

Grow with Google

Use YouTube to Grow Your Business

#GrowWithGoogle





Grow with Google

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Let's stay connected!



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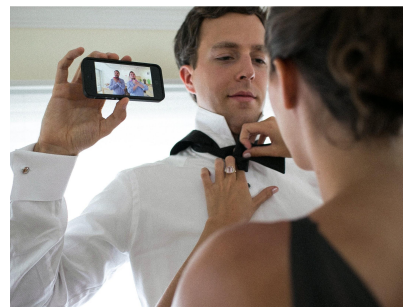
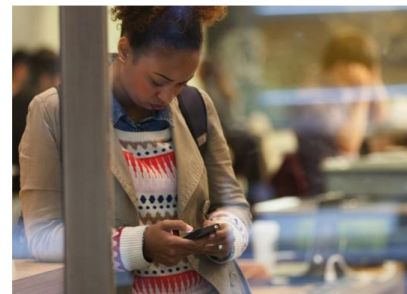
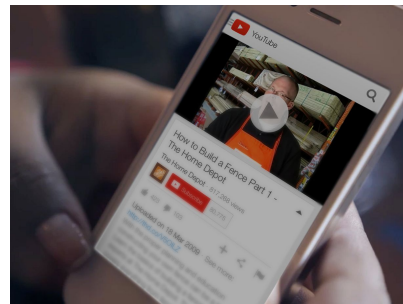


[@stylistagroup](https://www.instagram.com/stylistagroup)



YOUTUBE IS WHERE PEOPLE WATCH

YouTube has over **2 billion** monthly logged in users. These users watch 1 billion hours of video per day.¹



¹YouTube Internal Data (logged In user = Google user ID accounts that visit YouTube in a 28 day period), Global, April 2018.

YOUTUBE IS WHERE PEOPLE DISCOVER

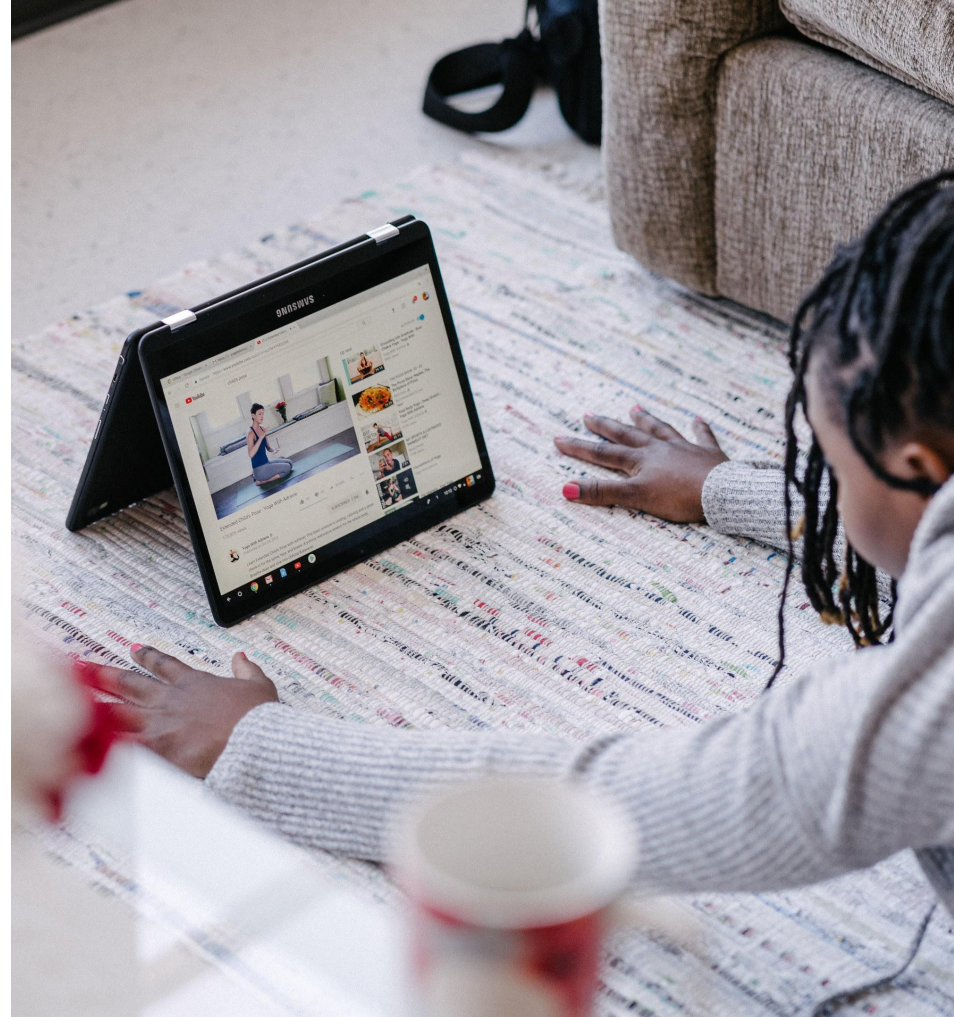
68% of YouTube users
watched YouTube to help
make a purchase decision.

Google/Ipsos Connect, U.S., YouTube Cross Screen Survey, Jul. 2016.



YOUTUBE IS WHERE PEOPLE ENGAGE

People watch videos. You can use that focused interest to help grow your business with YouTube.



CONNECT WITH CUSTOMERS AS THEY WATCH, DISCOVER, AND ENGAGE



AGENDA

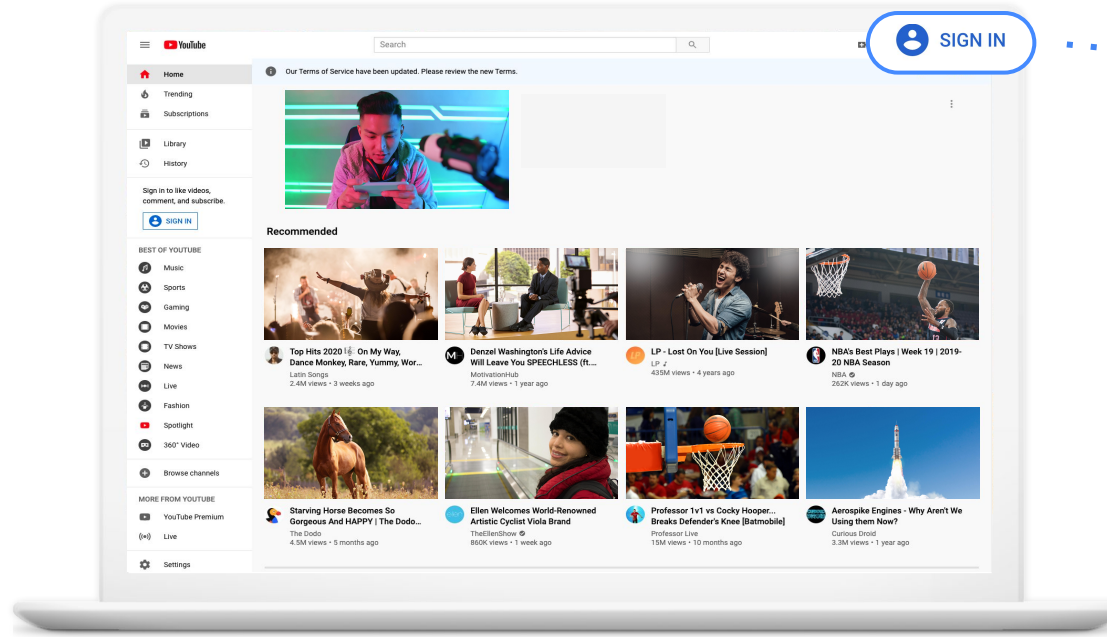
- CREATE A HOME FOR YOUR BUSINESS ON YOUTUBE
- CREATE VIDEOS THAT HELP YOU ACHIEVE YOUR BUSINESS GOALS
- ORGANIZE YOUR CHANNEL TO ATTRACT VIEWERS
- PROMOTE YOUR BUSINESS WITH VIDEO
- HOW TO STREAM VIDEO WITH YOUTUBE LIVE
- RESOURCES



Create a home for your business on YouTube



CREATE YOUR CHANNEL

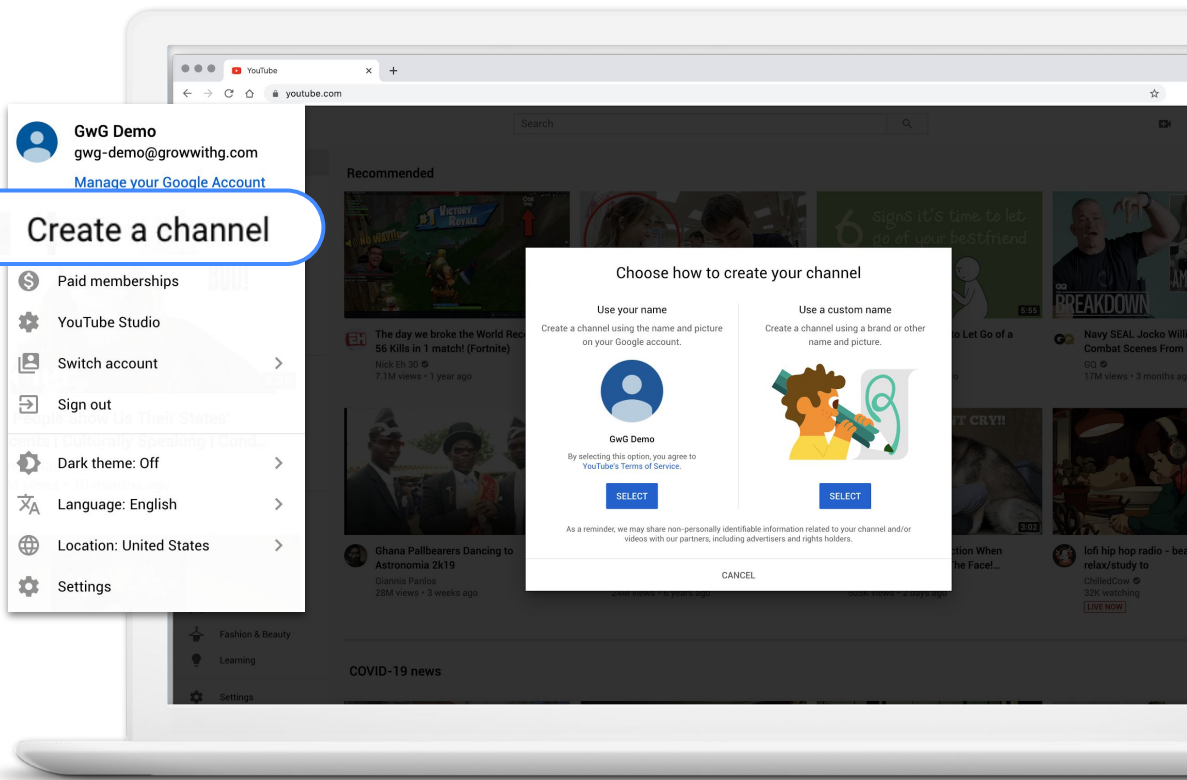


Sign into YouTube
with your Google
Account.

