

19.12: Tools of the trade

A wide range of tools are at your disposal to help with your video marketing efforts. Most of these are listed in the chapter already, so look at the relevant sections for pointers on what to use.

YouTube is the king of video content marketing and offers a full suite of tools from video hosting and optimisation to paid advertising, analytics and social promotion. AdWords for Video (<https://adwords.google.com/video/SignupFlow>) is a feature of Google's AdWords PPC tool that allows you to link your existing Google paid advertising account to your YouTube channel, and manage all your YouTube advertising from a single interface.

TubeMogul (www.tubemogul.com) is a video advertising tool that lets you buy paid video placements across the web. It simplifies the process of placing and paying for video adverts.

Feed (feedcompany.com) is a video seeding tool, a very handy thing to have if you host your videos on a variety of video platforms. Video seeders allow you to upload the video once, and then automatically upload that video to all of your chosen profiles and platforms for you.

Brightcove (www.brightcove.com) is a leading video hosting and publishing platform. Brightcove Video Cloud gives you everything you need to deliver professional quality video to audiences on every screen.

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