

Grow with Google

# Use YouTube to Grow Your Business

#GrowWithGoogle



## TELL GOOGLE YOUR SUCCESS STORIES!

○ **Google is collecting stories from our events about real people like you!**

We're creating new advertising and partnerships

○ **Email me after today's presentation**

erin@erinbemis.com

○ **Give Simple, 1 sentence answers to these questions:**

1. Who you are and what you do?
2. What you learned today that was most valuable and how it will help?
3. Have you achieved success using any of Google's tools or products?



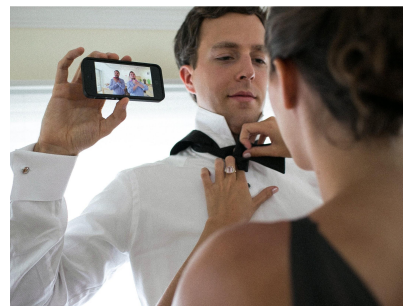
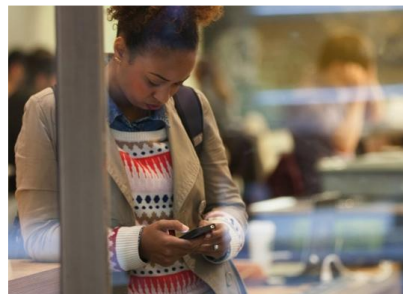
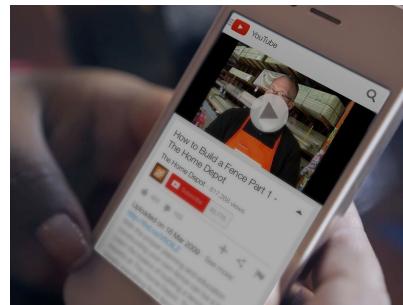
# Erin Bemis, IOM

LinkedIn: Erin Bemis



# 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>



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

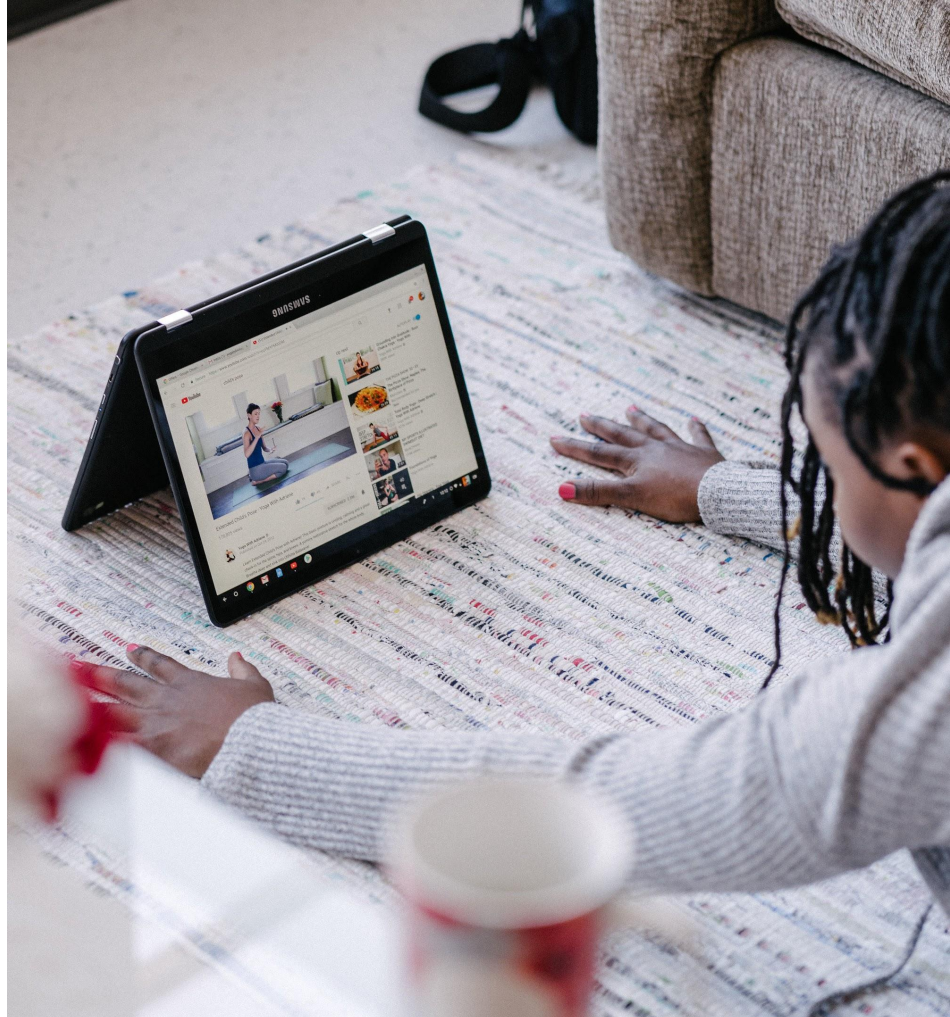
68% of YouTube users  
watched YouTube to help  
make a purchase decision.

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

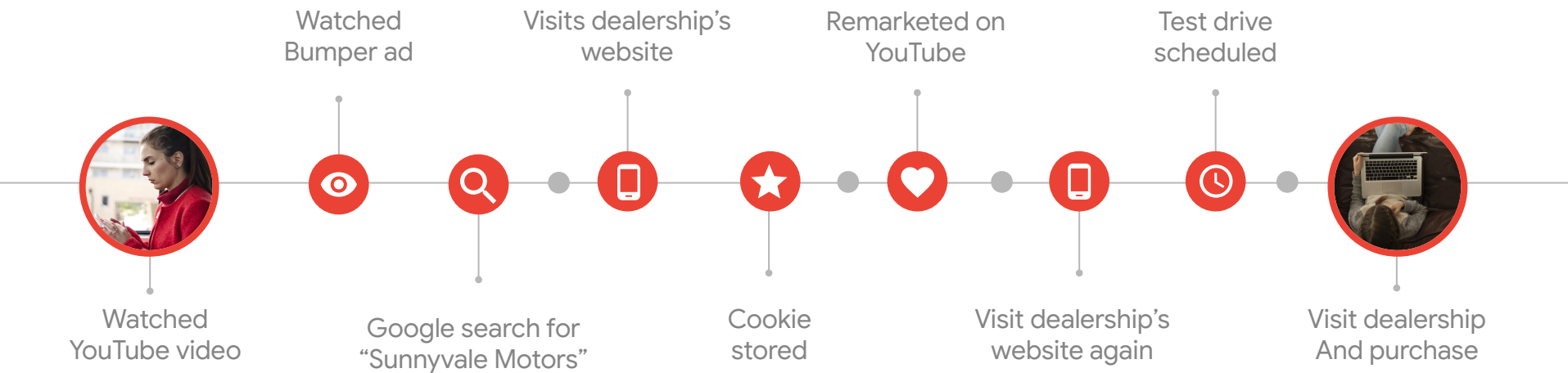


# YOUTUBE IS WHERE PEOPLE ENGAGE

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



# 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

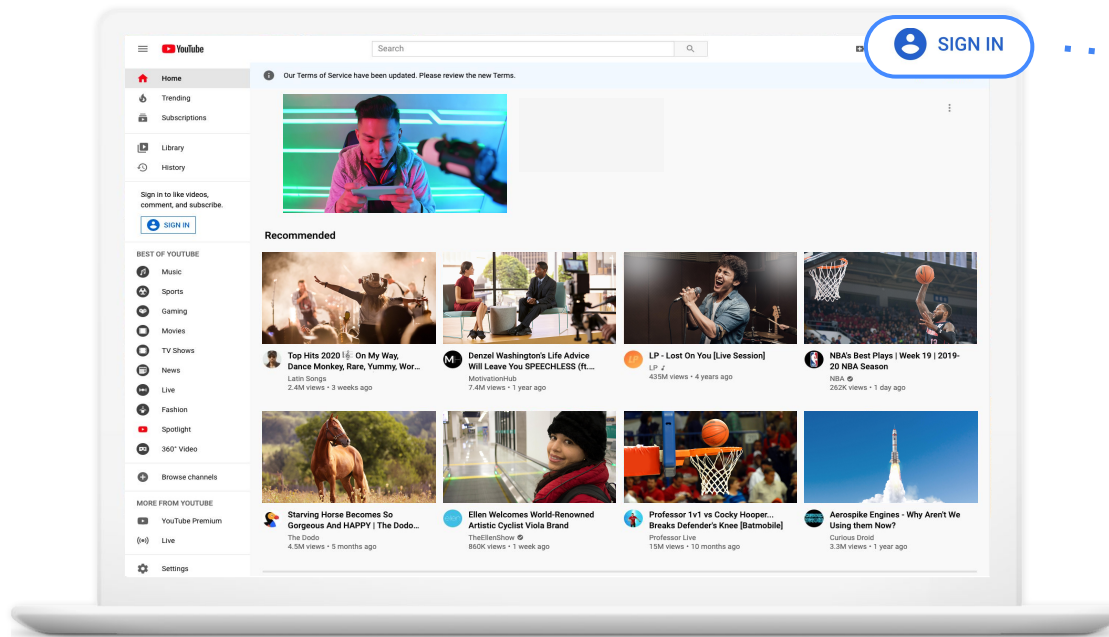


# Create a home for your business on YouTube





# CREATE YOUR CHANNEL



Sign into YouTube  
with your Google  
Account.

