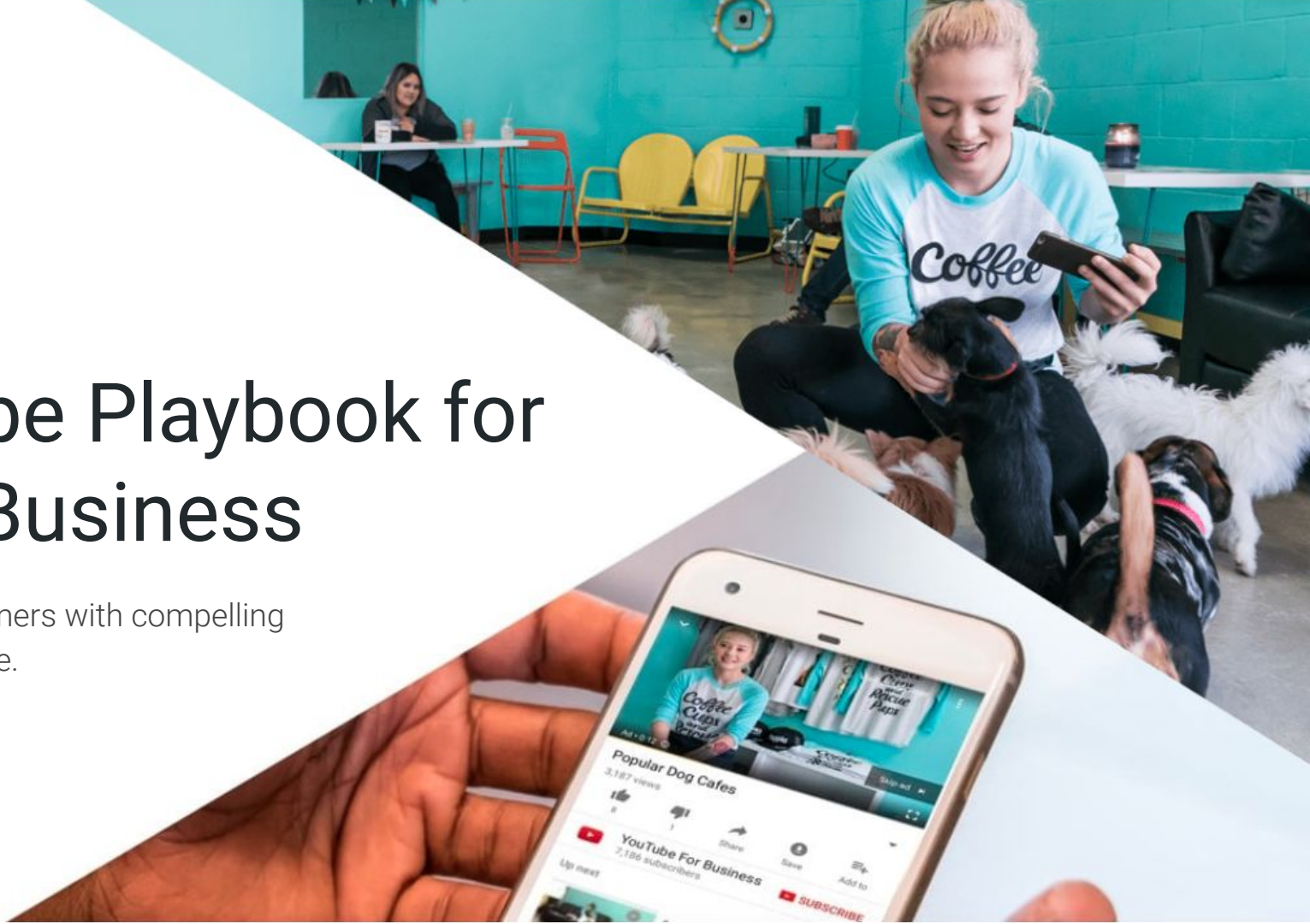


YouTube Playbook for Small Business

Connect to customers with compelling videos on YouTube.



Resources to help your small business manage in time of uncertainty

As communities throughout the world respond to COVID-19 (coronavirus), we know this time presents unique challenges for businesses. Visit our [resource center](#) for tips and recommendations to help you navigate this for your employees and customers.

Many small businesses are looking for ways to stay in touch with their customers while they are navigating the realities of COVID-19. Creating a free YouTube channel can help keep your customers informed about changes, address questions and deepen customer relationships during these times of uncertainty.



