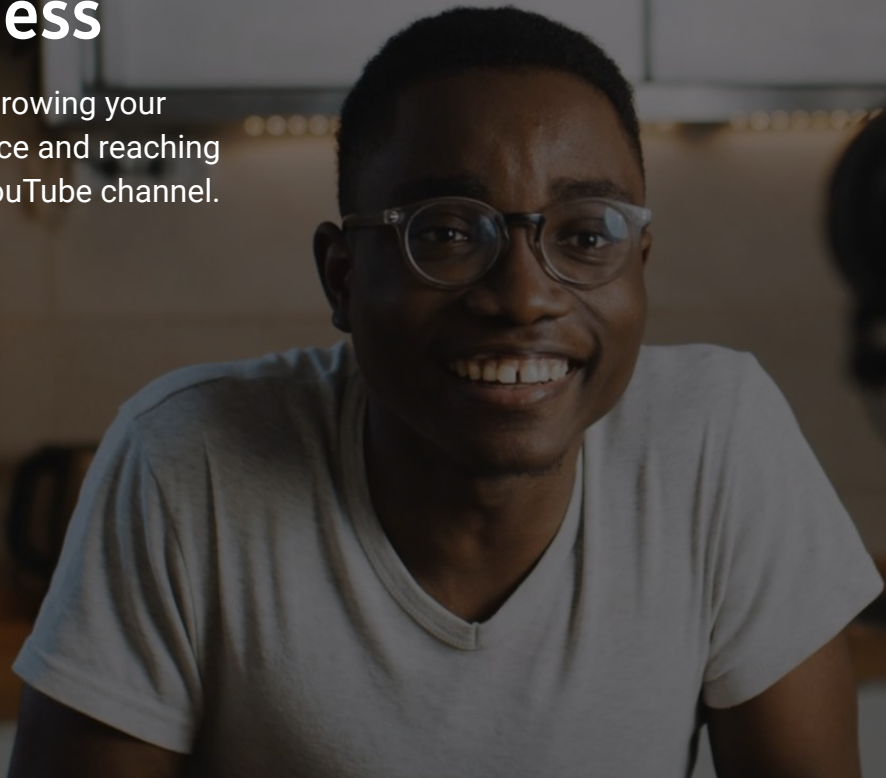


YouTube for Small Business

A step-by-step guide to growing your business's online presence and reaching new customers with a YouTube channel.



Why YouTube? 5

Launching your channel 9

Creating videos 19

Live streaming on YouTube 26

Getting started with YouTube Ads 29

What's next? 35





Digital video consumption is on the rise

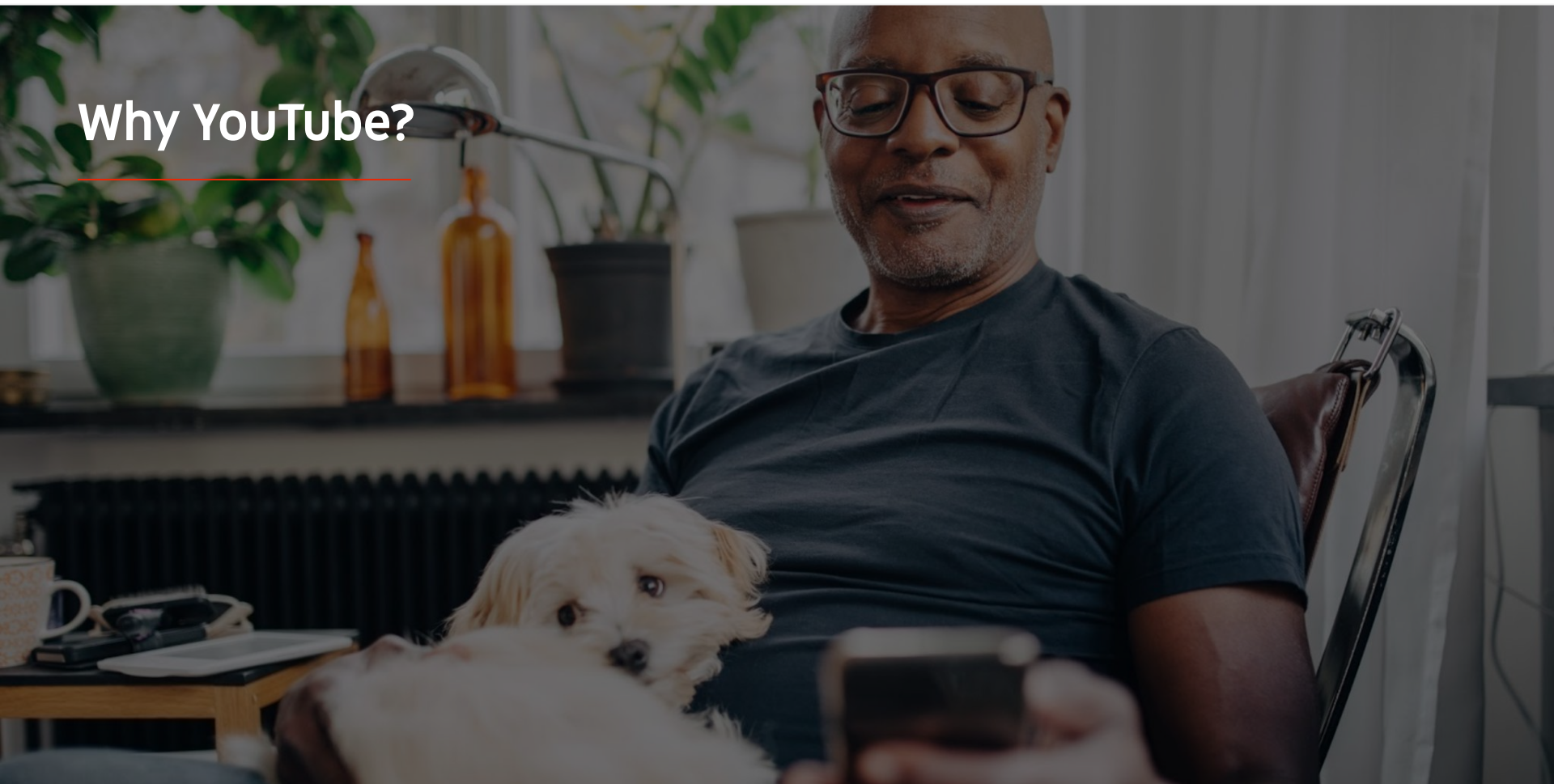
The sights, sounds and motion of video engage people like no other medium. That's why viewers have been steadily moving toward digital and streaming video for years. YouTube helps these viewers find the videos and creators that they love – and has become the community that they turn to for what's important to them.