YouTube.com

CREATE YOUR CHANNEL

Click “Create a channel”

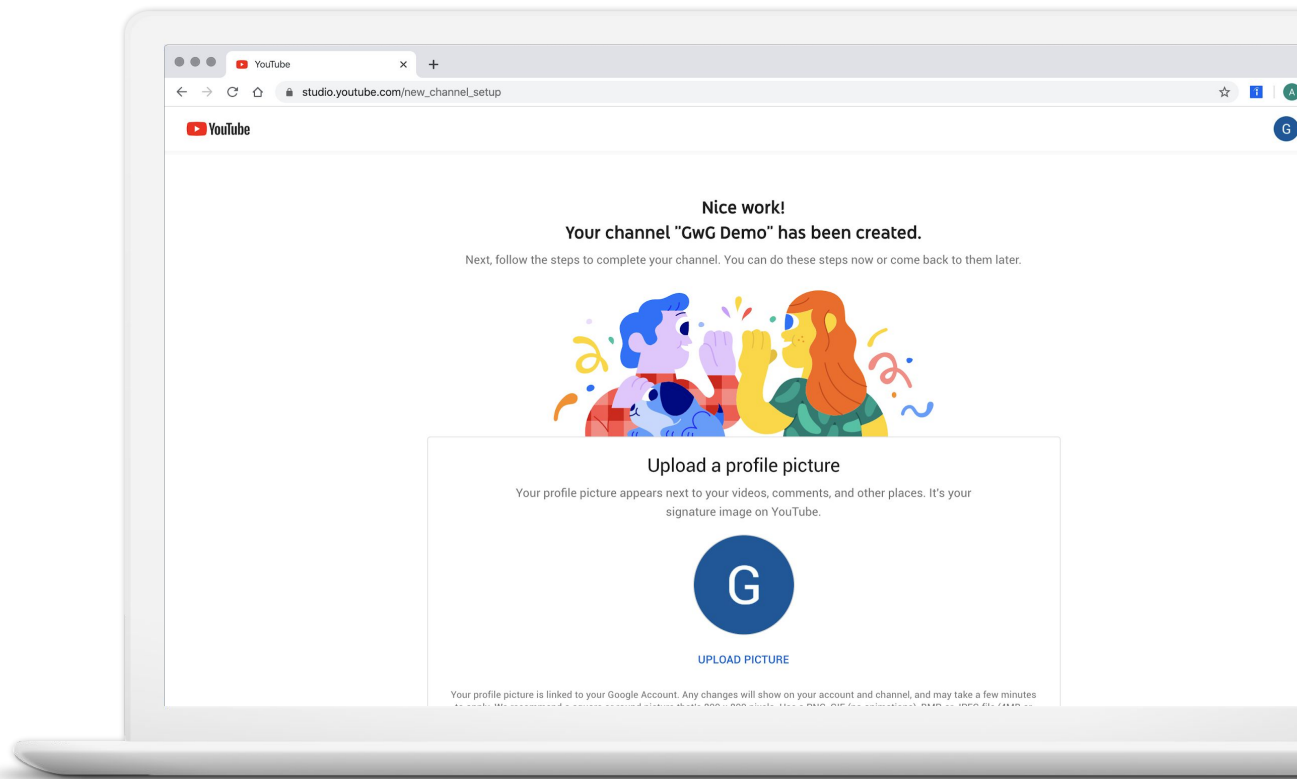


Quick Tip:

Don't see this option? You might already have a channel. Navigate to youtube.com/channel_switcher

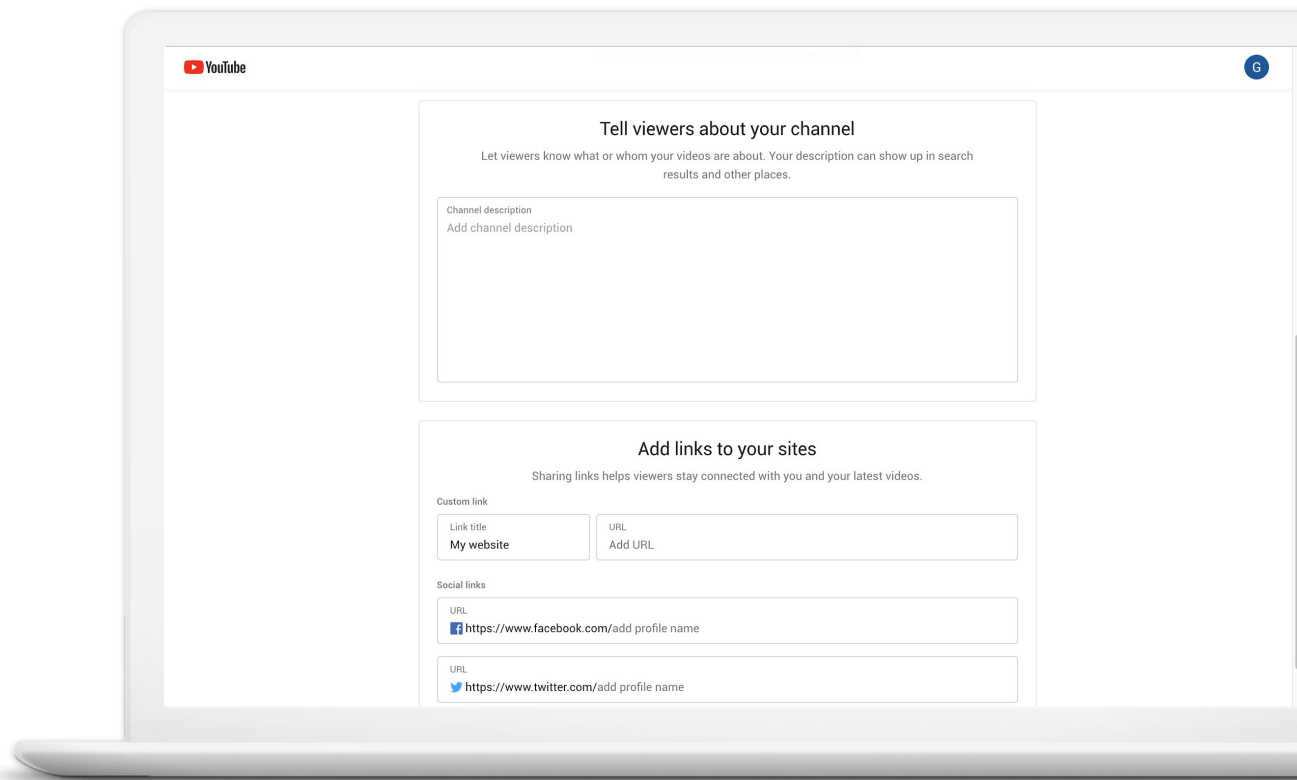
CREATE YOUR CHANNEL

Upload profile picture that best represents your business channel.



CREATE YOUR CHANNEL

- Write description
- Add website
- Add social links



The screenshot displays the YouTube channel creation interface. At the top left is the YouTube logo, and at the top right is a user profile icon with the letter 'G'. The main content area is divided into two sections:

Tell viewers about your channel
Let viewers know what or whom your videos are about. Your description can show up in search results and other places.

Channel description
Add channel description

Add links to your sites
Sharing links helps viewers stay connected with you and your latest videos.

Custom link

Link title My website	URL Add URL
---------------------------------	----------------

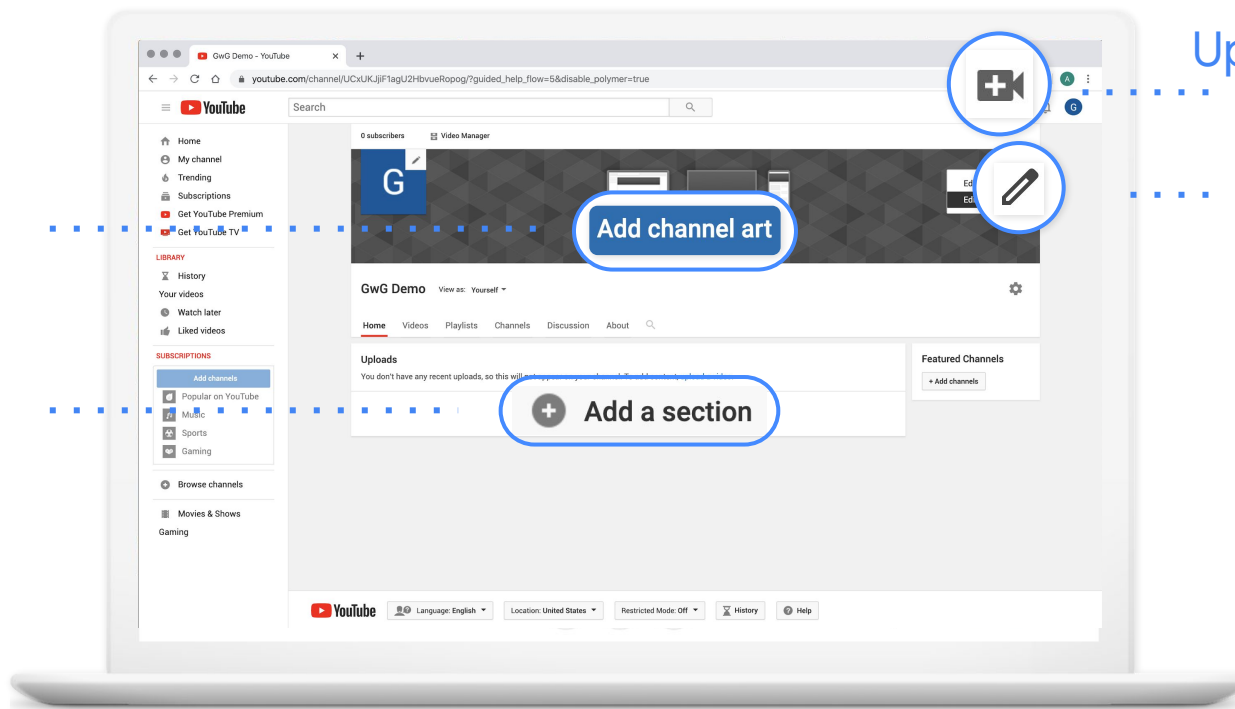
Social links

URL f https://www.facebook.com/add profile name
URL t https://www.twitter.com/add profile name

CUSTOMIZE YOUR CHANNEL

Channel art

Organize videos



Upload or Go live

Edit

CUSTOMIZE YOUR CHANNEL

Design anything.

