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Grow with Google



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Grow with Google

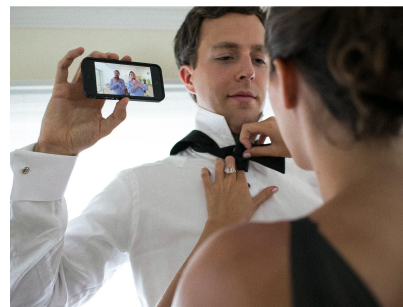
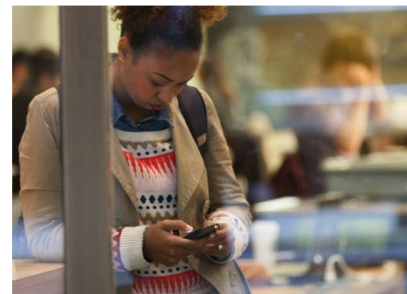
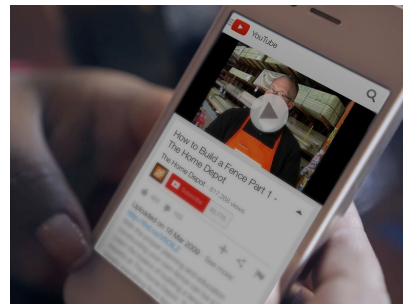
# Use YouTube to Grow Your Business

#GrowWithGoogle



# YOUTUBE IS WHERE PEOPLE WATCH

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



<sup>1</sup>YouTube 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

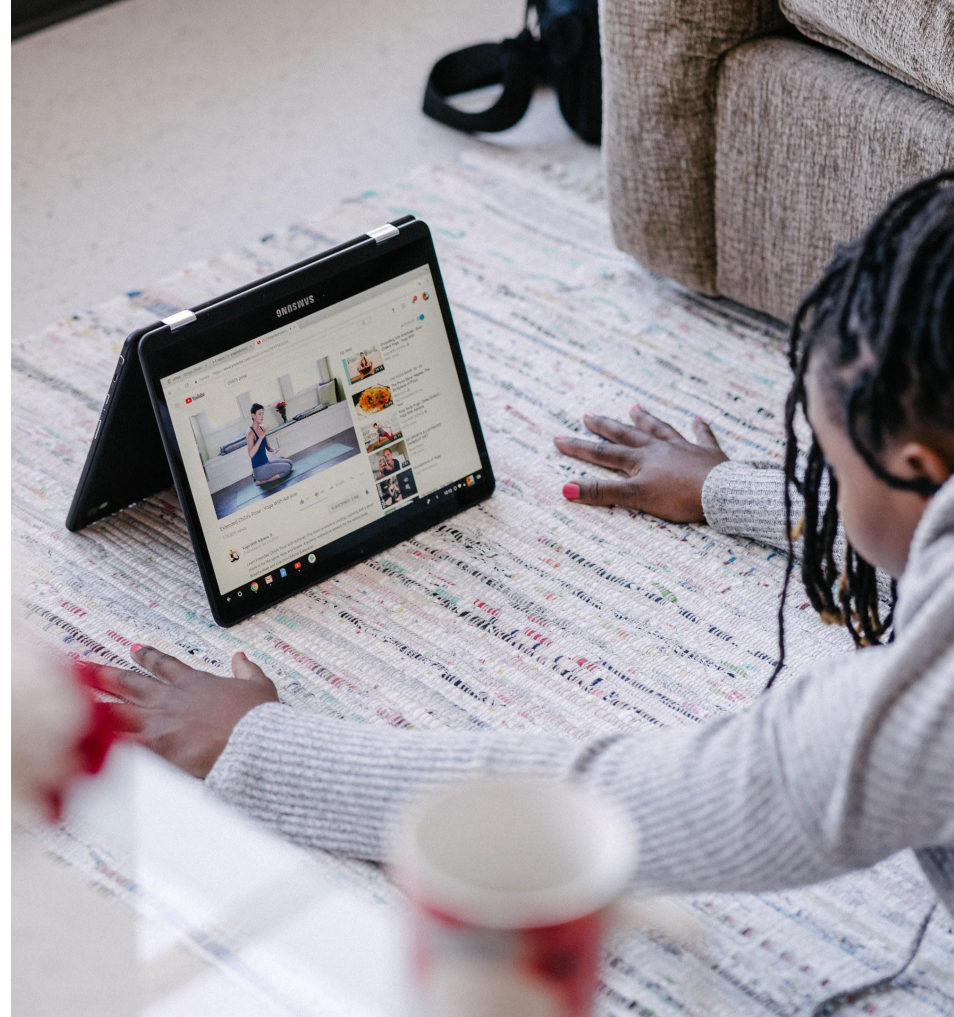
68% of YouTube users  
watched YouTube to help  
make a purchase decision.

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.



# AGENDA

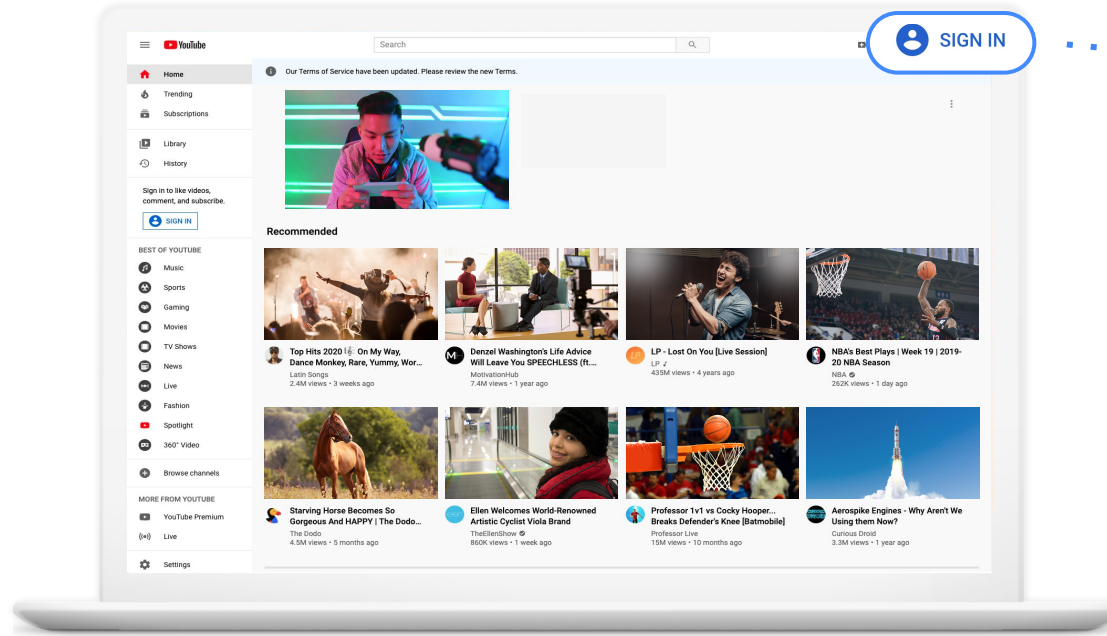
- CREATE A HOME FOR YOUR BUSINESS ON YOUTUBE
- CREATE VIDEOS THAT HELP YOU ACHIEVE YOUR BUSINESS GOALS
- ORGANIZE YOUR CHANNEL TO ATTRACT VIEWERS
- HOW TO STREAM VIDEO WITH YOUTUBE LIVE
- RESOURCES



