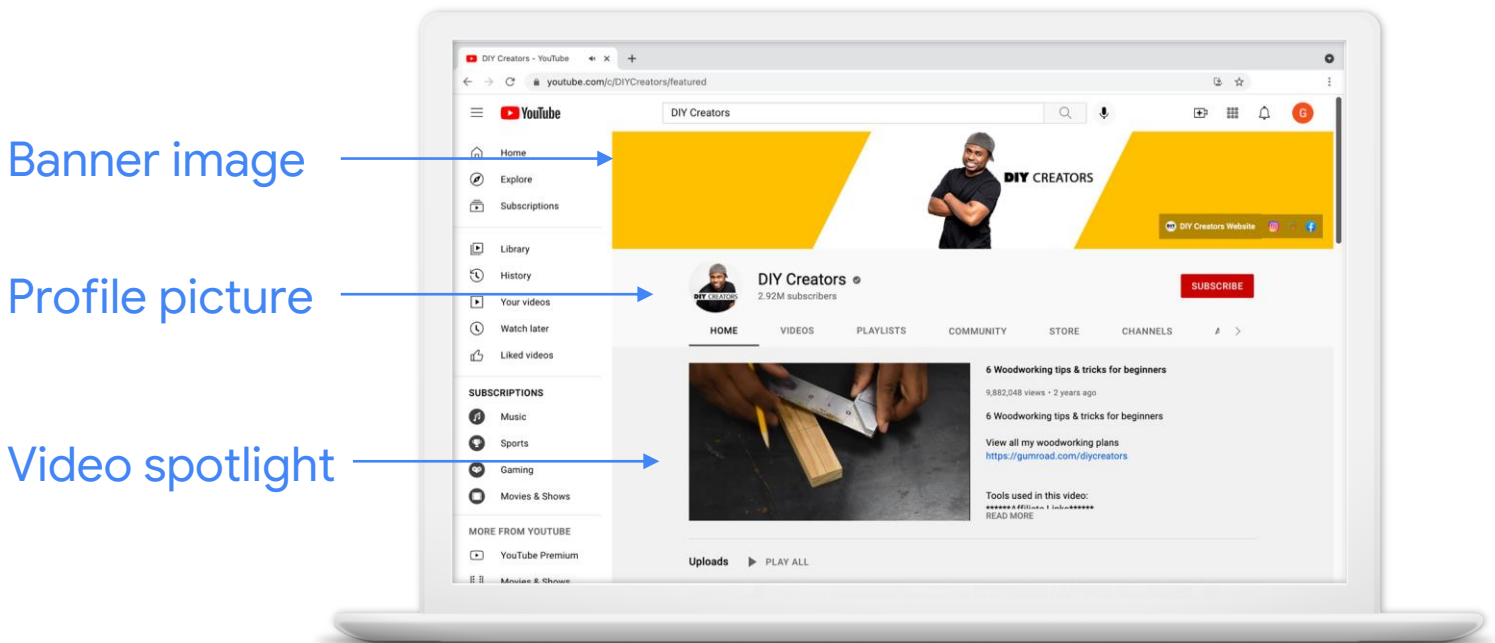


Use YouTube to Grow Your Business

Every day, millions of people come to YouTube and watch over a billion hours of video. They come to be informed, inspired, or just plain delighted. You can use YouTube to build your brand by connecting your message with engaged watchers.

Customize your channel by adding the following:



1

People watch

More than 2 billion monthly users watch 1 billion hours of video per day.¹

2

People discover

85% of viewers turn to YouTube for fresh content.²

3

People engage

70% of shoppers say they purchased a brand after seeing it on YouTube.³

1. YouTube for Press

2. Google/Talk Shoppe, U.S., whyVideo post COVID-19 study, May 2020

3. Google/Talk Shoppe, U.S., whyVideo study, Feb 2020.

How to create a channel

1. Visit YouTube.com and sign in.
2. Click the circle icon at the top right to reveal a drop down menu. Click “Create a channel.”
3. Enter a name for your new channel, then click “Create Channel.”
4. You will see the channel home screen. From here, click “Customize Channel” to access YouTube Studio.
5. Use YouTube Studio to customize layout, create and manage playlists, add subtitles, see analytics, and more.

How to upload a video

1. Click the video camera icon at the top right to reveal a drop down menu. Click “Upload video.”
2. Drag and drop video files to upload or click “Select files.”
3. Enter video details, elements, run video checks, and set visibility.
4. Ready to go live? Publish and share your video.

Additional resources from Grow with Google

YouTube Creators

youtube.com/@youtubecreators

YouTube content just for creators. Learn about the YouTube Partner Program, get best practices, and tips to help grow your audience.

Google Career Certificates

grow.google/certificates

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

YouTube Channel

YouTube.com/GrowWithGoogle

Subscribe to the Grow with Google YouTube Channel for more expert tips to grow your skills, career, or business.

For additional resources check out

google.com/grow

