

# YOUTUBE IS WHERE PEOPLE



## WATCH

More than 2 billion monthly users watch 1 billion hours of video per day.<sup>1</sup>



## DISCOVER

85% of viewers turn to YouTube for fresh content.<sup>2</sup>



## ENGAGE

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

Sources:

1) YouTube for Press

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

3) Google/Talk Shoppe, US, whyVideo study, Feb 2020.

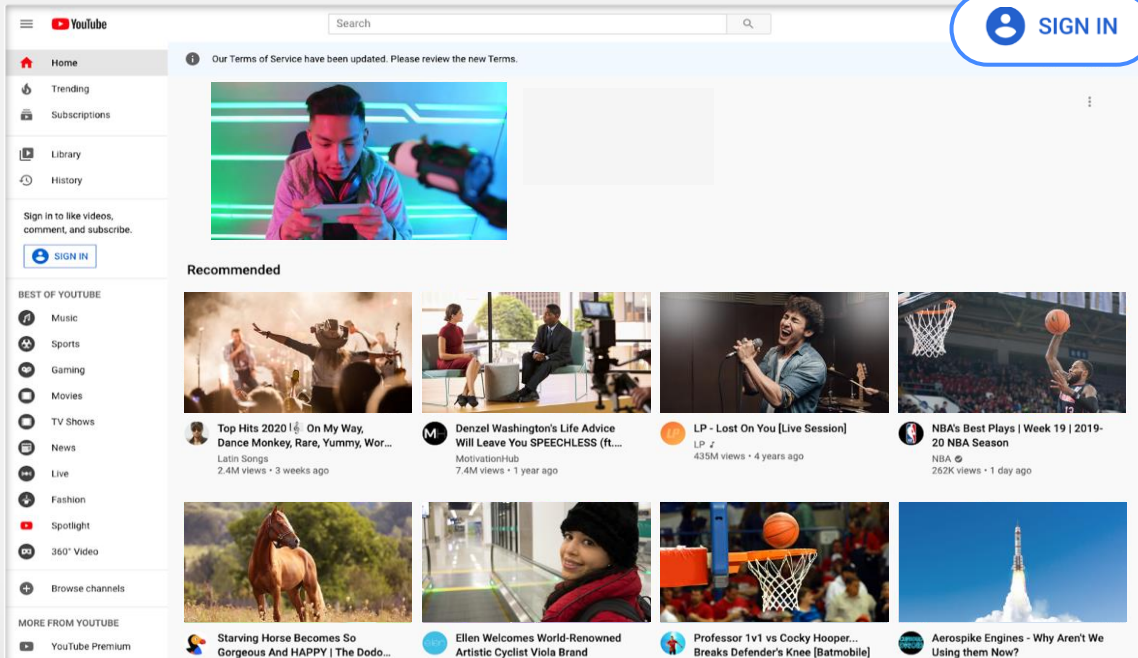
# AGENDA

- **CREATE YOUR YOUTUBE CHANNEL**
- **CREATE AND ADD VIDEOS TO YOUR CHANNEL**
- **PROMOTE YOUR BUSINESS WITH VIDEO ADS**
- **RECAP & RESOURCES**

# Create your YouTube channel



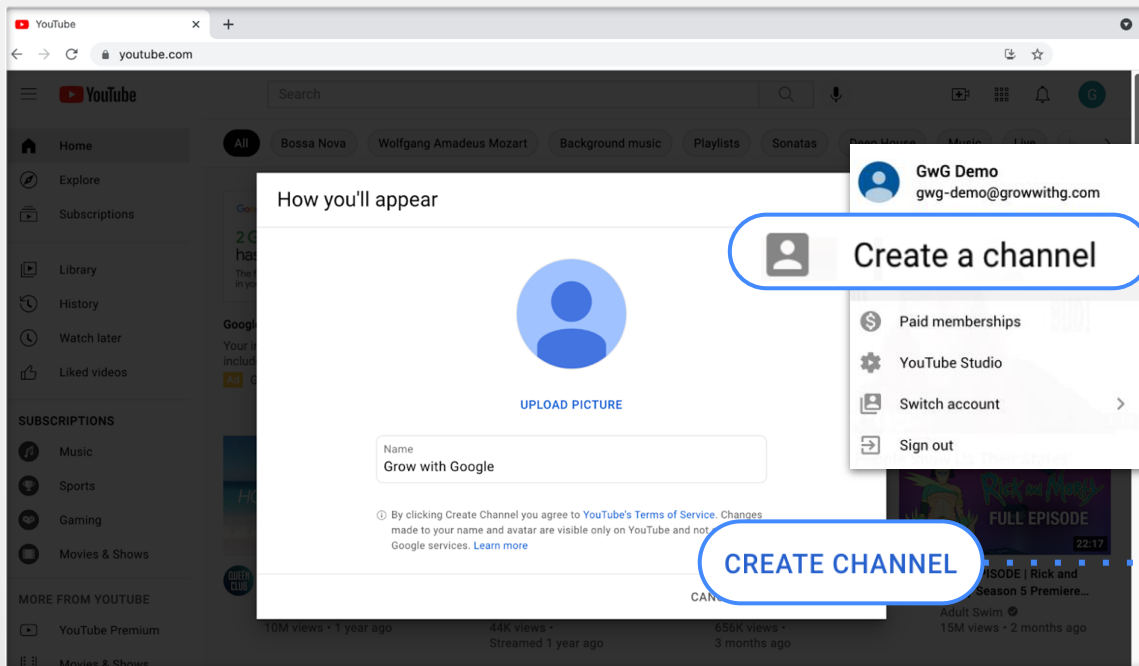
# SIGN INTO YOUTUBE



Sign into YouTube  
with your Google  
Account.

[YouTube.com](https://www.youtube.com)

