# Easy Ways to Grow Your Audience on YouTube

With six out of ten people preferring to watch videos online rather than surfing channels on the T.V., it makes sense why brands are trying to build their presence on the powerful video platform. Unfortunately, because there are so many videos being uploaded to the site daily, it can be challenging to get the views for the videos that you worked so hard to create. Fortunately, there are several easy ways to grow your audience on YouTube.

**Create Quality Content**

The most important aspect of your YouTube channel and the thing that will bring you success is the content you produce. Growing your audience on YouTube is just like increasing your fanbase on Facebook or your blog readership. It all starts with great content. It is essential that you remember that your content has to be valuable, memorable, and engaging if you want to grow your subscriber list on YouTube.

**Use Call-to-Actions in Your Videos**

Placing call-to-actions within your videos can help to promote engagement with your viewers and grow your channel. You can use annotations in your video to get viewers to subscribe to your channel, or you can edit them into the final video so that they can blend seamlessly into the content.

**Create Custom Links**

You should already have a subscribe button placed on your YouTube channel for your viewers to see. To increase engagement and get more subscribers, you can also create a custom link to add to your channel. You can experiment with different call-to-actions to see which one gets the most clicks.

**Link Your Website or Blog**

YouTube provides you with the ability to connect your company website or blog to your YouTube channel. This can help to improve the search results as well as provides a way to verify your channel is the official representation of your brand on YouTube. You can also add keywords that are related to your channel to help improve the visibility of your channel in the search results.

**Create a Channel Trailer**

YouTube lets you use a video as a welcome trailer for your channel. A welcome trailer doesn't have to be long, but it is an excellent opportunity for you to let people know what your channel is about.

Growing your YouTube channel doesn’t mean merely doing a bit of marketing and promotional work. You have to create the best content that you can and make sure that it provides value. Growing your audience will take some time and hard work, but it will be well worth the effort in the long run.