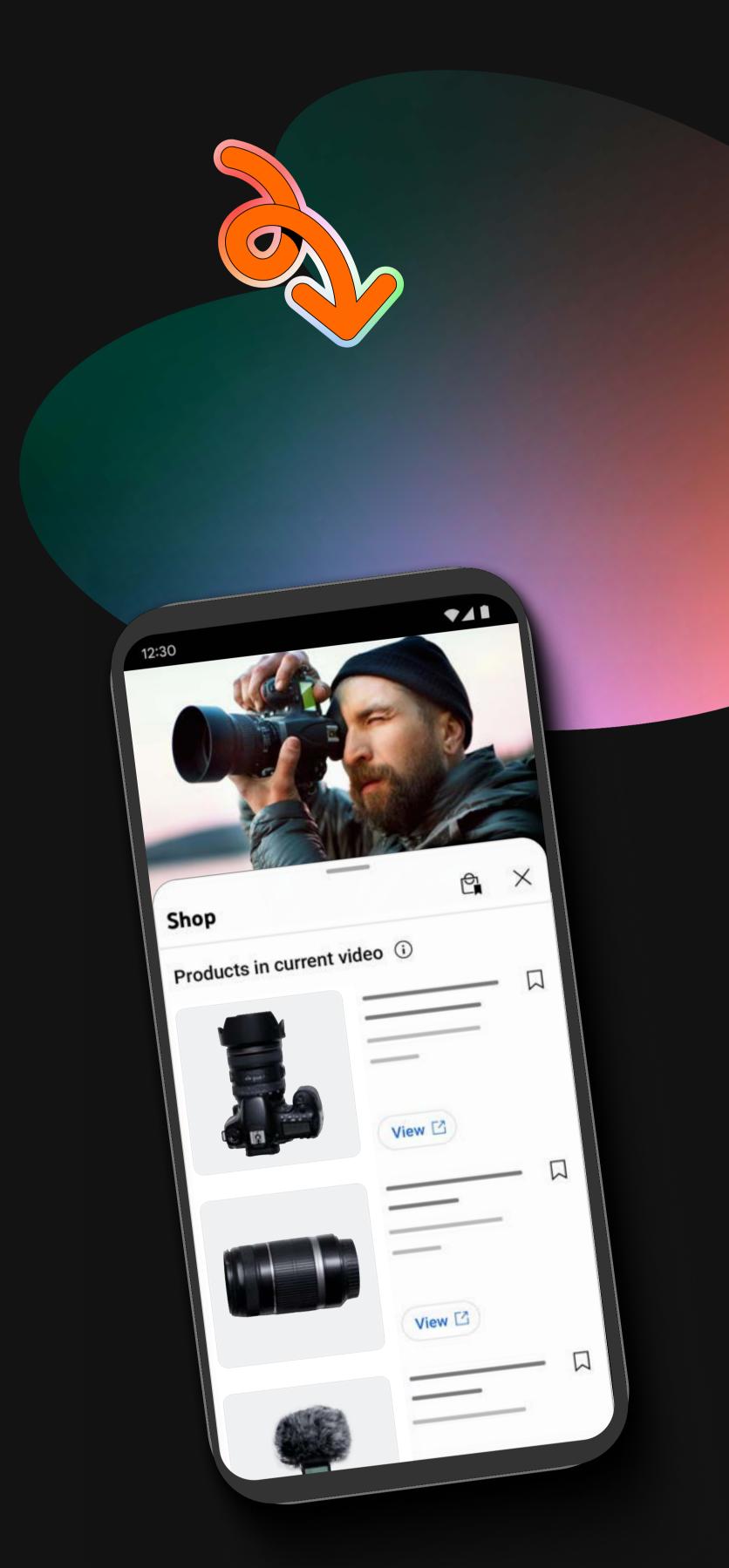


YouTube Shopping

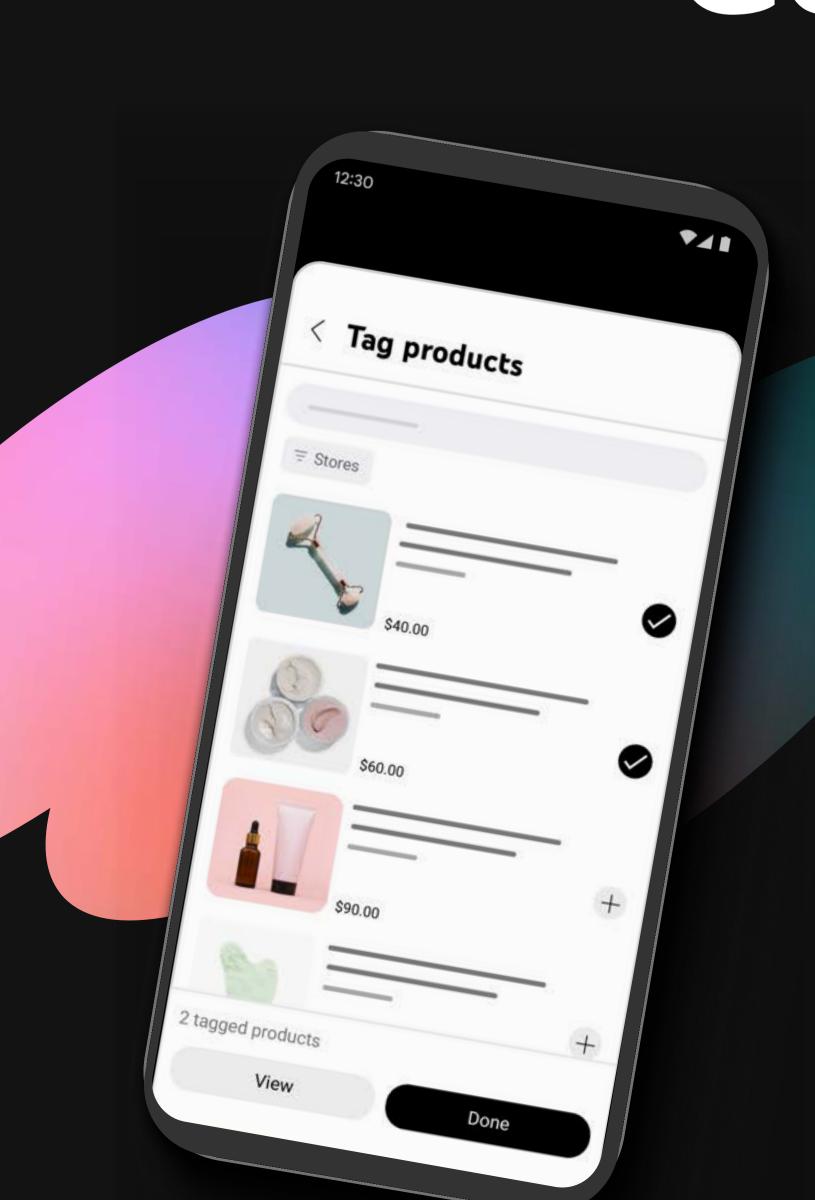
Creator Starter Pack