Here's what we'll cover

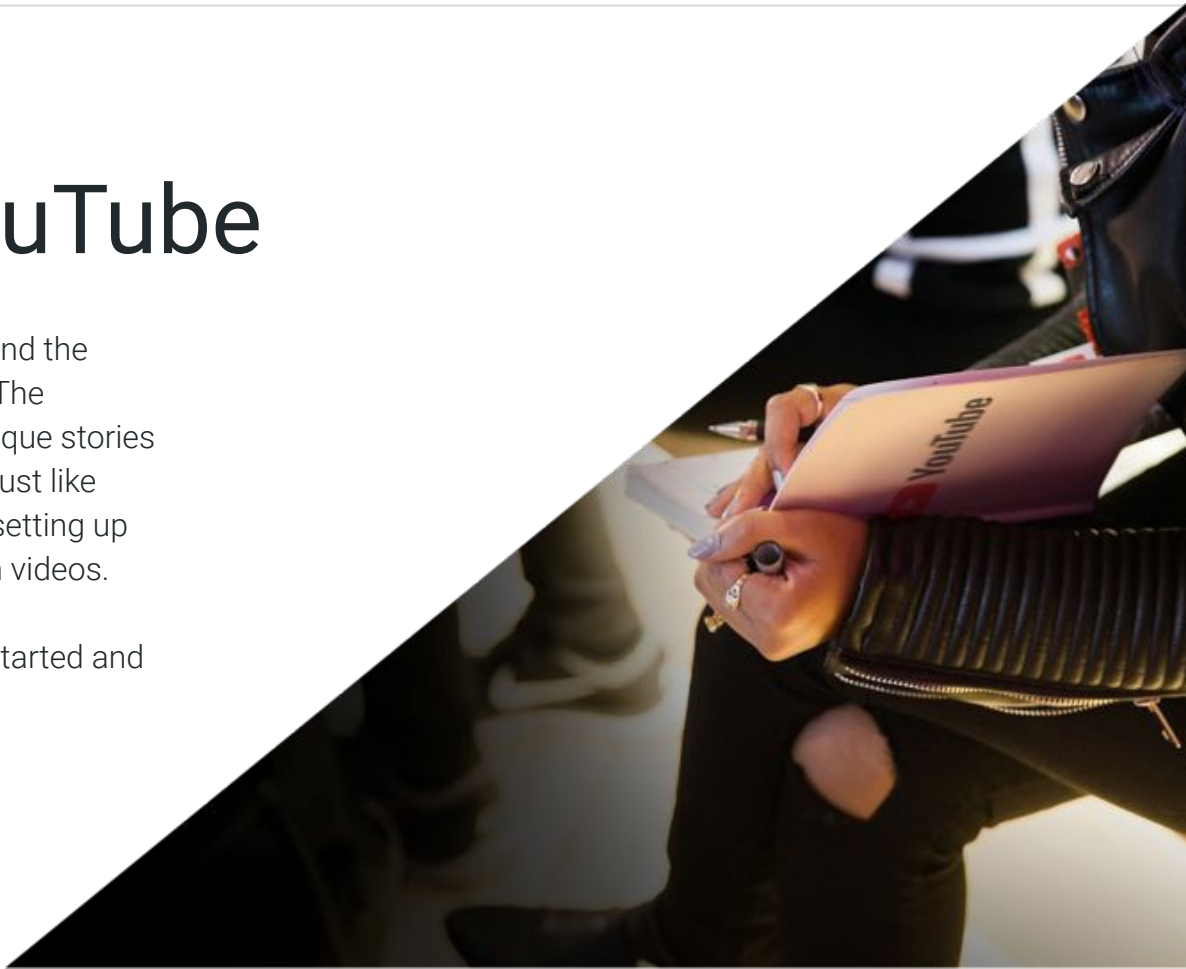
1. [Get to know YouTube](#)
2. [Create a home for your business on YouTube](#)
3. [Create an effective video](#)
4. [Get your message to your customers](#)
5. [Reach the right people](#)

1

Get to know YouTube

YouTube is the world's largest video network and the second-largest search engine behind Google. The platform enables businesses to share their unique stories and build connections. Every day, businesses just like yours start reaching interested customers by setting up their YouTube channels and creating their own videos.

This playbook provides details on how to get started and be effective on YouTube



YouTube is the largest video network in the world



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



Video remains the world's largest pastime, and it's still growing. Globally, **video will be 82% of all consumer traffic by 2021**.²



Over **90% of consumers** say they've discovered new products and brands on YouTube.³

¹Source: YouTube Internal Data, Global, April, 2019. ²Cisco Visual Networking Index: Forecast and Methodology, 2016–2021.

³Google/Magid Advisors, "The Role of Digital Video in People's Lives", Global, August 2018.

YouTube keeps people watching



Users spend an **average of more than an hour a day watching YouTube** on mobile – and that's growing¹