# CREATE A CHANNEL

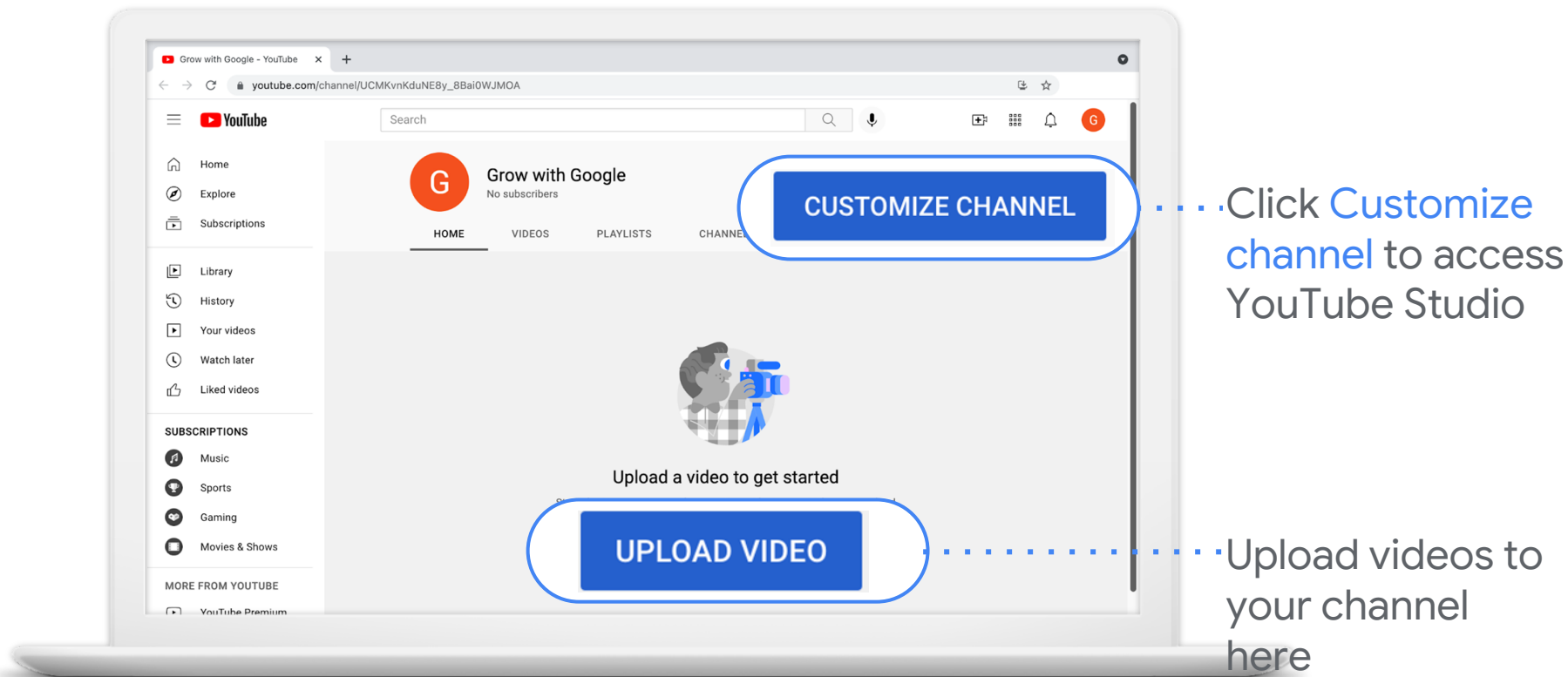


Click **Create a channel**

**CREATE CHANNEL**

Click **Create channel**

# YOUR NEW CHANNEL



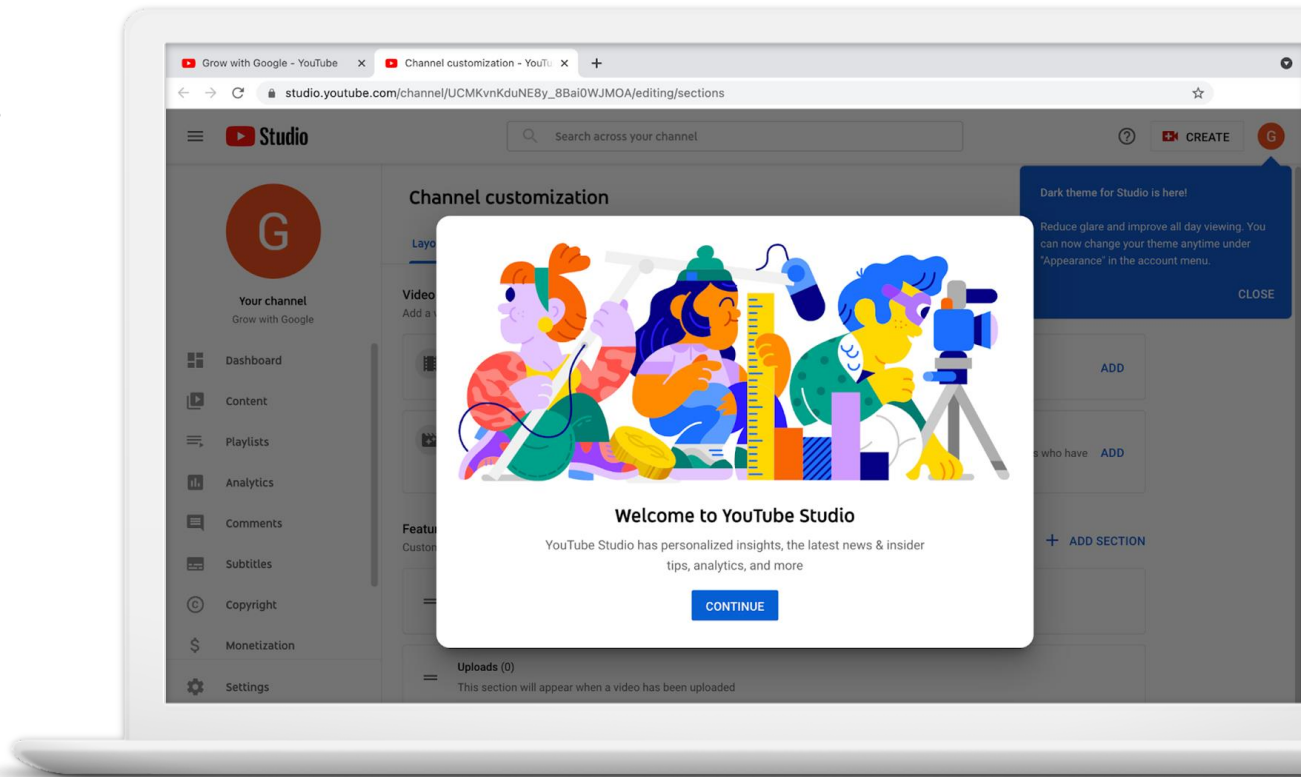
The image shows a laptop screen displaying a new YouTube channel page for 'Grow with Google'. The channel has no subscribers. Two buttons are highlighted with blue dashed lines pointing to explanatory text on the right:

- CUSTOMIZE CHANNEL**: Click **Customize channel** to access YouTube Studio
- UPLOAD VIDEO**: Upload videos to your channel here

The channel page includes a left sidebar with navigation links (Home, Explore, Subscriptions, Library, History, Your videos, Watch later, Liked videos), a central header with the channel name and tabs (HOME, VIDEOS, PLAYLISTS, CHANNELS), and a main content area with a profile picture placeholder and the text 'Upload a video to get started'.

# ACCESS YOUTUBE STUDIO TO CUSTOMIZE YOUR CHANNEL

YouTube Studio is the home for your channel. You can customize layout, create and manage playlists, add subtitles, see analytics, and more.

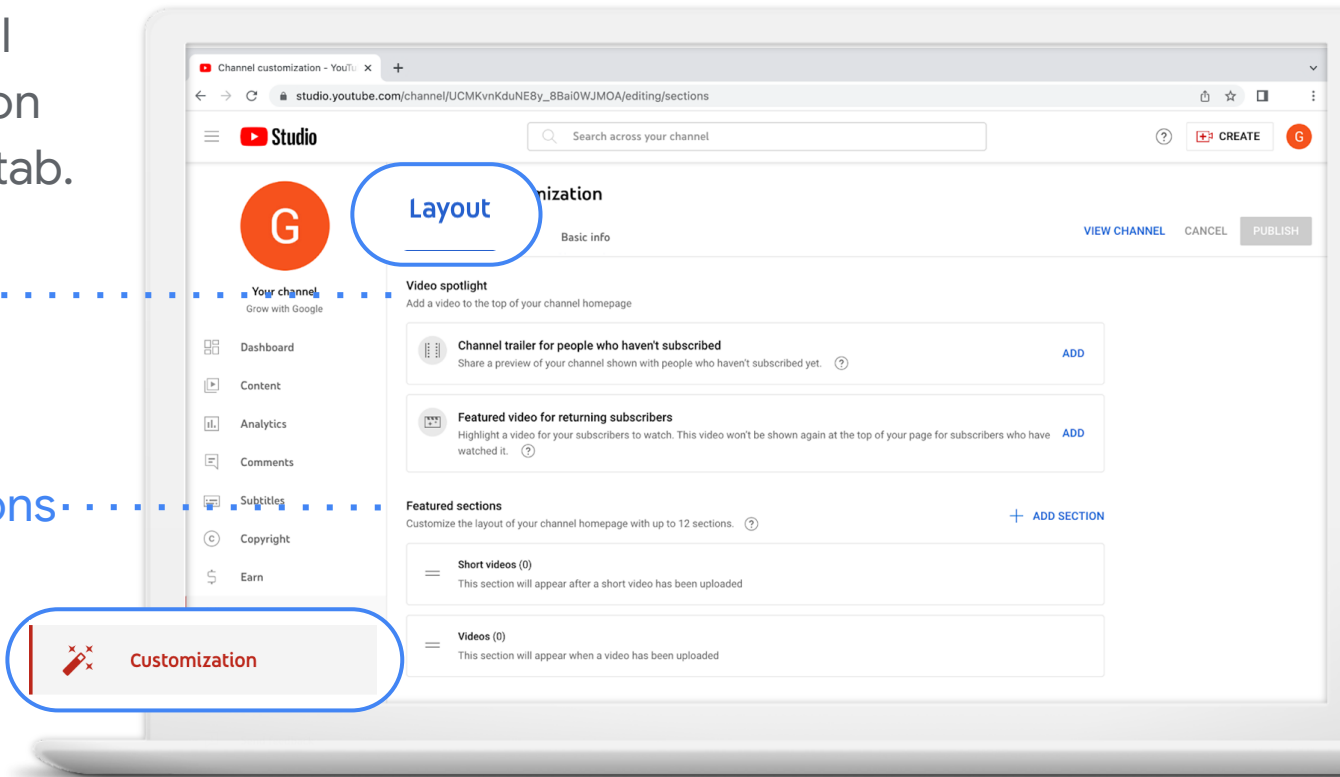


# CUSTOMIZE YOUR CHANNEL

Organize your channel from the **Layout** section of the **Customization** tab.

Video spotlight

Featured sections



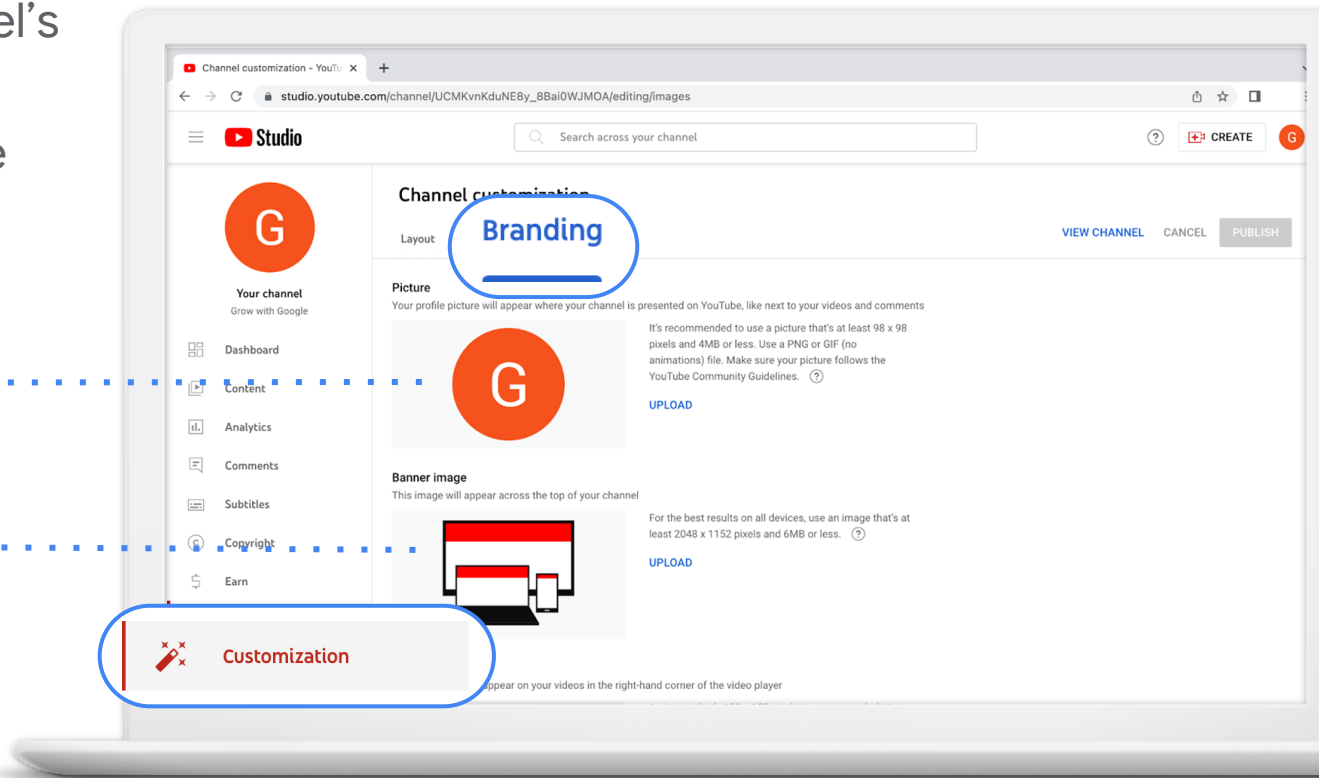


# BRAND YOUR CHANNEL

Customize your channel's appearance from the **Branding** section of the Customization tab.