# Create a home for your business on YouTube



# CREATE YOUR CHANNEL

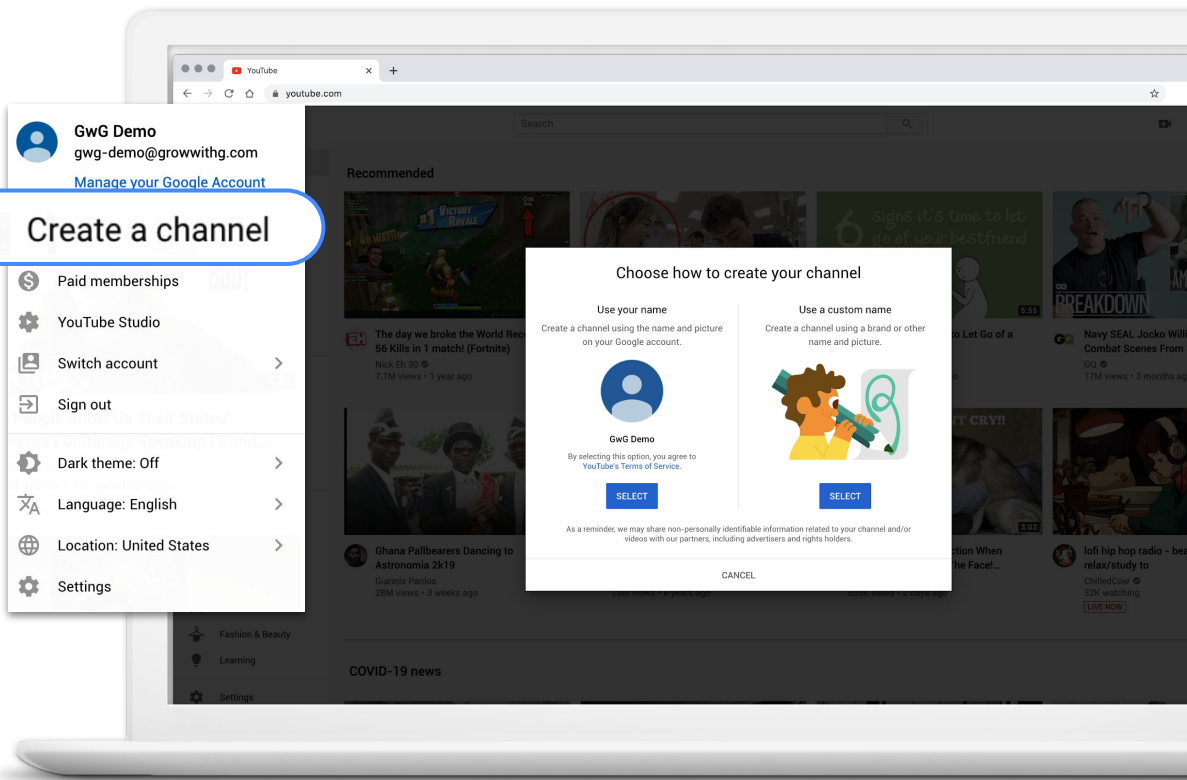


Sign into YouTube  
with your Google  
Account.

YouTube.com

# CREATE YOUR CHANNEL

Click “Create a channel”

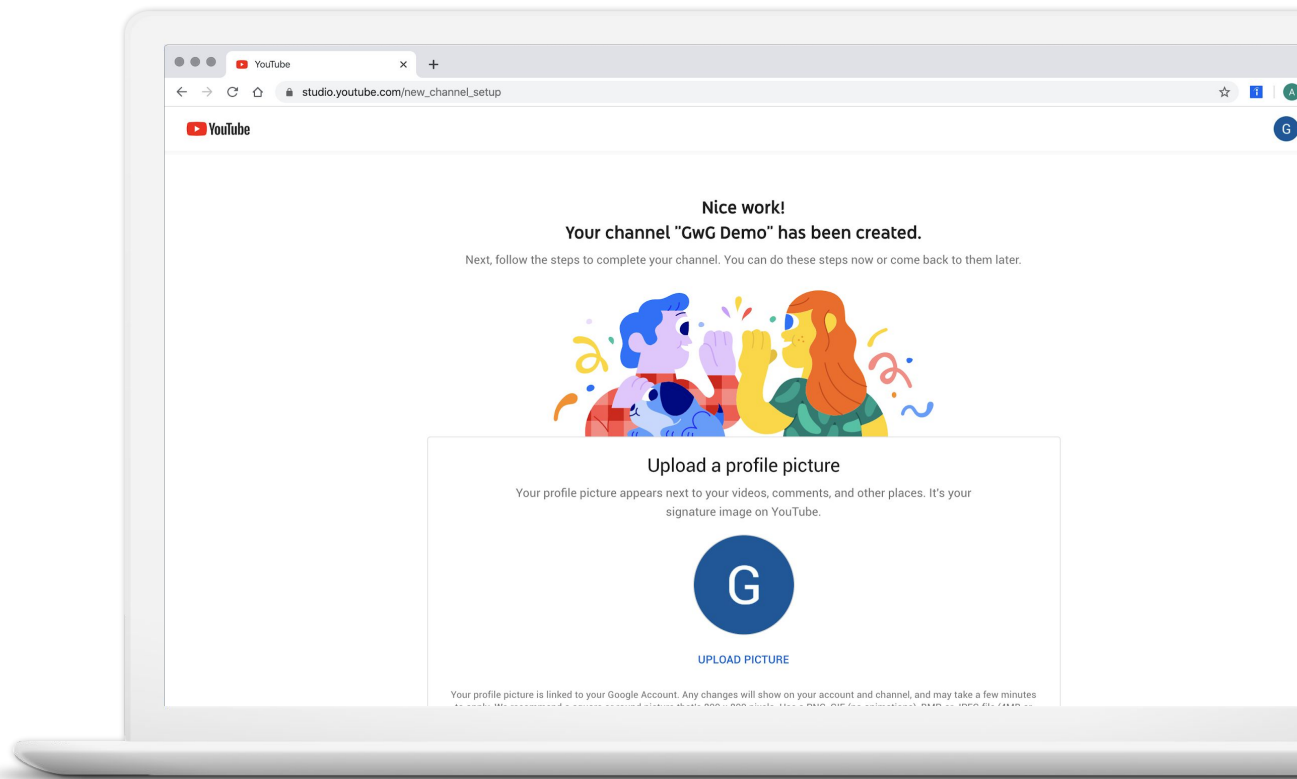


## Quick Tip:

Don't see this option? You might already have a channel. Navigate to [youtube.com/channel\\_switcher](https://youtube.com/channel_switcher)

