

## REVIEWER'S REPORT

Manuscript No.: IJAR-52647

Date: 07-07-2025

**Title: From Video Sharing to Marketing Giant: A Comprehensive Review of YouTube' s History, Features, Marketing Strategies, and Advertising Impact**

### Recommendation:

**Accept as it is .....YES.....**

Accept after minor revision.....

Accept after major revision .....

Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity			✓	
Significance			✓	

Reviewer Name: Mr Bilal Mir

### Reviewer's Comment for Publication.

### Abstract Review:

The abstract delivers a clear and thorough overview of YouTube's evolution from a simple video-sharing site into a dominant force in digital marketing. It concisely outlines major features that contribute to its commercial value, such as user engagement, ad formats, analytics, and integration with Google services. The role of YouTube in shaping consumer behavior through various content forms—product reviews, tutorials, and influencer marketing—is effectively highlighted. The summary touches on practical marketing uses, including enhancing brand visibility and driving website traffic. The language is precise and well-suited for an academic or professional readership. The abstract fulfills its purpose of summarizing the content and significance of the review in a structured and accessible manner.

### Keywords Review:

The keywords—*YouTube*, *YouTube Marketing*, *YouTube marketing strategies*, *YouTube Features*, *YouTube Ads*—are relevant, appropriately broad yet targeted, and reflective of the manuscript's main themes. They will assist in indexing and improve the discoverability of the paper for interested readers and researchers.

### Introduction Review:

The introduction begins with a general statement on the global impact of social media, smoothly

# International Journal of Advanced Research

**Publisher's Name: Jana Publication and Research LLP**

*www.journalijar.com*

---

## **REVIEWER'S REPORT**

transitioning to focus on YouTube's prominence. It provides a historical timeline of YouTube's creation by its three founders and emphasizes its transformation into a multifaceted platform that serves both entertainment and commercial purposes. The writing introduces the platform's core functionalities—such as video uploading, monetization, and content interactivity—while also referencing technological ease (like browser-based screen recording). This sets the groundwork for exploring YouTube's marketing potential.

The section provides foundational knowledge suitable for readers unfamiliar with the platform's background and evolution. References to both historical context and current capabilities ensure that the introduction remains balanced and relevant. The tone is informative and maintains consistency with academic standards.

---

### **General Remarks:**

The abstract and introduction form a cohesive and engaging entry into the topic. They combine descriptive and analytical elements, establishing both the relevance and scope of the review. The content is timely, especially in light of YouTube's continued dominance in the digital marketing sphere. The paper appears to offer valuable insights for readers in fields ranging from media studies to marketing and digital communication.