Profile picture

Banner image

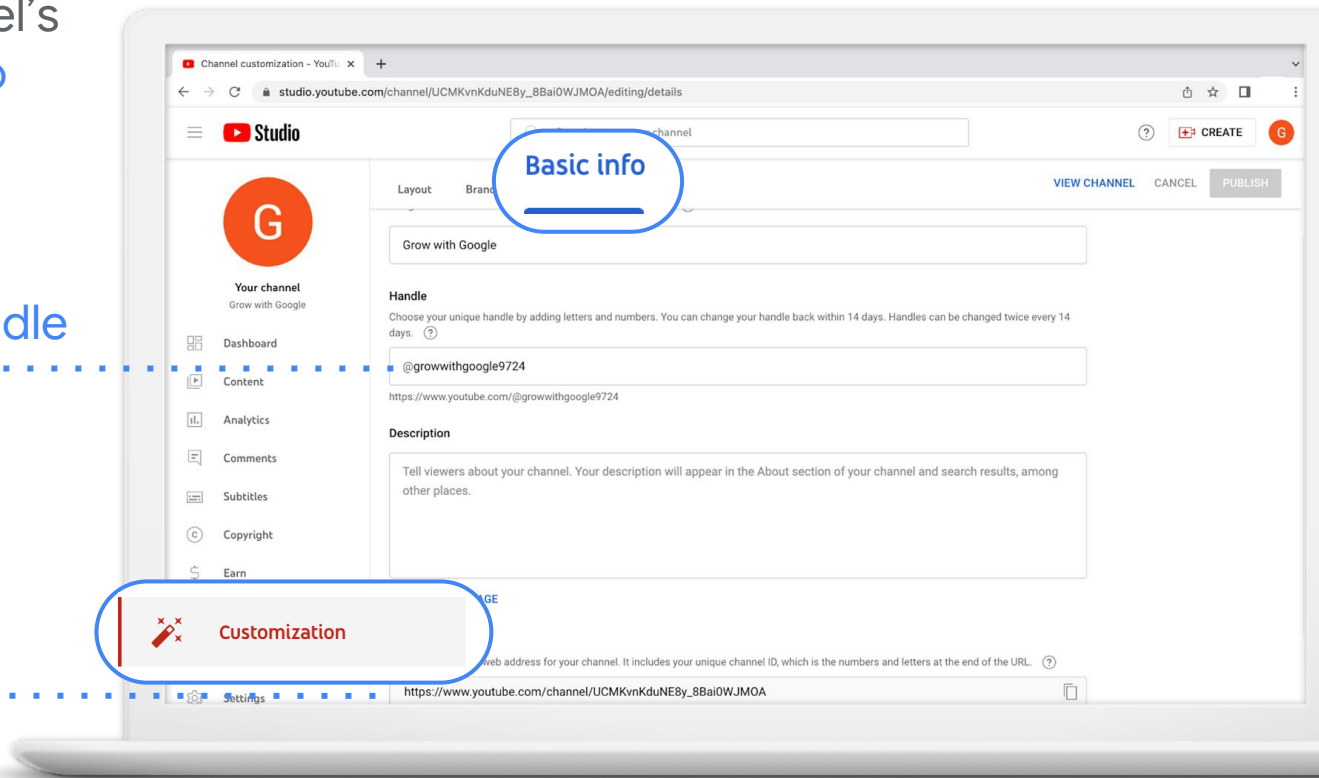


# CUSTOMIZE YOUR BASIC INFO

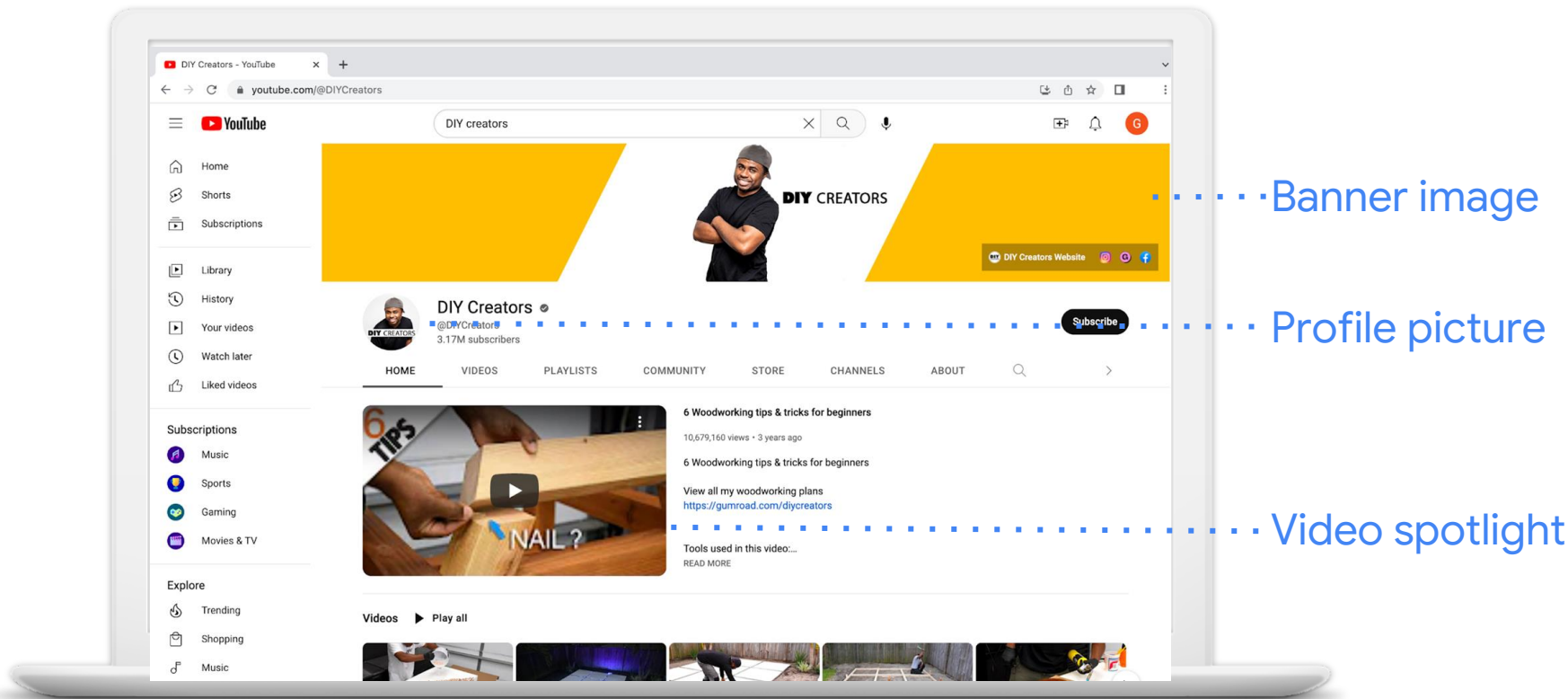
Customize your channel's info from the **Basic Info** section of the **Customization** tab.

Channel name, handle and description

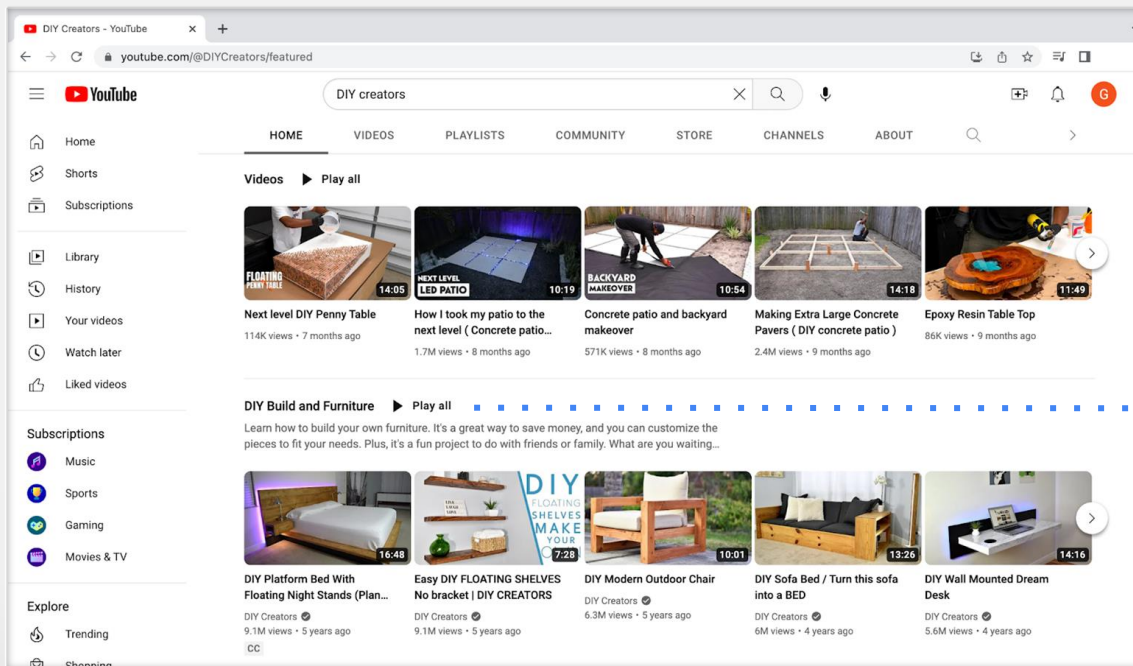
Channel URL, Links and Contact Info



# A CUSTOMIZED CHANNEL



# AN ORGANIZED CHANNEL



Videos are  
grouped in  
sections

# Create and add videos to your channel



# VIDEO TECHNOLOGY HAS COME A LONG WAY



## VIDEO CONCEPTS

What **story** do you want to tell?

What is the **purpose** of the video?

Who (or what) is the **star** of the video?



# STORY TYPES

## Business Story

---

## Product or service story

---

## Promotional story

---

Use to highlight:

- who you are
- what you do
- why you do it



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## Business Story

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- who you are
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Explain benefits of your product or service:

- detail how it works
- show it solving a problem

## Promotional story

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# STORY TYPES

## Business Story

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Use to highlight:

- who you are,
- what you do
- why you do it

## Product or service story

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Explain benefits of your product or service:

- detail how it works
- show it solving a problem

## Promotional story

---

Share timely information:

- announce new products or services
- promote special deals

## BEST PRACTICES

- Share a clear, concise message.
- Make a strong impression in the first 5-15 seconds.
- Deliver a compelling call-to-action or timely offer.