For small businesses, the trend toward video represents a huge opportunity for growth. Put video and YouTube at the heart of your online strategy and see better results today – and in the long term.

82%

of **global digital consumer traffic** will be video by 2022.¹

Why YouTube?



YouTube is for everyone – and every business

There are over two billion monthly users on YouTube – and together, they watch over a billion hours of video a day.¹ That means for every interest, hobby, subject or product, there's a community that's passionate about it. You can connect with these viewers and show them what makes your business unique by creating a YouTube channel.



71%

of small businesses feel that YouTube is a platform for businesses like theirs.²

¹ Source: Think with Google.

² Source: Google/Ipsos, YouTube small business study, US, 2020, n=866.

Meet customers where they are – on YouTube

Join and upload for free from the YouTube app.

It only takes a few steps to make a channel – and once it's up and running, you can use a phone to create videos and reach engaged viewers.

72%

of small businesses feel that getting started on YouTube is easy.¹

Showcase your business offerings with video.

Businesses of all sizes can bring what makes them unique to life on YouTube. Upload product tutorials, walk-throughs and event footage to give viewers the info that they want.

65%

of small business YouTube channels say that they use YouTube to showcase their products and services.²

Connect with an engaged audience.

YouTube is the place people go to learn, laugh and interact. When you create a channel, you'll find passionate viewers who want to engage with you.

85%

of viewers turn to YouTube for fresh content.³

1 Source: Google/Ipsos, YouTube small business study, U.S., 2020, n=866.

2 Source: Google/Ipsos, YouTube small business study, U.S., BR, DE, ID, IN, JP, 2020, n=1848.

3 Source: Google/Talk Shoppe, U.S., whyVideo post COVID-19 study, n=2,003 A18-64 GenPop video users, May 2020.



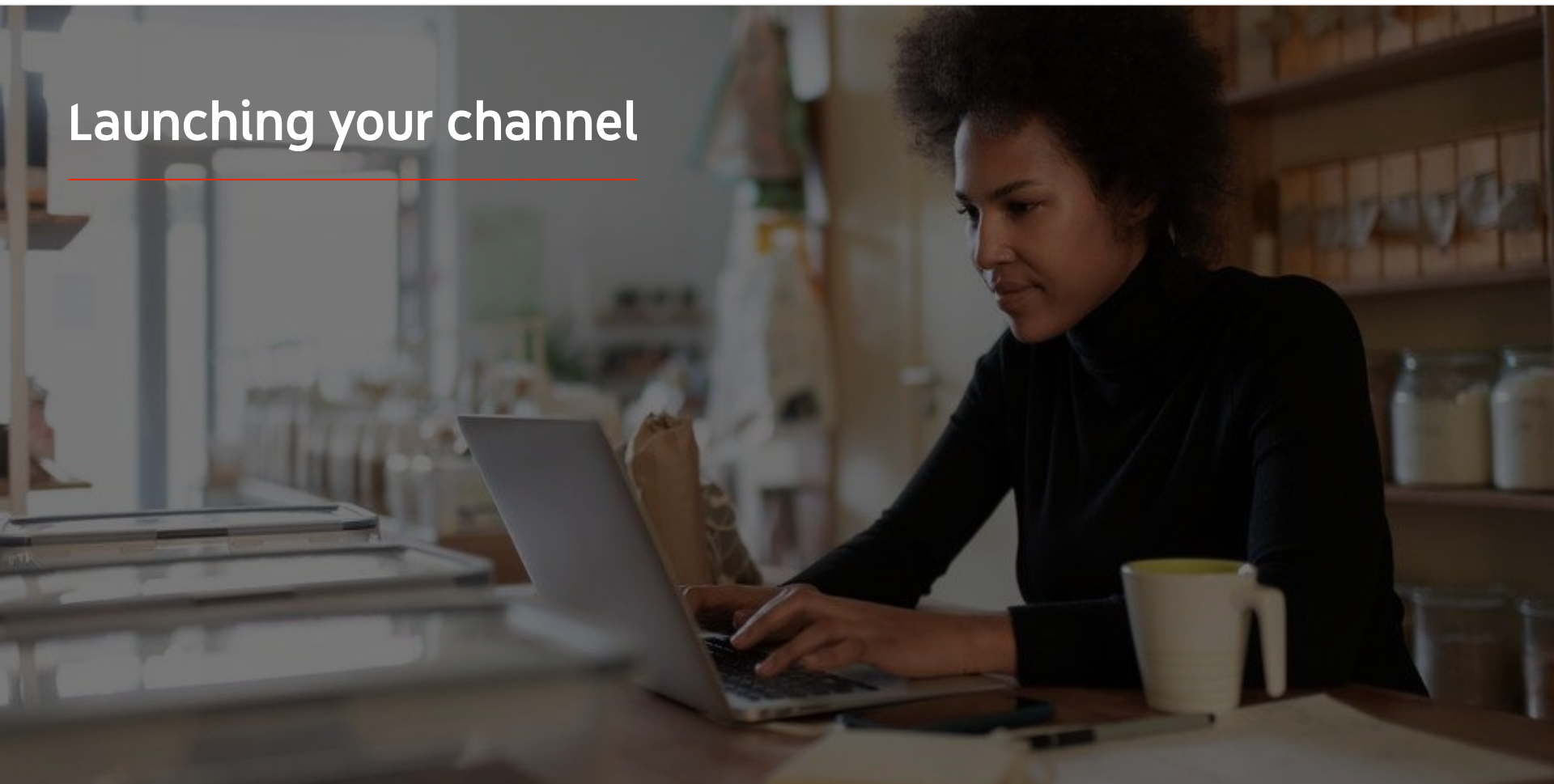
**YouTube is where people are going for information.
If I put information about my company out there,
people can find me on YouTube.**