Search: Yout

Suggested

- YouTube Channel Art
- YouTube Display Ad
- YouTube Icon
- YouTube Thumbnail
- YouTube Video Ad

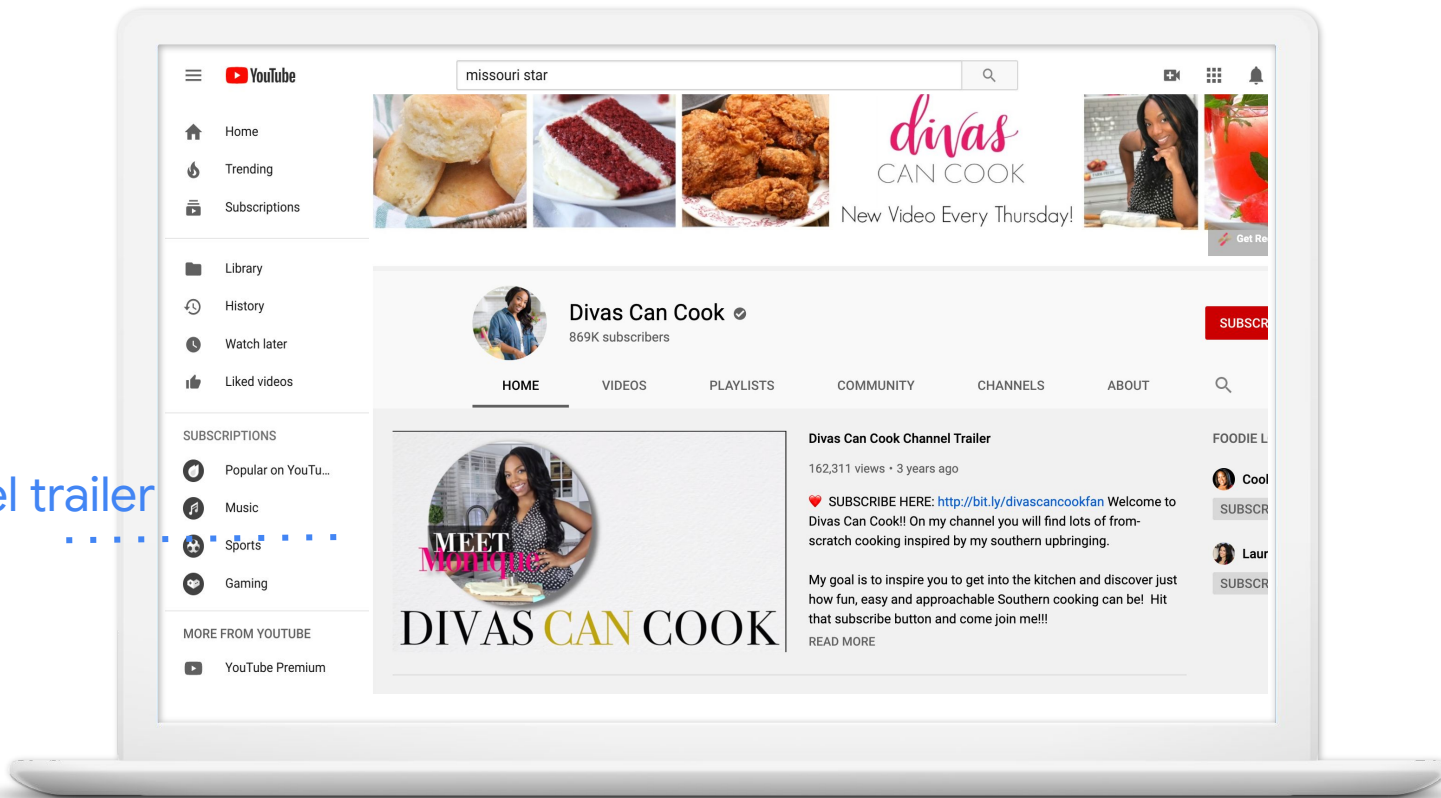
Create a design

Recommended Social Media Events

Custom dimensions

CUSTOMIZE YOUR CHANNEL

Channel trailer



Create videos that help you
achieve your business goals





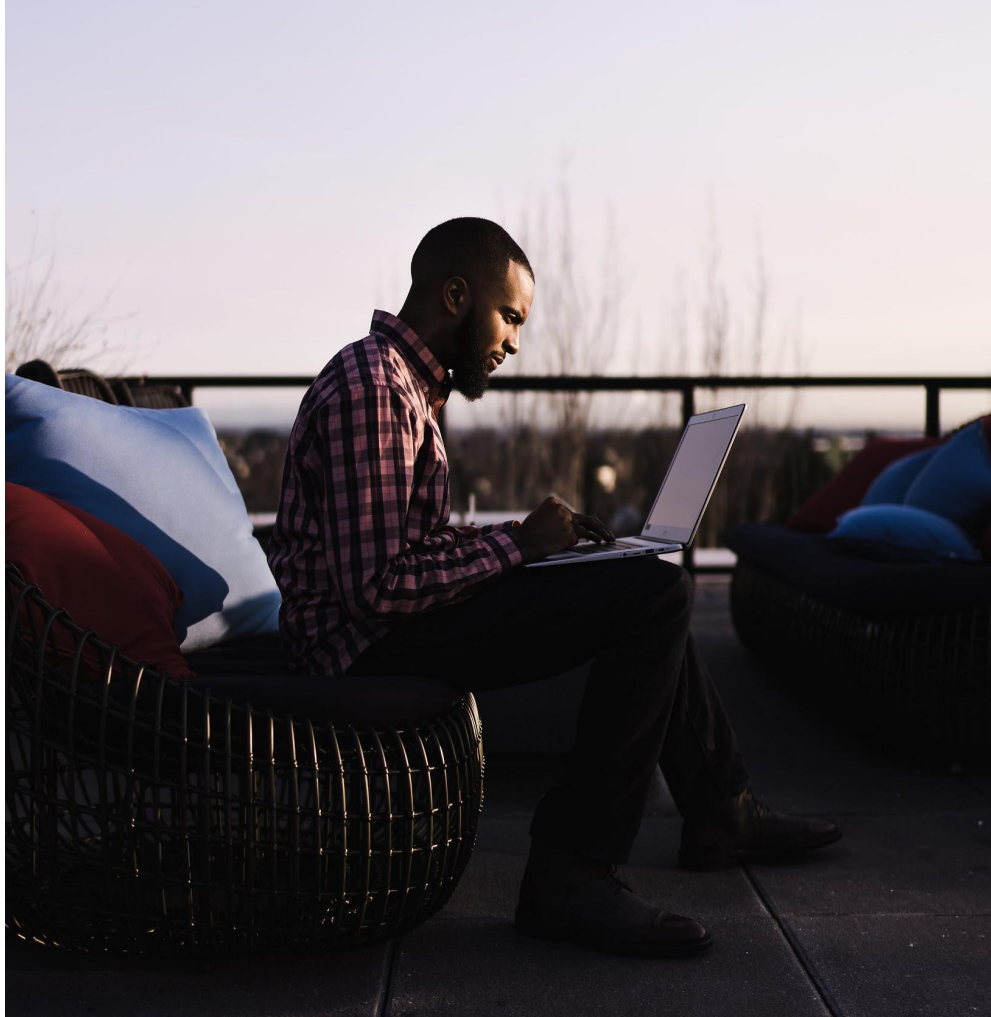
VIDEO CONCEPTS

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

Who should **star** in your video?

How can you best capture the **sights and sounds** of your video?

Once you've shot everything, what's the best way to **edit it**?



TIPS FOR WRITING YOUR SCRIPT

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



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

Organize your channel to attract viewers



A WELL ORGANIZED CHANNEL



Engaging
and
relevant
channel art

Introductory
video trailer

Divas Can Cook ✓
866K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Divas Can Cook Channel Trailer
161,174 views • 3 years ago

♥ SUBSCRIBE HERE: <http://bit.ly/divascancookfan> Welcome to Divas Can Cook!! On my channel you will find lots of from-scratch cooking inspired by my southern upbringing.

My goal is to inspire you to get into the kitchen and discover just how fun, easy and approachable Southern cooking can be! Hit that subscribe button and come join me!!

READ MORE

FOODIE LOVE!

- CookingWithCarolyn**
SUBSCRIBE
- Laura in the Kitchen**
SUBSCRIBE

The BEST Classic Southern Recipes ▶ PLAY ALL

Here's a list of some of those tried and true, classic Southern recipes!

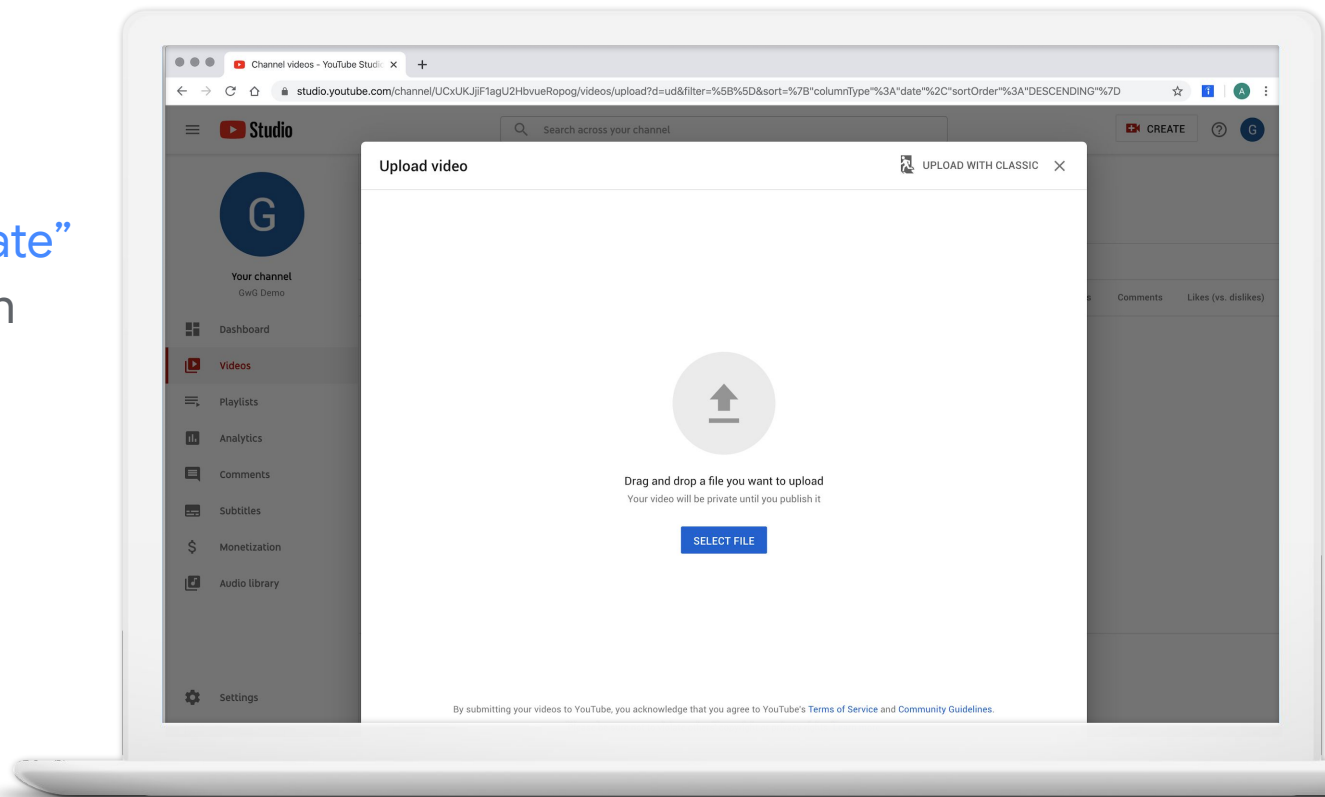
- How To Make Southern Fried Cabbage**
Divas Can Cook ✓
56K views • 1 month ago
- Sweet Potato Pound Cake**
Divas Can Cook ✓
63K views • 4 months ago
- Southern Sour Cream Pound Cake**
Divas Can Cook ✓
25K views • 11 months ago
- Air Fryer Southern Fried Chicken**
Divas Can Cook ✓
996K views • 1 year ago

Helpful
description

Videos grouped by
playlists

HOW TO UPLOAD

To upload, click “create” next to the camera in the upper right of screen



ADD VIDEO DETAILS

Title

Description

Thumbnail

IMG_5733.MOV Saved as draft

1 Details 2 Video elements 3 Visibility

Details

Title (required)
How to make a 3-Tier Wedding Cake

Description

... make a 3-tier wedding cake in less than 3 hours. The cake in this video uses a basic buttercream frosting. Learn how to make easy icing roses (or rosettes), icing leaves and a beautiful smooth finish.