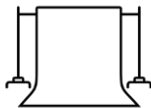


# COMMON PRODUCTION TECHNIQUES

## 8 Common Techniques



Selfie



Backdrop



Voice over



Top Down



Point + Shoot



In Action



Told with text



Animation

### Quick Tip:

See examples on

[youtube.com/ads/video-creation-tips](https://youtube.com/ads/video-creation-tips)

# TIPS FOR SHOOTING YOUR VIDEO



## Space

- Free the space of clutter
- Think visually
- Show your logo or workplace



## Lighting

- Use natural light
- Face your source
- Look for shadows

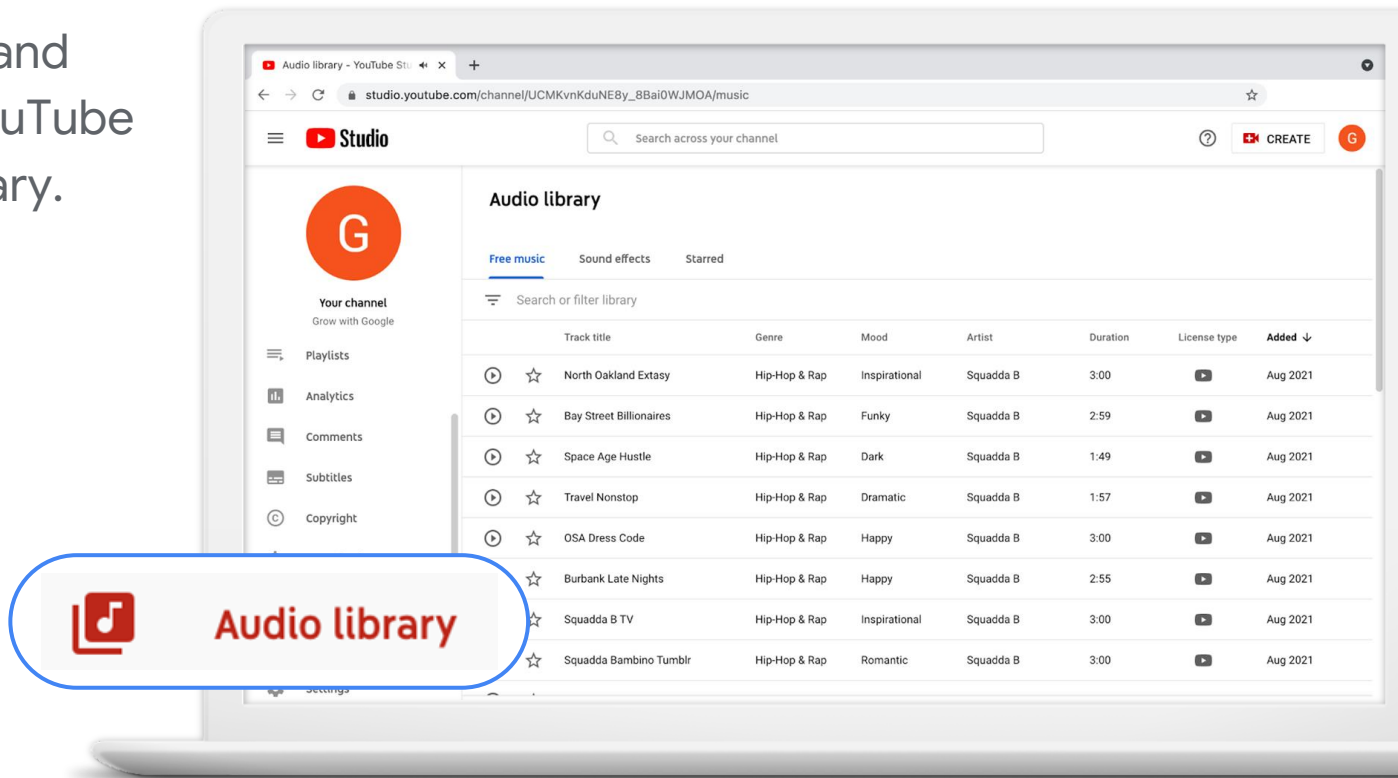


## Sound

- Listen to the space
- Use a mic
- Speak confidently

# NEED MUSIC OR SOUND EFFECTS?

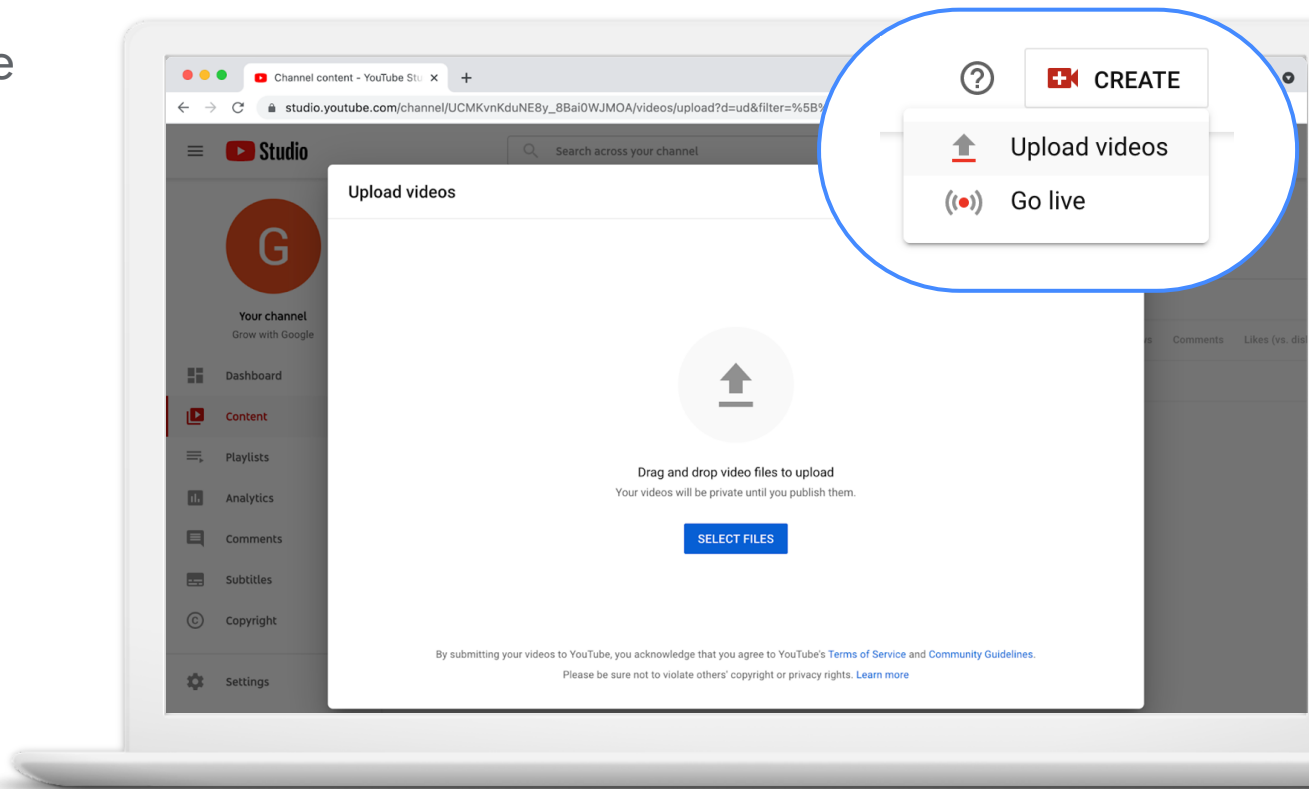
Access free music and sound effects in YouTube Studio's Audio Library.



# HOW TO ADD VIDEOS TO YOUR CHANNEL

Click **Create** next to the camera in the upper right corner.

Click **Select Files** to choose videos to add.