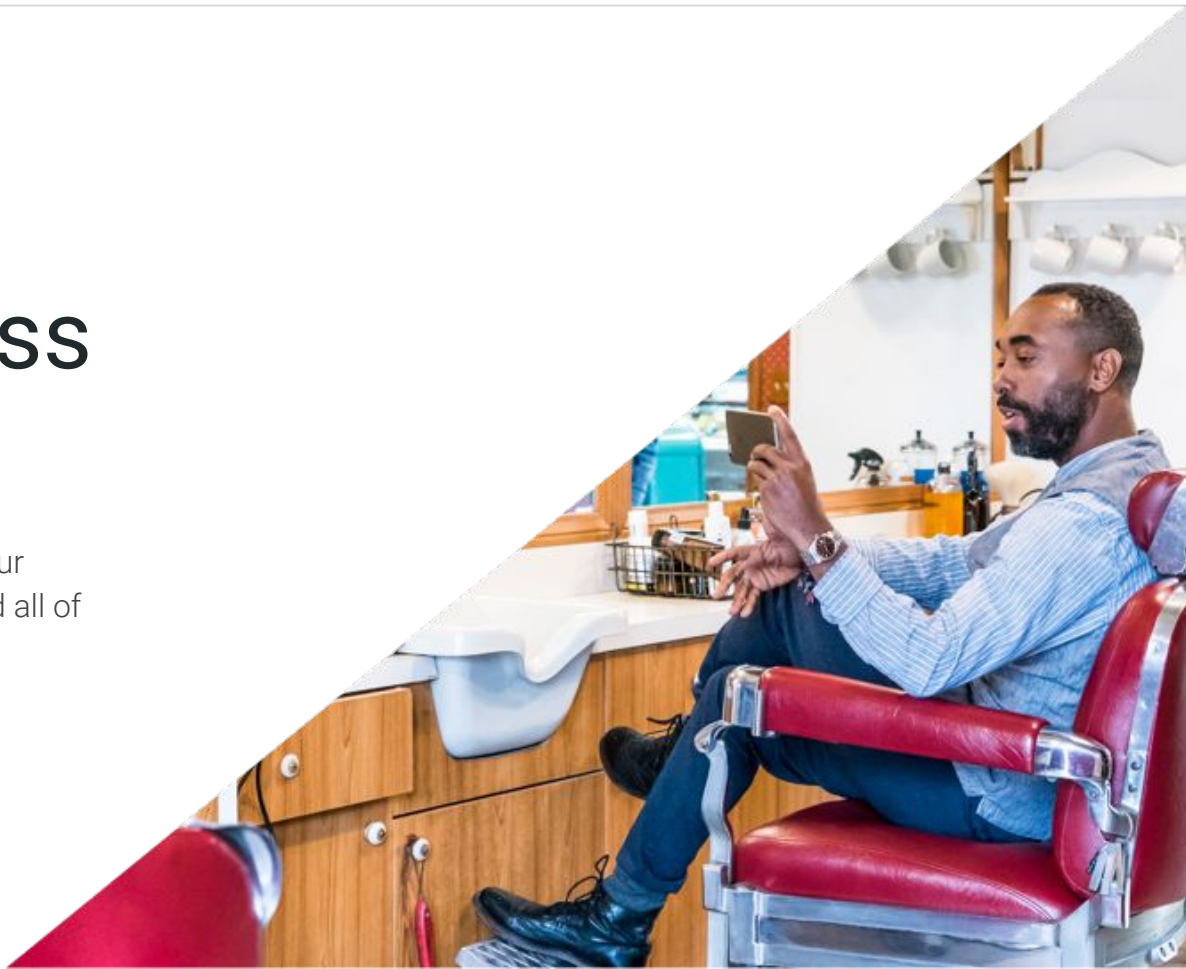


¹Source: YouTube Internal Data, Global, 2017.

2

Create a home for your business on YouTube

Now let's see how you can build a place for your business on YouTube so people can easily find all of your content in one place.



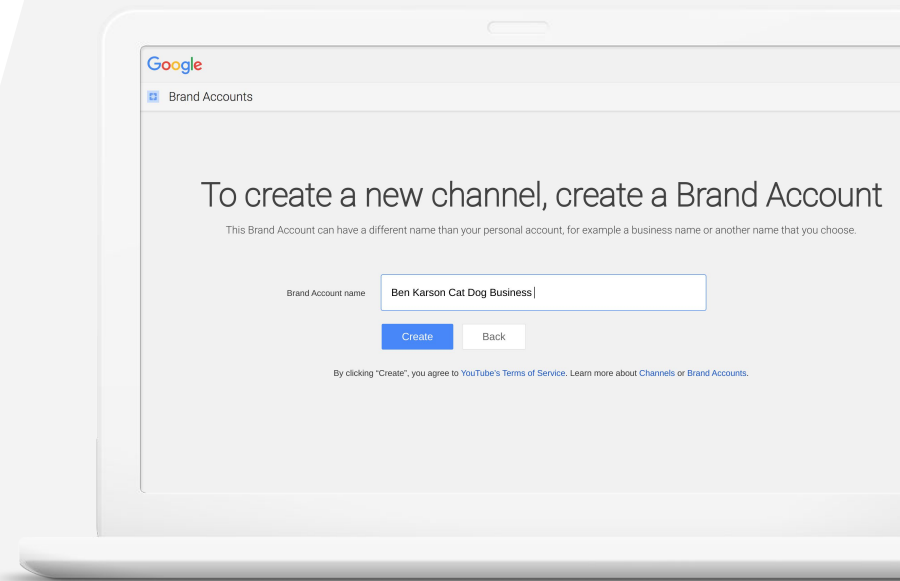
Getting started

Give your business a free presence on YouTube.

1. Create or sign in to your business account on YouTube
2. Select “Use a business or other name”
3. Follow prompts to **Create a new channel** and fill out the necessary fields with your information

Quick tip:

Make sure you’re using your business account, not your personal account. [Learn more.](#)



Build a YouTube channel

Step one: Look for inspiration

Make sure you pick a category that best matches what you'll feature in your videos. One way to start is to look at the YouTube channels of businesses like yours.

Below are a few examples of categories you can search for:



Auto & Vehicles



Beauty & Fashion



Food



Gaming



How-To & Style

Build a YouTube channel

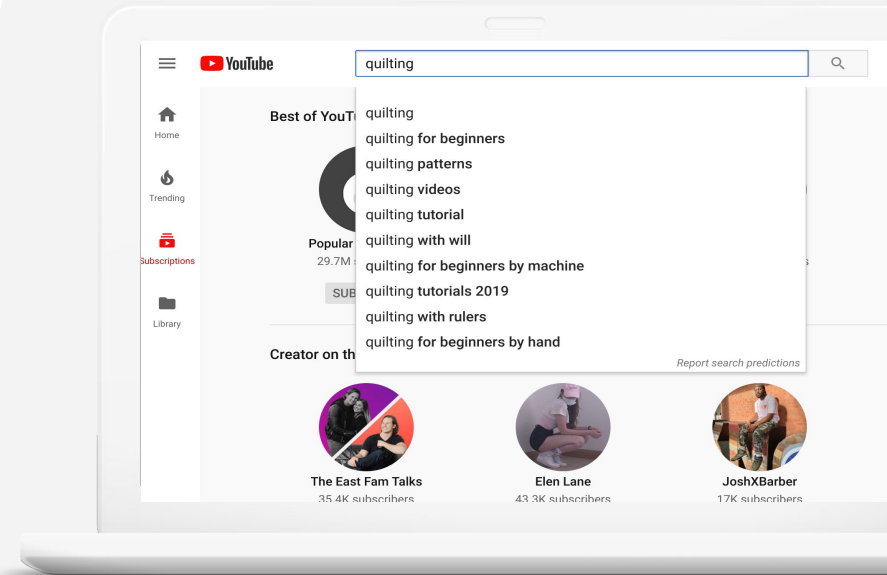
Step two: Identify the best practices for your category

Ask yourself these questions when viewing other channels:

- What type of content is on this channel that you could leverage for your business?
- What audience does this channel aim to reach?