– Roger Wakefield, Texas Green Plumbing

[See their story](#)



Launching your channel



01

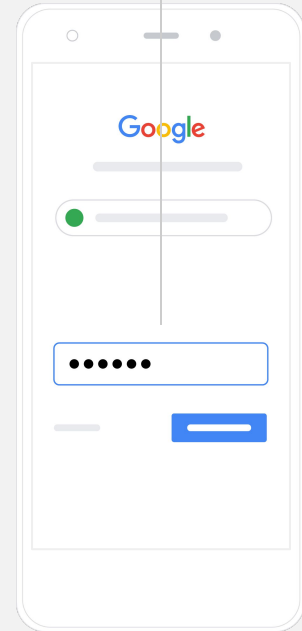
Sign in to your business's Google Account

You can create and manage your YouTube channel from the YouTube desktop site, mobile site and YouTube app. There are some differences between how to access features across the three platforms – we'll mention which platform we recommend for each step.

To sign in to YouTube, you'll need to create a [Google Account](#). If you already have a Google Account, enter your Gmail username to sign in. If you have a business account on Google, we recommend using it to get started. If you're using a personal account, see the next step on how to create a channel with your business name.

Once you create a channel, you'll be able to manage it from [YouTube Studio](#).

Use your Google Account to sign in to YouTube on a [computer](#) or [phone](#) to create your channel.



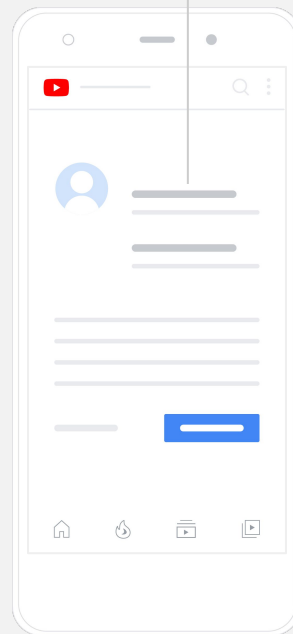
02

Create your channel

There are two types of YouTube channels. You can create a [personal channel](#) that only you can manage using your Google Account or you can create a Brand Account that can have more than one manager or owner. If you're creating your first YouTube channel, we recommend using the YouTube desktop site.

- Sign in to YouTube on the desktop or the mobile site.
- Visit your [Channel list](#).
- Choose to create a new channel or use an existing Brand Account.
- Create a channel by selecting **Create a new channel**.
- Fill out the details to name your new channel, then select **Create**.

Select your profile picture in the top right, then select **Create a channel**.

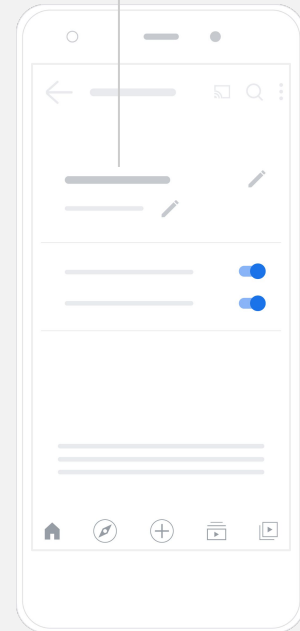


03

Personalise your channel

- From the YouTube desktop site, select **Your channel** in the top right. Then select **Customise channel**.
- Under **Basic info**, you can provide a brief description of your channel and change your channel name. You can find these options on the YouTube app by selecting **Your channel**, then **Edit channel**.
- On desktop, you can [add links](#) to your YouTube channel that direct viewers to your business's website and social media pages, so that they can interact with you.
- You can also customise your channel URL and add contact information.

