

# YouTube Playbook for Small Business

Connect to customers with compelling videos on YouTube.



# Here's what we'll cover

1. [Get to know YouTube](#)
2. [Create a home for your business on YouTube](#)
3. [Make an eye-catching video](#)
4. [Get customers to take action](#)
5. [Reach more of the right people](#)

# 1

## Get to know YouTube

YouTube is the world's largest video network and the second-largest search engine behind Google. Every day, businesses just like yours start reaching interested customers by setting up their channels and creating their own videos. Let's take a look at some stats.



# YouTube is the largest video network in the world



**1.9 billion people** sign in and visit YouTube every single month – that's nearly half of the world's internet users<sup>1</sup>



The number of small- and medium-sized **businesses advertising on YouTube has doubled** over the past two years<sup>2</sup>



**400 hours of new content** are uploaded to YouTube **every minute**<sup>3</sup>

# YouTube keeps people watching



Users spend an **average of more than an hour a day watching YouTube** on mobile – and that's growing<sup>1</sup>



<sup>1</sup>Source: YouTube Internal Data, Global, 2017.

# 2

## Create a home for your business on YouTube

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



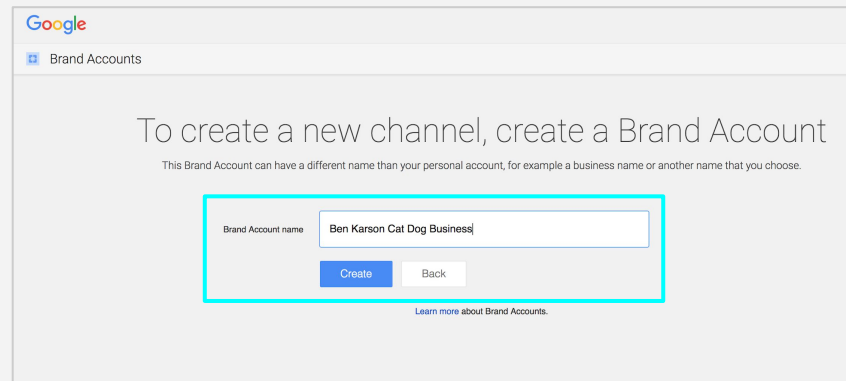
# Getting started

Give your business a public presence on YouTube.

1. Create or sign in to your business account on YouTube
2. 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.



# Build a successful channel

## **Step one:** Pick a category

Make sure you pick the 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 successful 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:**

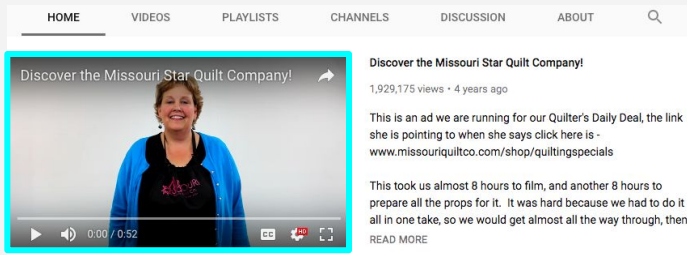
Taking a look at the autocomplete results from YouTube searches can help you identify common themes and trends to inspire your channel.

quilting

- quilting for beginners
- quilting
- quilting tutorial
- quilting patterns
- quilting for beginners by machine
- quilting blocks
- quilting with will
- quilting for beginners by hand

# Build a successful channel

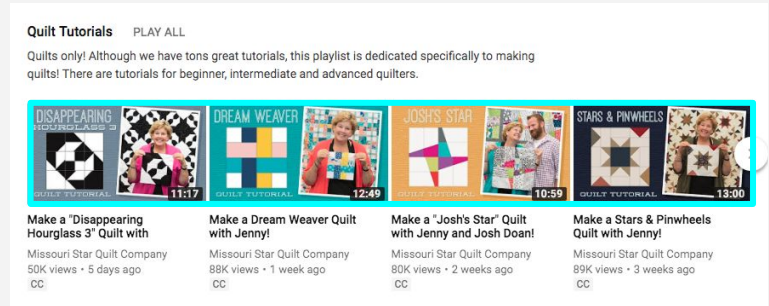
## Step three: Introduce your business to your viewers