YouTube.com

# CREATE YOUR CHANNEL

Click “Create  
a channel”



Create a channel



GwG Demo

gw-g-demo@growwithg.com

[Manage your Google Account](#)



Paid memberships



YouTube Studio



Switch account



Sign out



Dark theme: Off



Language: English



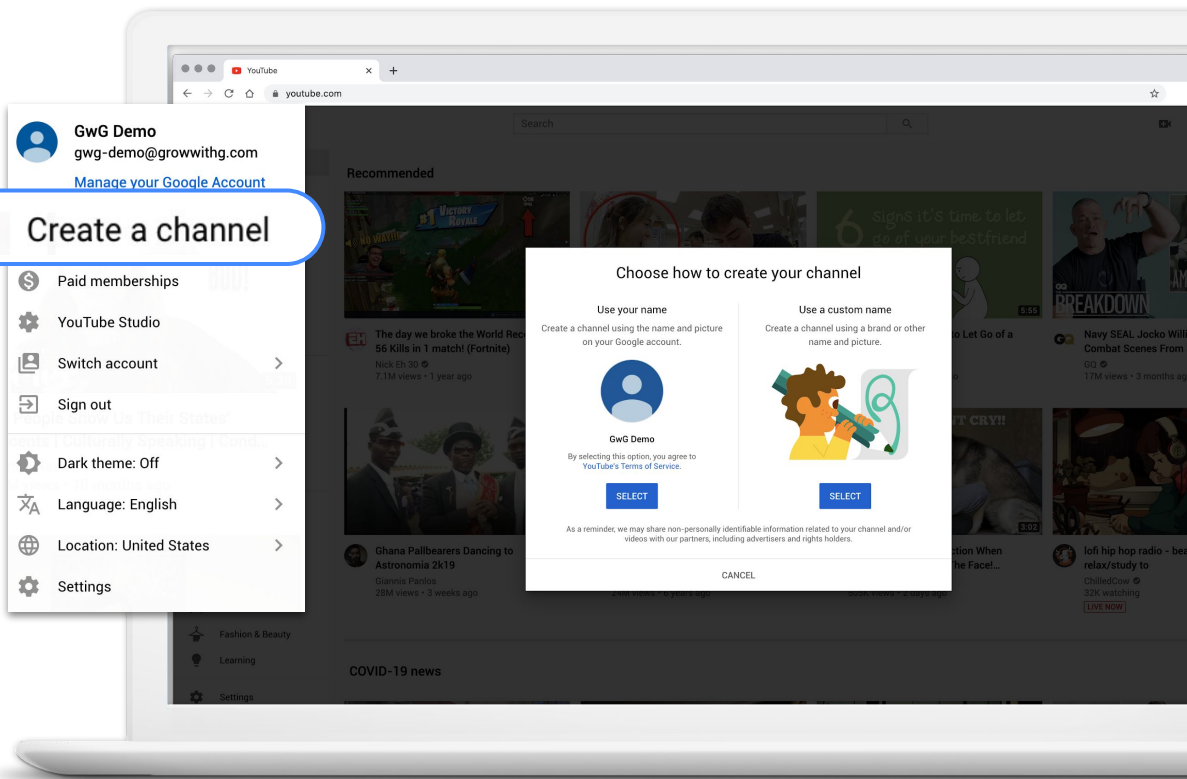
Location: United States



Settings

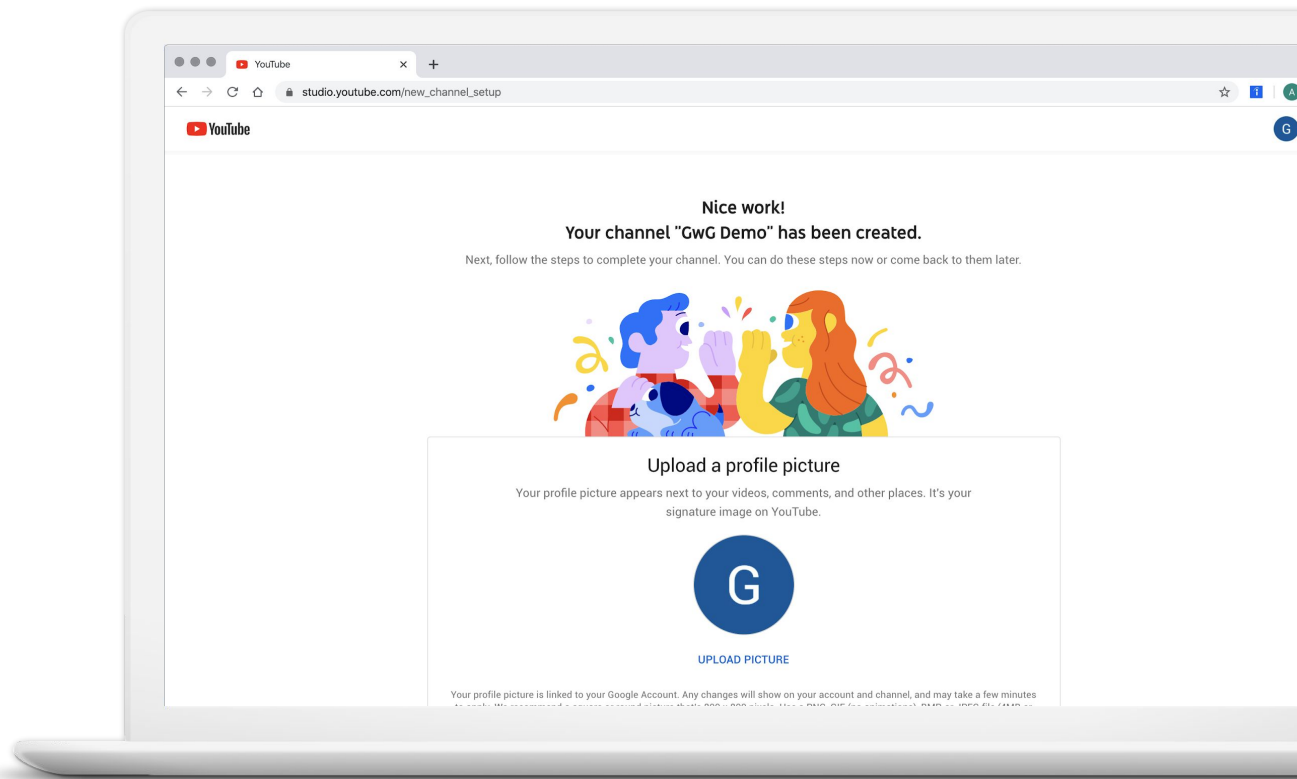
## Quick Tip:

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



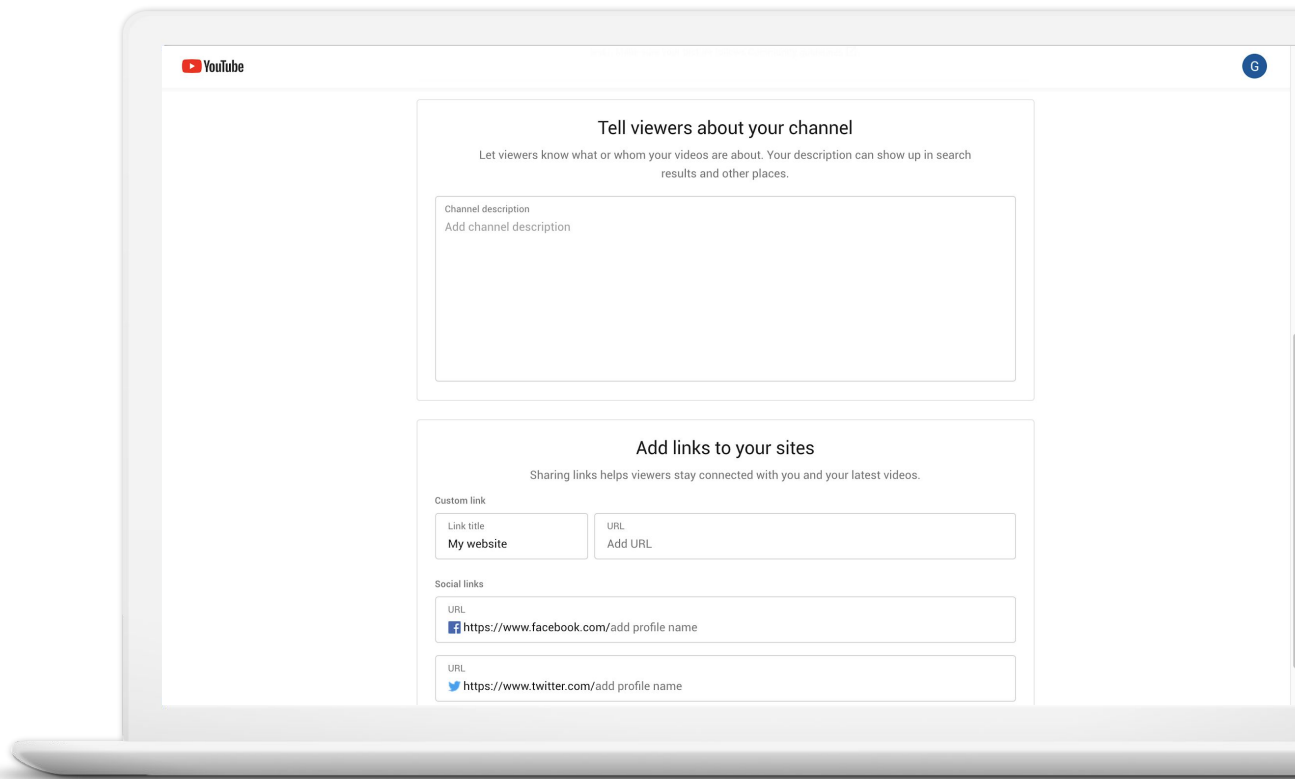
# CREATE YOUR CHANNEL

Upload profile picture  
that best represents  
your business channel.



# CREATE YOUR CHANNEL

- Write description
- Add website
- Add social links



The image shows a laptop screen displaying the YouTube channel creation interface. The top of the screen features the YouTube logo on the left and a user profile icon on the right. The main content area is divided into two sections. The first section, titled "Tell viewers about your channel", includes a subtitle "Let viewers know what or whom your videos are about. Your description can show up in search results and other places." and a large text input field labeled "Channel description" with the placeholder text "Add channel description". The second section, titled "Add links to your sites", includes a subtitle "Sharing links helps viewers stay connected with you and your latest videos." and is divided into two parts. The "Custom link" part has two input fields: "Link title" (containing "My website") and "URL" (containing "Add URL"). The "Social links" part has two input fields: "URL" (containing a Facebook link "https://www.facebook.com/add profile name") and "URL" (containing a Twitter link "https://www.twitter.com/add profile name").

# CUSTOMIZE YOUR CHANNEL

Channel art

Organize videos

Upload or Go live

Edit

The image shows a laptop displaying a YouTube channel page for 'GwG Demo'. The channel has 0 subscribers and a video manager. The channel art banner features a large 'G' logo and a camera icon. A blue callout bubble with a plus icon and the text 'Add channel art' points to the banner. A blue callout bubble with a pencil icon and the text 'Edit' points to the 'Edit' button in the top right corner. A blue callout bubble with a plus icon and the text 'Add a section' points to the 'Add a section' button in the 'Uploads' section. A blue callout bubble with a plus icon and the text 'Upload or Go live' points to the 'Upload or Go live' button in the top right corner. A blue callout bubble with a plus icon and the text 'Channel art' points to the 'Channel art' button in the left sidebar. A blue callout bubble with a plus icon and the text 'Organize videos' points to the 'Organize videos' button in the left sidebar.