For more wedding cake ideas, visit StasiasBakery.com

270/5000

Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

Playlists
Add to one or more playlists. Playlists can help viewers discover your content.

Playlists
Select

Audience
Made for kids? (required)
Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

Yes, it's made for kids
 No, it's not made for kids

Age restriction (advanced)

Finished processing NEXT

Playlists


Audience


ADD VIDEO ELEMENTS

✓ Details — 2 Video elements — 3 Visibility

Video elements

Use cards and an end screen to show viewers related videos, websites, and calls to action. [Learn more](#)

 **Add an end screen** ADD
Promote related content at the end of your video

 **Add cards** ADD
Promote related content during your video

End screen

Cards

DEFINE VISIBILITY

Visibility

Schedule

1 Details — 2 Video elements — 3 **Visibility**

Visibility

Choose when to publish and who can see your video

Save or publish
Make your video **public**, **unlisted**, or **private**

Public
Everyone can see your video

Set as instant Premiere [?]

Unlisted
Anyone with the video link can see your video


Private
Only you and people you choose can see your video

Schedule
Select a date to make your video **public**

Before you publish, check the following:

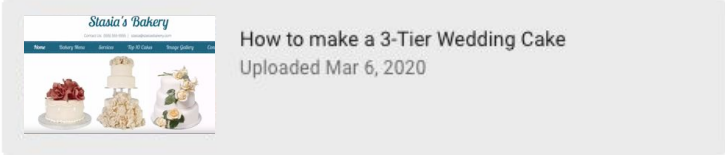
Do kids appear in this video?
Make sure you follow our policies to protect minors from harm, exploitation, bullying, and violations of labor law. [Learn more](#)

Looking for overall content guidance?
Our Community Guidelines can help you avoid trouble and ensure that YouTube remains a safe and vibrant community. [Learn more](#)









SHARE VIDEO

Video published ✕




Stasia's Bakery
How to make a 3-Tier Wedding Cake
Uploaded Mar 6, 2020

Share a link

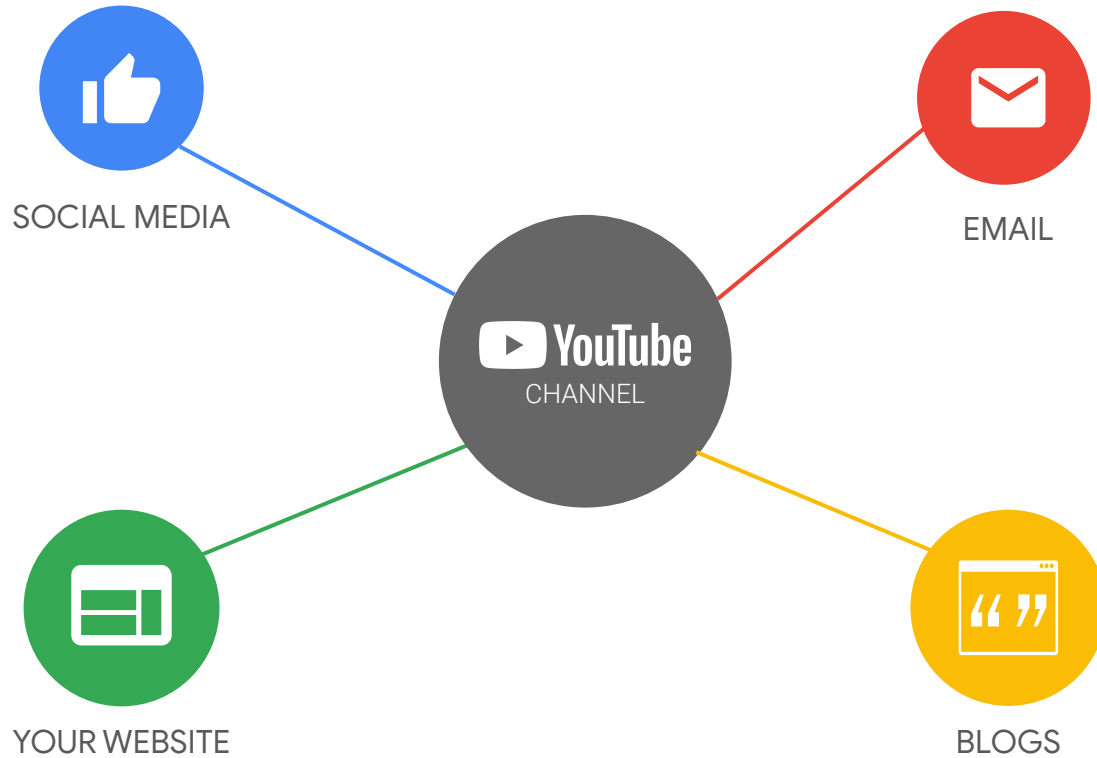
     

Embed Facebook Twitter Blogger reddit Tumblr

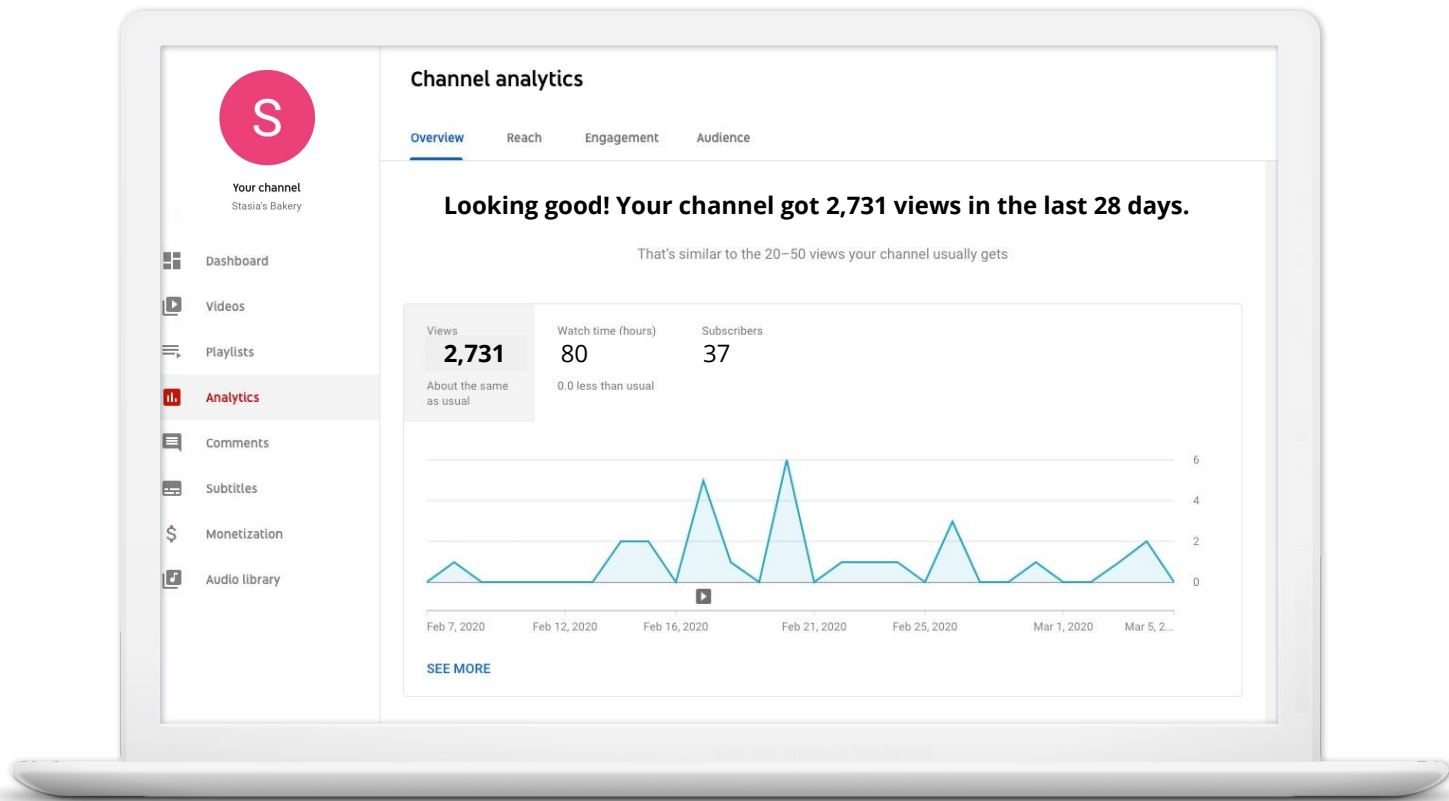
Video link
<https://youtu.be/uW5tf3ll7eg> 

[CLOSE](#)

