube. By creating video content regularly, you can open the door to new visitors who might never come across your business. Through YouTube, your business can reach a worldwide audience, even if you only speak one language. Including closed-captioning with your videos will also help you reach new audiences because you are catering to people with different needs.

**Build Your Email List**

YouTube provides you with the ability to build your email list, especially when you continue to provide valuable, engaging content. You can use software that allows you to embed your sign-up form directly in your YouTube videos. This makes it easier than ever to build an email list for your business.

YouTube has become a viable platform for growing your business and increasing traffic to your website. If you invest the time it takes to learn the platform, you’ll find it to be a worthwhile addition to your marketing strategy.