Quick tip:

Taking a look at the autocomplete results from YouTube searches can help you identify common themes and trends to inspire your channel.



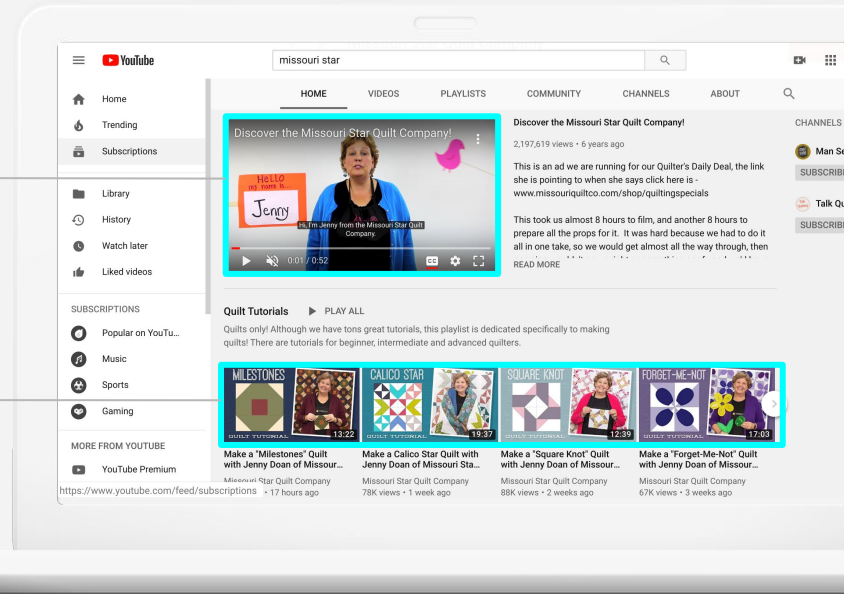
Build a YouTube channel

Step three: Introduce your business to your viewers

- **Channel trailer:**
Tell people about your business and channel
- **Channel sections:**
Organize videos by product or theme and highlight featured content

Quick tip:

Add a website link and other pages to the About tab on your channel to drive more potential customers to your business.

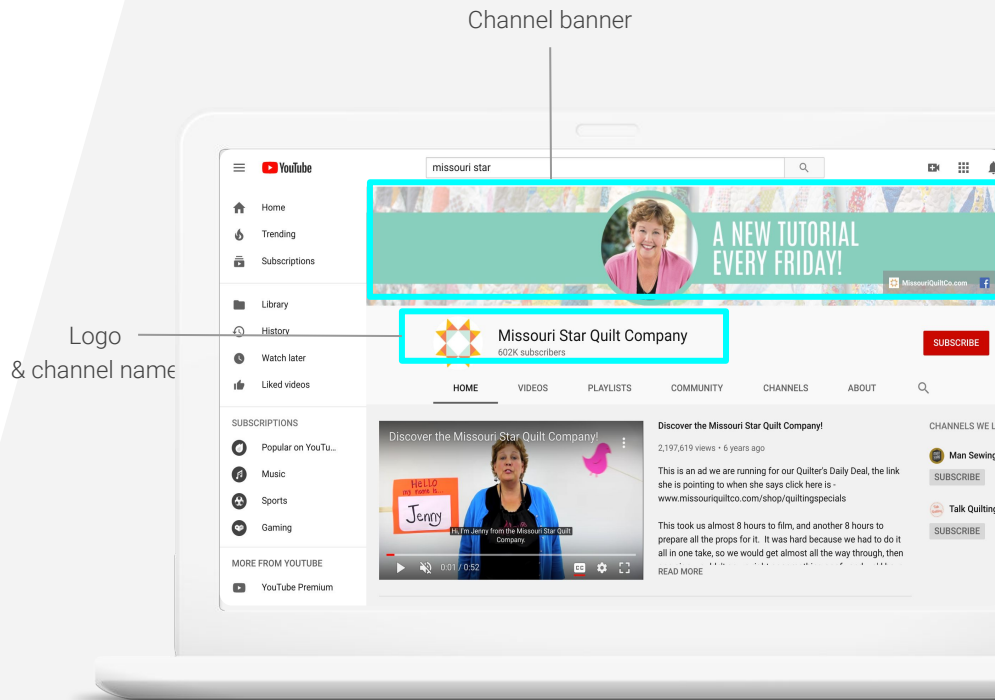


Make your channel your own

- **Update your channel banner, icon, and name**
Add your logo or customize your channel banner to represent your business.

Quick tip:

You can show a different layout to new viewers and returning subscribers.