SHARE YOUR CHANNEL



VIEW YOUTUBE ANALYTICS



Promote your business with video

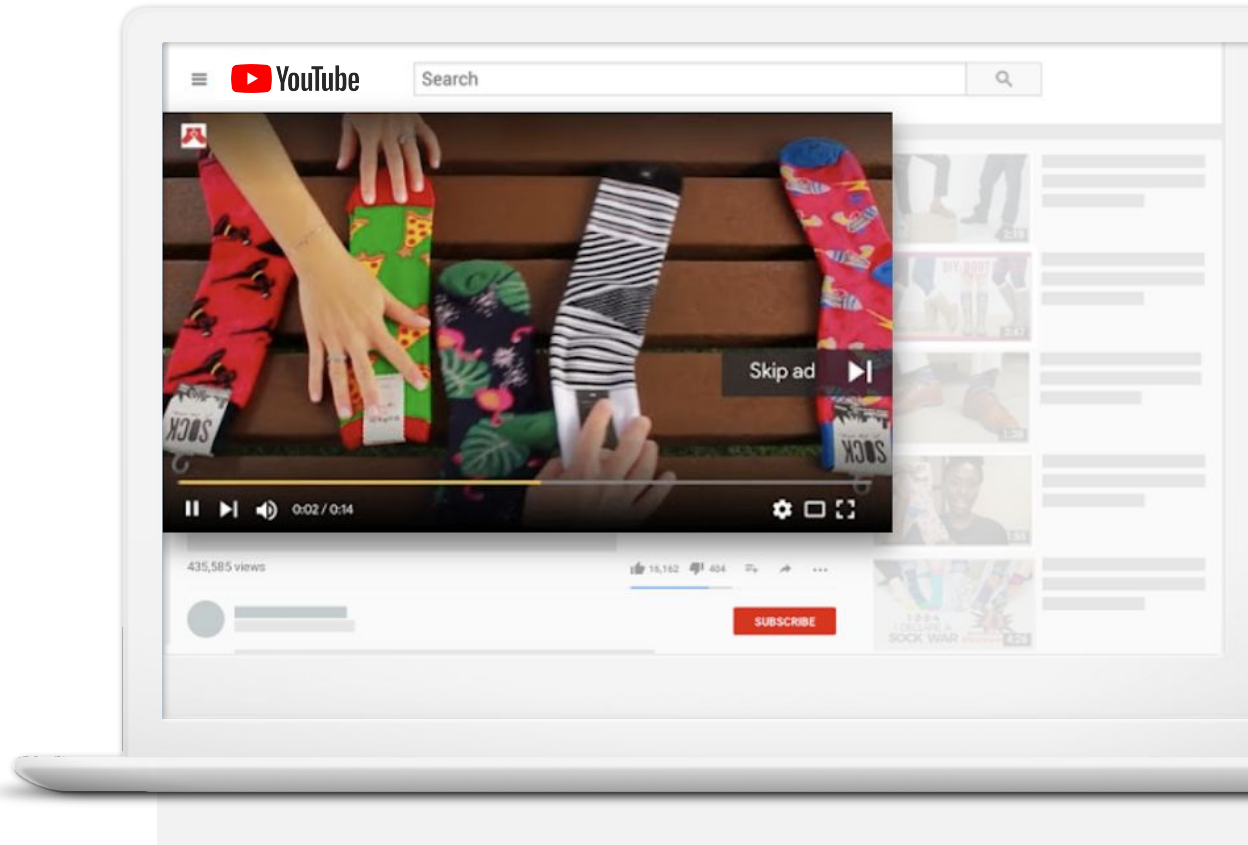




ADVERTISE ON YOUTUBE

Explore advertising options on YouTube

youtube.com/ads



Formats for all attention spans



Bite
:06 sec



Snack
:15 - :20 sec



Meal
:30+ sec

TELL A SIX SECOND STORY WITH BUMPER ADS

9 in 10 drive significant lift in Ad Recall, with avg. lift of +38% ¹

Quick tip:

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

Source: Google Brand Lift Meta Analysis, Global, 2017.

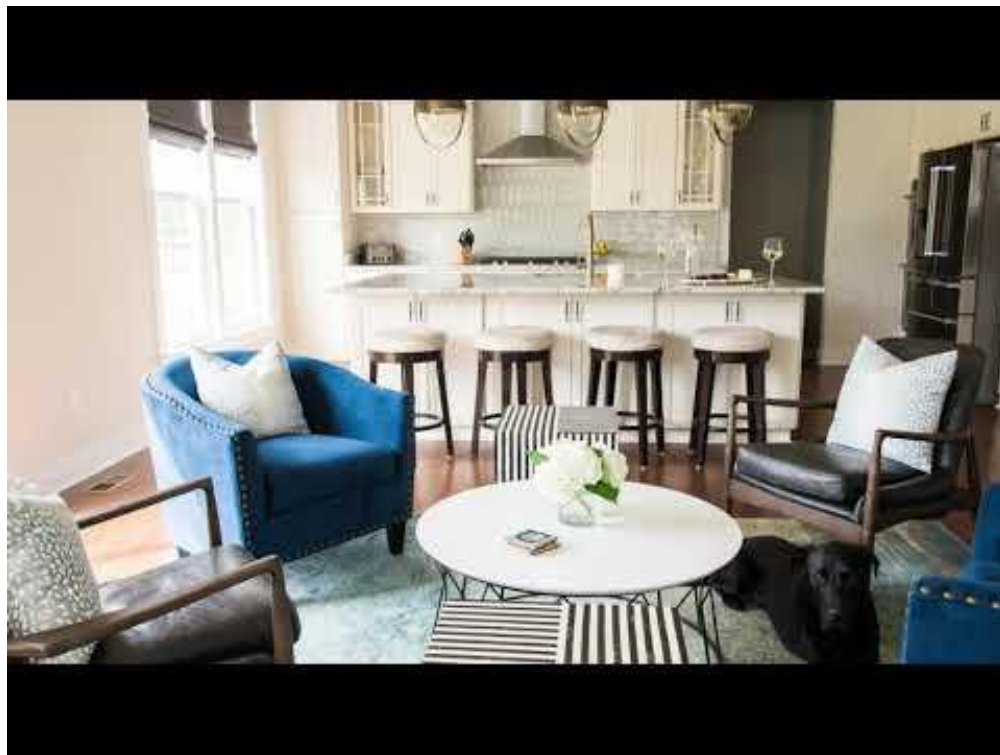


TRUEVIEW ADS

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 brand name appears within first 5 seconds & creative grabs viewers attention.

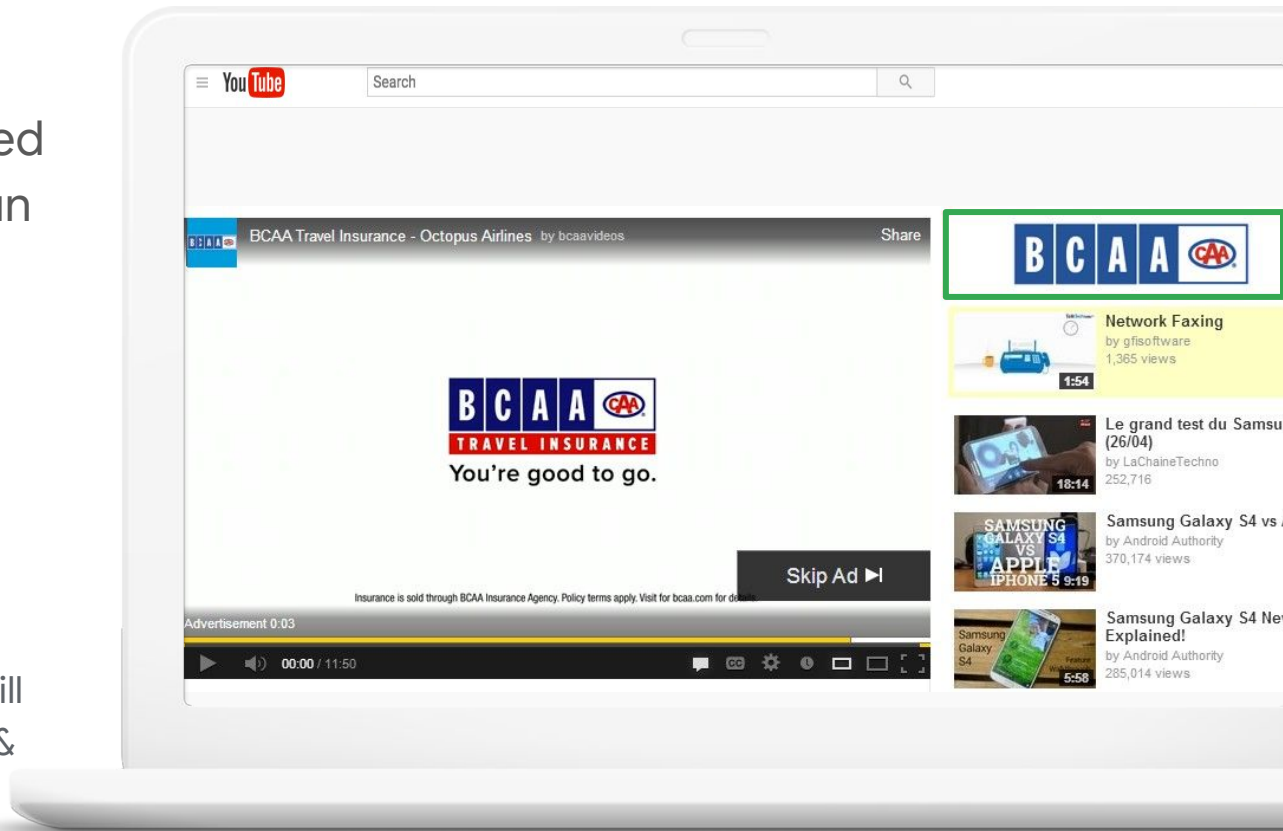


COMPANION BANNERS

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

Quick Tip:

Always use a Companion Banner when running a skippable ad. It will appear next to your InStream ad & will help drive clicks.

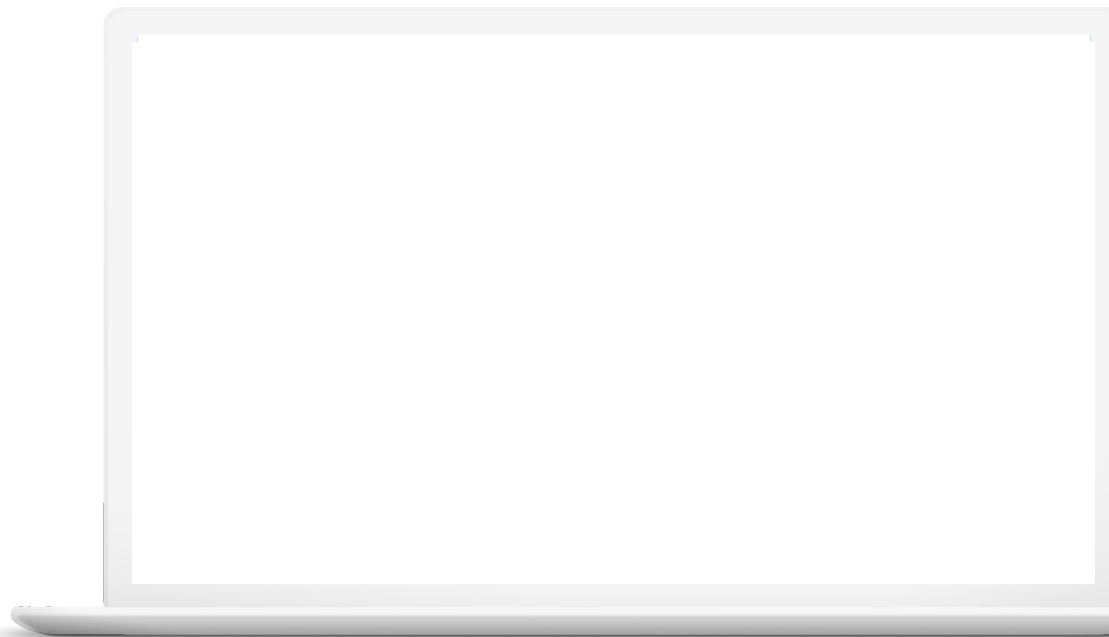


How to Stream Video with YouTube Live



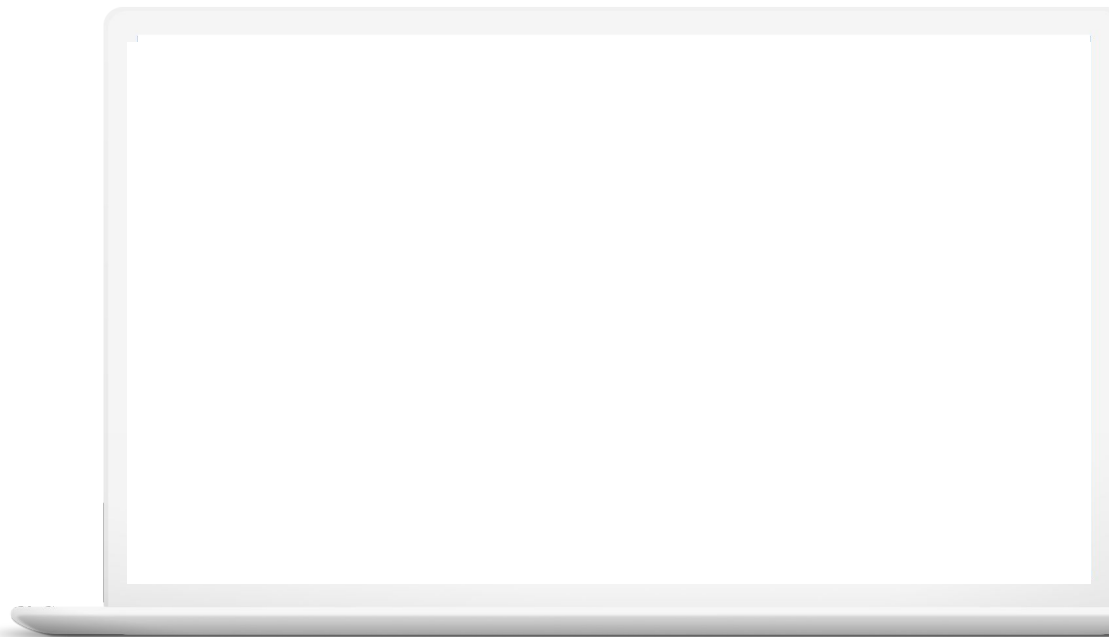
WHAT IS YOUTUBE LIVE

- Reach & interact with people in real time
- Your stream may appear in YouTube's search results