- **Channel trailer:**  
Tell people about your business and channel

### Quick tip:

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



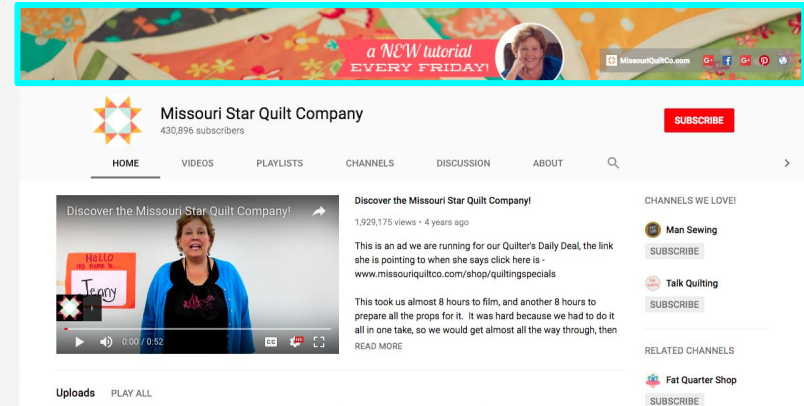
- **Channel sections:**  
Organize videos by product or theme and highlight featured content

# 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

- **Put descriptive and searchable content first**  
This helps viewers immediately understand what your video is about.
- **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.



Discover the Missouri Star Quilt Company!

2,002,026 views 1.8K 166

 **Missouri Star Quilt Company**  
Published on 8 Jul 2013

This is an ad we are running for our Quilter's Daily Deal, the link she is pointing to when she says click here is - [www.missouriquiltco.com/shop/quiltingspecials](http://www.missouriquiltco.com/shop/quiltingspecials)

This took us almost 8 hours to film, and another 8 hours to prepare all the props for it. It was hard because we had to do it all in one take, so we would get almost all the way through, then one sign wouldn't go up right or something goofy and we'd have to start all over.

Mom did so good not being distracted, we had 5 helpers on the sides doing signs and props. The confetti and balloons at the end were held up with a needle pinned to the ceiling, and on the very last take, when Sarah yanked the needle, it stuck her right in the face, she didn't shout out or anything, and is fine now, so that's the take we used, but still, we all laughed at the craziness of it all!

We are really excited to be telling the story of what we do, this video is a fun start. Thanks to our brother, Jake Doan for his amazing camera work and editing skills, he has started to do commercials in addition to our tutorials and does some really great work, you should all subscribe to give him some love -

<http://www.youtube.com/LemonFreshProd...>

# 3

## Make an eye-catching 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.



# Create your video

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

- Who do you want to star 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

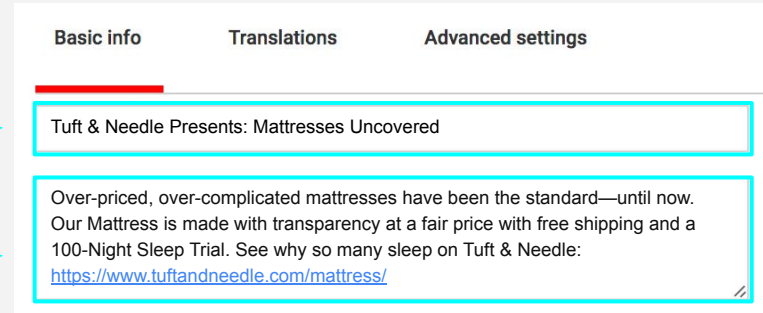


# Make sure customers can find you

- **It's important to include searchable 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 • 1.7K views • 2 hours ago

Click here to watch the full tutorial: [http://bit.ly/qsCathedralWindow\\_yt](http://bit.ly/qsCathedralWindow_yt) Cathedral Window quilts are always so intimidating, but not ...