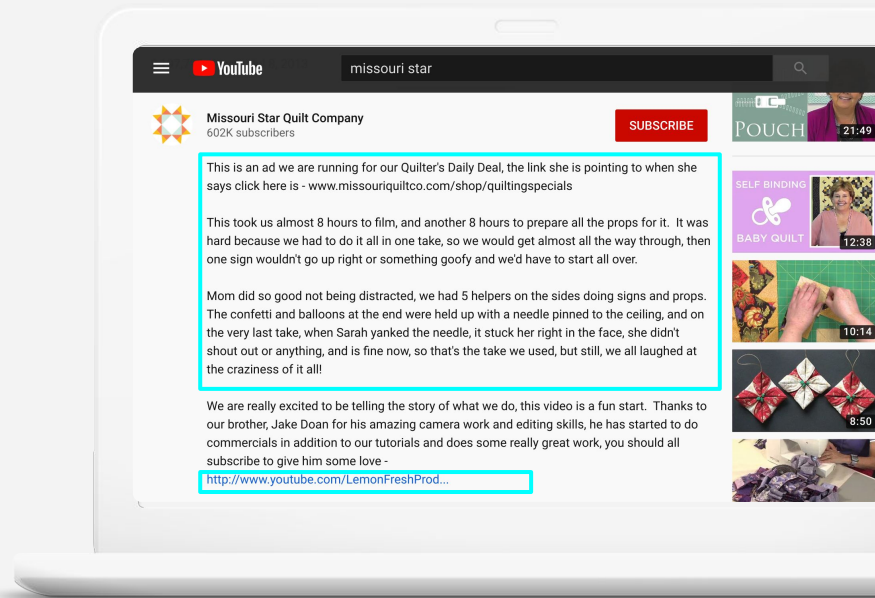


Write helpful descriptions for your videos

- **Put descriptive and searchable content first**
- **Add extra information and links if needed**
Channel descriptions, social links, and more give your viewers extra detail about your video and your business.

Quick tip:

The first few sentences of your description will appear on YouTube search results, so make sure you have a clear call to action, also known as a CTA.

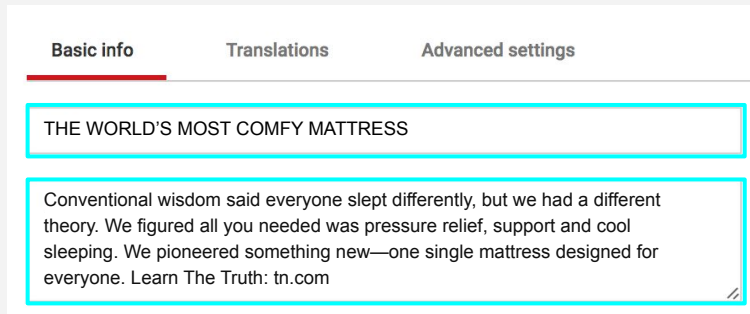


Make sure customers can find you

- Once you uploaded your video, it's important to **include searchable video titles and descriptions** to make it easier for people to find your video – even if they're not specifically looking for it
- Well-written descriptions with **the right keywords can boost views and watch time** by helping your video show up in search results

Quick tip:

Using common search terms like “how to” and “review” is a good way to connect with more customers.



Write searchable titles

A few good tips:

- Try to keep it to 45 characters or less so you show up more easily in searches
- Identify content type (for example “tutorial”) so it’s clear what your video is about



Quilt Snips Mini Tutorial - Easy Cathedral Window

Missouri Star Quilt Company • 67K views • 1 year ago

Click here to watch the full tutorial: http://bit.ly/qsCathedralWindow_yt Cathedral Window quilts are always so intimidating, but not this time! This quick and easy mini tutorial shows you just ho...

- Label with brand or series if needed (for example “Tuft & Needle Presents: SHIPS IN A SMALL BOX”) to help people search for your similar videos



Tuft and Needle Presents: SHIPS IN A SMALL BOX

Tuft & Needle • 608 views • 3 years ago

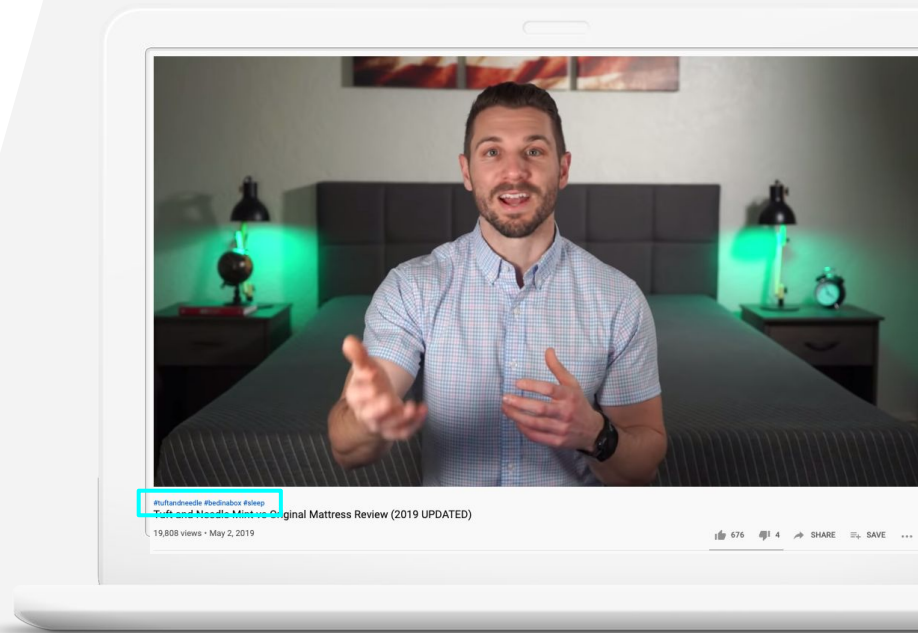
We were the first and still highest rated mattress to ship right to your door in a small box. Watch the unboxing video: ...