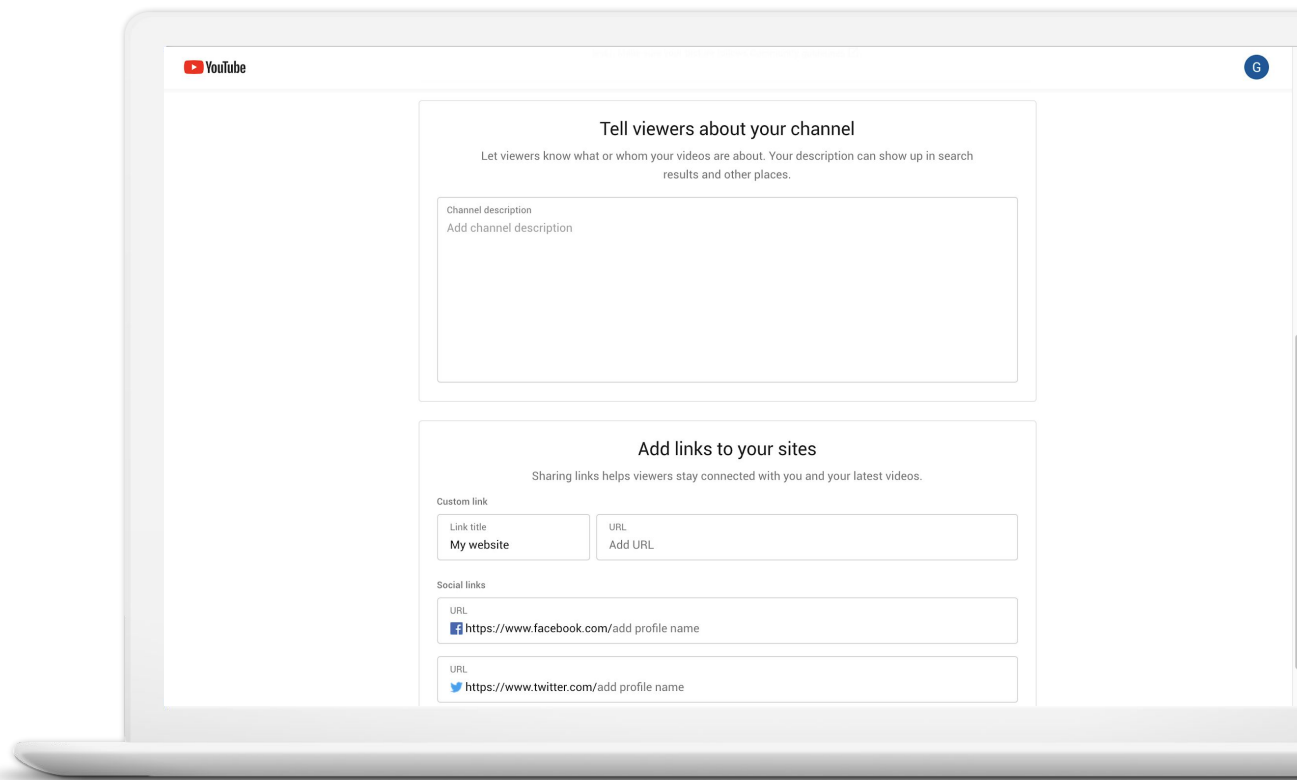
# CREATE YOUR CHANNEL

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 labeled '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
--------------------------	----------------