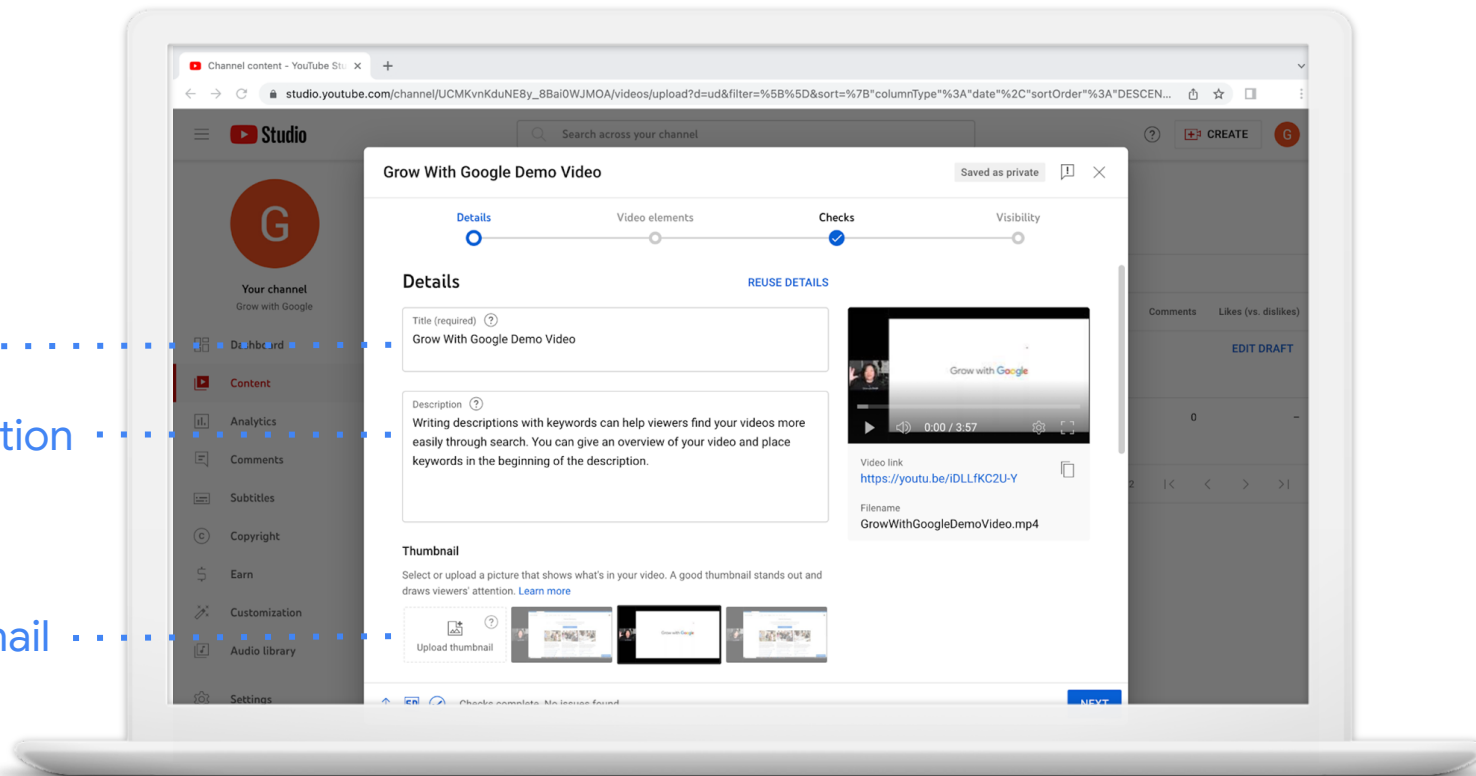


# VIDEO DETAILS

Title

Description

Thumbnail



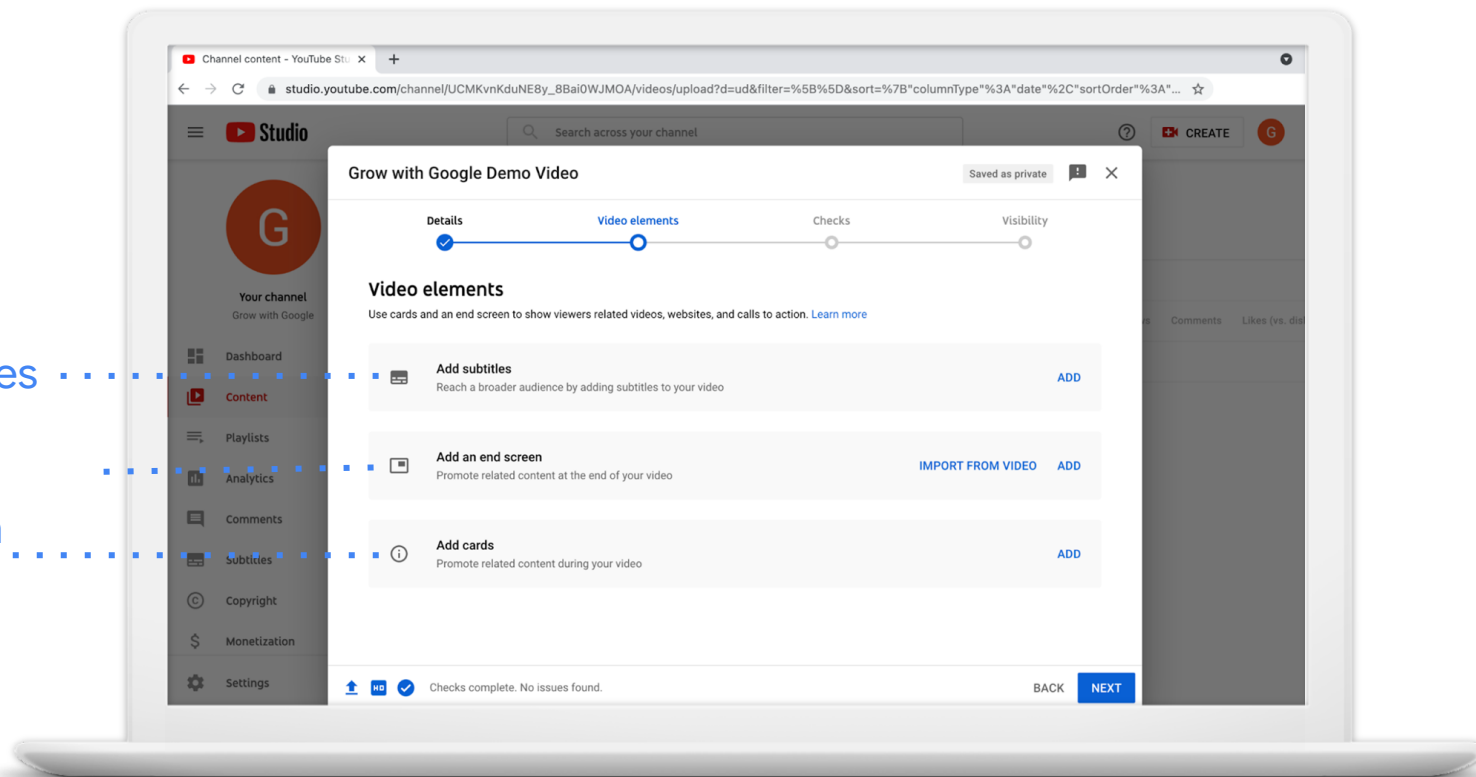


# VIDEO ELEMENTS

Subtitles

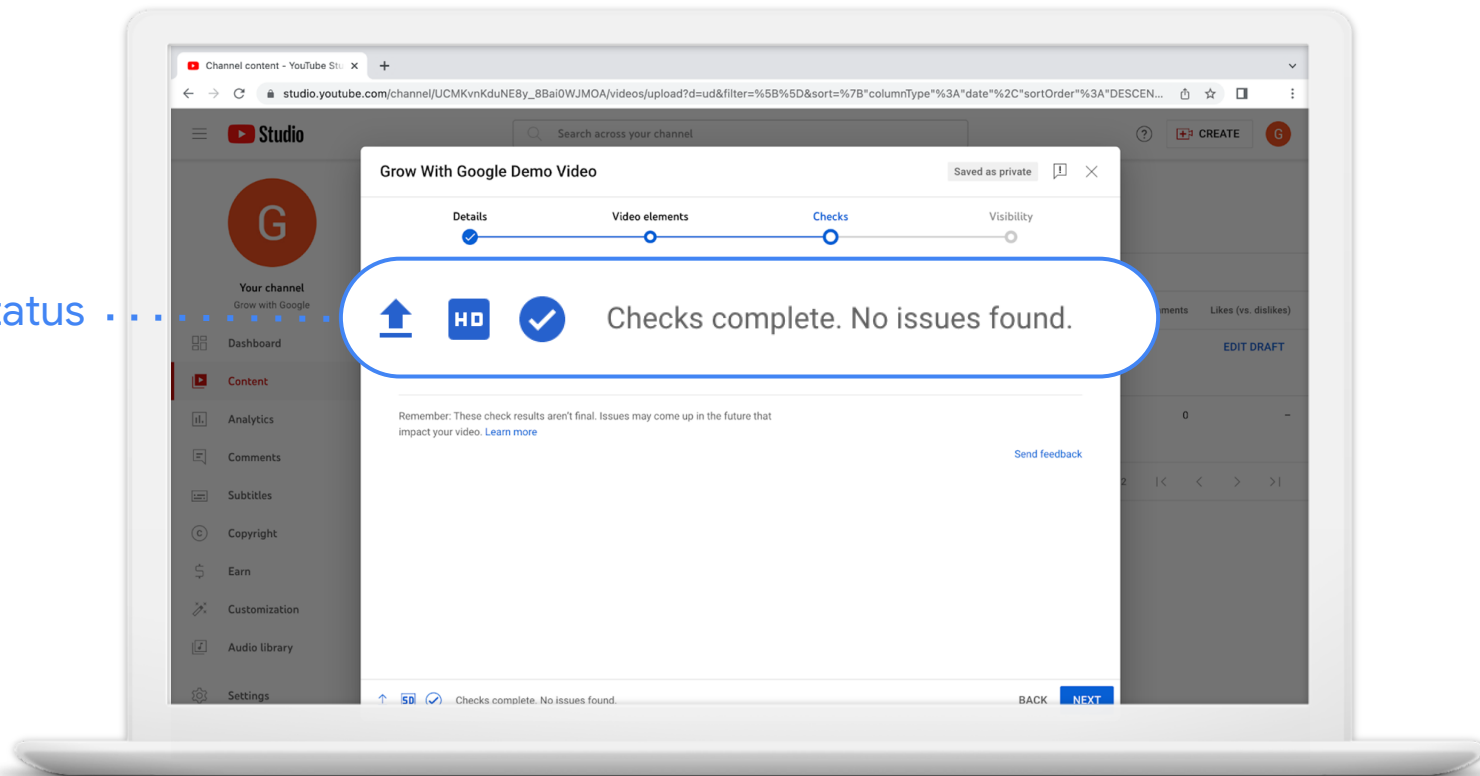
End  
screen  
Card

S



# VIDEO CHECKS

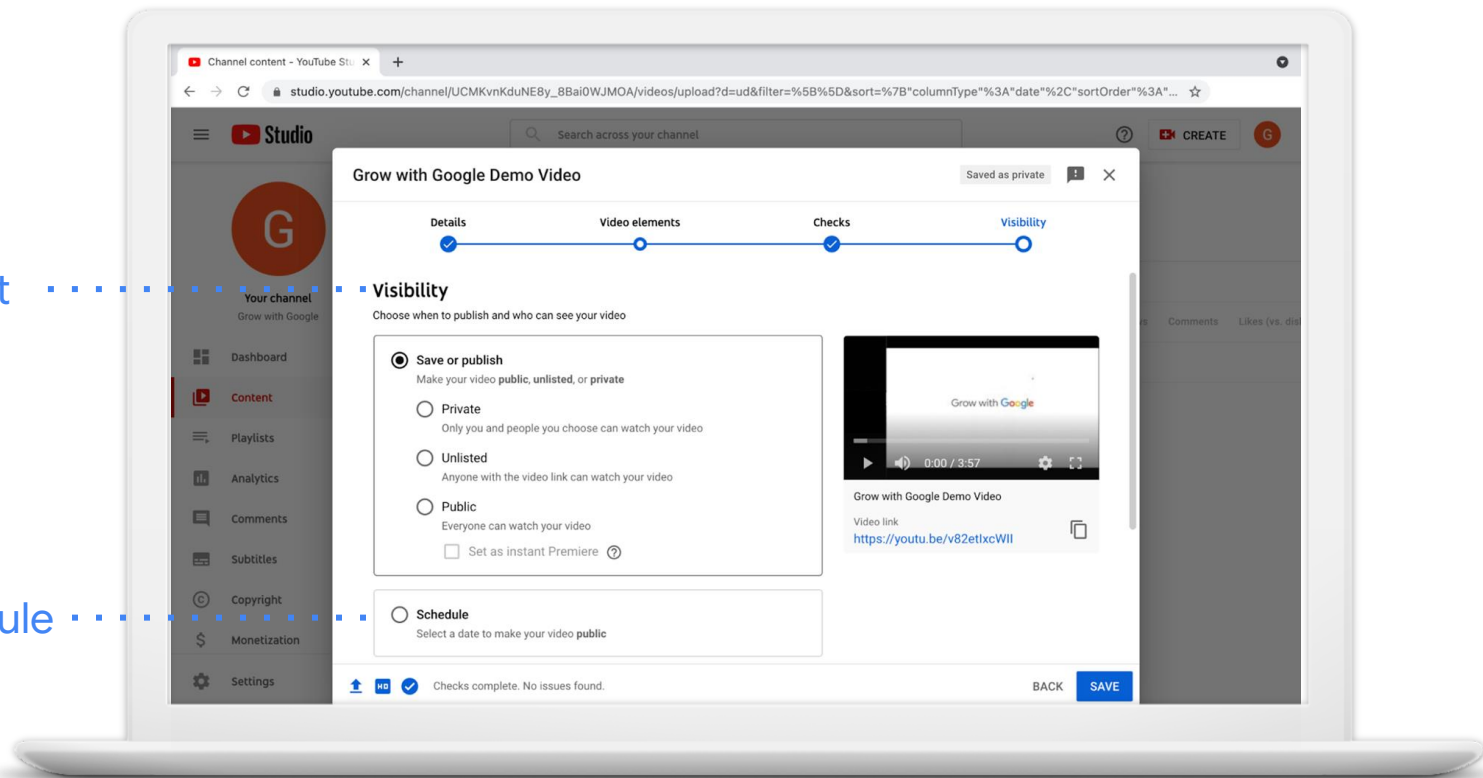
See status . . .



