

YouTube Hosting Strategy for Drone Creators

Step-by-Step Strategy to Use YouTube as a Drone Portfolio

1. Create a YouTube channel with a name that reflects your brand or niche (e.g., SkyView Media).
2. Add a branded profile photo and a banner that includes your services and contact info.
3. Write an About section with keywords like 'drone videography', 'real estate drone footage', or 'aerial cinematography'.
4. Upload a 60-90 second showreel as your channel trailer.
5. Organize content into playlists (e.g., Real Estate, Scenic Views, Client Projects).
6. Use keyword-rich titles and descriptions (e.g., '4K Drone Tour of Malibu Beach House').
7. Include your website, email, and booking link in video descriptions.
8. Post Shorts (under 60 seconds) weekly using vertical clips of dramatic drone footage.
9. Add a call to action: 'Subscribe for new aerial content every week!'
10. Share your videos on LinkedIn, Instagram, and client proposals to maximize exposure.

Bonus Tips:

- Use TubeBuddy or VidIQ for keyword suggestions and video optimization.
- Include location tags in your videos for local SEO.
- Respond to every comment to build community.
- Create content series to encourage repeat views (e.g., weekly property tours).