Add video tags to help viewers find your content

- **Keep it simple**
Use the “tags” field during your video upload. Include keywords from your title, and a mix of both general and specific tags to thoroughly and accurately describe your video.
- **[Google Trends](#) and [Google Ads Keyword Planner](#)**
These tools can help identify popular keywords and their synonyms. Including these terms can help maximize traffic from search.

Quick tip:

Focus on information not communicated in your title and description. Think about how YOU search on YouTube!



3

Create an effective video

Let's take a look at how you can share the story of your business on YouTube with a video. Here are some tips that will help set you up for success.



Make a video you would want to watch!

When creating a video there are a few things you should keep in mind.

- Who do you want to feature in your video?
- What's the story you want to tell?
- How can you best capture the sights and sounds for your video?
- Once you've shot everything, what's the best way to edit it all together?

We've put together a quick guide to [Making Your Video Ad](#) that helps you get from initial concept to the final cut.

Already have a video?

UPLOAD IT NOW



Creative best practices

Use these proven approaches to help your video ads deliver on your marketing goals.

- **A**tract – Catch your audience’s attention from the start with a powerful hook.
- **B**rand – Introduce your brand or product and try to show it in a natural way.
- **C**onnect – Explore ways to reach your audience – for example, humor or suspense.
- **D**irect – Give viewers clear calls to action, so they know exactly what to do next.

Explore the ABCDs of effective video ads.

[DOWNLOAD GUIDE](#)



Your creative partners are standing by

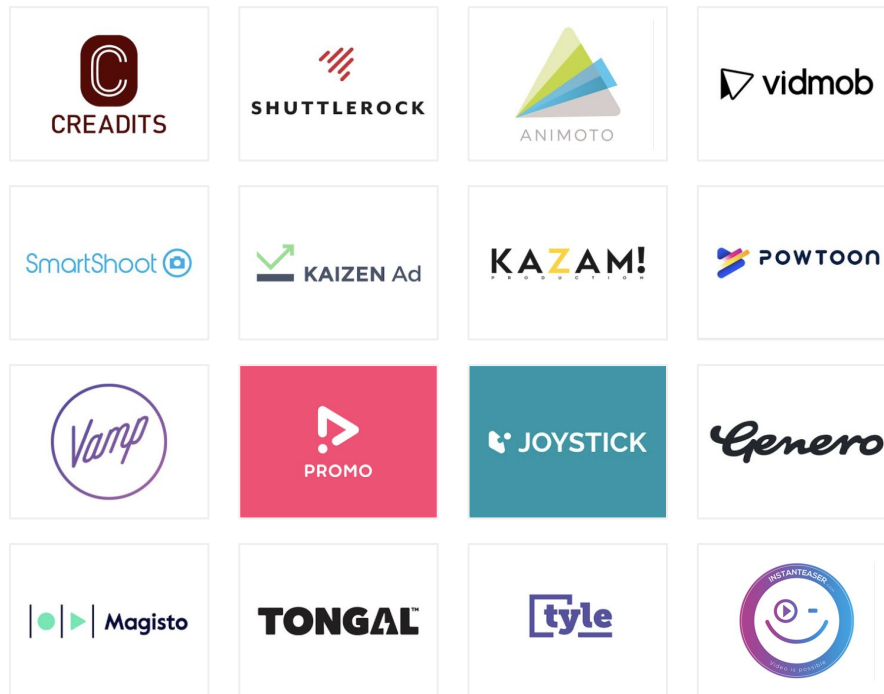
Video is a powerful way to connect with your customers at a time when in-person moments feel few and far between.

Explore our [creative directory](#) of video producers and do-it-yourself creation tools to start building your visual story on YouTube.

No matter what your creative goal, budget, or deadline may be, our partners are here to help.

Find the creative partner that's right for you.

LEARN MORE



Specialized support when your business needs it

In a rapidly evolving environment, these support packs from YouTube [creative partners](#) can help you get started and stay connected with video.

Partner	Service	Price	Key offering
Promo	Self-service DIY templates	\$50–\$350 USD monthly subscription	<ul style="list-style-type: none"> SMB Support Hub: free subscriptions/services for small businesses that have been affected by COVID-19 Single-clip storytelling templates with affordable professional stock video, ready in minutes
Shutterstock	Managed editing only	\$1K–\$6K USD per project	<ul style="list-style-type: none"> COVID-19 resources: discounts and brand support to help you shift from out-of-home and print media to online Turning existing assets into amazing, handcrafted mobile video
Powtoon	Self-service DIY templates	\$16–\$99 USD monthly subscription	<ul style="list-style-type: none"> COVID-19 video template to help you promote health and safety Single-clip storytelling templates with affordable professional stock video, ready in minutes
Instanteaser* <small>*Services offered in US, Canada, and LATAM only</small>	Managed editing only	\$40 USD per video – up to \$800 USD for multiple videos	<ul style="list-style-type: none"> New offering, Instanteaser Multiply, helps you produce quality content and promote delivery services for an estimated cost of \$40 per video Expedited turnaround times to respond to COVID-19
VidMob	Managed editing only	\$4K+ USD per project	<ul style="list-style-type: none"> Platform for understanding which creative elements impact ad performance VidMob production tool is currently free for in-house brand/agency teams Gain insights specific to COVID-19 with the Creative Intelligence tool from Agile Creative Studio

4

Get your message to your customers

Let's review some interactive features that will make it easier for your customers to visit your website, watch other videos on your channel, and more.



End screens

What they are:

End screens show up during the last 5–20 seconds of your video. You can add up to four elements to promote your content, channel, and website.

Why they work:

- Longer engagement – build viewership and increase engagement by promoting your other videos and playlists.
- More connections – link to your website and drive traffic from every video.
- Increase subscribers – invite subscriptions to your channel.
- Promote another channel – if you have another channel, let your viewers know with end screens.