HOW YOUR BUSINESS CAN BENEFIT

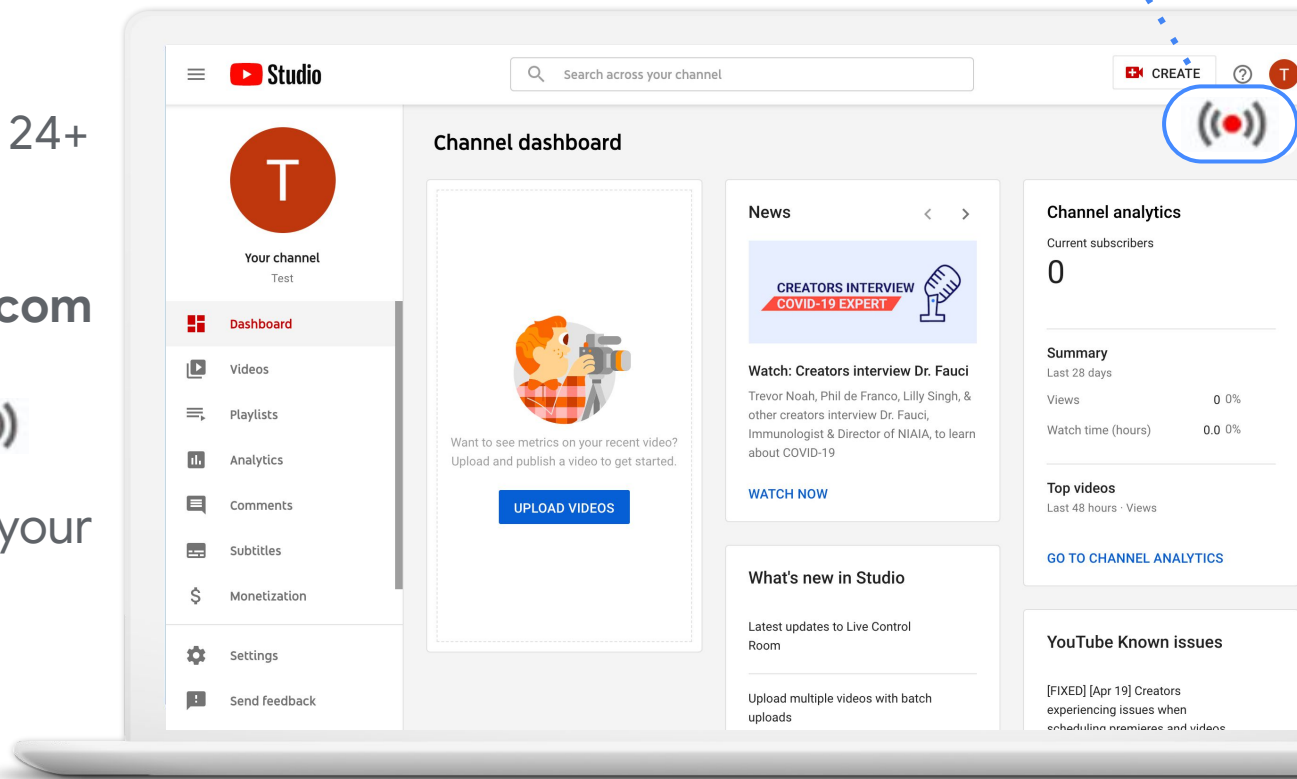
- Live events
- Expert interviews
- Q&A or FAQ sessions
- New product demos



ENABLE YOUTUBE LIVE TO GET STARTED

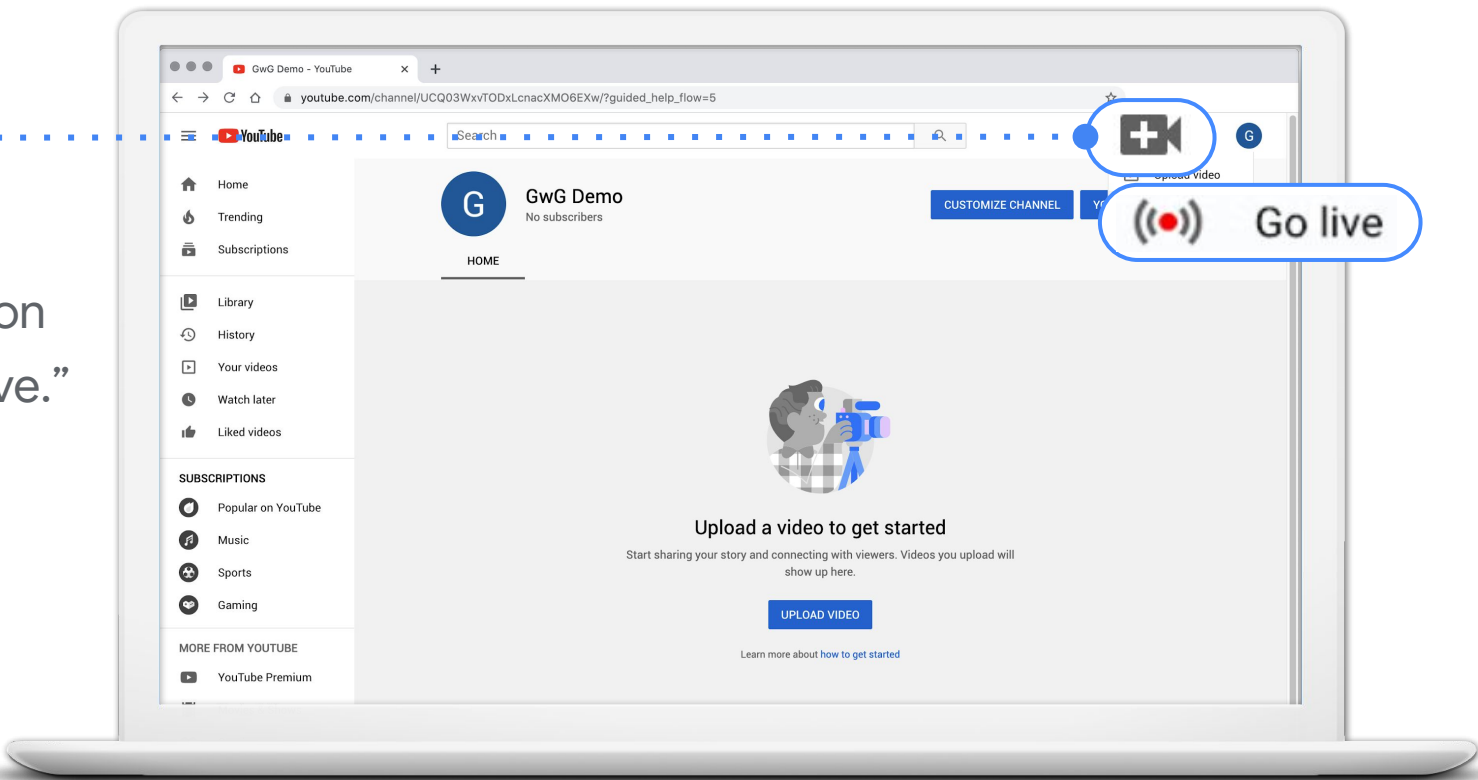
Enable live streaming

- Enable Live streaming 24+ hours in advance
- Visit **studio.youtube.com**
- Click on “Go Live” 
- Follow steps to verify your account & enable live streaming



GET READY TO GO LIVE

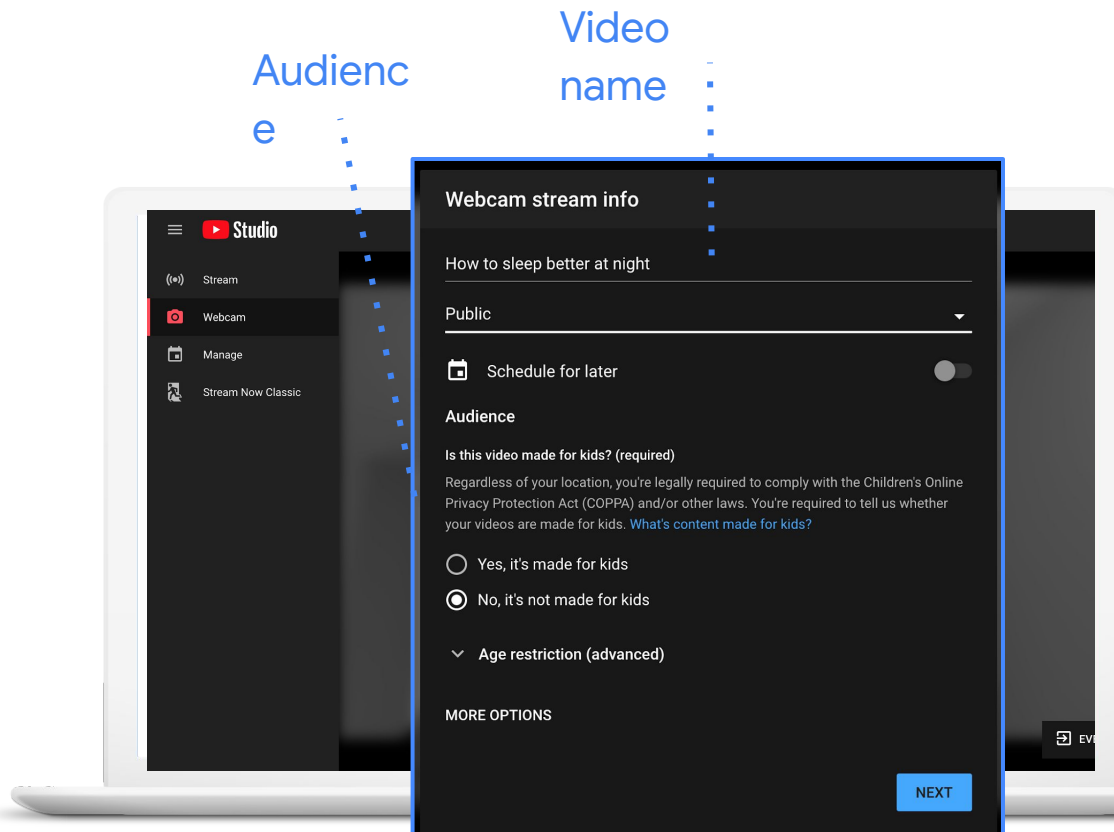
Click icon



Click the video icon
and select "Go Live."