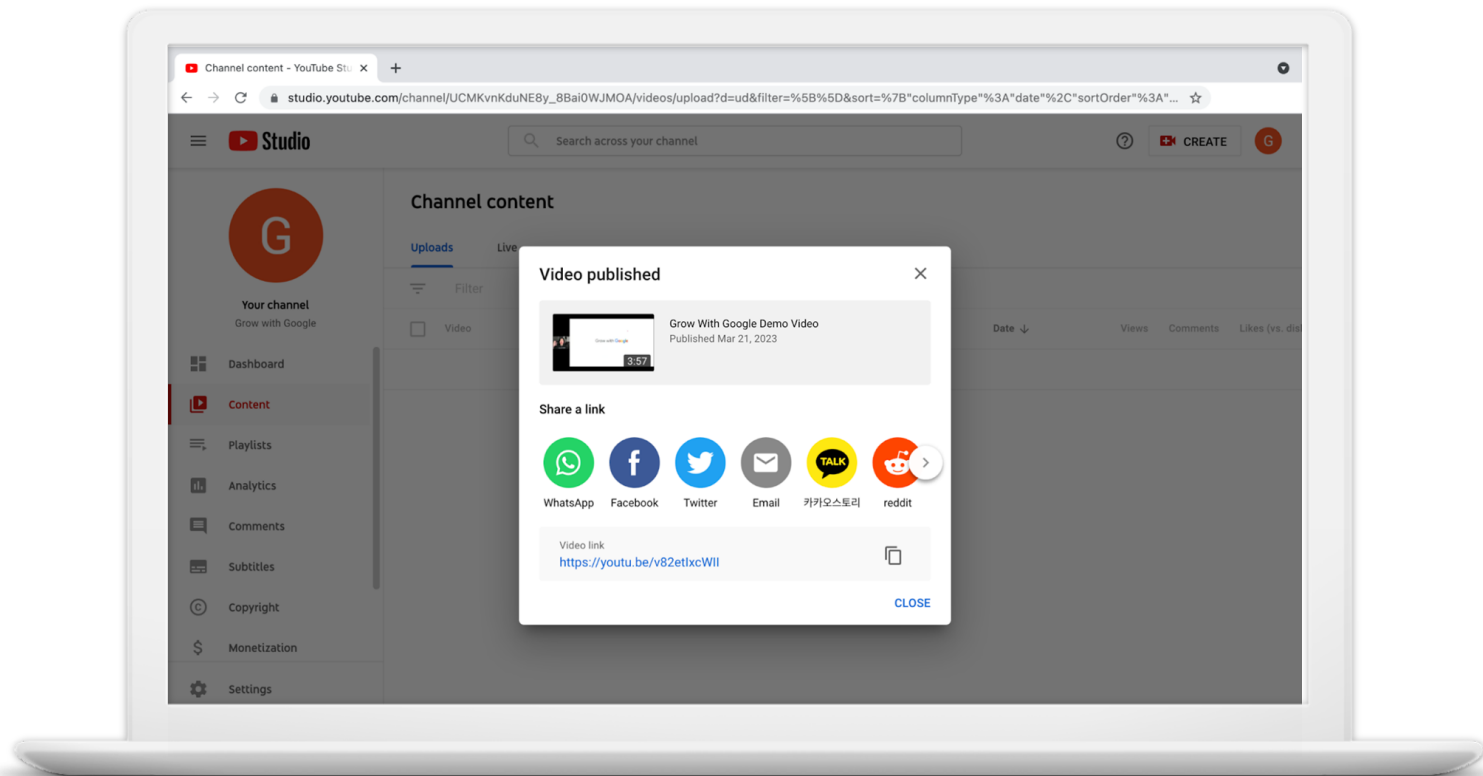
# VIDEO VISIBILITY

Visibility

Schedule



# PUBLISH AND SHARE



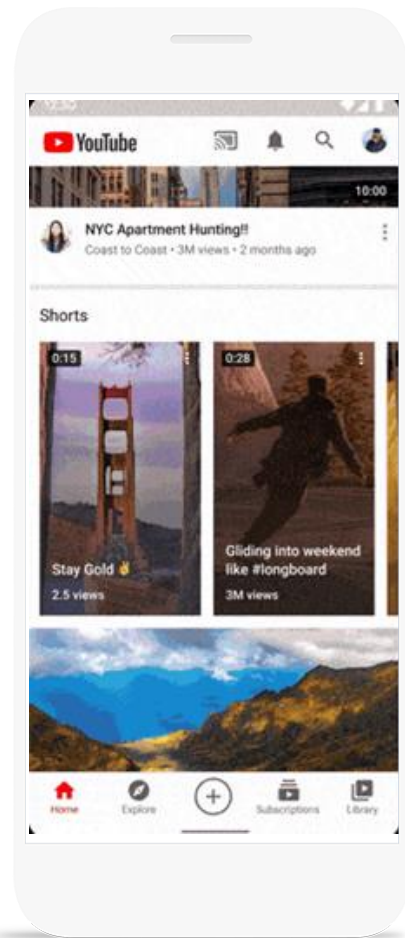
# SHORTS

A new way to watch and create short videos (60 seconds or less) using nothing but your phone.

## Quick tip:

Learn more about Shorts:

<https://youtu.be/9EJIH8kxTn8>



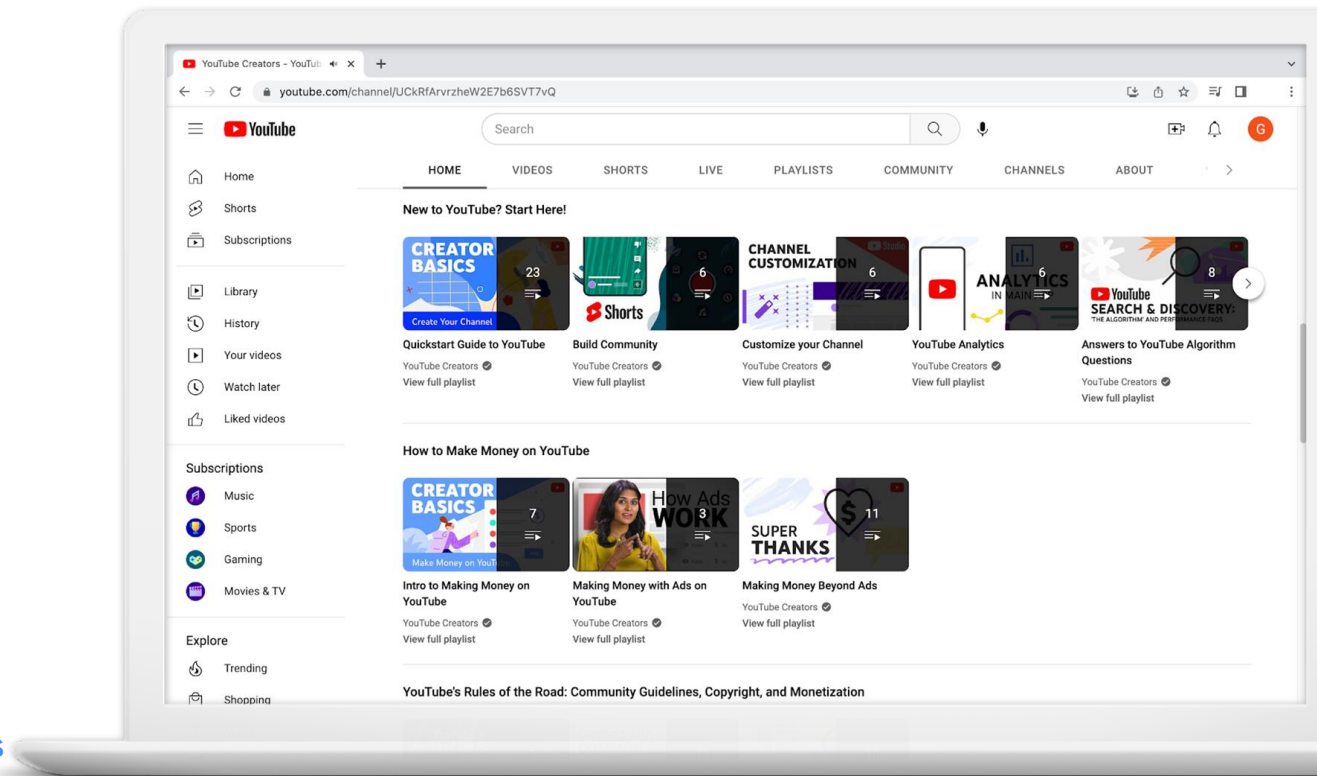
# YOUTUBE CREATORS CHANNEL

Stay in the know on all things YouTube

## Quick tip:

Learn more at

[youtube.com/youtubecreators](https://youtube.com/youtubecreators)