How to start:

Visit the [Help Center](#) for step-by-step instructions on how to set up end screens.



Quick tip:

End screens can only be created on videos that are at least 25 seconds long.

Information cards

What they are:

These enable you to make key moments of your videos actionable for viewers. Choose from different templates that work within your video's content.

Why they work:

They're a way to take users to the next step. For example, invite your viewers to "Learn more," "Download the app," "Buy now," "Watch more," or whatever else makes sense for your business.

How to start:

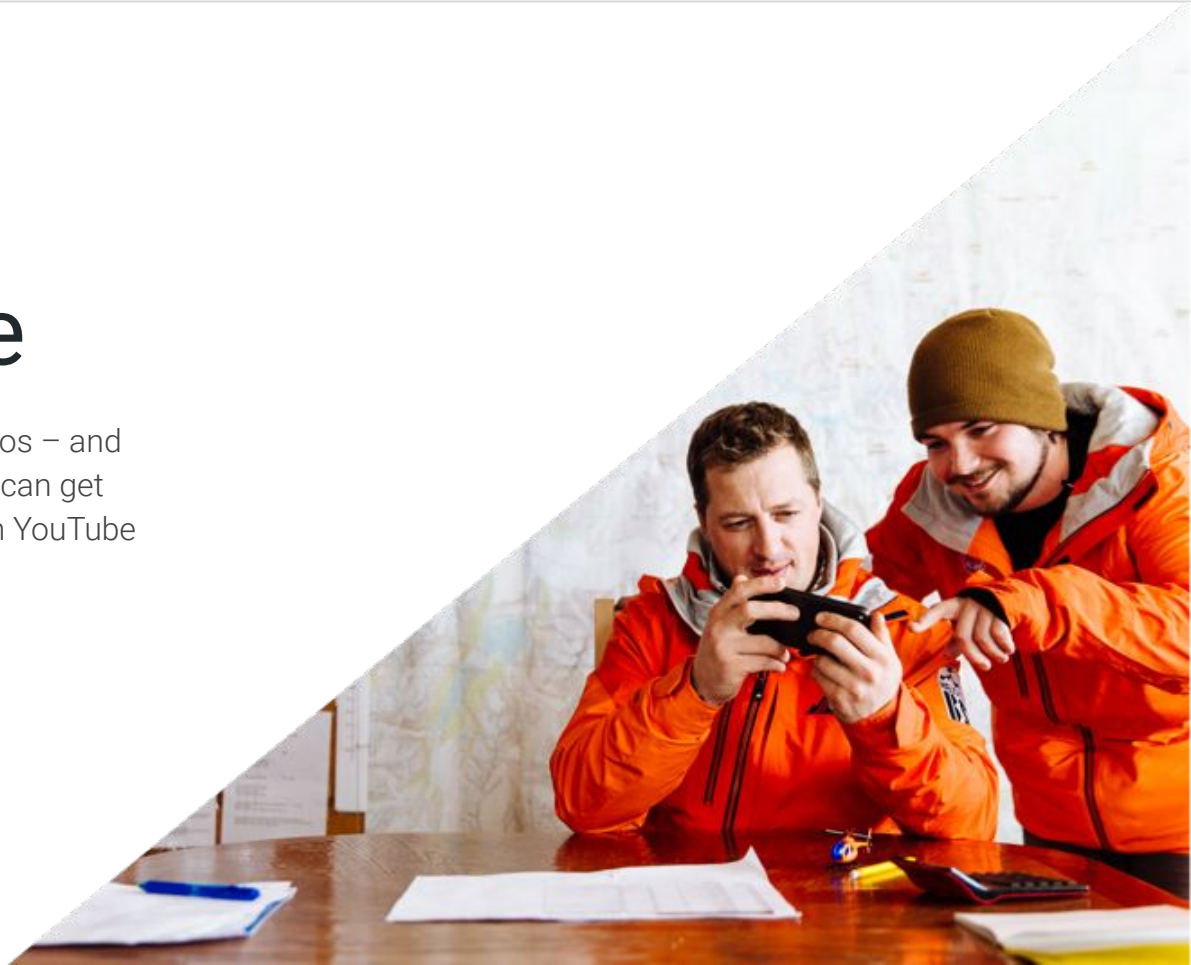
Visit the [Help Center](#) for step-by-step instructions on how to set up information cards.



5

Reach the right people

Learn how people are engaging with your videos – and how to hold their attention. Plus, see how you can get your business in front of more customers with YouTube Advertising.



Integrate your channel into your website, social, and email

This is an excellent way to get your videos in front of customers, encourage continued interaction with your brand, and help spread the story of your business through word of mouth.

An example of this would be posting your video on your company blog or including a link in a marketing email.

Quick tip:

You can also associate your official website with your YouTube channel. [Learn more.](#)