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



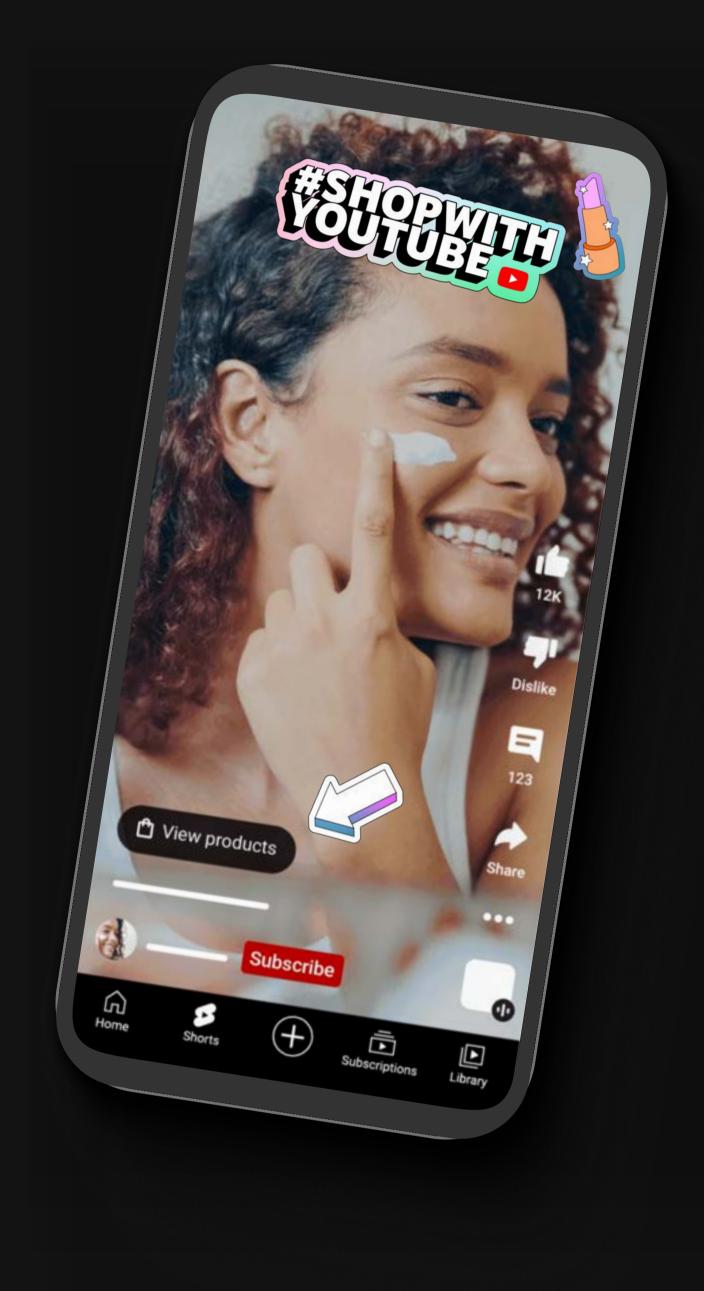
1) Check if your channel is eligible for Shopping. **Check