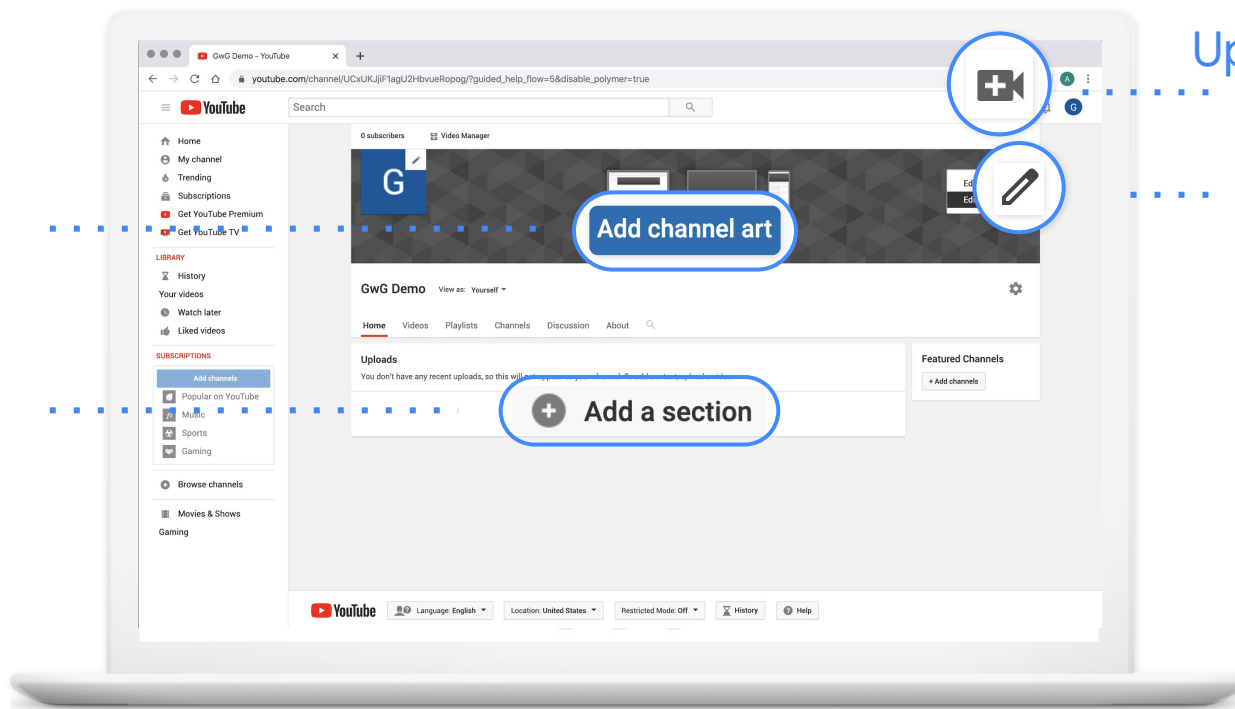
Social links

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

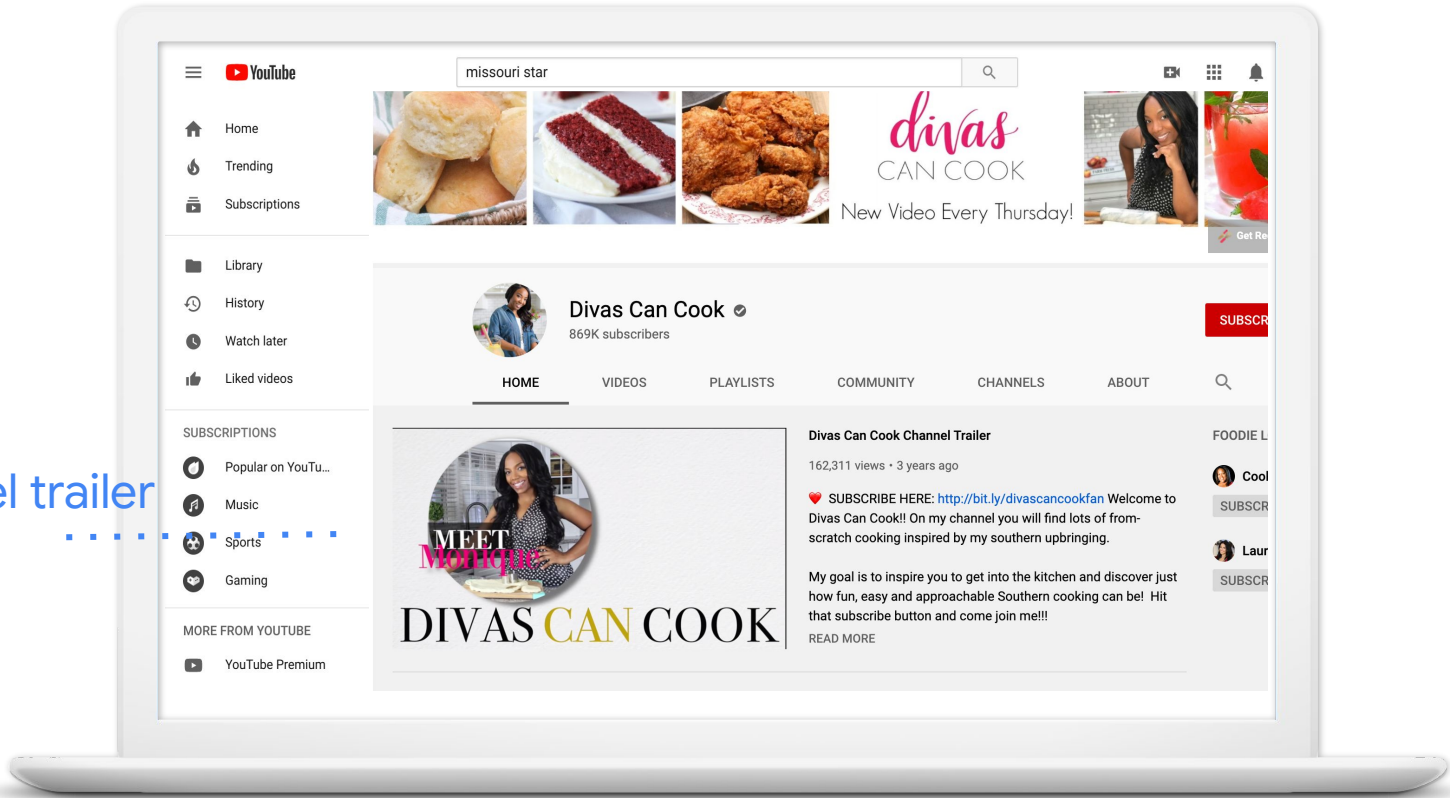


Upload or Go live

Edit

# CUSTOMIZE YOUR CHANNEL

Channel trailer



# Create videos that help you achieve your business goals





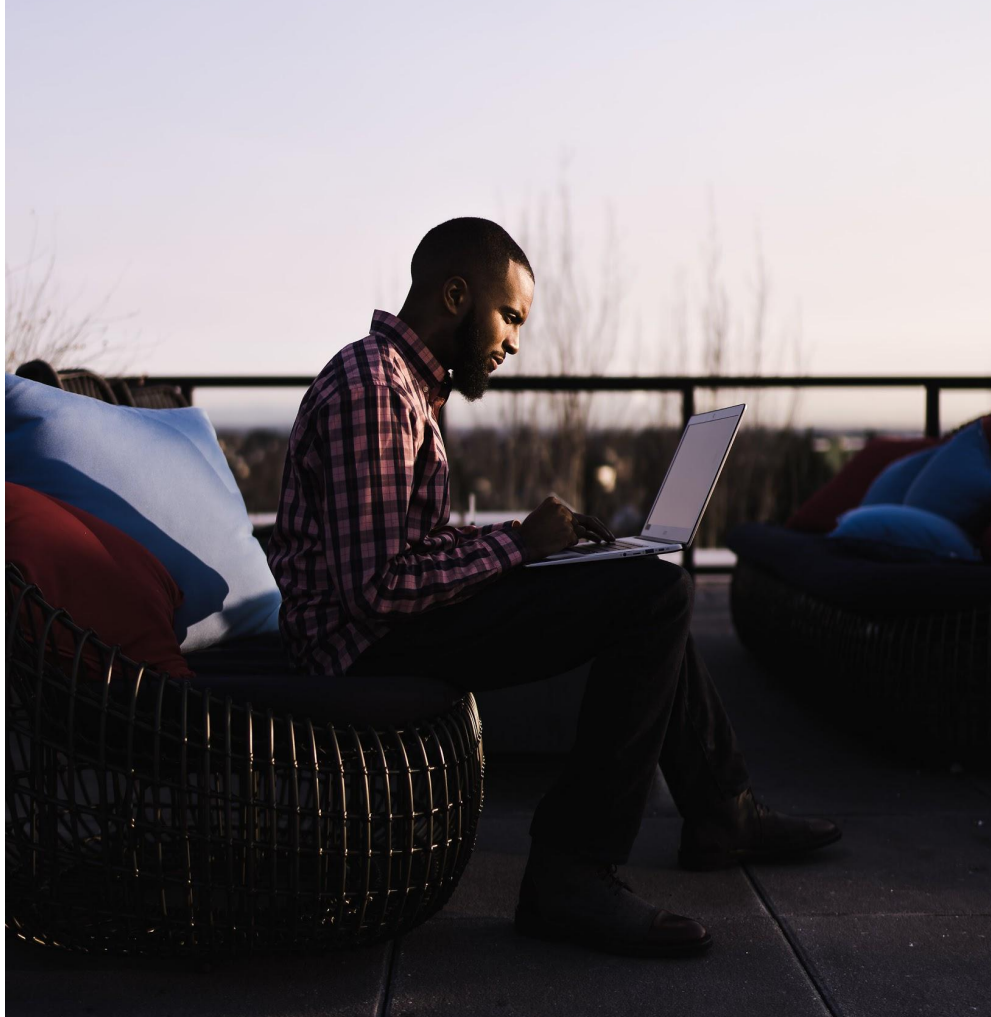
## VIDEO CONCEPTS

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!