# Promote your business with video ads



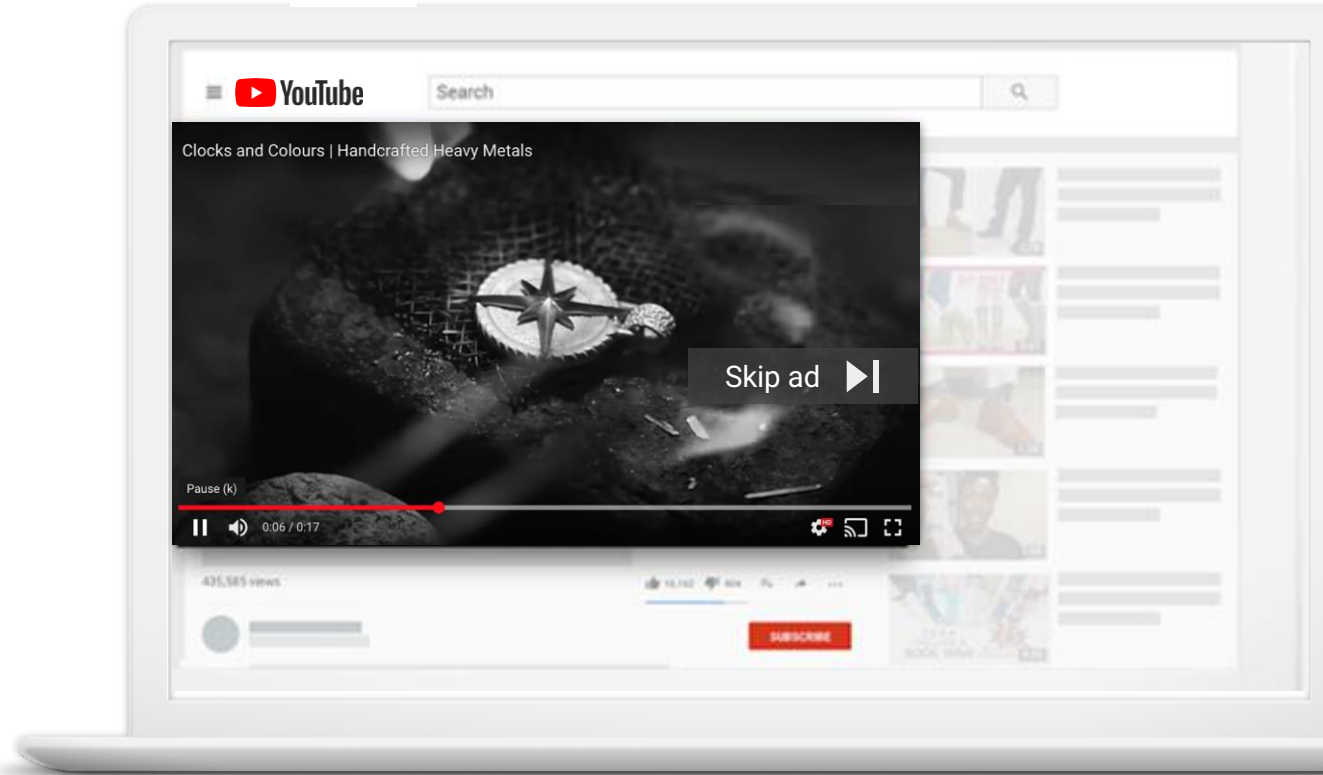




# ADVERTISE ON YOUTUBE

Grow your business  
with YouTube Ads.

[youtube.com/ads](https://youtube.com/ads)



## FORMATS FOR ALL ATTENTION SPANS

- Bumper ads
- Non-skippable in-stream ads
- Outstream ads
- In-feed ads
- Skippable in-stream ads



Bite  
:06 sec



Snack  
:15 - :20 sec



Meal  
:30+ sec

## TELL A SIX-SECOND STORY WITH BUMPER ADS

Viewers say they're 2x more likely to buy something they saw on YouTube.



### Quick tip:

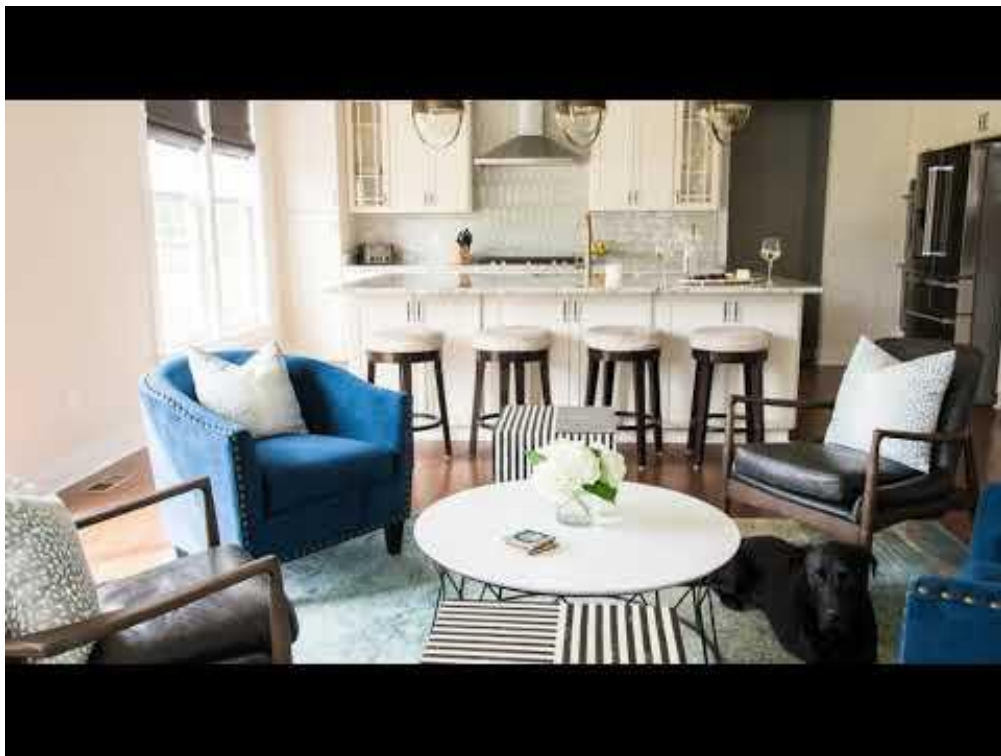
Use in conjunction with skippable pre-roll ad to lower overall CPM.

## SKIPPABLE IN-STREAM ADS

After 5 seconds, the viewer has the ability to skip. You pay only if viewer watches 30 seconds or to end of ad.

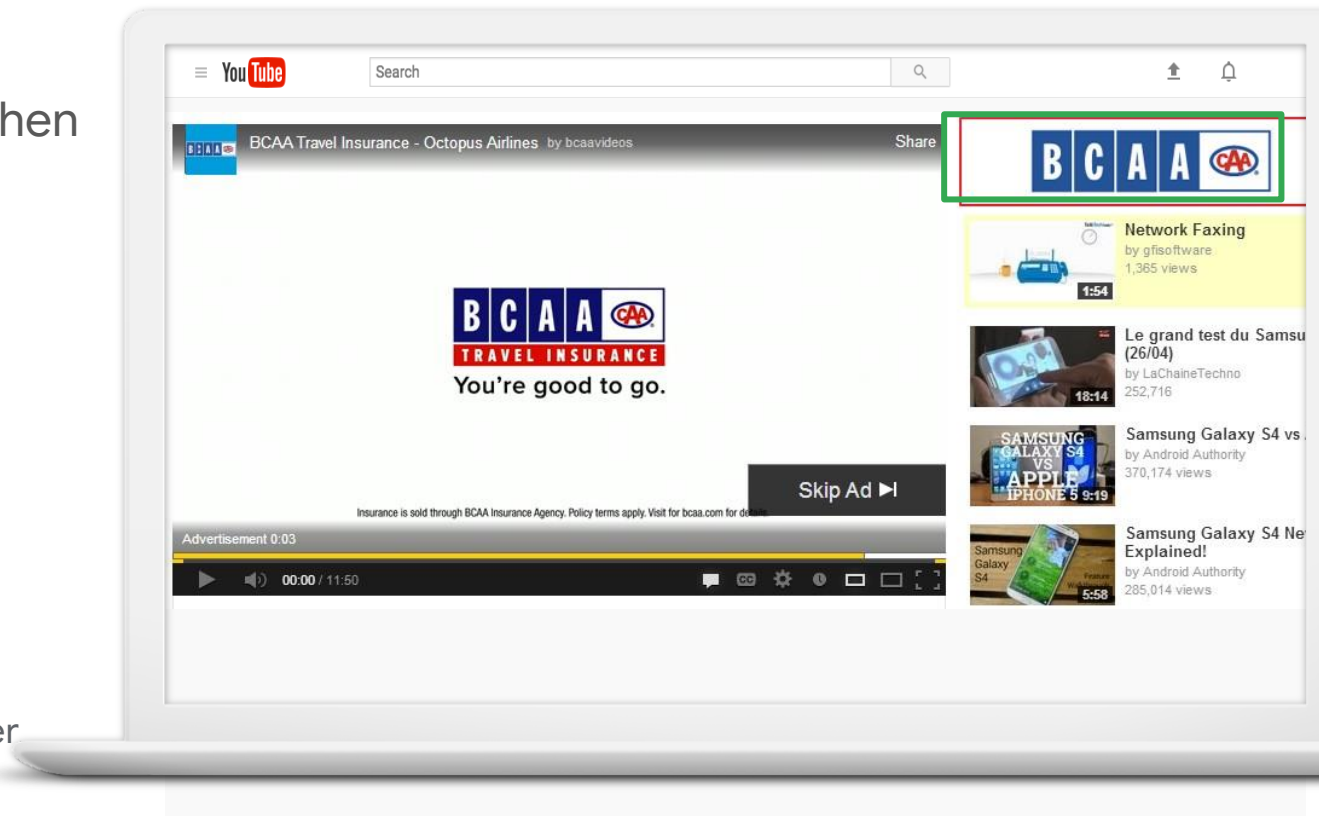
### Quick tip:

Make sure your brand name appears within the first 5 seconds.



# COMPANION BANNERS

Companion Banner  
offered at no charge when  
you run a skippable ad.



## Quick tip:

Always use a Companion Banner  
when running a skippable ad.