Add channel art

Add a section

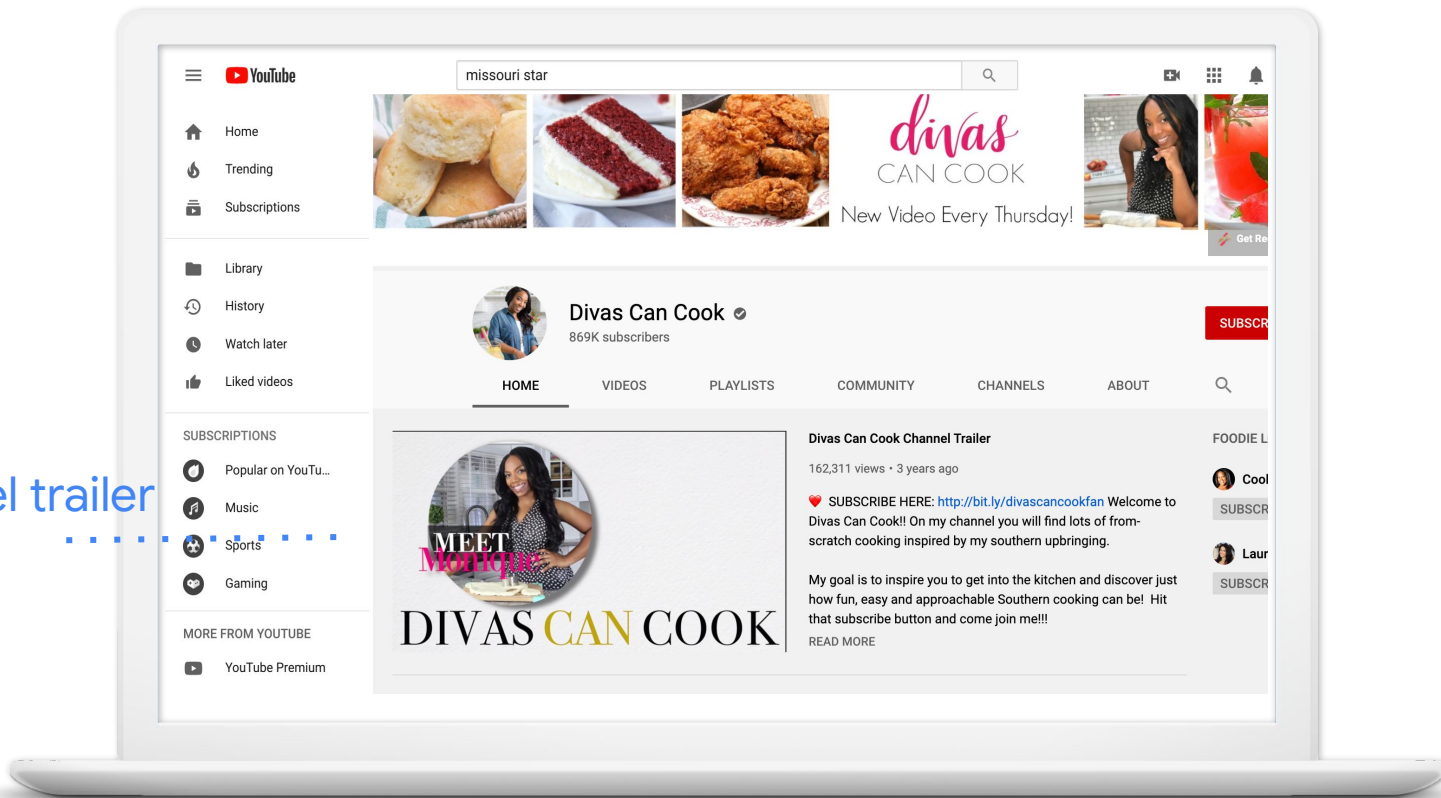
Upload or Go live

Edit



# CUSTOMIZE YOUR CHANNEL

Channel trailer



# Create videos that help you achieve your business goals





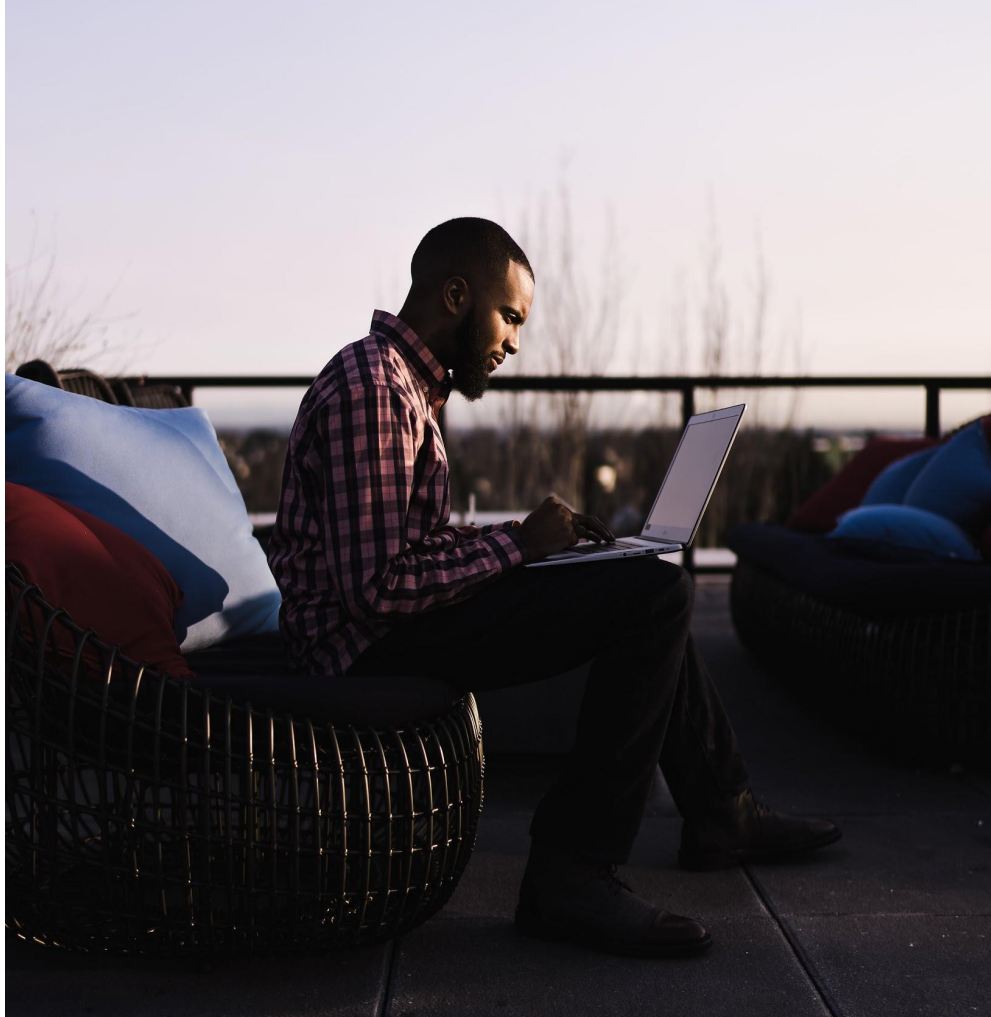
## VIDEO CONCEPTS

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



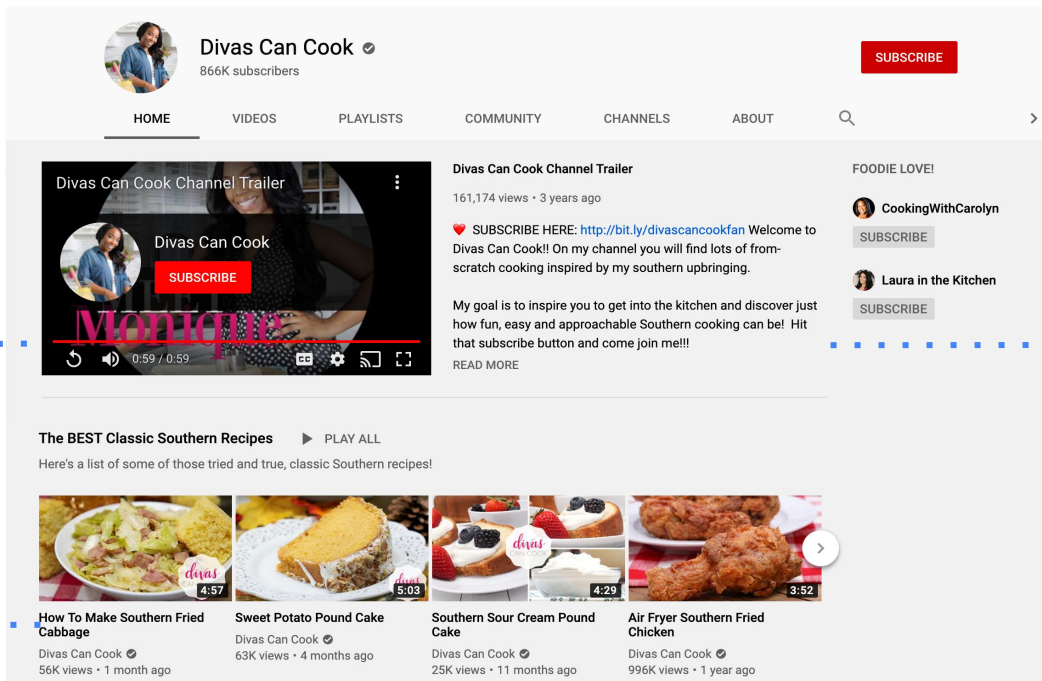
# A WELL ORGANIZED CHANNEL

Engaging  
and  
relevant

channel art



Introductory  
video trailer



Helpful  
description

Videos grouped by  
playlists

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 ?