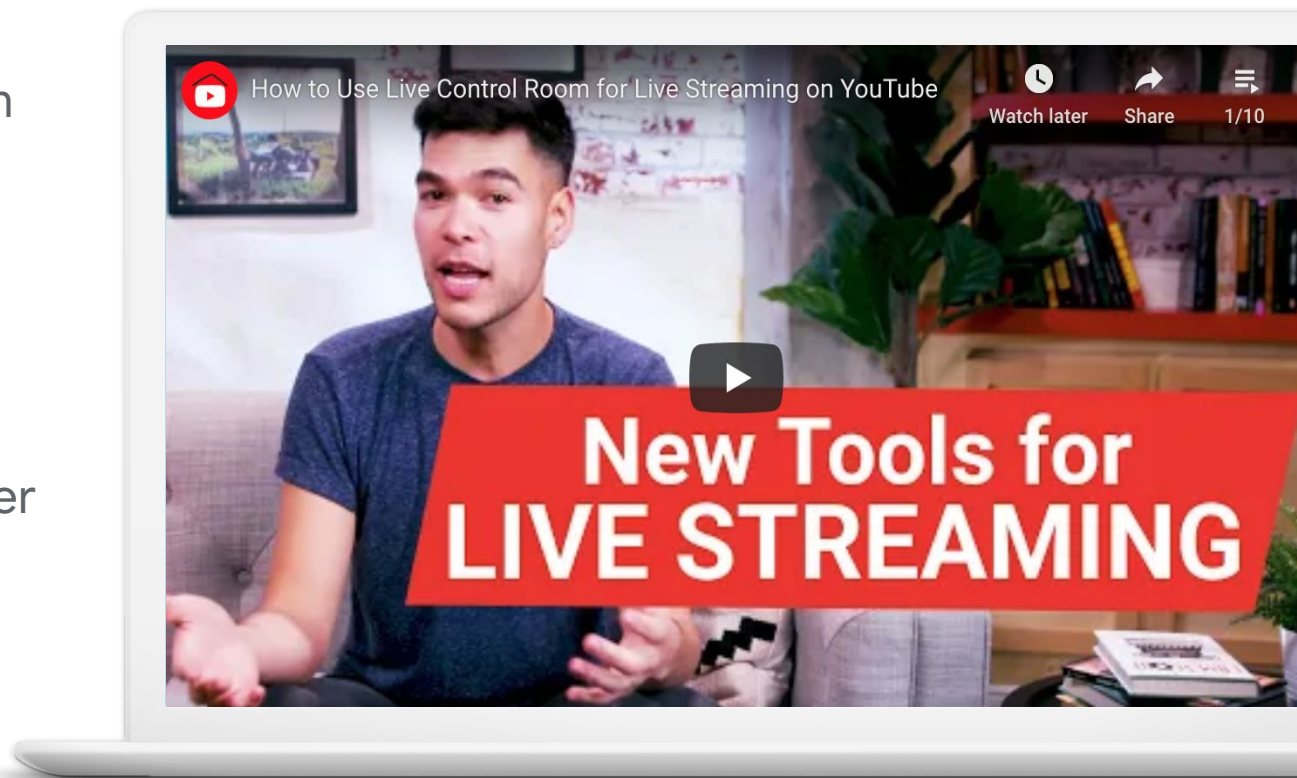
GET READY TO GO LIVE

- Name the video stream
- Adjust audience settings
- Optional: schedule for later
- Smile for the thumbnail and get ready to go live



YOUTUBE LIVE CHECKLIST: PRE-LIVE

- ❑ Test full setup
- ❑ Schedule live stream
- ❑ Provide video descriptions
- ❑ Choose a high-contrast, clear, thumbnail image
- ❑ Announce and gather audience questions



CHECKLIST: DURING LIVE

- ❑ Feature event on your channel
- ❑ Deliver opening and closing remarks
- ❑ Stay on track and stick to structure
- ❑ Answer audience questions
- ❑ Create highlight clips while live



CHECKLIST: POST-LIVE

- ❑ Publish a live stream archive to your channel
- ❑ Create an archive playlist
- ❑ Direct audiences to archives



NEXT STEPS



Create your
channel



Create and
upload videos



Explore additional
resources

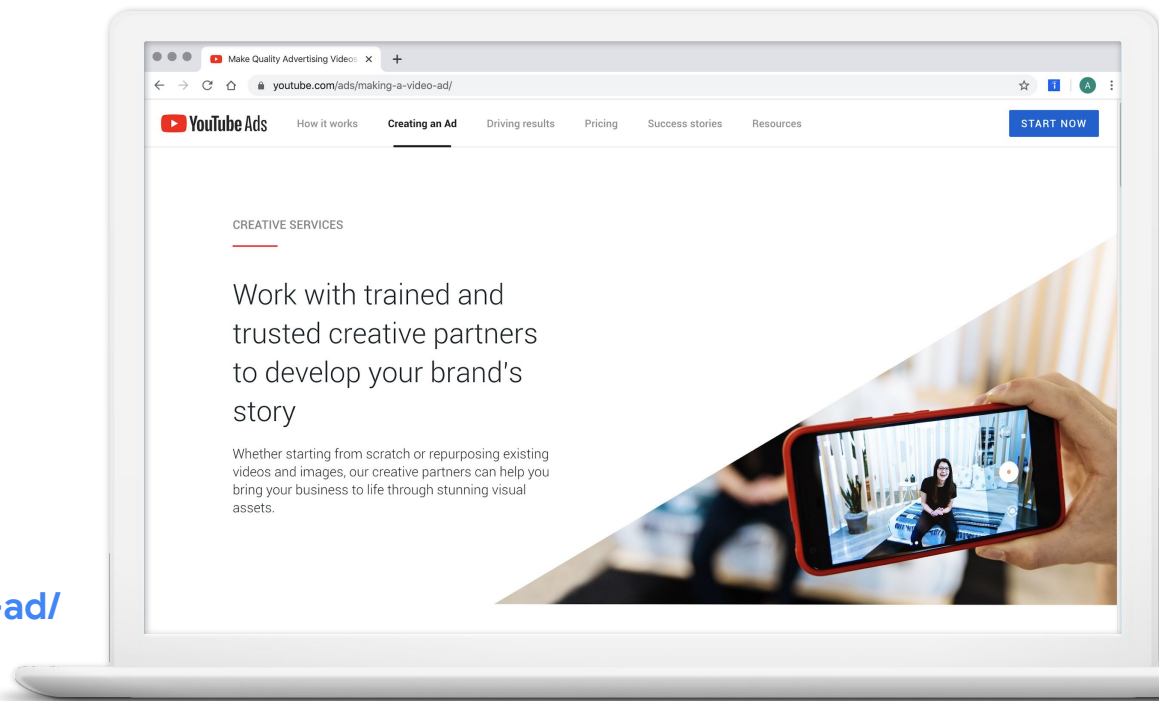
Resources



WORK WITH TRAINED AND TRUSTED CREATIVE PARTNERS

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

youtube.com/ads/making-a-video-ad/



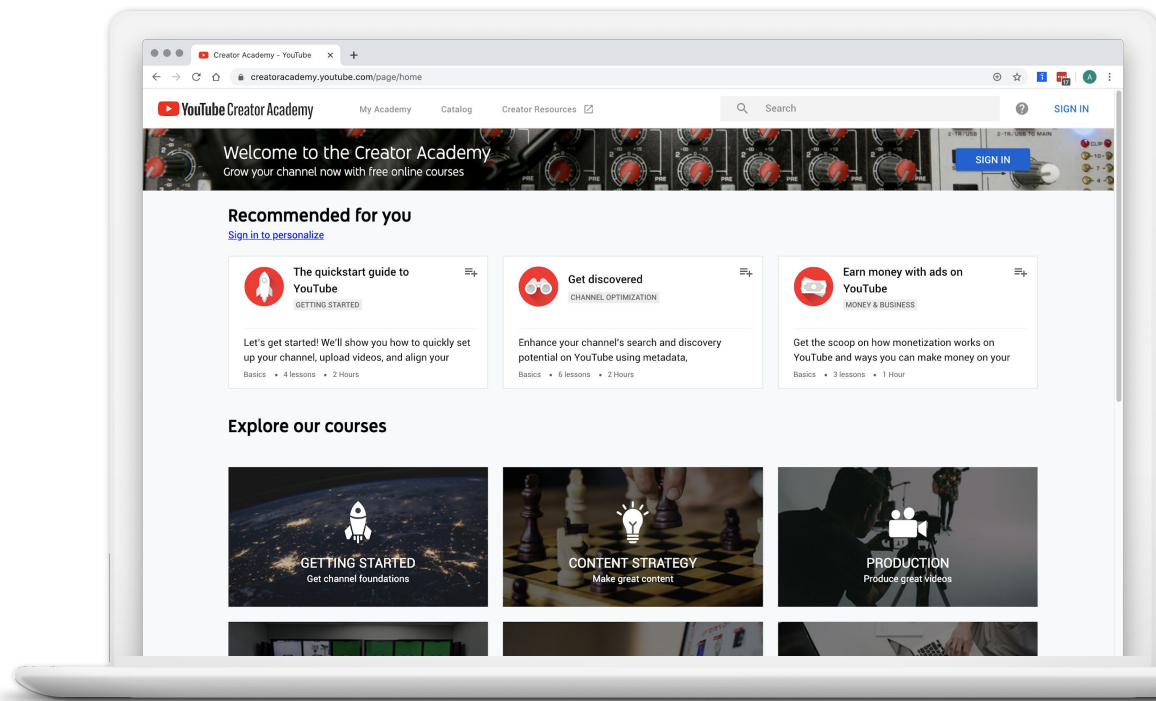
CREATOR ACADEMY

Grow your channel with free online courses.