On the YouTube app, you can change **Basic info** like channel name and description by selecting **Your channel**, then **Edit channel**.



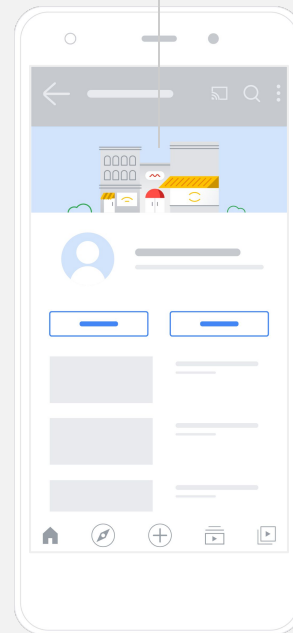
04

Brand your channel

You can find more detailed customisation options within the **Layout** and **Branding** pages on the desktop site.

- From the YouTube desktop site, select **Your channel** in the top right. Then select **Customise channel**.
- Under the **Layout** heading, you can add a [channel trailer](#). This is a preview of your channel shown to people who haven't subscribed yet. You can also [feature a video](#) for returning viewers.
- In the **Branding** section, you can upload or change your [profile picture](#) and add a [banner image](#), which will appear across the top of your channel to give it a unique look. You can also set a [video watermark](#) that will appear on your videos and encourage viewers to subscribe to your channel.

On the YouTube app, you can change branding elements like profile picture and banner image by selecting **Your channel**, then **Edit channel**.



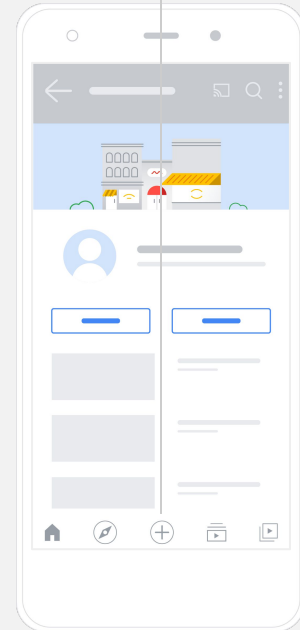
05

Upload your video

If you already have videos, learn how to upload them here. If not, the [next section](#) will show you how to create one.

- From the YouTube desktop site or app, select your profile picture in the upper-right corner, then select **Your channel**.
- On the desktop, select [Upload video](#) in the centre of the screen. If you're using the YouTube app, select the **+** at the bottom of your screen. Then choose the video that you want to upload.
- Write a [title and brief description](#) that will attract the kind of viewers that you're looking for.
- [Select a thumbnail](#) for your video. A thumbnail is an image that will appear when people are browsing your channel. Once your video is live, you can also upload or change a thumbnail using the **YouTube Studio** desktop site or mobile app.

On the YouTube app, select the **+** at the bottom of your screen to upload your video.



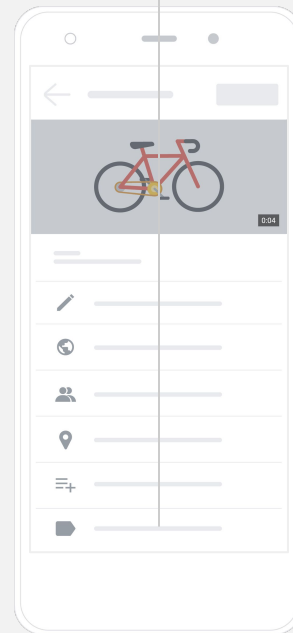
06

Add advanced elements

[Searchable tags](#) are descriptive keywords that you can add to your videos that help viewers find your content more easily.

- Add tags while you're uploading your video on the YouTube desktop site under **Show more** at the bottom.
- Tags can also be added after your video is uploaded. On desktop, go to [YouTube Studio](#) and then **Content** on the left, selecting the pencil icon next to the video that you want to edit. Then select **Show more** at the bottom. Scroll down to the **Tags section**.
- You can find these options on the YouTube app by selecting **Your channel**, then **Manage videos**. Find the video that you want to add tags to and select **Edit**. Scroll down to the bottom to **Add tags**.

On the YouTube app, add tags after you've uploaded your video. Go to the **Videos** tab, tap your video, then tap **Edit**.



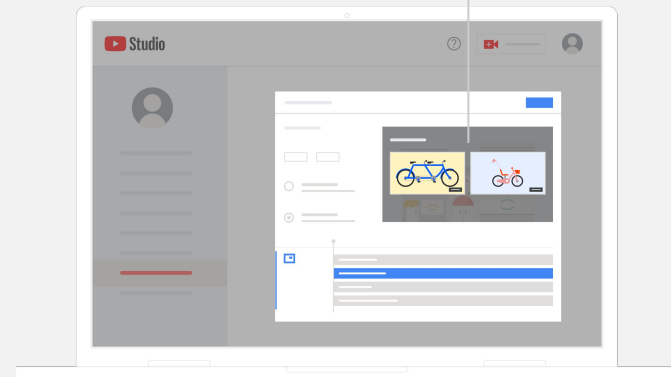
07

Add more advanced elements

[End screens](#) can be used to promote other videos, encourage viewers to subscribe, and more. [Video cards](#) can be used to make your videos more interactive. They can feature a video, playlist, channel or link that you want to direct your viewers to.

- To add these elements, visit [YouTube Studio](#) and select **Content** on the right.
- Select the pencil icon next to the video that you want to edit. Then select **End screens** or **Cards** on the bottom right.