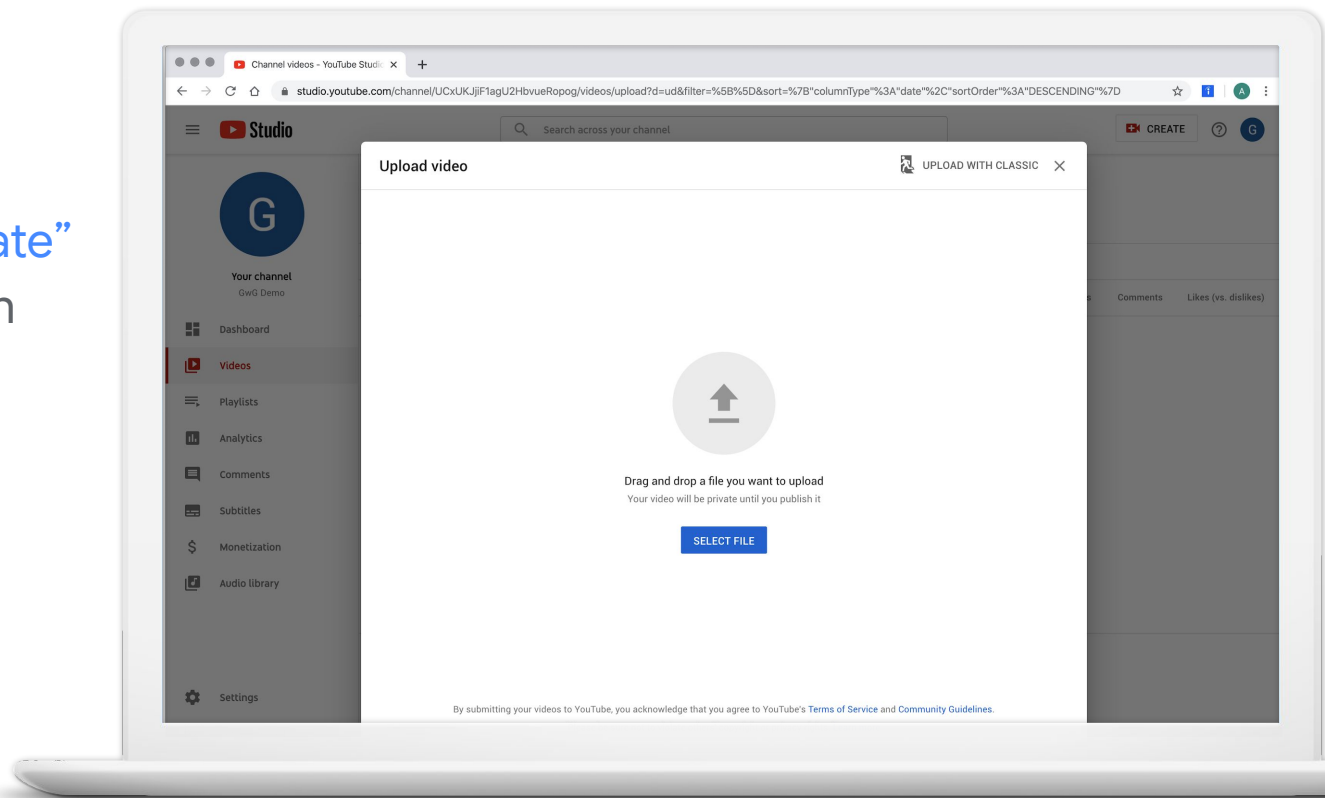
- How To Make Southern Fried Cabbage**  
Divas Can Cook ✓  
56K views • 1 month ago
- Sweet Potato Pound Cake**  
Divas Can Cook ✓  
63K views • 4 months ago
- Southern Sour Cream Pound Cake**  
Divas Can Cook ✓  
25K views • 11 months ago
- Air Fryer Southern Fried Chicken**  
Divas Can Cook ✓  
996K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

Helpful  
description

Videos grouped by  
sections

# 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](https://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](#)

