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
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

1.5 billion people sign in and visit YouTube every single month – that’s nearly half of the world’s internet users

The number of small- and medium-sized businesses advertising on YouTube has doubled over the past two years

400 hours of new content are uploaded to YouTube every minute

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Users spend an average of more than an hour a day watching YouTube on mobile – and that’s growing.\(^1\)

\(^1\)Source: YouTube Internal Data, Global, 2017.
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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.

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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:**
  Organise 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 customise 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.
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 that 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

- Label with brand or series if needed to help people search for your similar videos
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Get customers to take action

Let’s take a look at some interactive features that will help encourage interested customers to visit 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 Centre for step-by-step instructions on how to set up information cards.
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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 potential 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 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 even better.
Additional resources to help your business get started on YouTube

- YouTube Advertising
- YouTube for Business Channel
- YouTube Video Production Platforms