End screens and video cards can be added to your videos on the YouTube desktop site by visiting [YouTube Studio](#).



08

See how your YouTube channel is performing

After your video goes live, keeping an eye on key metrics will help you know what's working and how to improve. You can find these under **Analytics** in [YouTube Studio](#) on your computer or phone.

Overview

- **Views:** The number of people who play a video
- **Watch time (hours):** How long people spend watching a video
- **Subscribers:** How many people subscribed to your channel

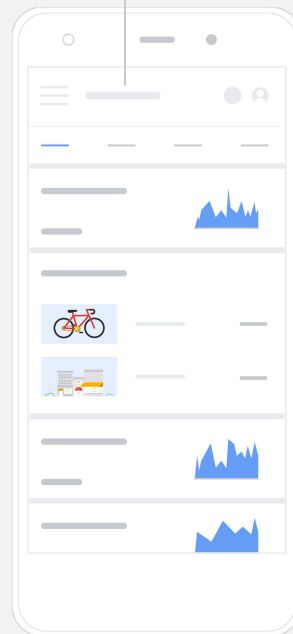
Reach

- **Impressions:** The number of times your video has been shown to viewers
- **Traffic sources:** How viewers came to find your content

Engagement

- **Top videos and playlists:** Videos and playlists with the most watch time over the last 28 days
- **Top cards and end screens:** Your top-performing cards and end screens over the last 28 days

You can find your metrics under **Analytics** in [YouTube Studio](#) on your computer or phone.





YouTube gives us the chance to
share our message with so many more people.

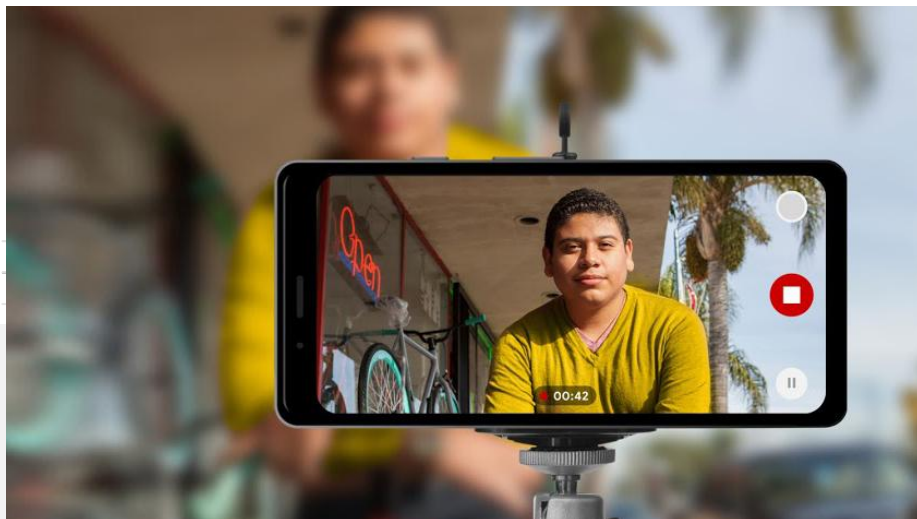
– Kim Lewis, CurlMix

[See their story](#)



Creating videos





91% of small businesses are very or somewhat confident in the videos that they create.¹

Lights. Phone. Action.

Learn how to make your video creative great, get tips for filming with a phone and discover resources that can help you put it all together.



Filming thought starters

When you're starting to think about making videos, there are a few things that you should ask yourself:

- What sort of content would you want to watch?
- Who do you want to feature in your video?
- What's the story that you want to tell?
- How can you best capture the sights and sounds of your business offering for your video?
- Once you've shot everything, how will you edit it all together to tell your story?



You can upload your completed video to your YouTube channel [from your phone](#).

Tips for filming with your phone

- Be sure to position your subject in the middle of the frame.
- Consider using a lighting source, such as a ring light or desk lamp.
- Use a phone tripod to improve video stability and quality.
- Choose a background that is visually appealing but not distracting.
- Make sure that you have enough space on your phone – one minute of 4K video will need about 50 MB.

The ABCDs of Effective Creative can help you create engaging videos

See the full data-backed [guidelines](#) for more insights and inspiration.



Attract

Use tight framing on the subject.

Aim for 2–3 shots in the first 5 seconds.

If people appear in your video, open with them on-screen.

Use stunning, delightful or otherwise memorable imagery.



Brand

Introduce your brand or product in the first 5 seconds.

Optimise logo placement for your marketing objective.

Show visuals like mascots and colours that are unique to your brand.

Use on-screen actors for brand audio mentions.



Connect

Treat function and emotion as levers that can work together or independently.

Don't shy away from functional storytelling.

Lean into emotions like action, humour and intrigue when it works for your brand.

Make people core to the story.



Direct

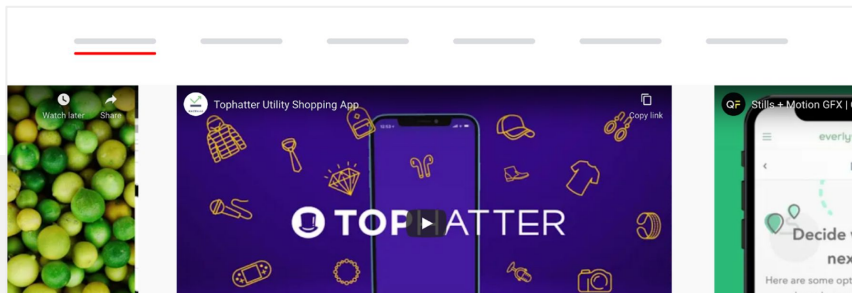
Show offers and calls to action (CTAs) through text cards, simple animation or voice-over.