Eligibility**

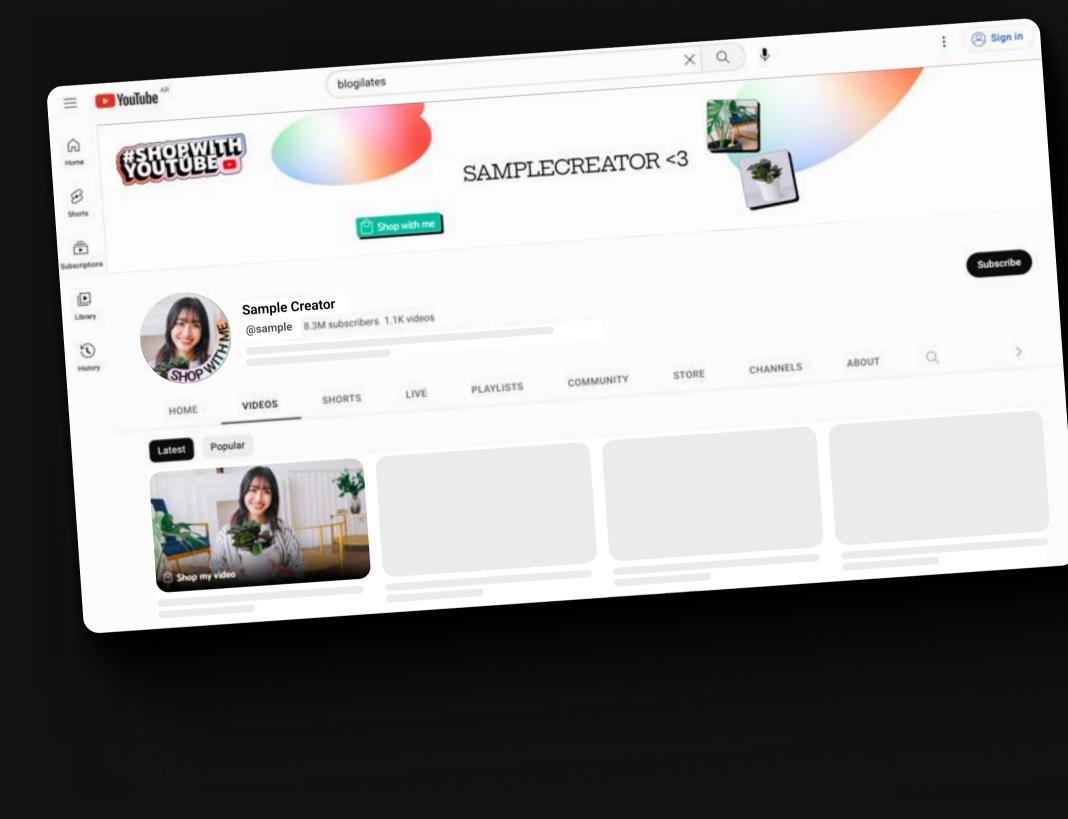
2 If you're eligible, hooray! It's time to start tagging products on your