Take 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

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

Stasia's Bakery



Video link

<https://youtu.be/uW5tf3lI7eg>

Filename

IMG\_5733.MOV

Playlists

Audience



# ADD VIDEO ELEMENTS

End screen

Cards


✓ 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**  
Promote related content at the end of your video

ADD



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

ADD

# DEFINE VISIBILITY

Visibility

Schedule

✓ 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/uW5tf3lI7eg>

# SHARE VIDEO







## Video published





How to make a 3-Tier Wedding Cake  
Uploaded Mar 6, 2020


### Share a link



EmbedFacebookTwitterBloggerredditTumblr

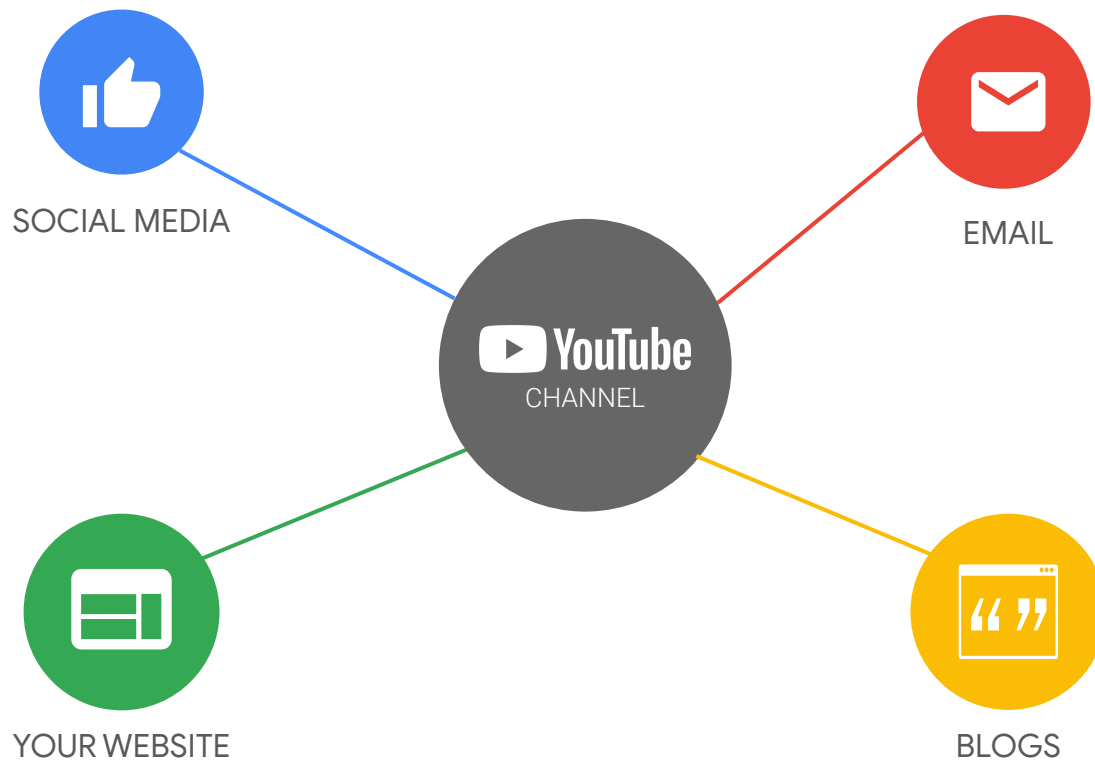
Video link

<https://youtu.be/uW5tf3Il7eg>

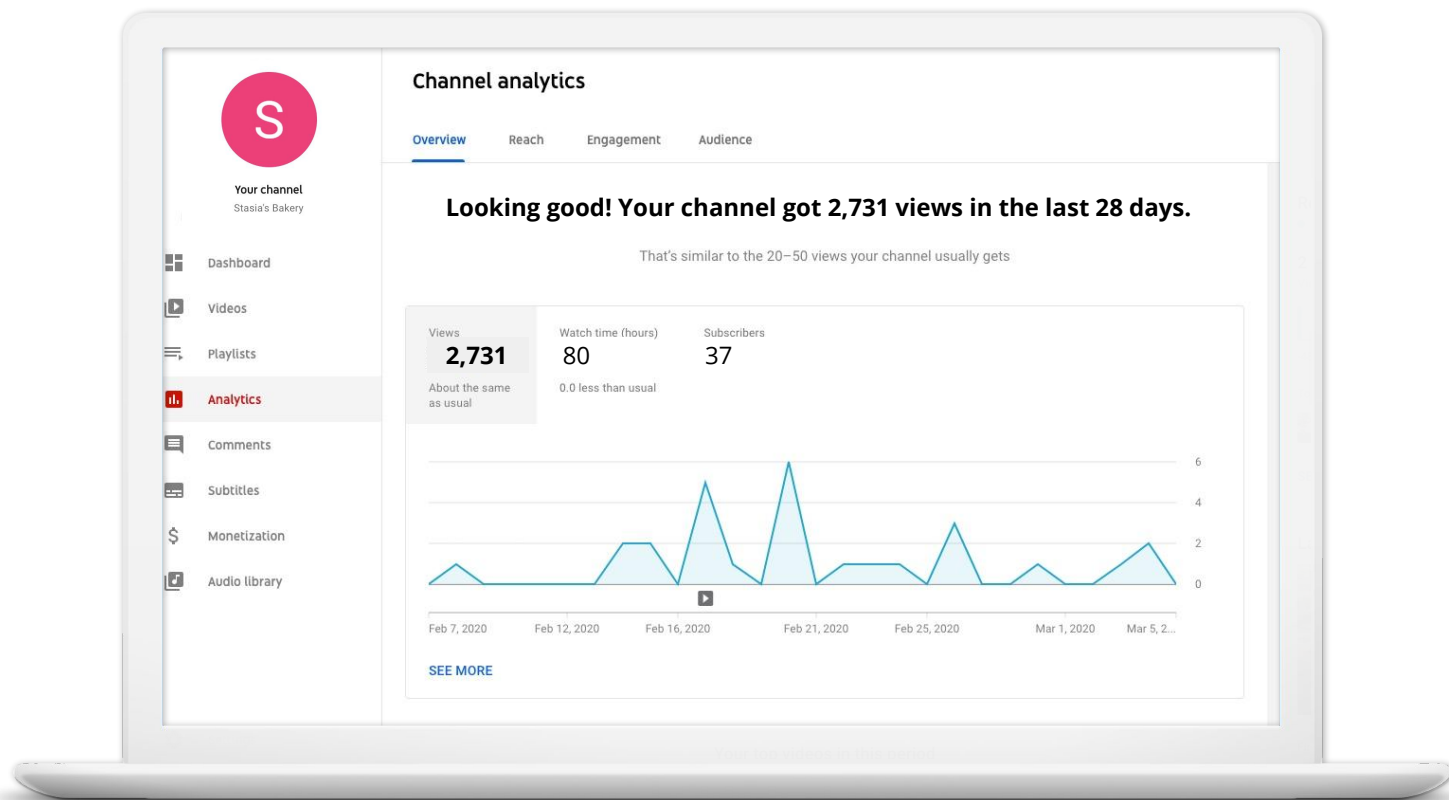


[CLOSE](#)

## SHARE YOUR CHANNEL



# VIEW YOUTUBE ANALYTICS





# Promote your business with video

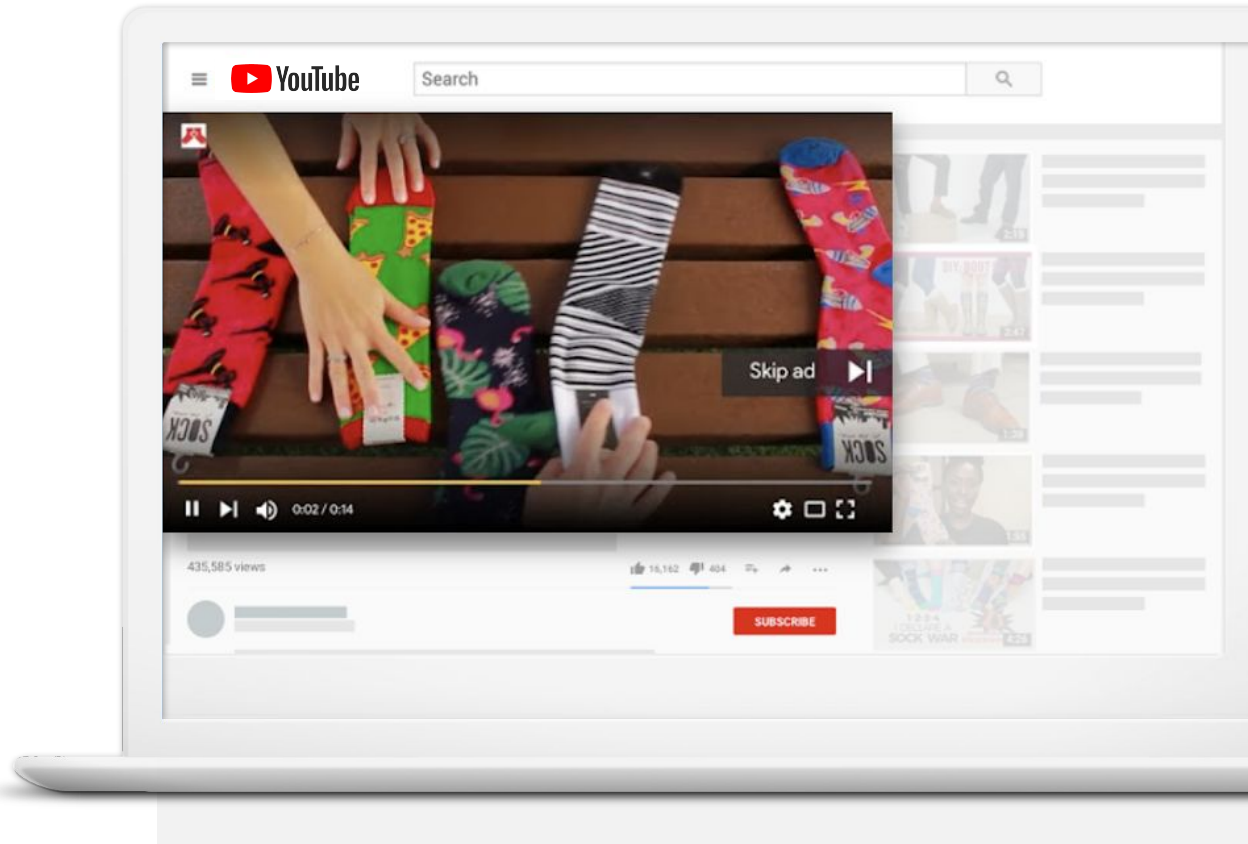




# ADVERTISE ON YOUTUBE

Explore advertising options on YouTube

[youtube.com/ads](https://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% <sup>1</sup>