Make offers inspire a sense of urgency.

Use specific CTAs like Visit site, Sign up or Buy now, or include a search bar.

Helpful YouTube tools to make videos easy

Find a partner to help you bring your vision to life – or edit and produce videos from assets that you already have.



Find a partner on the YouTube creative directory

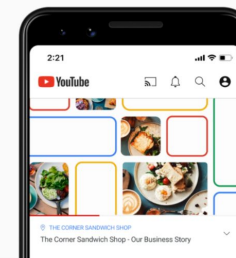
Whatever your needs or budget, you can find a trained, trusted, creative partner to help you make great videos.¹

[Visit the creative directory](#)

VIDEO MAKER

Create a video
your customers
will remember

Enter business name



Create videos for YouTube with a few clicks

If you have a [Google My Business](#) account, you can use Video Maker to put together engaging videos from assets that you already have.²

[Try Video Maker](#)

¹ Available in U.S., UK, Latin America, France, Germany, Japan, South Korea, Spain, Brazil and Turkey,

² Available in US, UK, Canada, India, Australia and New Zealand.



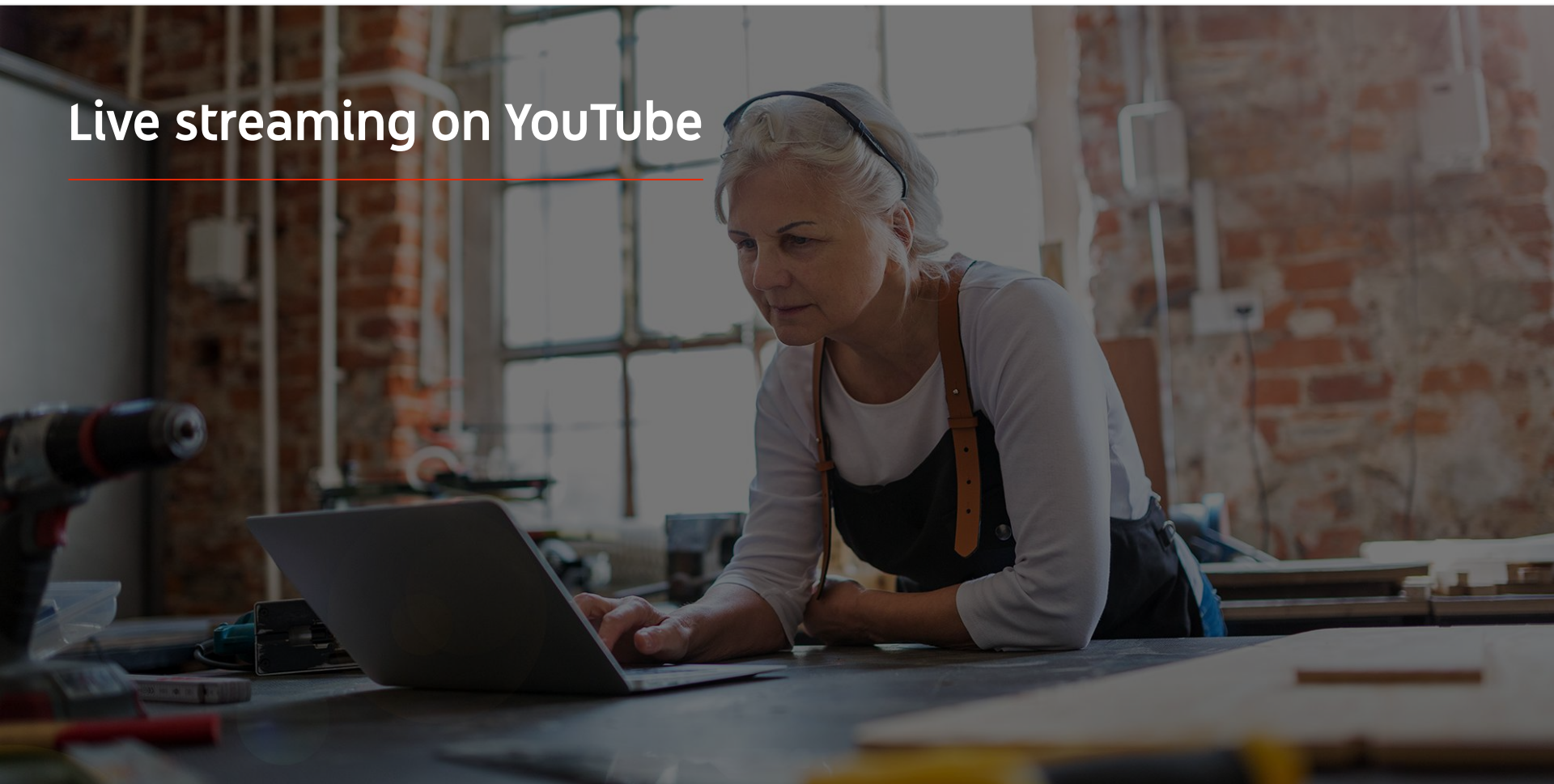
We started recording these videos with just a mobile phone and **it was so easy.**

– Rahul Kaul, BoxFit

[See their story](#)



Live streaming on YouTube



Connect with your audience in real time

Whether you're launching a product, teaching a class or hosting a Q&A, [live streaming on YouTube](#) is a great way to interact directly with your audience.