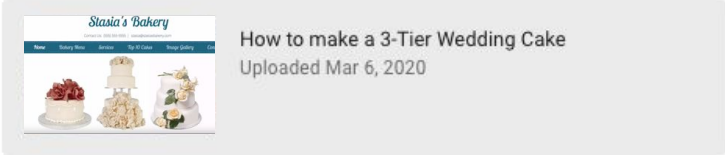


How to make a 3-Tier Wedding Cake

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







# SHARE VIDEO

## Video published ✕




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

Share a link

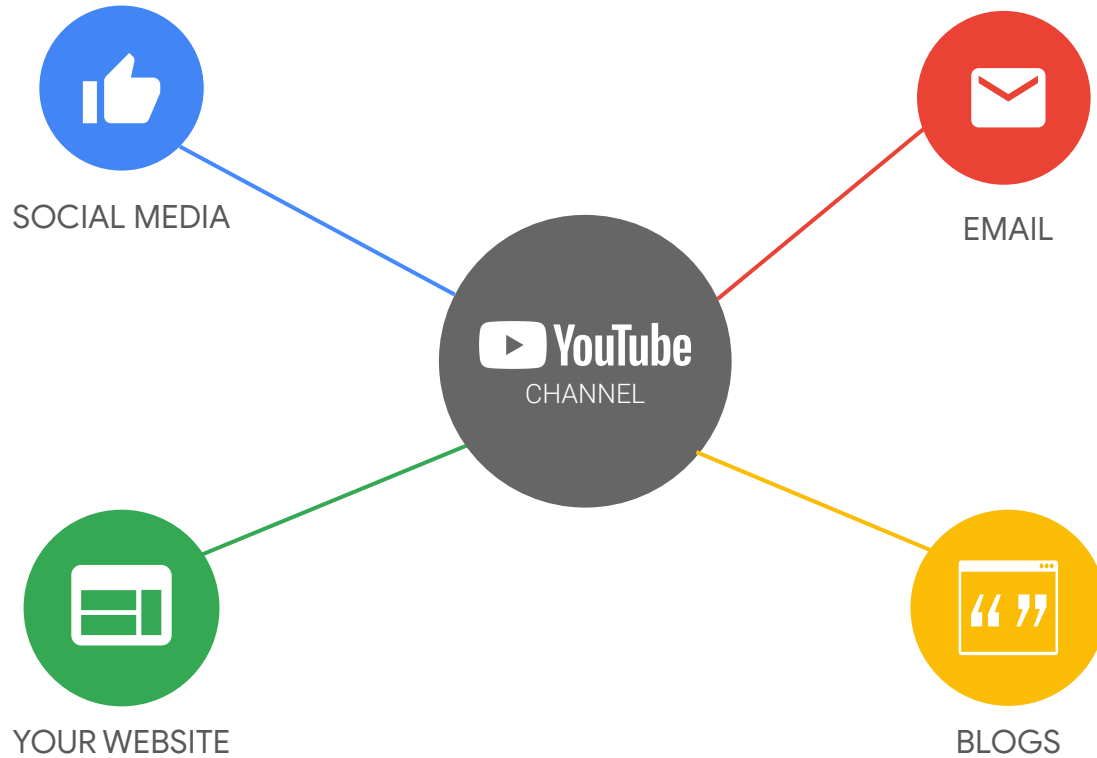
     

Embed Facebook Twitter Blogger reddit Tumblr

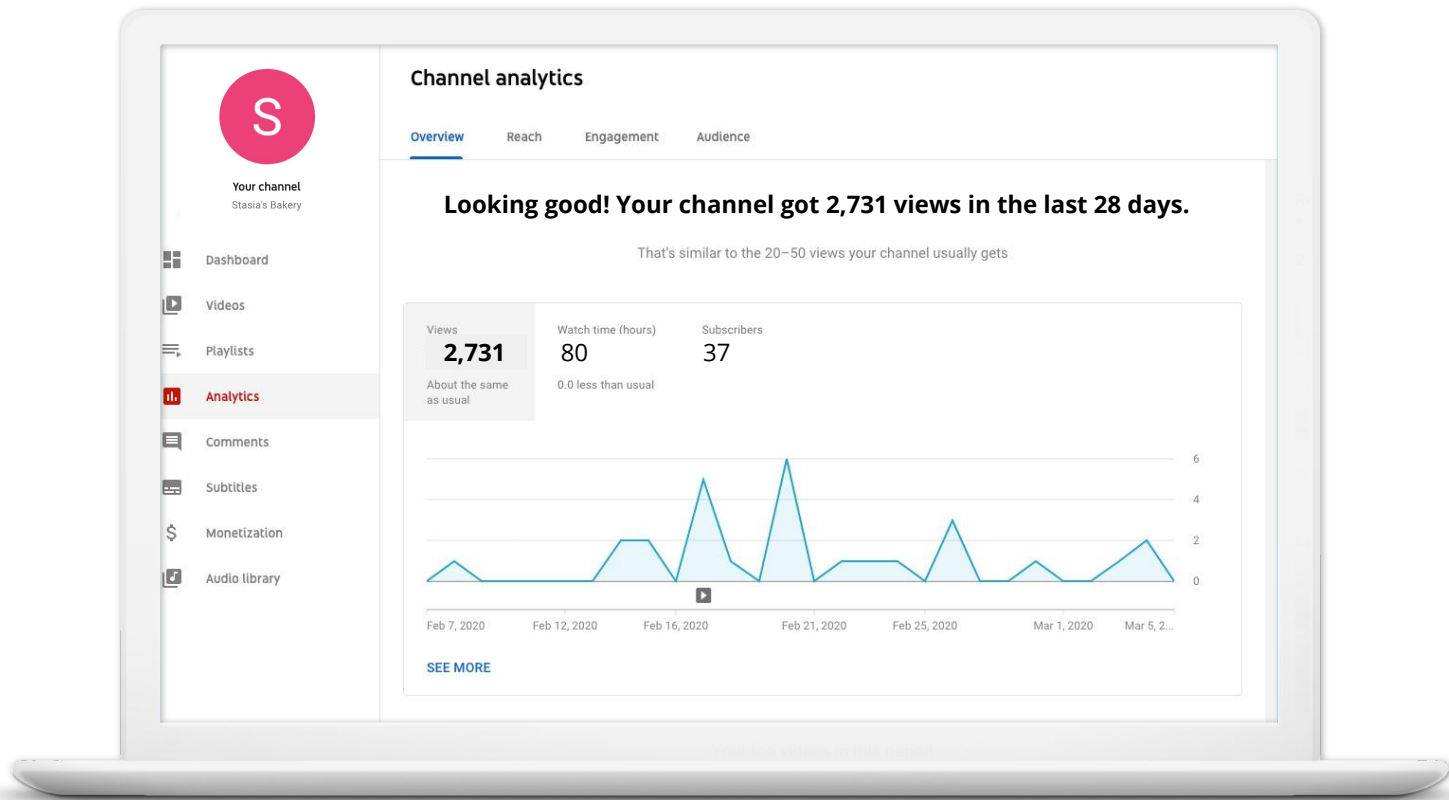
Video link  
<https://youtu.be/uW5tf3ll7eg> 

[CLOSE](#)

# SHARE YOUR CHANNEL



# VIEW YOUTUBE ANALYTICS

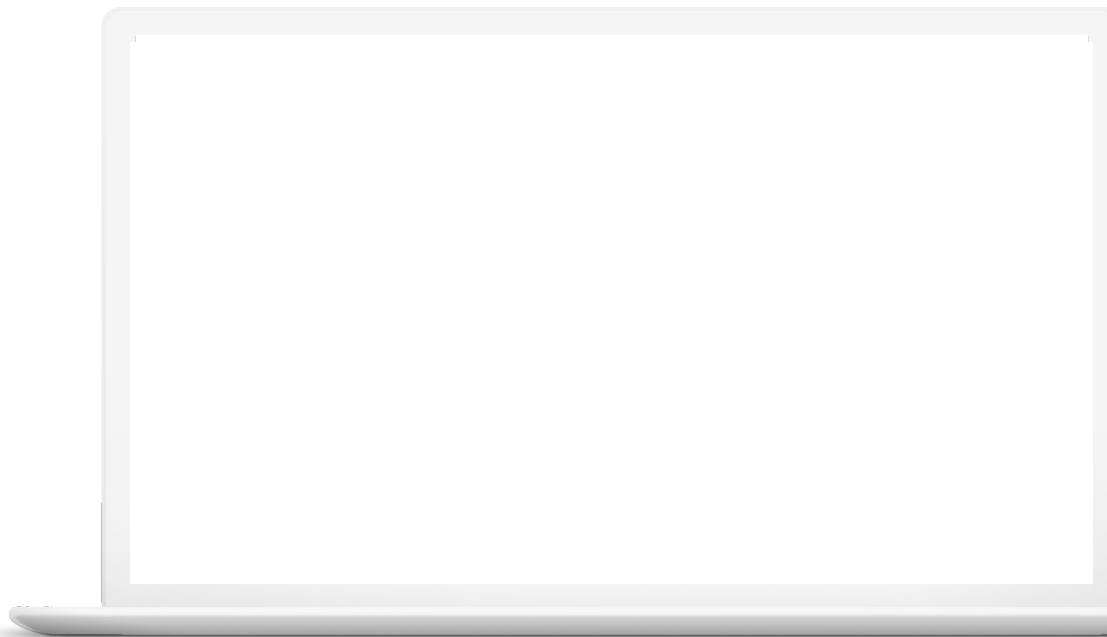


# How to Stream Video with YouTube Live




## WHAT IS YOUTUBE LIVE

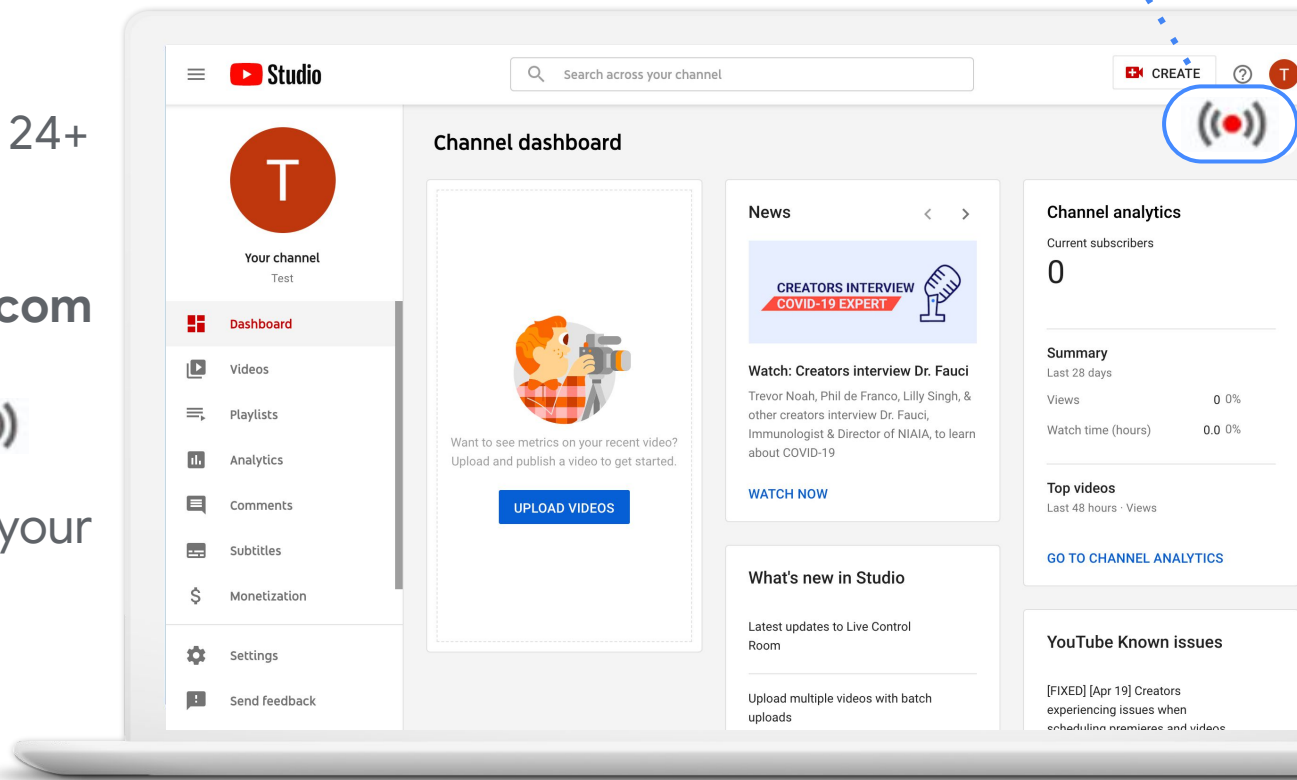
- Reach & interact with people in real time
- Your stream may appear in YouTube's search results