Quick Tip:

Creator Academy

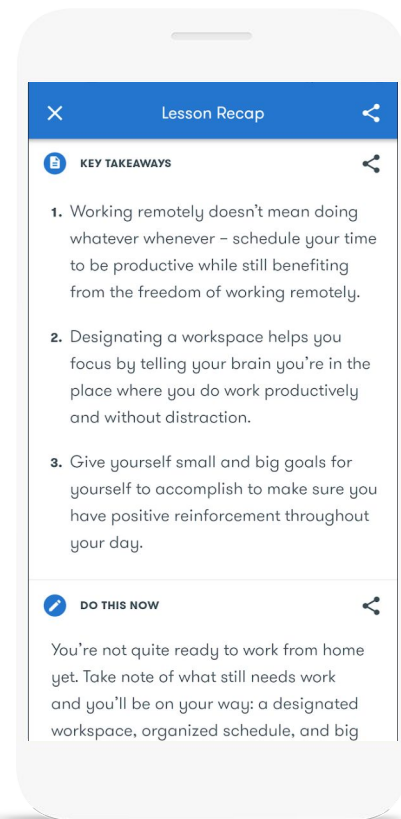
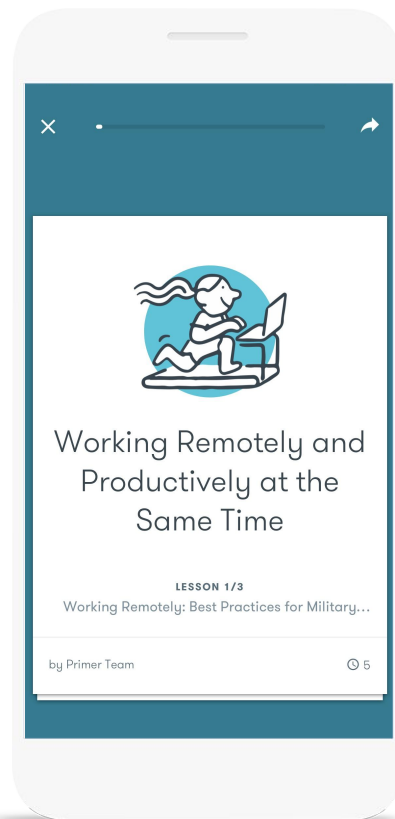
creatoracademy.youtube.com



GOOGLE PRIMER: BUSINESS AND MARKETING LESSONS

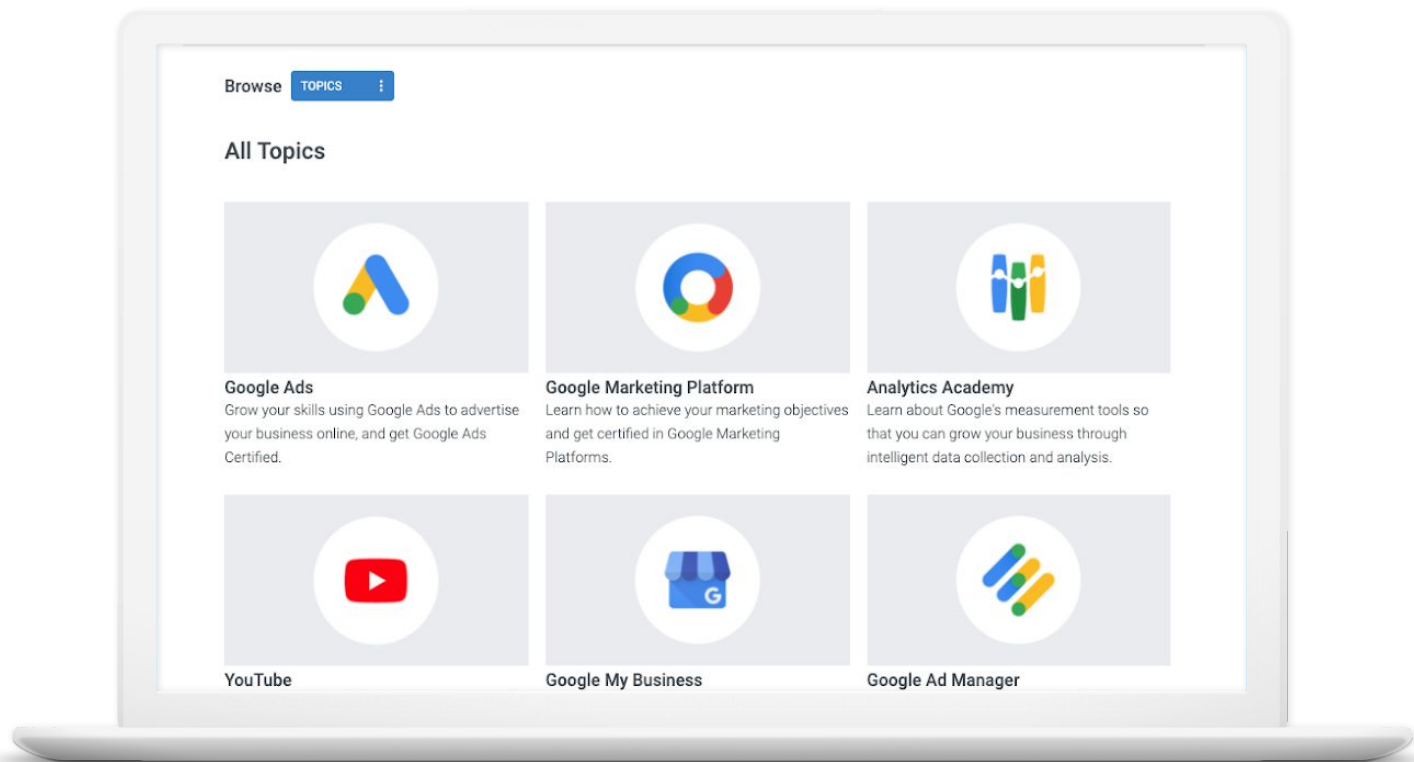
Quick, easy lessons on your phone, on topics like creating a business plan or finding remote work.

- Learn whenever you have a few minutes free, even on the go
- Practical, personalized next steps



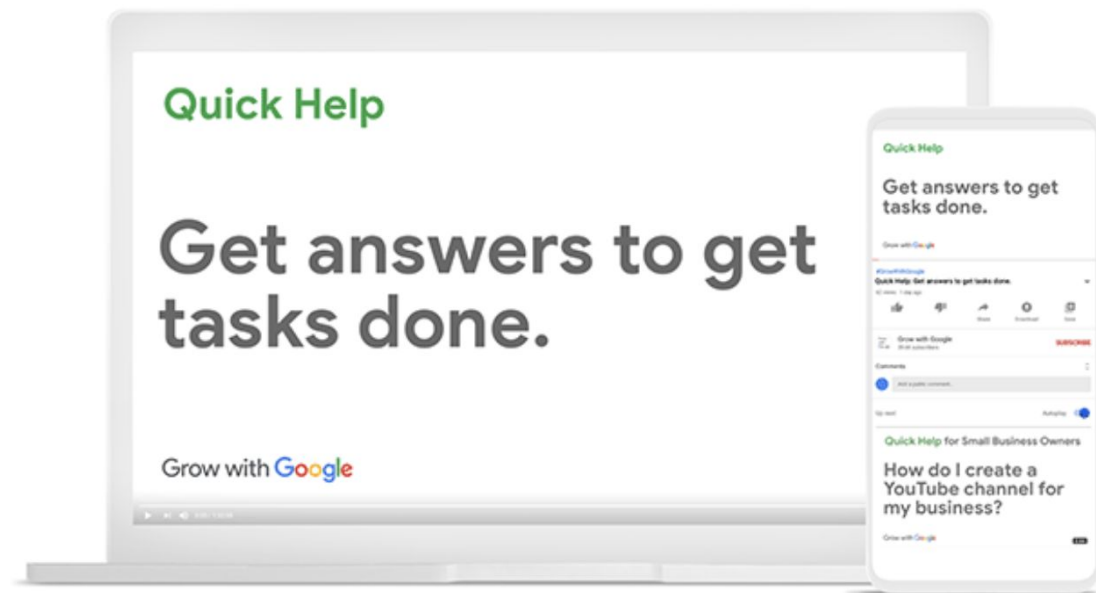
yourprimer.com

SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS



QUICK HELP VIDEOS FOR SMALL BUSINESSES

- Watch short videos to learn how to use Google's tools
- Find answers to frequently asked questions
- Learn about new features



Quick Tip:

Watch on Youtube

g.co/grow/quickhelp

FREE ONLINE TRAINING AND TOOLS AT GOOGLE.COM/GROW

For teachers and students

Bring digital tools into your classroom.

For local businesses

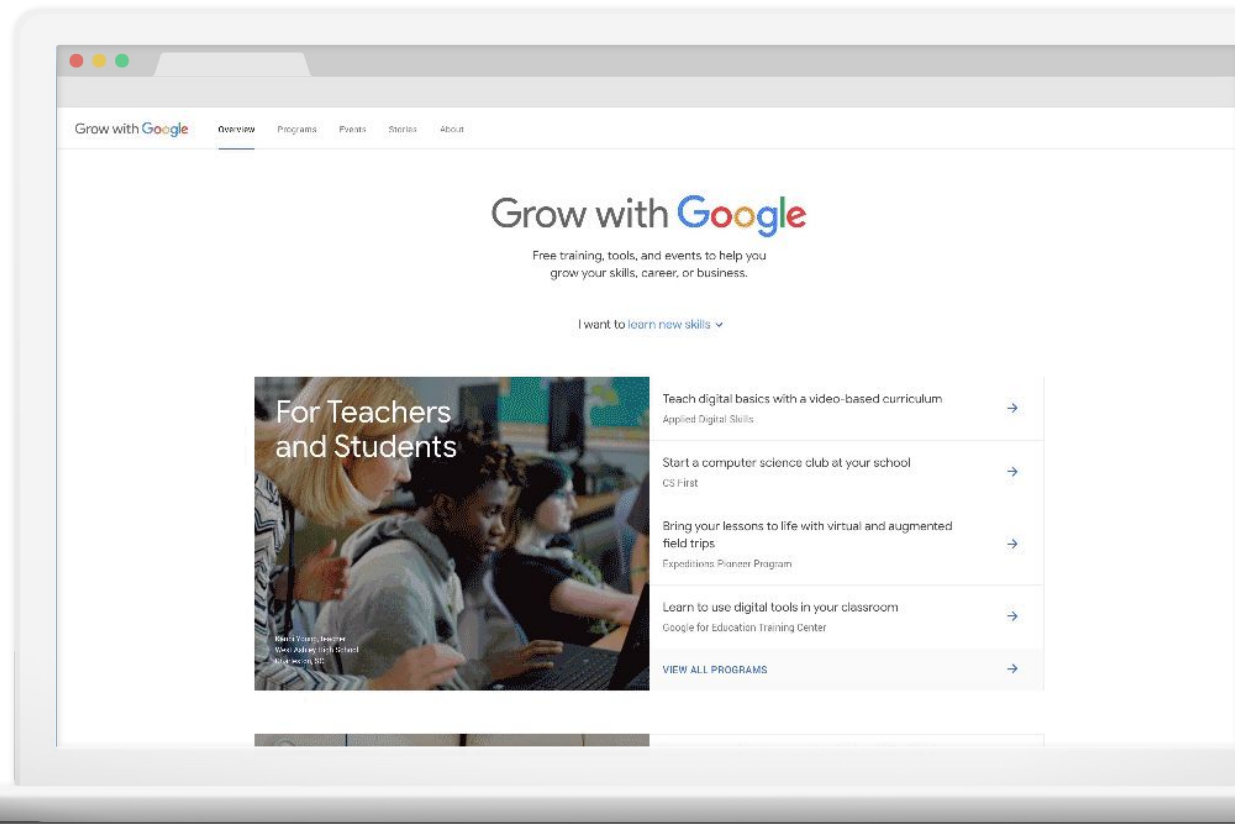
Help new customers find you online.

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!