You can [stream](#) from your phone, your computer's camera, or by mirroring your screen using an encoder. A webcam is a great option for beginners, and allows you to go live without much setup.

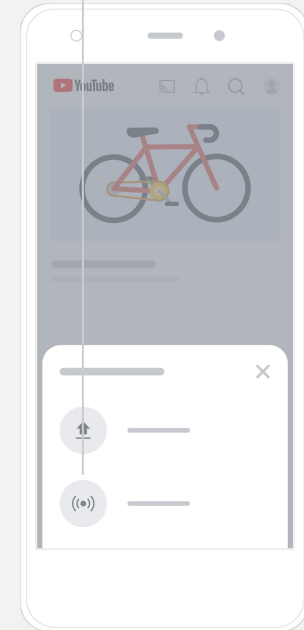
Note: You'll need at least 1,000 subscribers if you want to live stream from your phone.



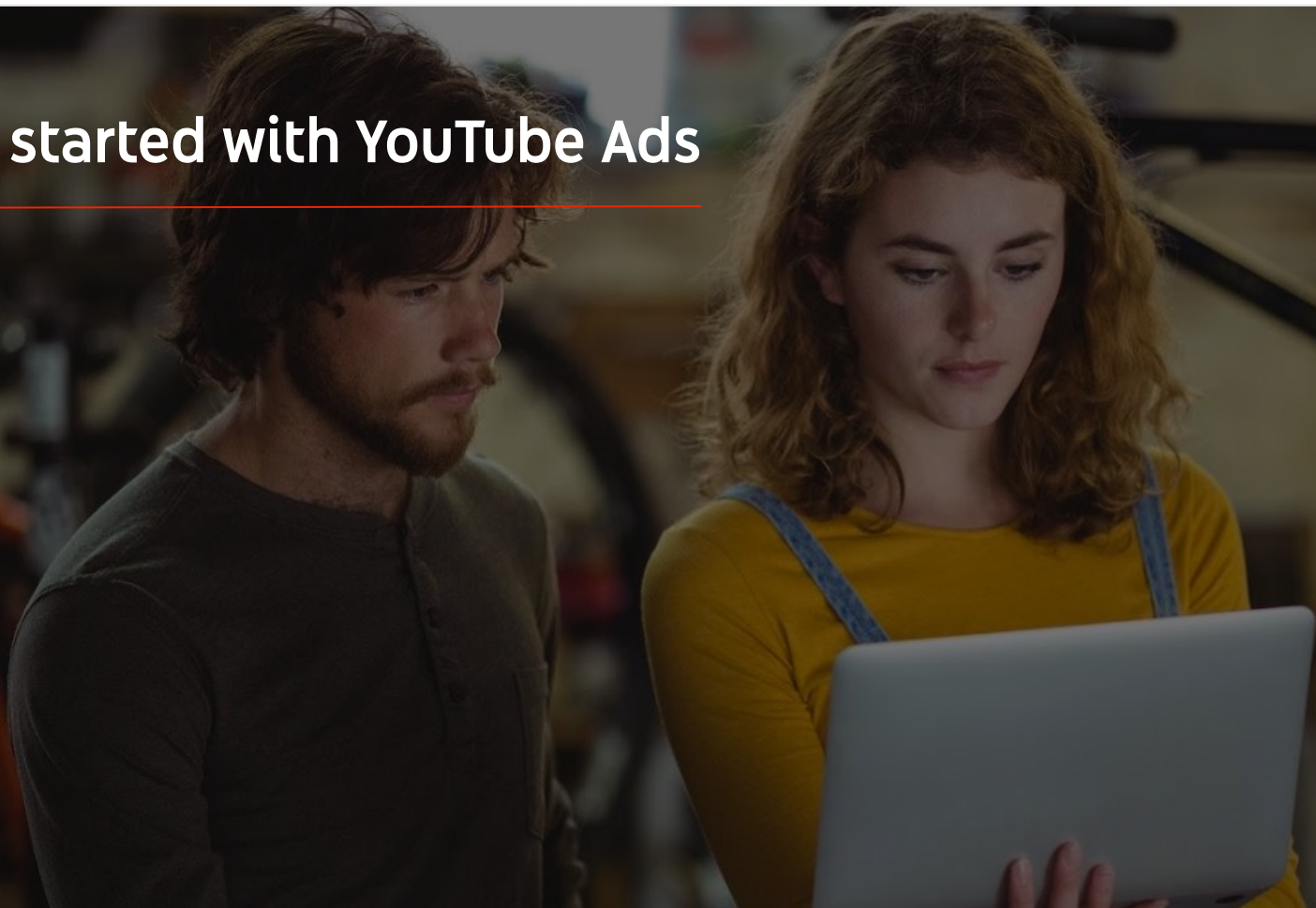
Here's how to live stream on YouTube

- Make sure your YouTube account is [verified](#) by linking your phone number before you access live stream on YouTube.
- On the desktop and mobile sites, navigate to [YouTube Studio](#). Select **Create** in the top right, and then **Go live**. On the YouTube app, click your profile picture, select **Your channel**, press the **+** and then select **Go live**.
- Follow the prompts to enable your account to use live stream on YouTube.
- You'll be able to instantly live stream from the **Go live** button once your account is set up.