New

- 
- Label with brand or series if needed (for example “Tuft & Needle Presents: Mattresses Uncovered”) to will help people search for your similar videos



## Tuft & Needle Presents: Mattresses Uncovered

Tuft & Needle • 1.5M views • 2 years ago

Updated: Over-priced, over-complicated mattresses have been the standard—until now. Our Mattress is made with transparency ...



# 4

## Get customers to take action

Let's check out some interactive features that will help encourage interested customers to check out your site, watch another one of your videos, and more.



# 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:

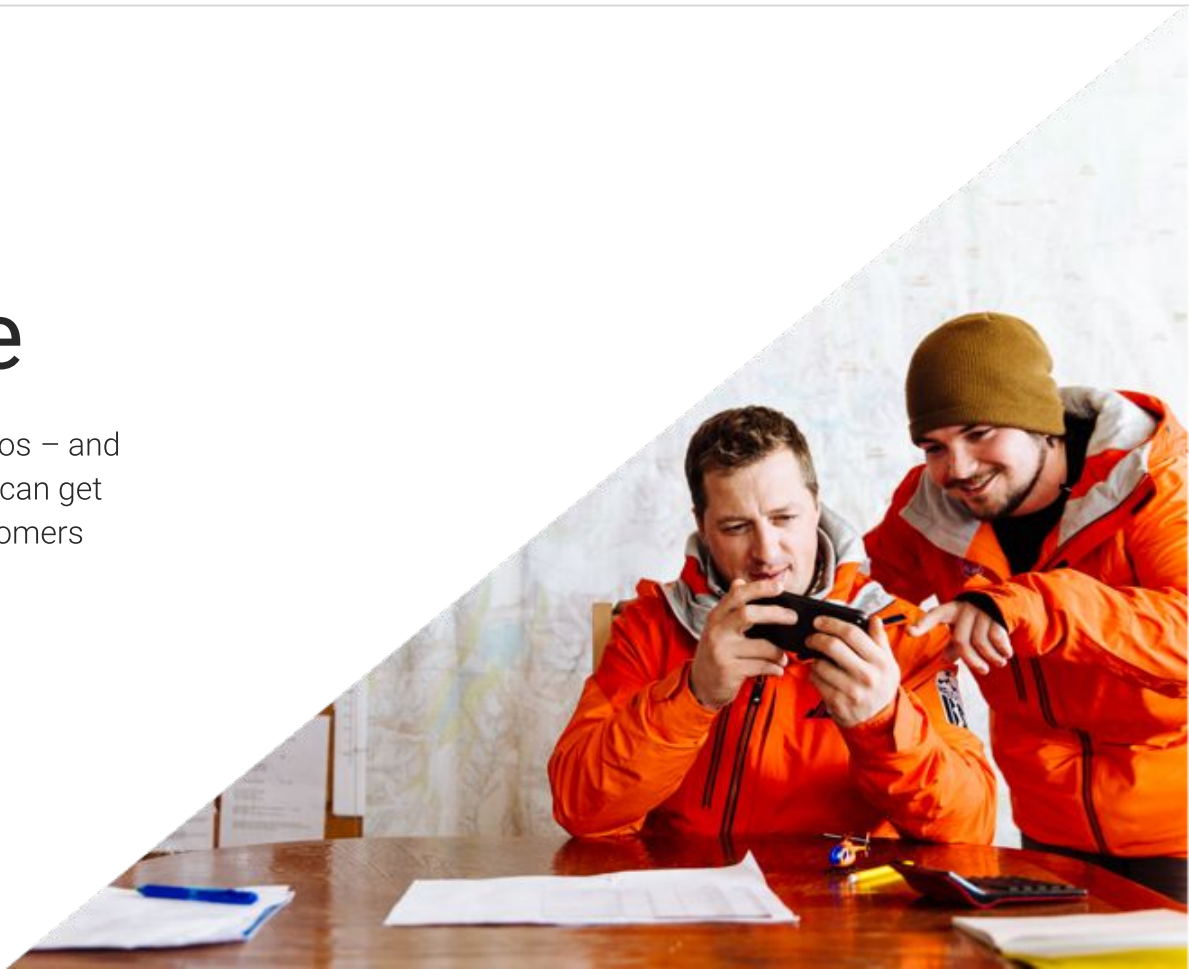
Visit the [Help Center](#) for step-by-step instructions on how to set up information cards.