# 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



## NEXT STEPS



Create your  
channel



Create and  
upload videos



Explore additional  
resources

# Resources



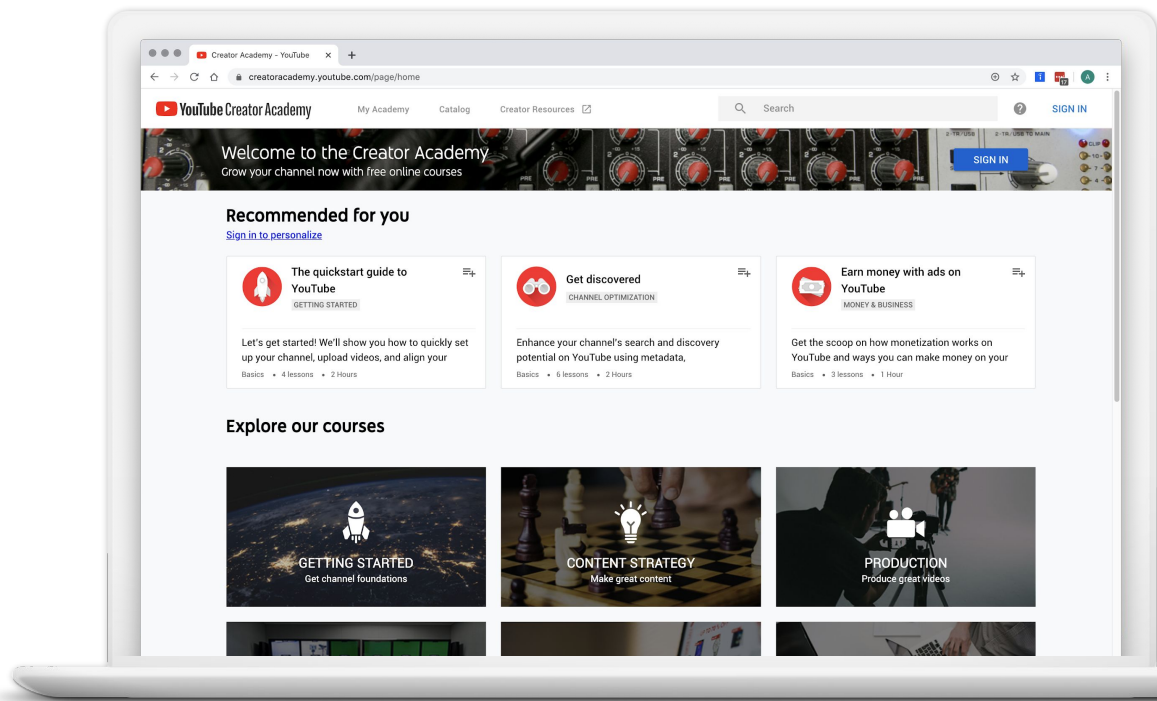
# CREATOR ACADEMY

Grow your channel with  
free online courses.

## Quick Tip:

Creator Academy

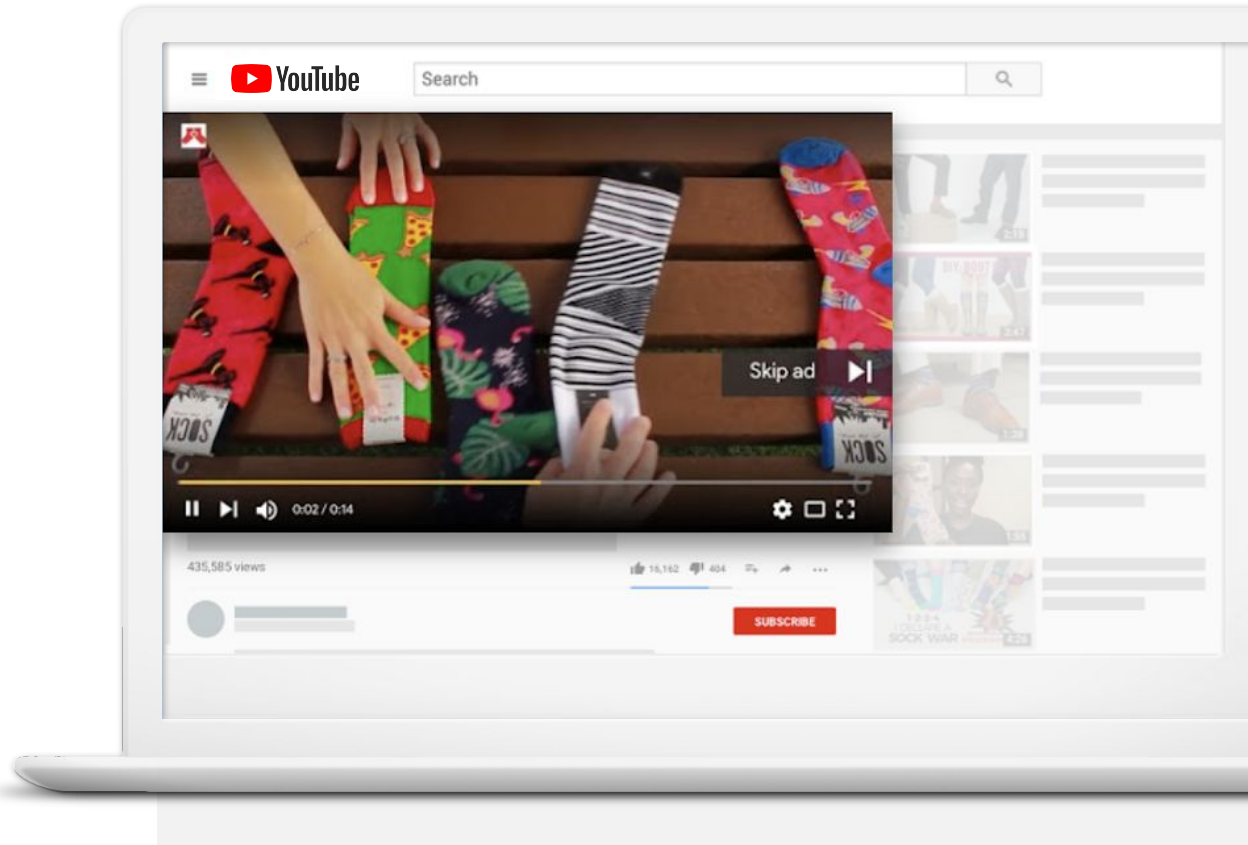
[creatoracademy.youtube.com](https://creatoracademy.youtube.com)



