

Using YouTube

[YouTube](#) is a video-sharing social community created in 2005 by former PayPal employees. It's a reputable platform where people and businesses post different kinds of user-generated videos, from instructional and promotional to funny pet adventures and music. Businesses utilize its breadth of exposure by uploading their unique video content. Video content has become valuable to consumers as people often prefer to learn new information through visual aids, rather than by reading lengthy articles.

To get the most out of your content and gain more exposure, you can then distribute videos on other social media sites like Facebook and Twitter by posting links to the videos. YouTube offers big opportunities for businesses to promote their products and services through video, as it can serve as both a marketing piece as well as a how-to demonstration.

Here are a few simple ideas for creating your own videos:

- Create a how-to demonstration of particular features of your app, showing how people use the technology.
- Create short commercials for different app functions. Incorporating humor would be a good idea, as that's always an attention grabber and crowd pleaser that increases your chances of going viral.

And some DIY (do-it-yourself) tools that can help you get started:

Mac:

[Screenflow](#) (\$99) – to capture app behaviors either tethered with wire or via screen share software like reflector. Screenflow records flawlessly and provides a very intuitive editing timeline to trim your footage and make a video you can share.

Windows:

[X-Mirage](#) (\$16) - this application allows for mirroring and recording of the apps on your iPhone or iPad but it does not have the editor built in. You would have video files that would then need editing in another program.

[ROXIO Creator NXT 3](#) (\$99) - has screen recording functions as well as editing capabilities on the PC.

There would likely need to be a screen mirroring app (like X-Mirage or Reflector) to get device screens on the PC screen for the program to capture real-time app functionality. This option is more inline with the Screenflow Mac equivalent.

In general, once the functionality is recorded, the sky's the limit regarding how to frame it up, with or without additional branding, explanation, soundtrack and voiceovers. Those additional elements are things that can be added from a multitude of sources.