# 5

## Reach more of 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 interested 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 interested 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.

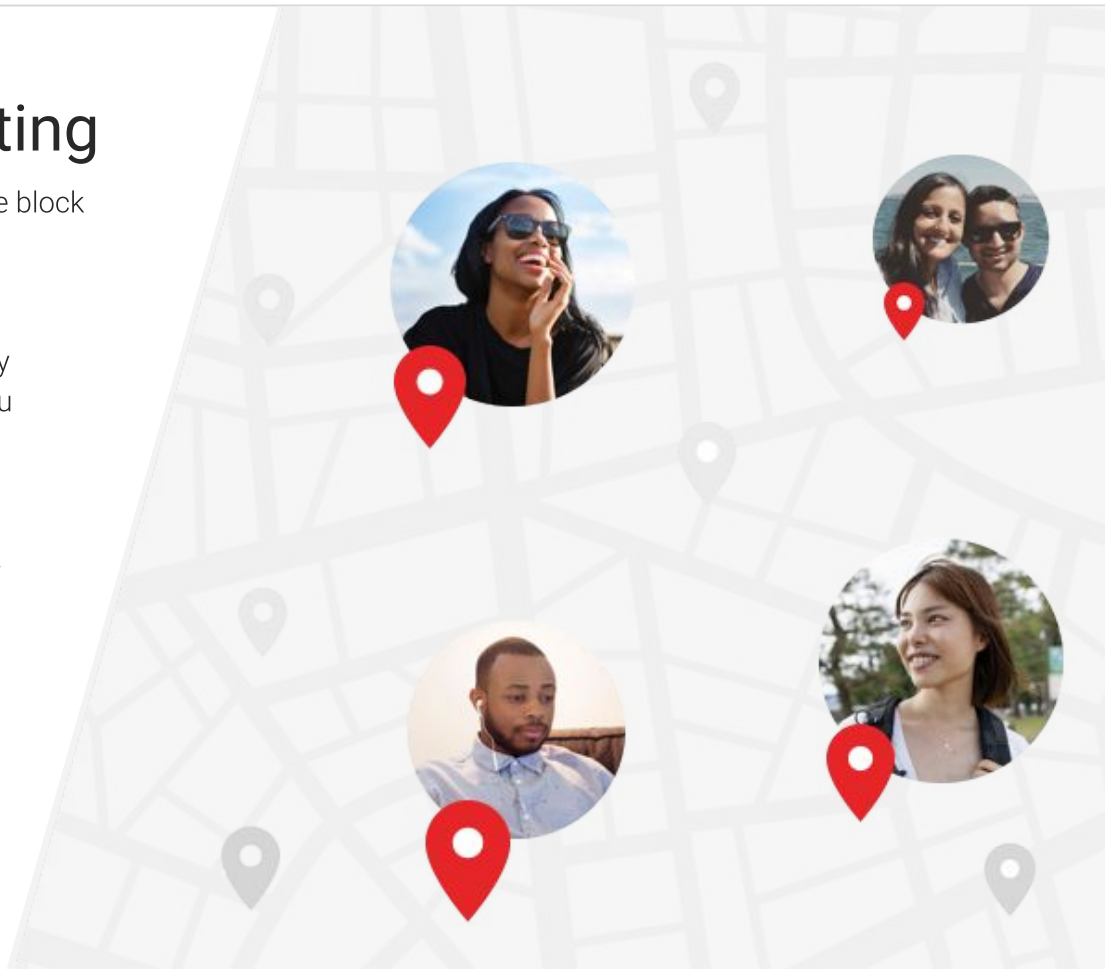


# Your new audience is waiting

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 engage with 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 even better.

GET STARTED



# Additional resources to help your business get started on YouTube

- [YouTube Advertising](#)
- [YouTube Playbook for Creative Advertising](#)
- [YouTube for Business Channel](#)
- [YouTube Video Production Platforms](#)