# ADVERTISE ON YOUTUBE

Explore advertising options on YouTube

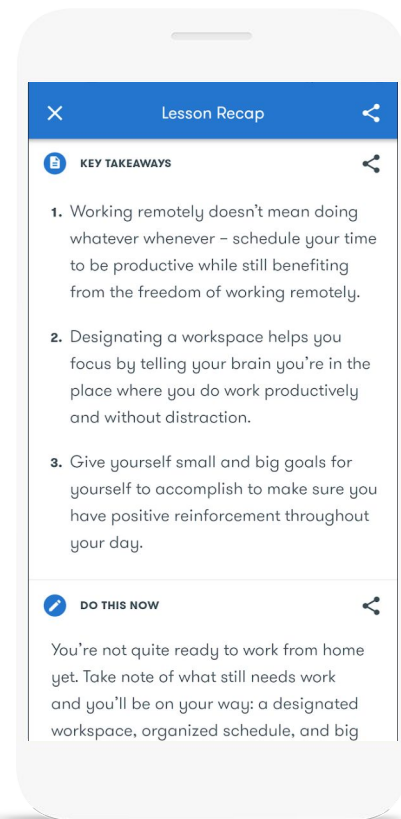
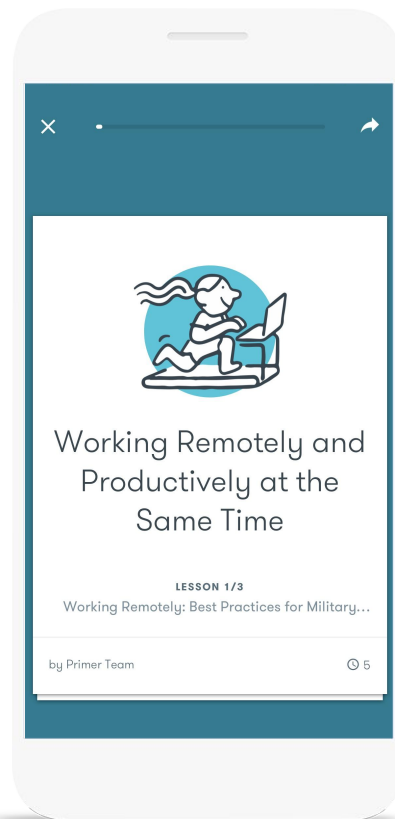
[youtube.com/ads](https://youtube.com/ads)



# GOOGLE PRIMER: BUSINESS AND MARKETING LESSONS

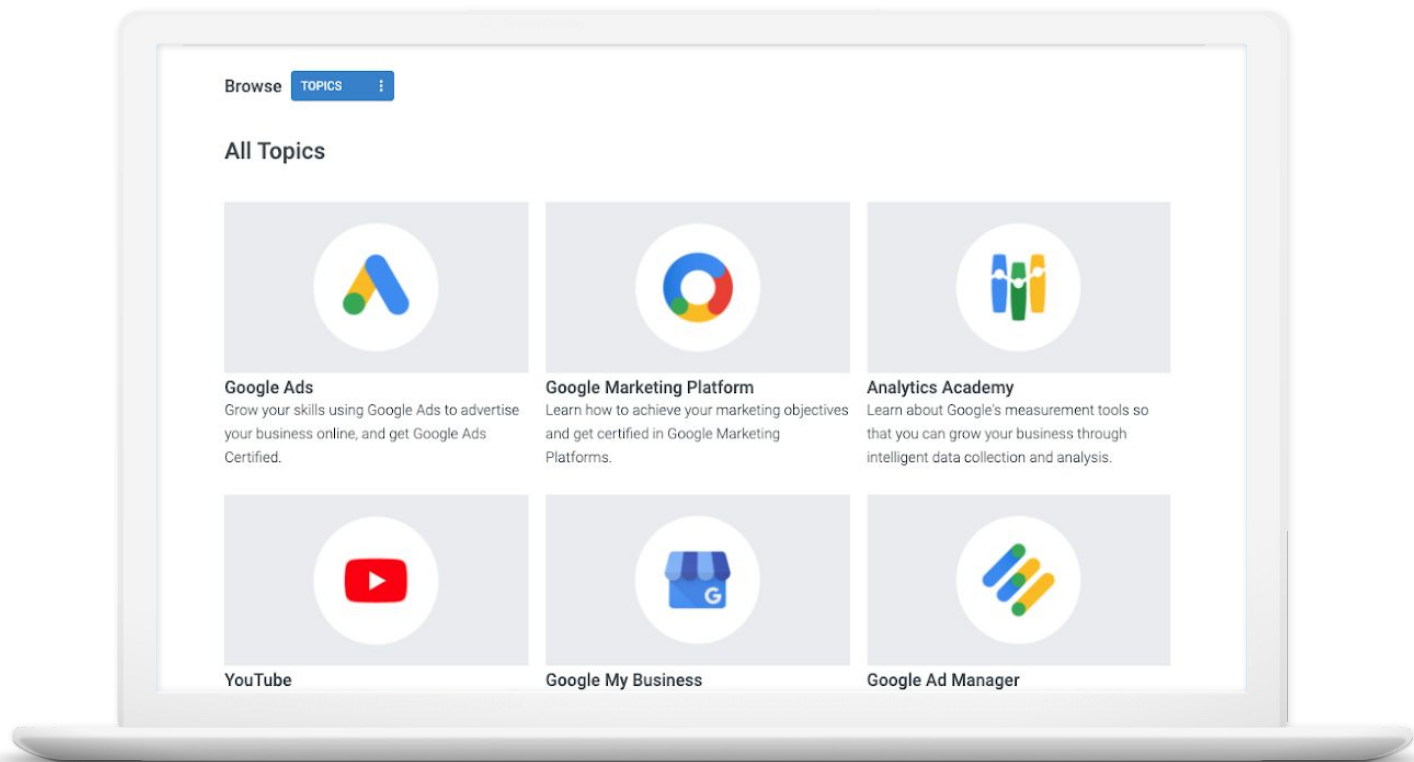
Quick, easy lessons on your phone, on topics like creating a business plan or finding remote work.

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



[yourprimer.com](https://yourprimer.com)

# SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS



[g.co/skillshop](https://g.co/skillshop)

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# Thank You!

#GrowwithGoogle | #randipenfil