# Next steps & resources



## NEXT STEPS



Create your  
channel



Create and  
upload videos

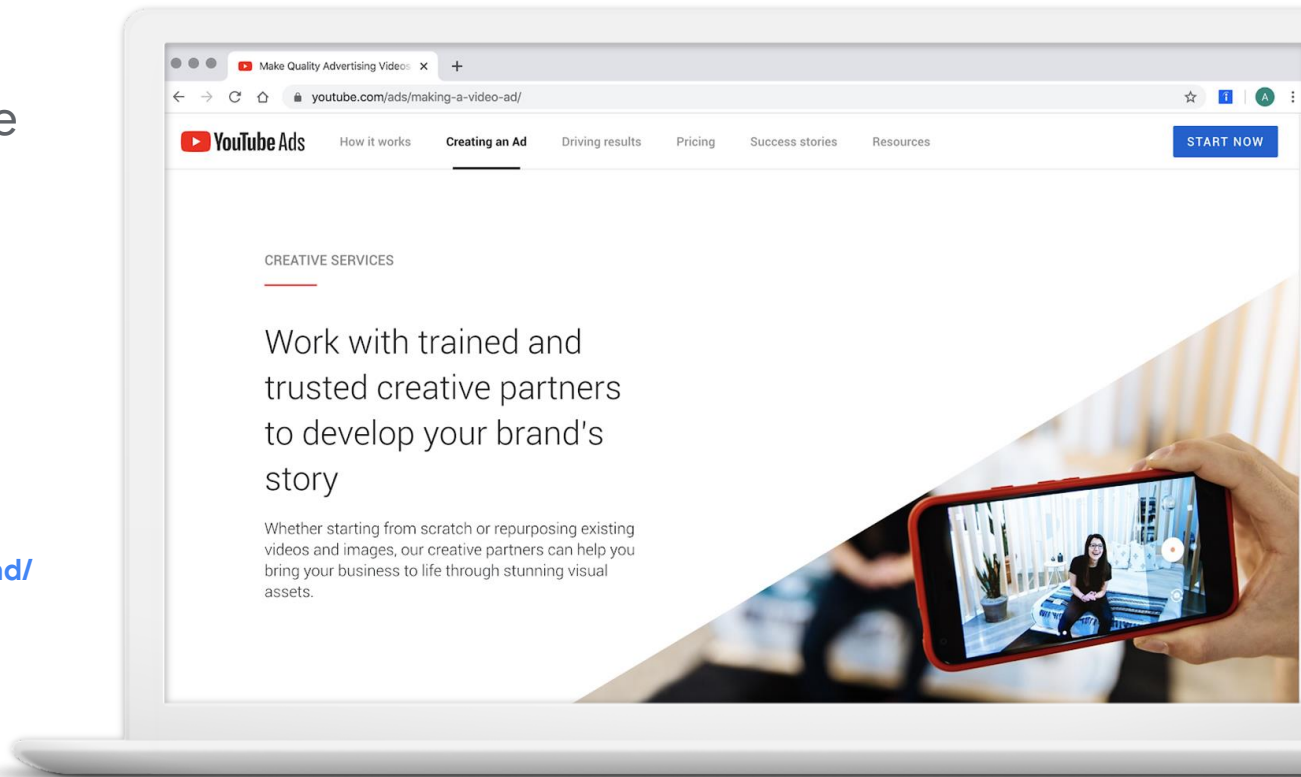


Explore additional  
resources

## WORK WITH TRAINED AND TRUSTED CREATIVE PARTNERS

YouTube's creative partners can help create stunning video ads, whether you're starting from scratch or repurposing existing videos and images.

[youtube.com/ads/making-a-video-ad/](https://youtube.com/ads/making-a-video-ad/)





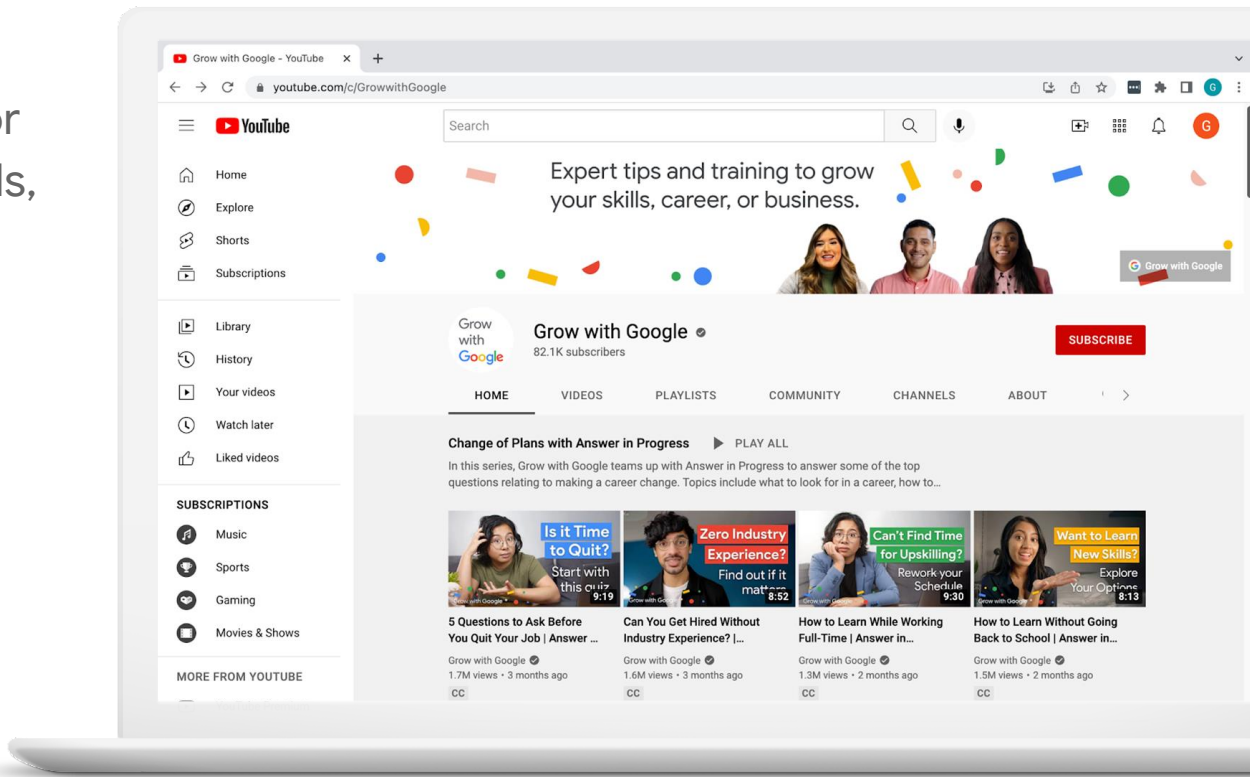
# KEEP LEARNING ON YOUTUBE

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

## Quick Tip:

Subscribe on YouTube

[YouTube.com/GrowWithGoogle](https://www.youtube.com/GrowWithGoogle)



# GOOGLE CAREER CERTIFICATES

Get qualified for in-demand jobs in high growth fields



- Data Analytics
- Advanced Data Analytics
- Business Intelligence



- Digital Marketing & E-Commerce



- IT Support
- IT Automation with Python



- UX Design



- Project Management



- Cybersecurity

Get started at [grow.google/certificates](https://grow.google/certificates)

# FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

## For teachers and students

Bring digital tools into your classroom.

## For local businesses

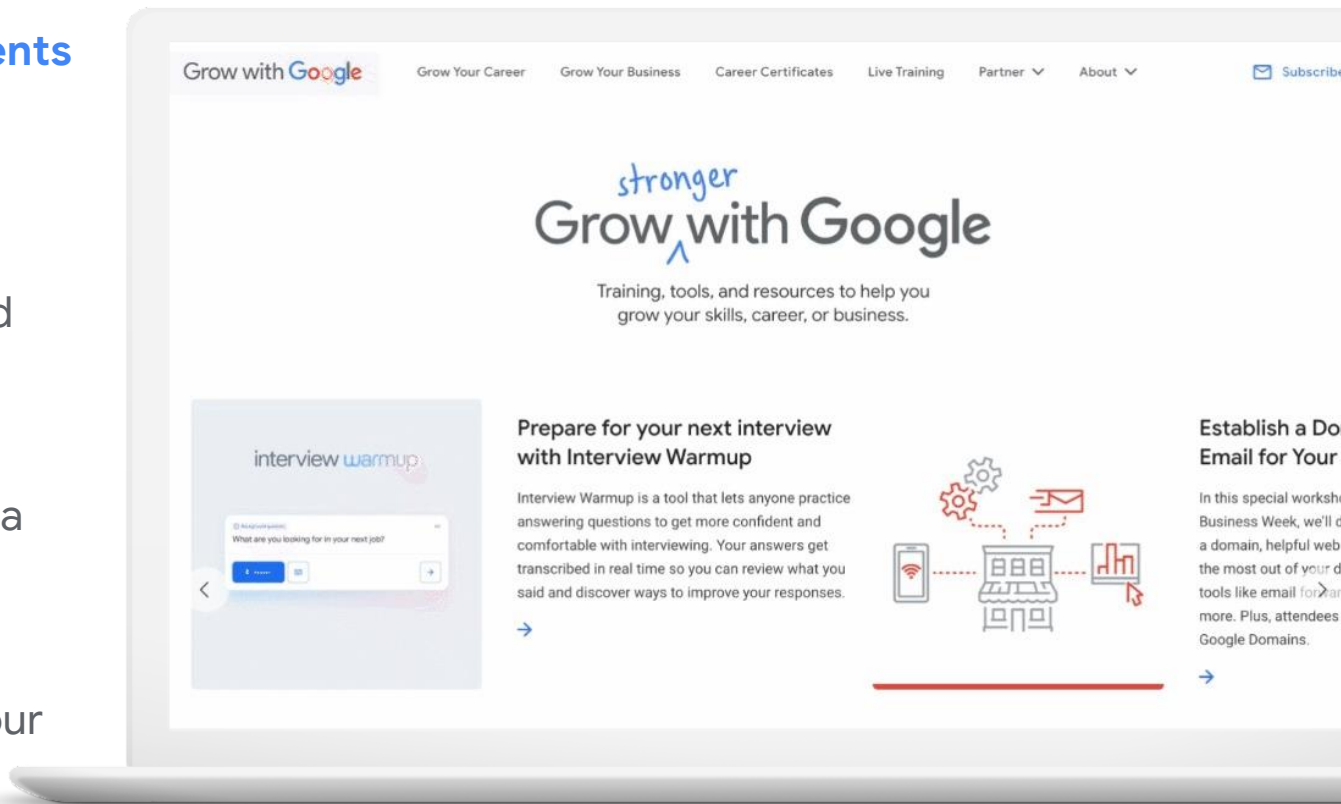
Help new customers find you online.

## For job seekers

Boost your resume with a new certification.

## For developers

Learn to code or take your skills to the next level.



Grow with Google

# Thank You

Share your feedback  
[g.co/grow/feedback](https://g.co/grow/feedback)



#GrowWithGoogle



Grow with Google