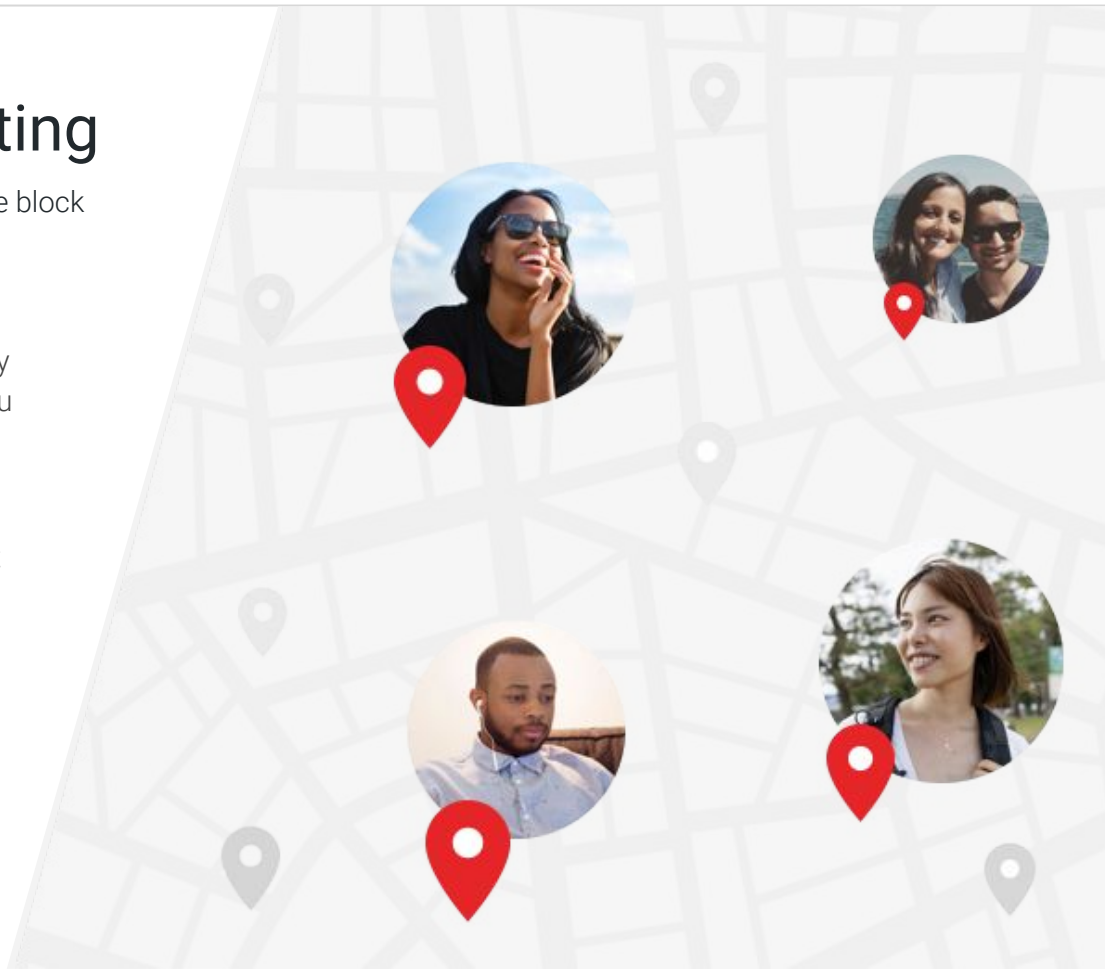


Your new audience is waiting

Start reaching even more potential customers around the block – and around the globe – with **YouTube Advertising**.

- **Connect with the people who matter to you**
You don't need to get your ad in front of everybody – just the people likely to be interested in what you have to offer.
- **Only pay when they watch your video ad**
You only pay when someone chooses to watch at least 30 seconds or clicks on your TrueView ad.
- **See how you're doing and what to improve**
Get real-time insights about how people are responding to your video ads. You'll know how you're doing – and how to do better.

GET STARTED

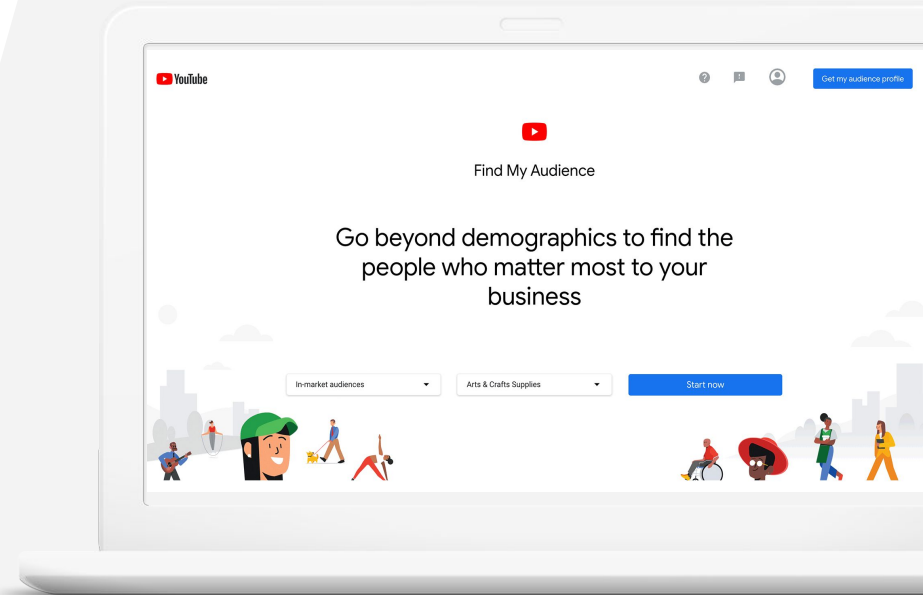


Connect with the people who matter to you

Powerful marketing starts with a deeper understanding of people. Use the [Find My Audience](#) tool to help you discover insights into your audience's interests, habits, and purchase behaviors, and help you find new audiences that match your business goals.

Download your **free audience profile** and get guidance on how to put those insights into action.

GET STARTED



Additional resources to help your business get started on YouTube

- [YouTube Advertising](#)
- [YouTube Playbook for Building Effective Creative](#)
- [YouTube Advertising Channel](#)
- [YouTube-trained Video Production Companies](#)
- [Success Stories](#)