### Quick tip:

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



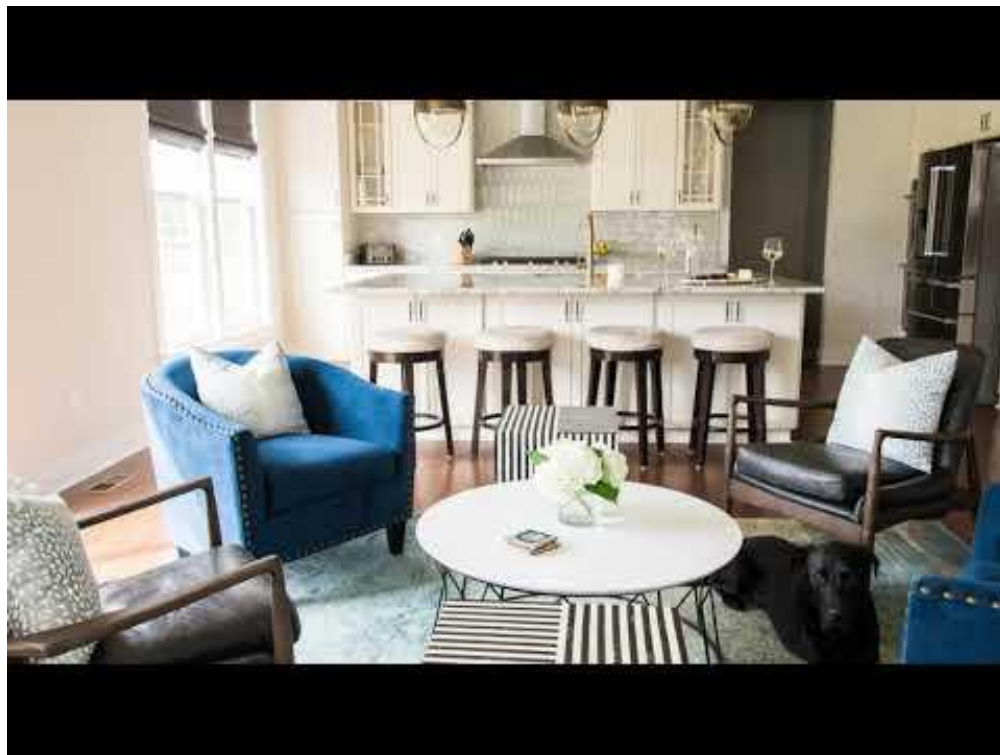
Source: Google Brand Lift Meta Analysis, Global, 2017.

## 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.



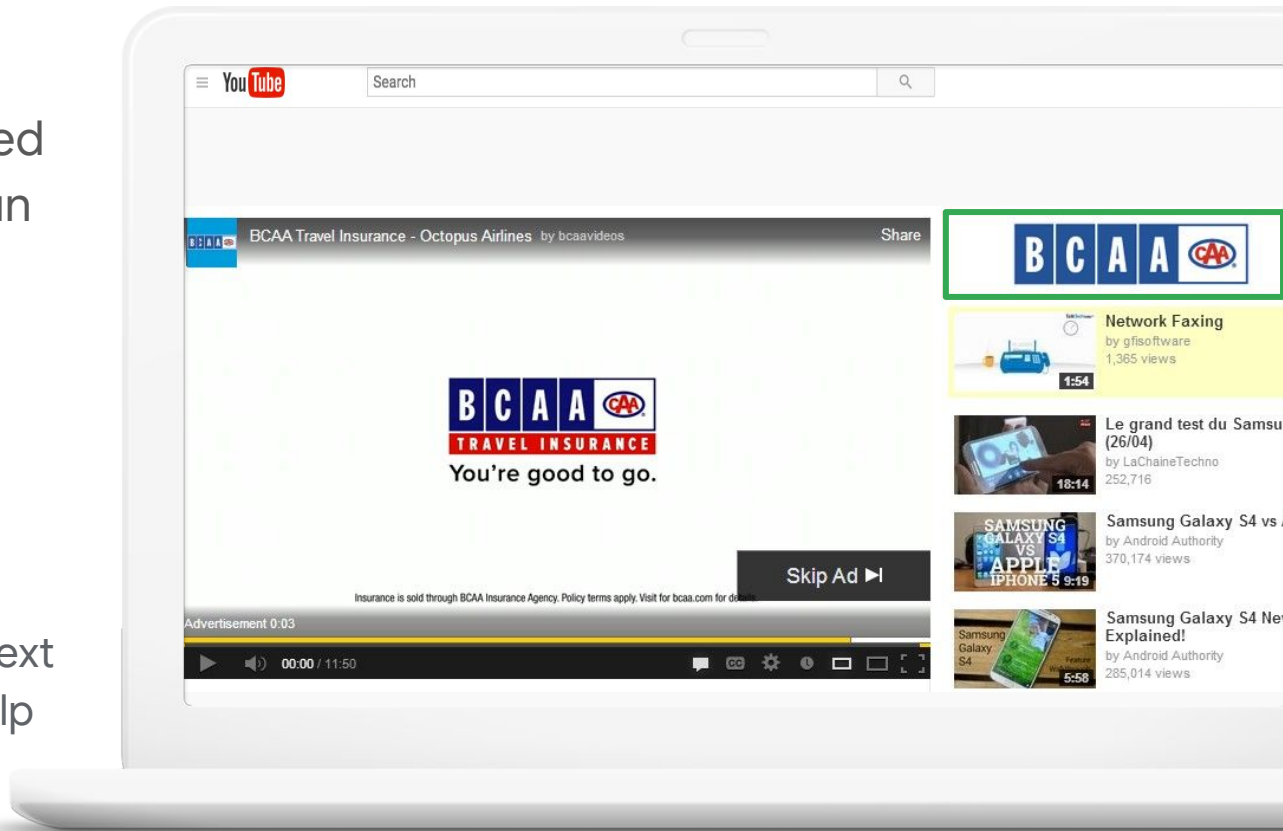


## COMPANION BANNERS

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.

