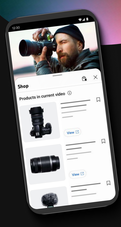
YouTube Shopping

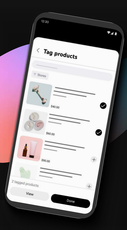
Creator Starter Pack

If you're reading this then you're up to something big – and we can't wait to be a part of it!

Getting your channel set up for Shopping is a big step, and a fun one. To help you every step of the way, we've put together a starter pack, filled with resources you might need including set up tips, best practices, and fun elements to add to your content. So whether this is your first time opening up shop or you already know the ropes, we hope we can help make your YouTube Shopping experience just as enjoyable as the content you create.



Getting Started



1 Check if your channel is eligible for Shopping.

Check Eligibility

2 If you're eligible, hooray!

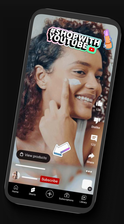
It's time to start tagging products on your new and existing videos.

Connect Your Store | Start Tagging

Make It Easy For Your Fans To Shop

Below are a few tips to help you get started.

Download Templates



★ **Show them how they can buy the products mentioned in your video.**

Give your fans a call to action either in your video or in your description. Here's an example:
"All the products I mentioned can be shopped from this video! Click the shopping button on the bottom of the video to get started."

★ **Guide them on how they can purchase the products directly within your videos. (Pro-tip: Use arrow stickers!)**

★ **Provide cues on how they can now shop with you**

Your channel icon, channel cover photo, and even your video thumbnails are all great opportunities to let everyone know they can shop your content. Here are a few customizable templates to get you started.

Download Channel Templates

Tease & Promote

Tease your video content. Drop behind the scenes previews of your process or products to start building curiosity. Shorts are a great way to do this. You can also post your video on social!

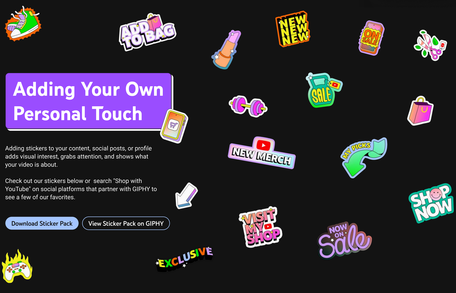
Download Social Media Templates

Adding Your Own Personal Touch

Adding stickers to your content, social posts, or profile adds visual interest, grabs attention, and shows what your video is about.

Check out our stickers below or search "Shop with YouTube" on social platforms that partner with GIPHY to see a few of our favorites.

Download Sticker Pack | View Sticker Pack on GIPHY



Don't Forget...

Tag Relevant & Helpful Products

Help your viewers shop your videos quickly and easily by only tagging products you've mentioned.

Be transparent

Viewers appreciate honesty and authenticity. Demonstrate how to use the products and your honest opinions. If you received payments, free products, or are earning commissions through the video, clearly disclose that and let viewers know how they're supporting you by shopping on the video.

Learn From Your Peers

Check out how a few creators are integrating shopping into their content. Read it HERE.

Your store is your space to connect with your viewers and build your community—so have fun with it!

Use the Hashtag #ShopWithYouTube

Show us your best shopping content and potentially get featured in future marketing activations, sharing your content to more people! All you have to do is add the hashtag #ShopWithYouTube in your titles and description boxes.

#SHOPWITH YOUTUBE

We can't wait to see what you create.

YouTube Shopping