



Aqualia on YouTube

Presence	Since October 2012
We are	@aqualiaGestión
Follow us	www.youtube.com/user/aqualiaGestion

What's YouTube?

YouTube is the third most visited website in the world. Purchased by Google in 2006, **it is the most important video viewing platform.**

How and why do we use YouTube?

- **Watching a video** is more convenient and quicker than reading text; it is easier to remember something you have seen rather than something you have read.
- **Videos are shared more often** than written content.
- Through YouTube, **we can reach a wider audience.**
- We can direct the campaigns that we launch towards certain groups because YouTube allows audiences to be targeted by age, profession, location, tastes...
- **Videos help us to quickly position ourselves at SEO level.**
- **It is easy to find us in Google searches** because, besides being part of this platform, YouTube is the second most used search engine behind Google.