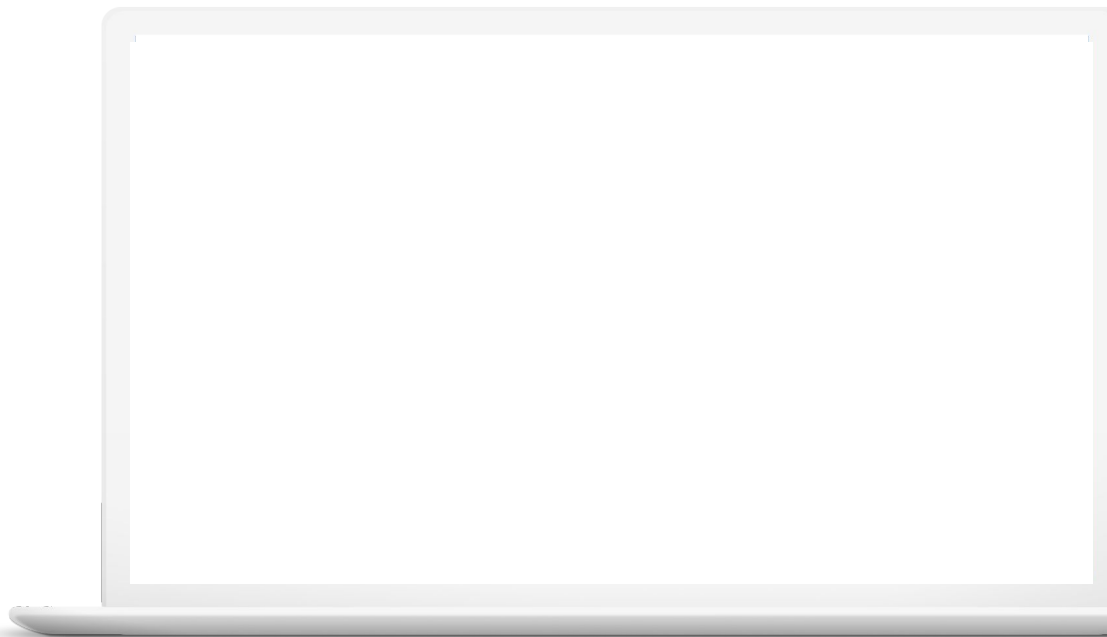


# How to Stream Video with YouTube Live



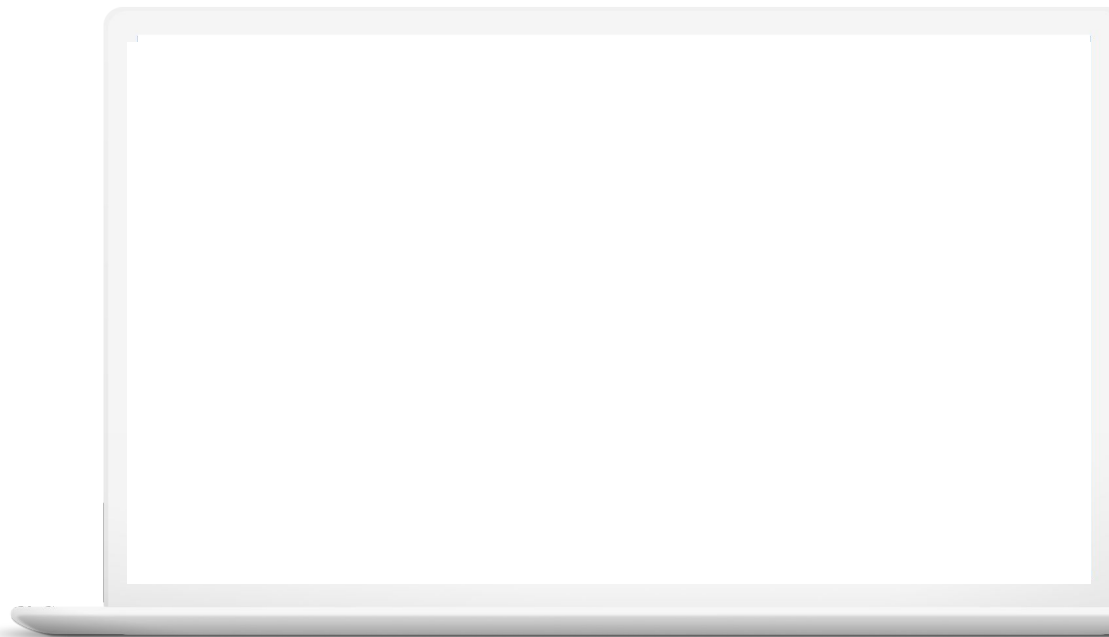
# WHAT IS YOUTUBE LIVE

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




## HOW YOUR BUSINESS CAN BENEFIT

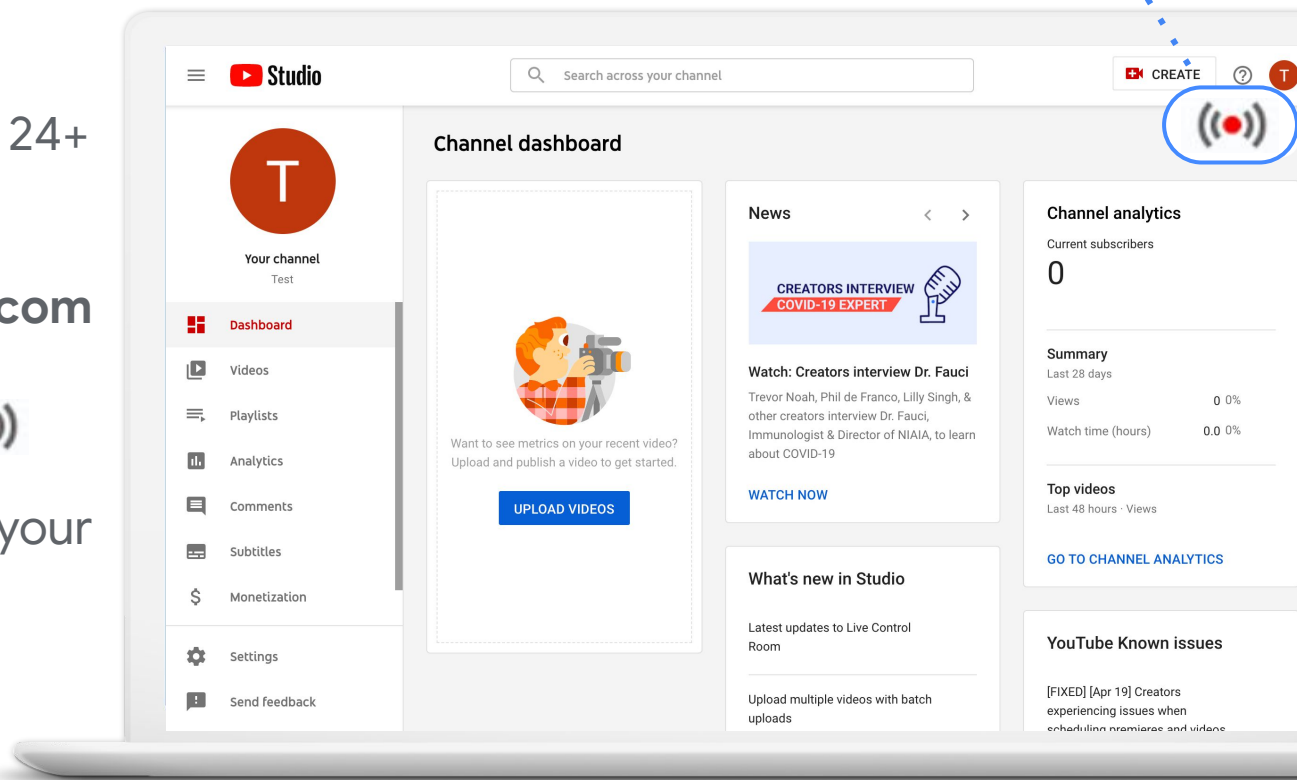
- Live events
- Expert interviews
- Q&A or FAQ sessions
- New product demos



# ENABLE YOUTUBE LIVE TO GET STARTED

Enable live  
streaming

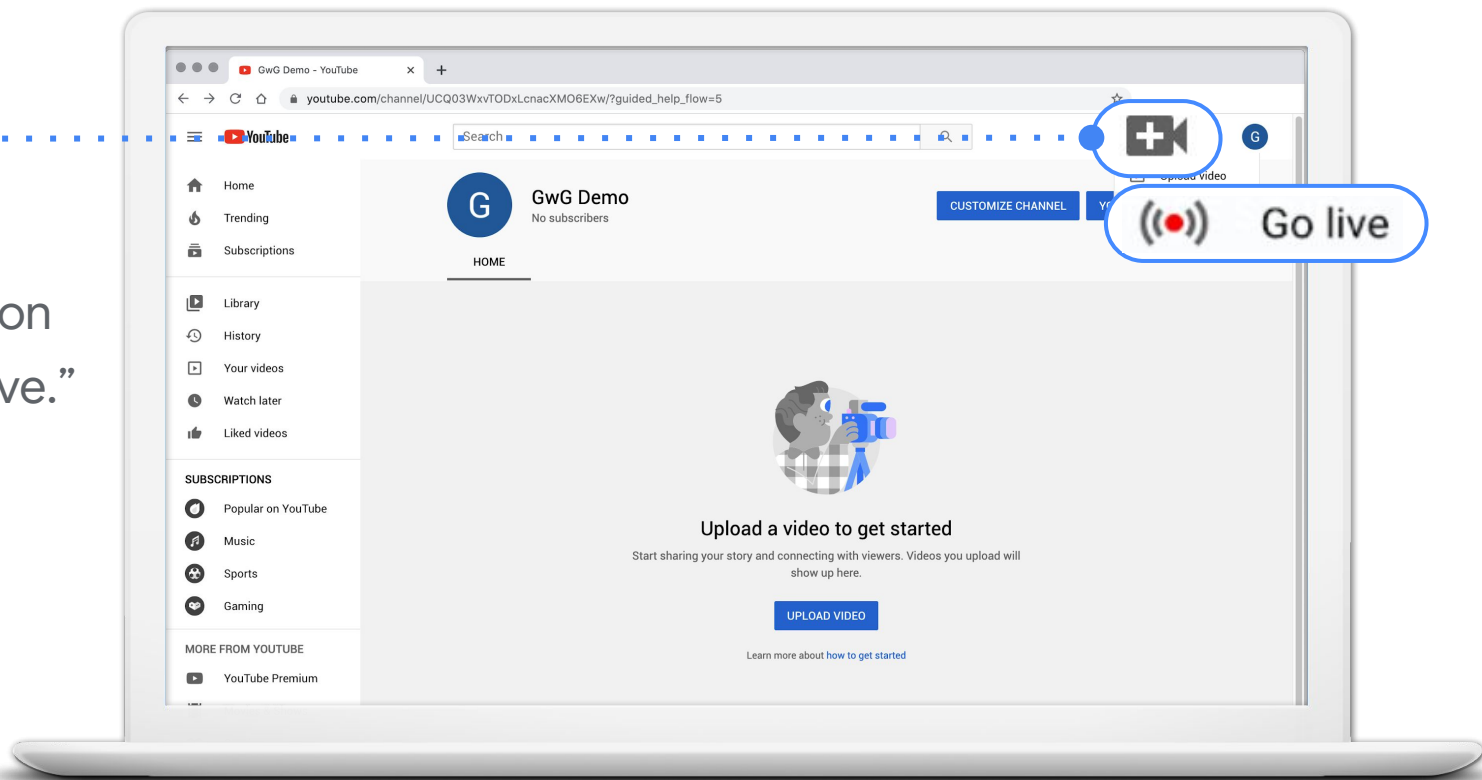
- Enable Live streaming 24+ hours in advance
- Visit **studio.youtube.com**
- Click on “Go Live” 
- Follow steps to verify your account & enable live streaming



# GET READY TO GO LIVE

Click icon

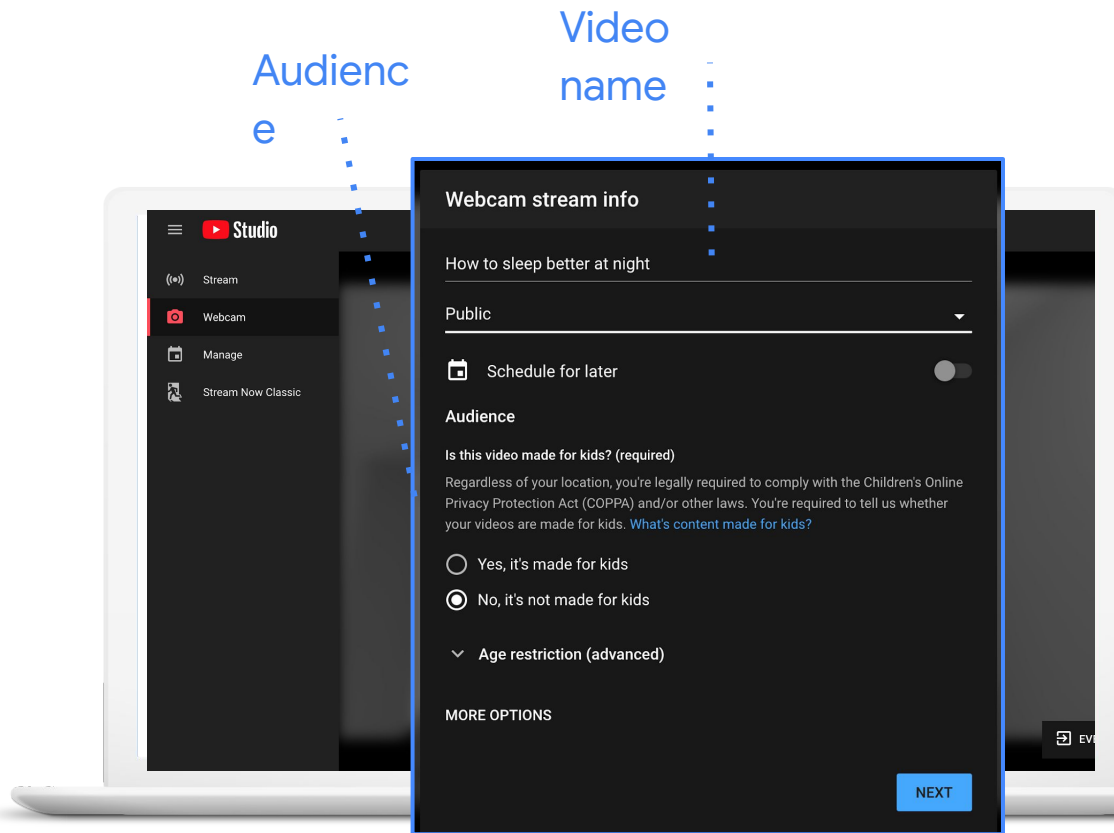
Click the video icon  
and select “Go Live.”