> new and existing videos. **Tag Products From Other Brands** Tag Products From Your Own Store

Make It Easy For Your Fans To Shop Below are a few tips to help you get started.

Download Templates





mentioned in your video. Give your fans a call to action either in your video or in your description.

Share with your fans that they

can buy the products

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."

purchase the products directly within your videos. Point to where the shopping button appears or use arrow stickers to give a visual guide. When creator,

Show them where they can

YouTube Brackets, added a Call-To-Action sticker to their content, they drove more than a +250% increase in CTR compared to the channel average*.

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.

Provide cues on how they can

now shop with you

Download Channel Templates

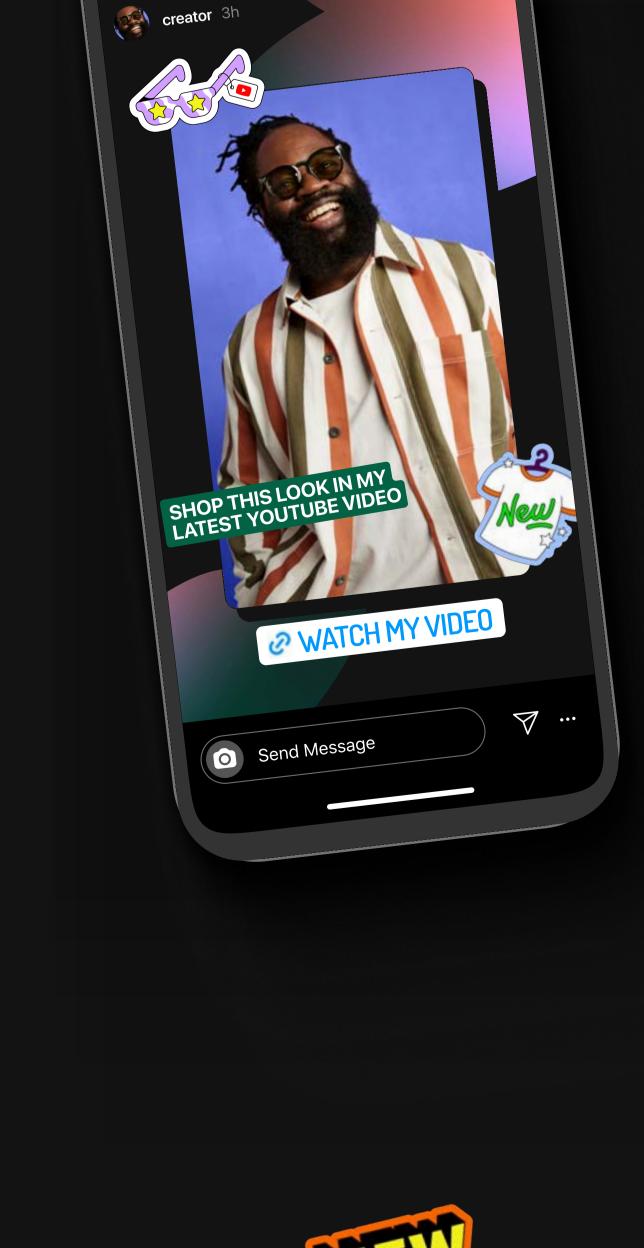
*YouTube Internal Data, US, Jan-May 2023