On the YouTube app, click your profile picture, select **Your channel**, press the **+** and then select **Go live**.



Getting started with YouTube Ads



Grow your business and see results with YouTube Ads

Reach your customers – and find new ones.

Foodies down the block.
Fashionistas across the country.
YouTube Ads connects you to
more of the people who matter
most to your business.

Show up when it counts.

Turn viewers into customers,
on any budget. YouTube Ads
uses the power of Google to
serve your message to the right
people at the right moment.

See the results that matter to your business.

YouTube Ads makes it easy
for people to learn about your
business and products. Get more
views, subscribers, website visits
and more.

89%

of small businesses use a combination of
paid ads and organic content on YouTube.¹

70%

of viewers say YouTube makes them more
aware of new businesses.²

¹ Source: Google/Ipsos, YouTube small business study, US, BR, DE, ID, IN, JP, 2020, n=1,572.

² Source: Google/Talk Shoppe, US, whyVideo study, n=2000, ages 18-64, general population video users, February 2020.

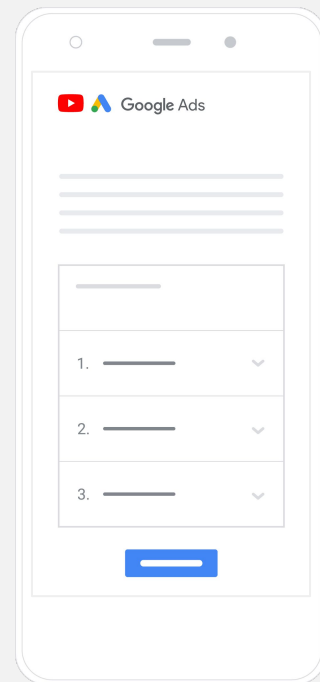
01

Create or sign in to your Google Ads account

Although your ad will appear on YouTube, you'll manage your campaign using Google Ads.

Learn more about the benefits of YouTube Ads and how it works on [YouTube.com/ads](https://www.youtube.com/ads). Once you're ready to get started, select [Start now](#).

Before you start a YouTube Ads campaign, you'll need to [upload your video ads](#) to your YouTube channel.



02

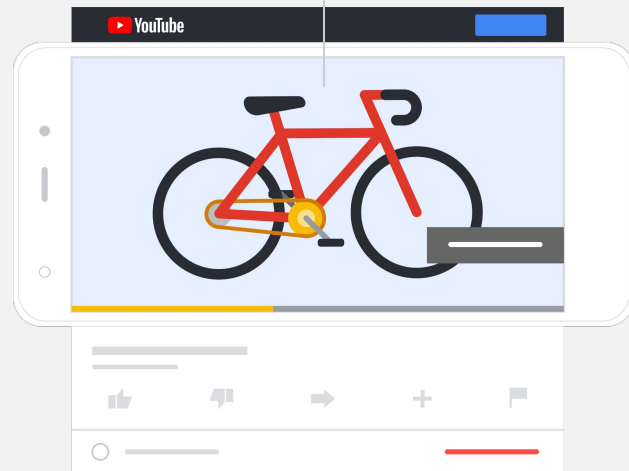
Set up and launch your campaign

Skippable or clickable, short or long – YouTube has a variety of ad formats to help you get the results your business needs. Find the right ones for your goals: [awareness](#), [consideration](#) and [action](#).

You can then [target potential customers](#) based on demographics, location, interests, life events and more. [Find My Audience](#) can help you understand the different audiences that are available on YouTube.

Once it's all set up, you can launch your campaign from Google Ads.

Choose the right ad formats based on your goal: [awareness](#), [consideration](#) and [action](#).



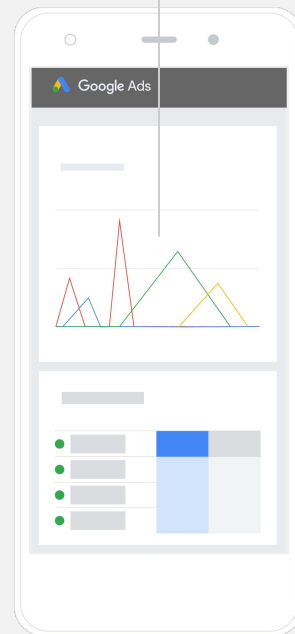
03

Measure your results

You don't need to be a data expert to understand how your YouTube Ads campaign is performing. There is a range of real-time metrics you can track for the insights that you need. See how many people are viewing your ad, how engaged they are, what actions they're taking and more.

Learn more about [measuring your ad campaigns here](#).

You can find [important metrics](#) on your Google Ads dashboard.





Conversion rates to our website are incredible.
We've **grown a ton** thanks to YouTube Ads.

– Stewart Freeman, Murphy's Naturals

[See their story](#)



What's next?



Learn with YouTube

There are several resources that can help you take advantage of everything YouTube has to offer.

See more information about YouTube Ads.

[Go to the YouTube Ads website](#)

Learn how to use YouTube Ads to its full potential.

[Check out Skillshop](#)

Build your expertise on a range of different YouTube topics.

[Watch Creator Academy videos](#)

Find answers to your questions and product walk-throughs.

[Visit the Help Center](#)