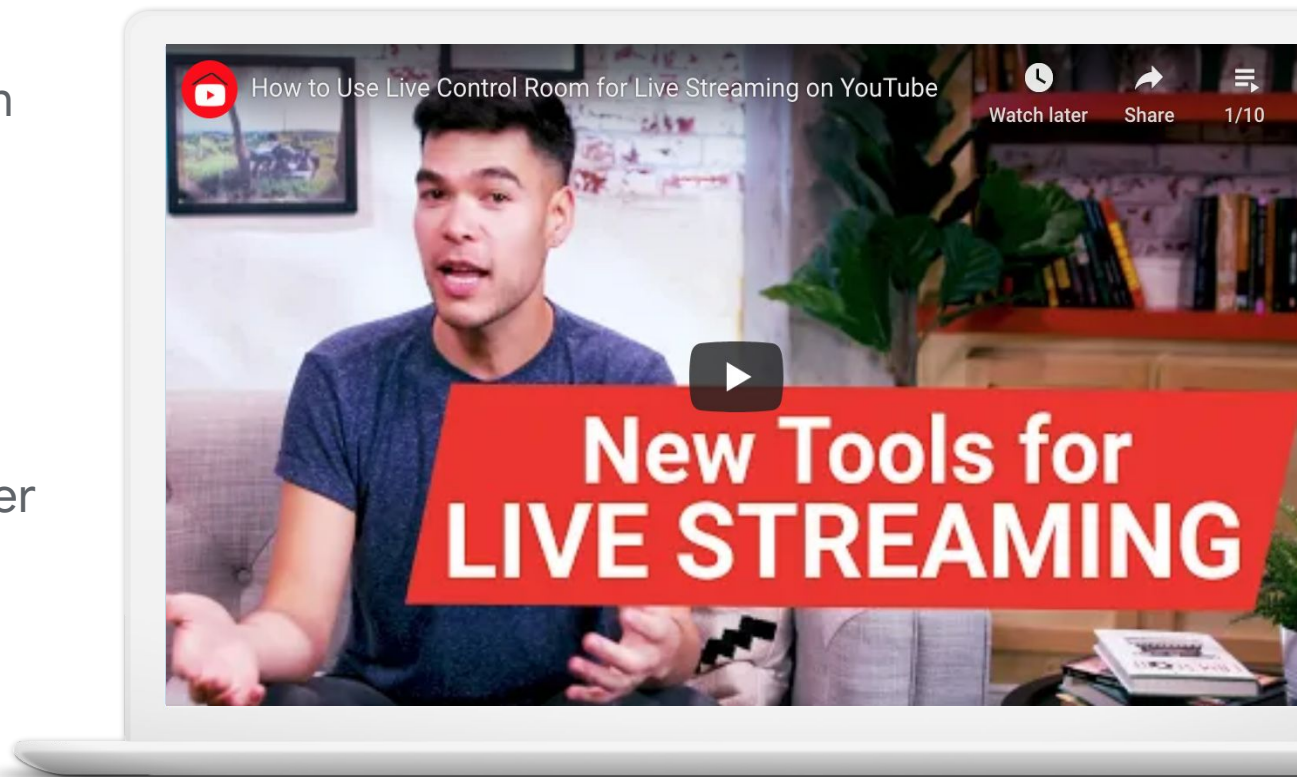
## GET READY TO GO LIVE

- 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

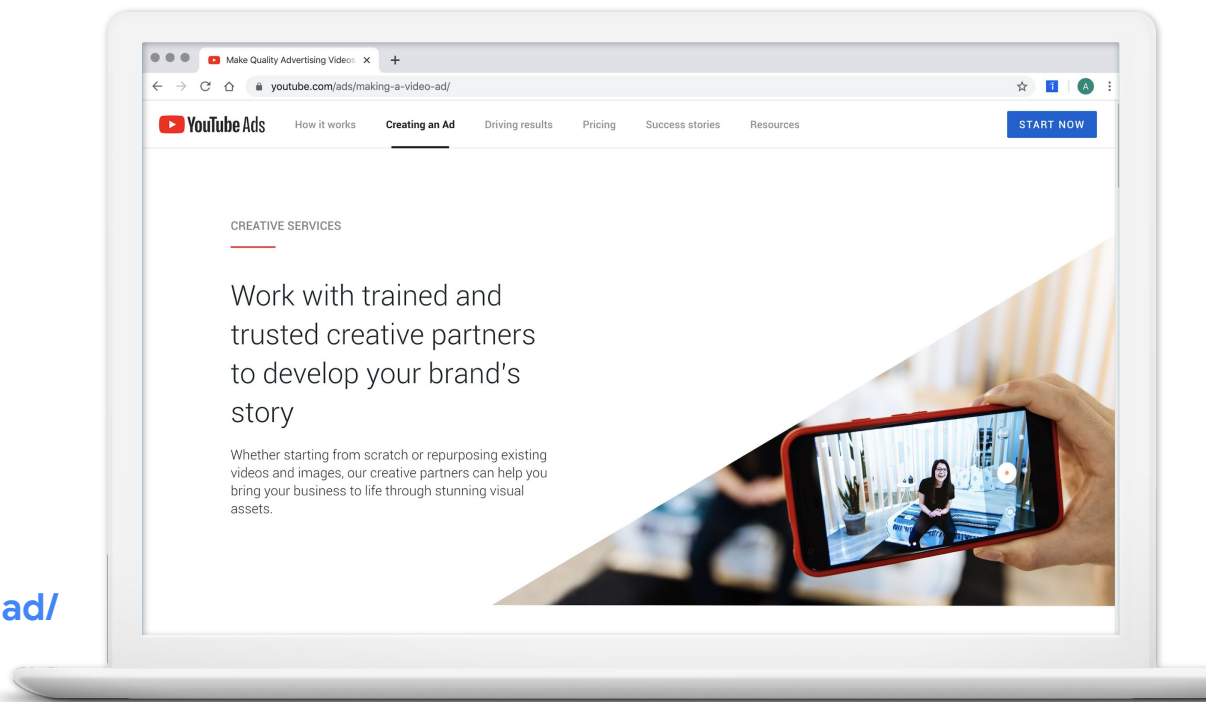
# Resources



## 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/](https://youtube.com/ads/making-a-video-ad/)





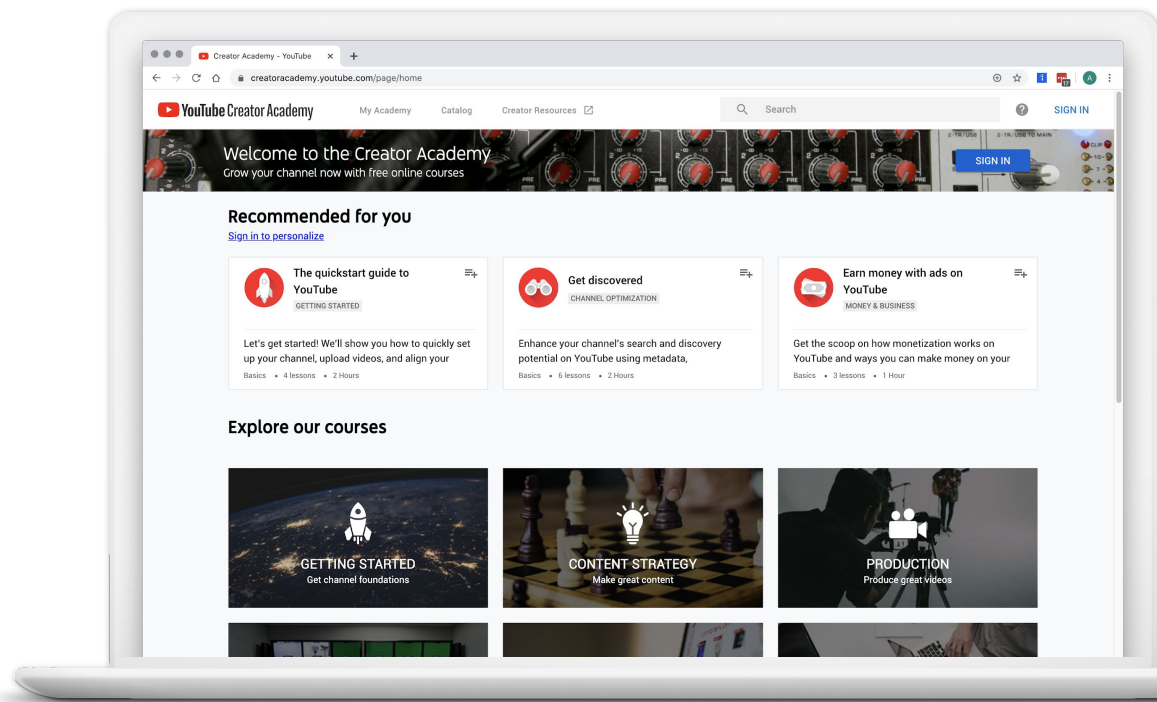
# CREATOR ACADEMY

Grow your channel with  
free online courses.

## Quick Tip:

Creator Academy

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



# GOOGLE PRIMER: BUSINESS AND MARKETING LESSONS

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

## Google Primer Suggested Minicourses

Make Your Website Work Hard for Your Business

Get Online with a Strong Business Website

Connect with Customers by Taking Your Business Online

### Quick Tip:

Download the Primer app

[g.co/primer/fromhome](https://g.co/primer/fromhome)



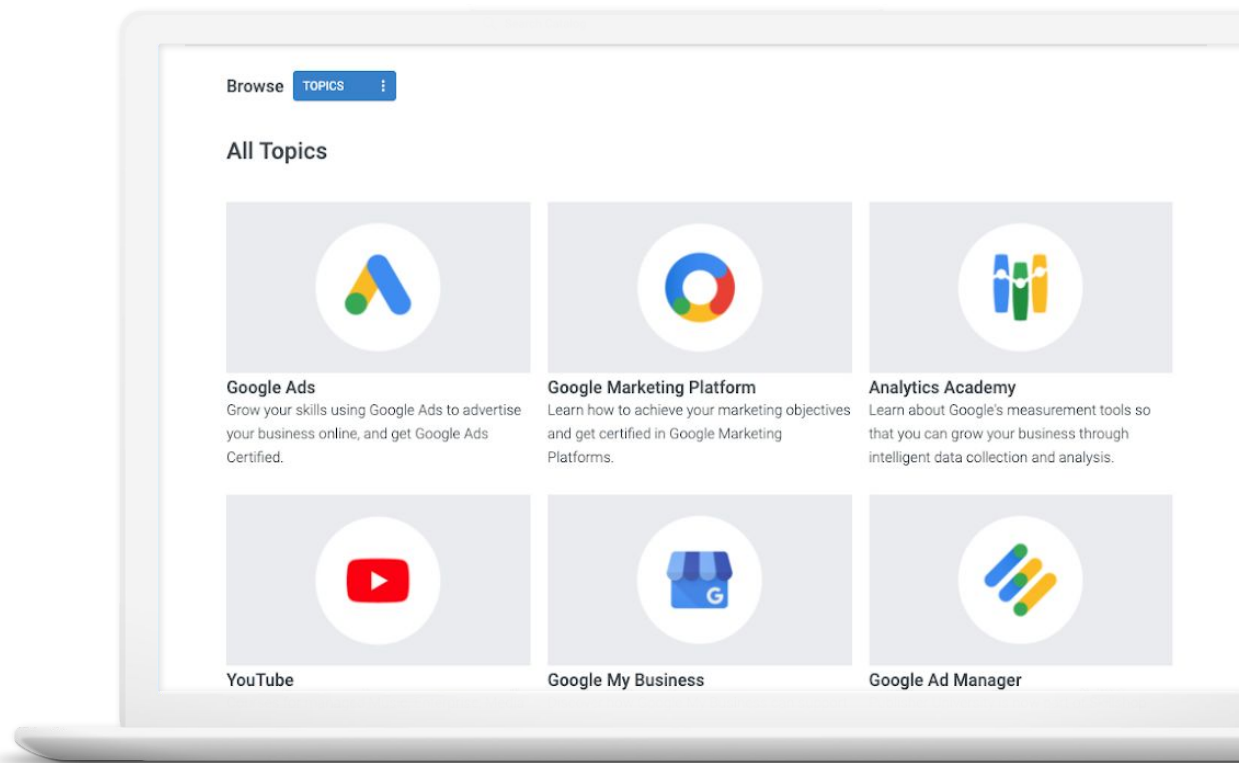
# SKILLSHOP: TRAINING ON GOOGLE'S PROFESSIONAL TOOLS

Develop skills you can apply right away with free e-learning courses. Learn at your own pace and get Google product certified.

