

Channel Factory Hosting Social Media Week Master Class to Unlock YouTube for Brand Success

Written by Australian Business

LOS ANGELES, CA, September 22, 2013 /**24-7PressRelease**/ -- Event Details:
<http://socialmediaweek.org/losangeles/events/?id=103525>

Watch the Event Live Streamed: <http://new.livestream.com/smwla/events/2393755>
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The Social (VIDEO) Network - Unlock YouTube for Brand Success, will feature a panel of industry experts from the top brands and agencies in LA who have led successful YouTube video campaigns.

With more than a billion unique viewers each month watching 6 billion hours of video, YouTube is THE social platform for brands to connect with their target audience and share their story through video. The class will be targeted at brands, content creators, media buyers, and agencies who are familiar with, but not experts in running successful YouTube campaigns.

Speakers will be invited to share their personal experiences and strategies for creating effective branded content on YouTube and how other brands can maximize their exposure to leverage YouTube for brand success.

Key takeaways for the attendees will be focused on how to maximize a brand's presence on YouTube, build engaging channels, and reach your specific target audience to maximize ROI for media buys.

The event will be live streamed and available to watch online! See you there!

Specializing in YouTube, Channel Factory services span a wide range of industries and verticals. We take pride in our diverse client base. We've helped more than 200 Fortune 500 brands and 85 major agencies unlock the power of YouTube by delivering 500M+ YouTube views across 500+ videos in all major verticals. Our campaigns average 1.5 earned / organic views for every paid view, maximizing ROI for our clients, and 98% of our campaigns trend on YouTube's Popular Charts.