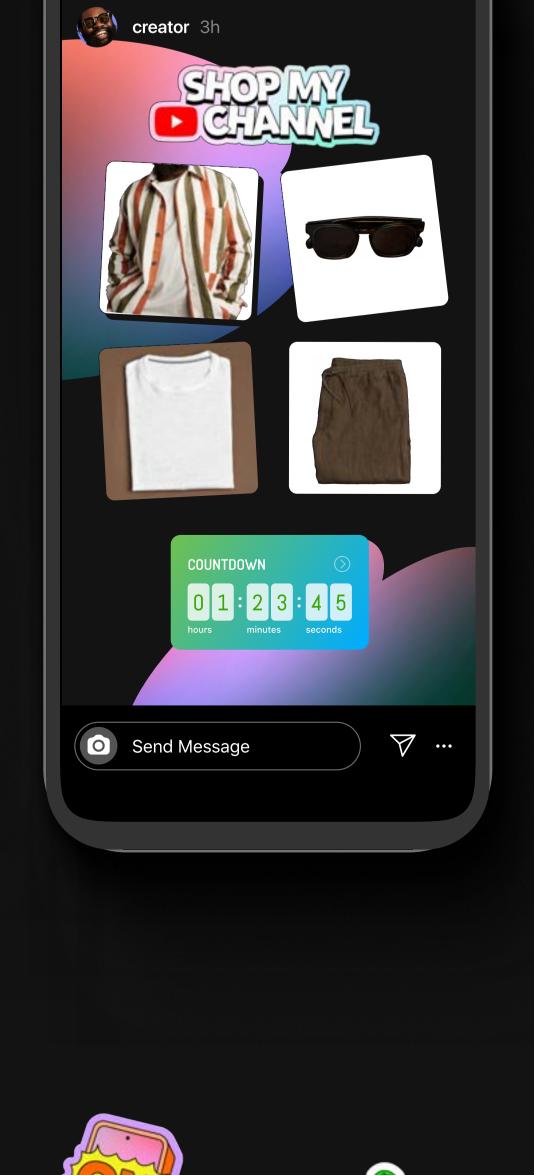
Tease your video content. Drop behind the scenes previews of your process or products to start building curiosity. Shorts are a great way to do this. You can also

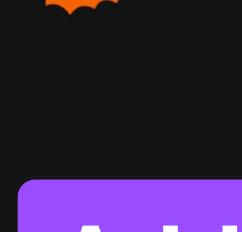
Tease & Promote

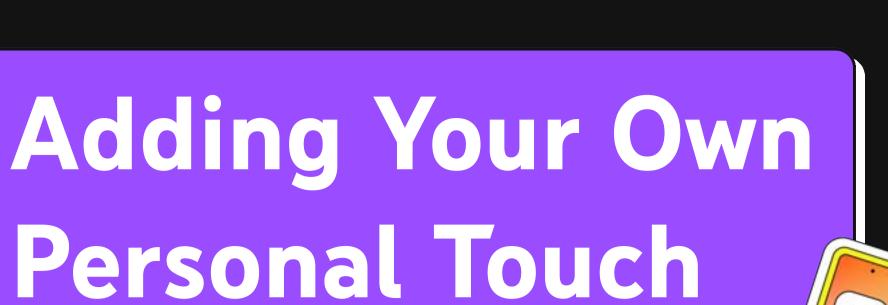
Download Social Media Templates

post your video on social!









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.

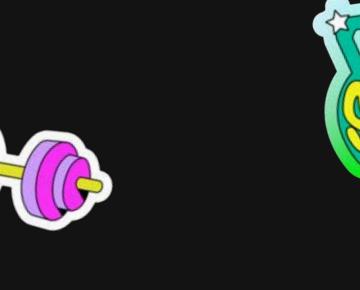
Adding stickers to your content, social posts, or profile

adds visual interest, grabs attention, and shows what

Download Sticker Pack













Help your viewers shop your videos quickly and

Learn more about tagging products **HERE**.

easily by only tagging products you've mentioned.

Don't Forget...

Tag Relevant & Helpful Products

on the video.

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

Learn From Your Peers

Check out how a few creators are integrating

Read how some creators with their own

product lines are using YouTube Shopping

shopping into their content.

HERE.

featuring creators in the affiliate program HERE.

Need inspiration? Check out this playlist

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 or description boxes.



YouTube Shopping