## Quick Tip:

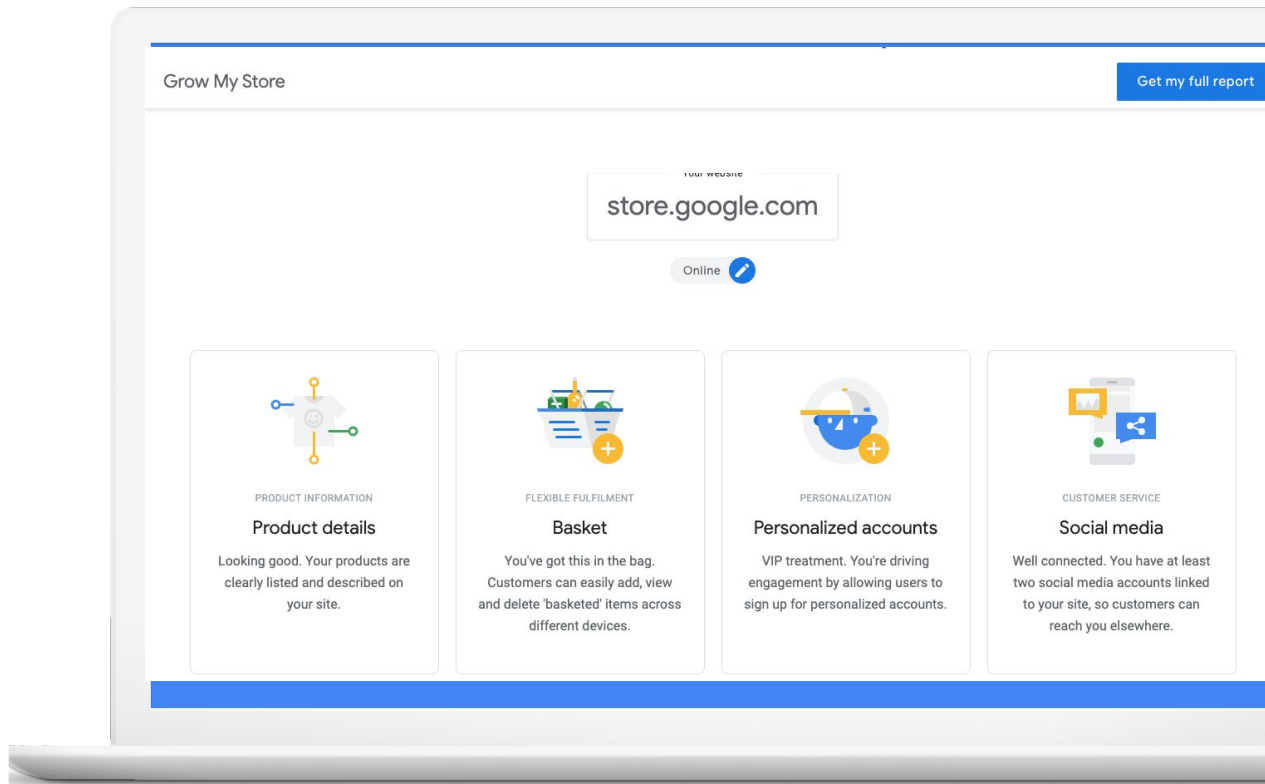
Master Google tools

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



# GROW MY STORE: PERSONALIZED TIPS FOR IMPROVING YOUR ONLINE STORE

Whether you sell online or in-store, boost your business with a quick and easy evaluation of your retail website.



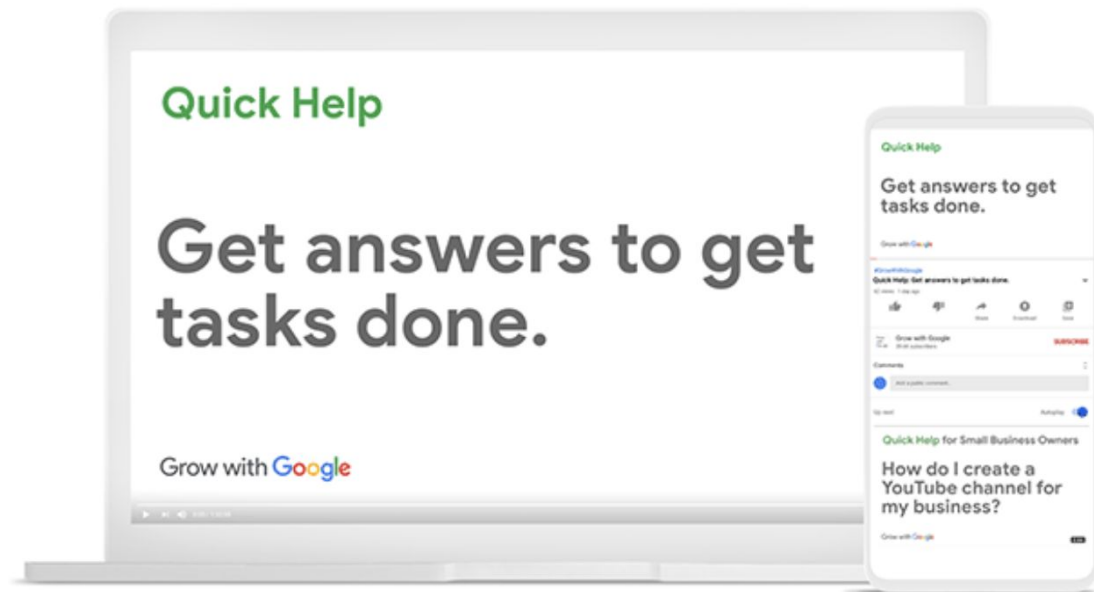
## Quick Tip:

Get your report

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

## 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](https://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

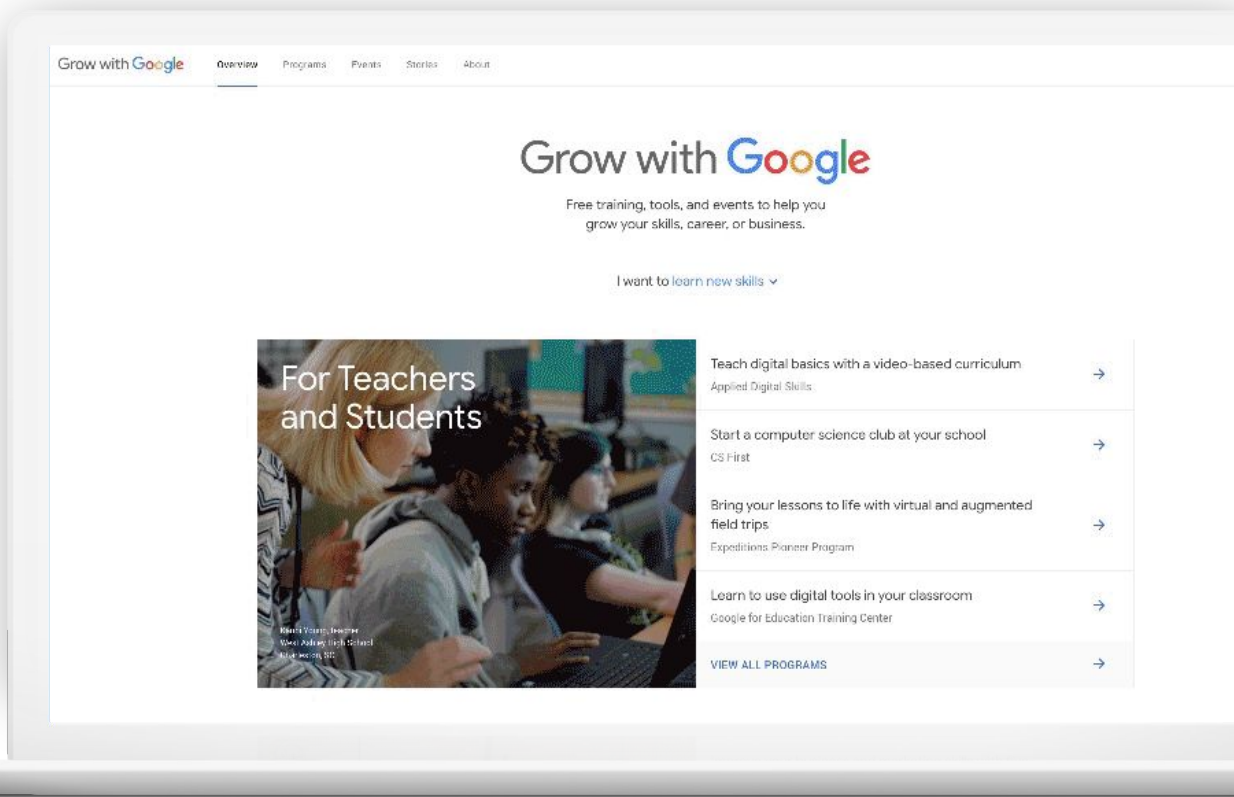
Help new customers find you online.

## For job seekers

Boost your resume with a new certification.

## For developers

Learn to code or take your skills to the next level.



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○ **Give Simple, 1 sentence answers to these questions:**

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Grow with Google

# Thank You

