# GROW YOUR BUSINESS WITH YOUTUBE

A Step-by-Step Guide

*Version 1 - March 2012*

# GROW YOUR BUSINESS WITH YOUTUBE

With the emotional power of video, YouTube's massive audience, and AdWords' incredible targeting tools, you have the ability to reach new customers in your hometown and around the world. There's no better way to share your story, efficiently engage a growing audience, and build your business online.

Take Orabrush founder Dr. Bob Wagstaff, for example. He wasn't sure how to sell his invention—a bristled tongue cleaner—but after some help from a local college marketing class, he created his first YouTube video in September 2009. Today, Orabrush credits YouTube for helping to drive millions of dollars in sales and landing them a deal that put Orabrush on shelves in Walmart and CVS.

Getting started is easy. You could just grab a camera and start shooting. But if you're looking for some inspiration or have questions about how to create, manage, promote, or track your video with YouTube, the best place to start is right here.

# YouTube Success Stories

## Orabrush

"The power of keyword search applied to videos, coupled with the extremely cost-effective and flexible Google [AdWords] marketing model, has resulted in unprecedented levels of commercial success for a small company like ours."

Jeff Davis
Chief Executive, Orabrush
www.youtube.com/orabrush

## GoPro

"In the beginning we started out just advertising in the U.S. The moment we rolled out our video-based advertising on YouTube to a wider group of countries, we immediately saw a lift in direct sales in those countries."

Lee Topar
Director of Marketing, GoPro
www.youtube.com/gopro

## Rokenbok

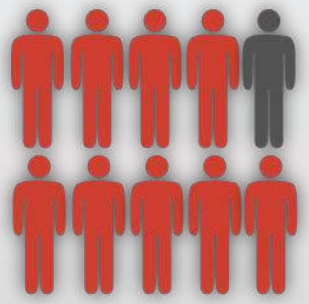
"Today, half the people introduced to Rokenbok hear about it first through YouTube videos."

Paul Eichen
Chief Executive, Rokenbok
www.youtube.com/rokenbok

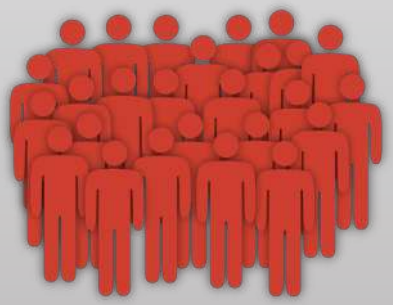
# About YouTube

YouTube is the leader in online video, and the premier destination to watch, share, and promote original videos online. YouTube is fully integrated with Google AdWords for video, leveling the playing field for businesses that want to reach new customers with online video.

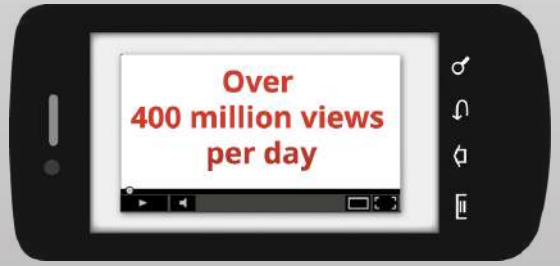
**Find and Reach Your Audience**
YouTube is the #1 online video site in the world.[1]



**Gain Valuable Insights About Your Video and Audience**
9 out of 10 viewers can be enticed to watch video ads.[2]



**Spread Video Messages on a Larger Scale**
800 million people visit YouTube every month.[3]




**Reach New Customers Wherever They Are**
YouTube mobile gets 400 million views per day.[4]

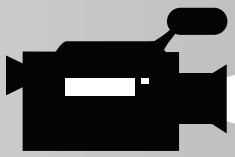
1. YouTube Press Statistics, 2011
2. McKinsey & Co., The Impact of Internet Technologies: Search, Global, July 2011
3. YouTube Press Statistics, 2011
4. YouTube Press Statistics, 2011

# HOW TO USE THIS GUIDE

This guide will show you how to create, manage, promote, and evaluate your business' videos on YouTube. It's divided into four key sections:

***TIP:*** *This guide is interactive. You can click sections, links, and videos to navigate the guide and learn about building your business with YouTube. Try it by clicking the Getting Started with Video chapter icon, above.*

# GETTING STARTED WITH VIDEO



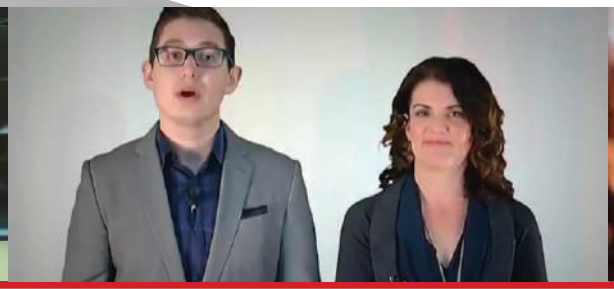
3+ HRS

1 Plan

2 Shoot

3 Edit

4 Publish



# YOU MAY NOT KNOW IT, BUT YOU HAVE A REMARKABLE STORY TO TELL.

You know this story better than anyone. It's about a business that cares about its customers. And with the power of video and the scale of YouTube, you can bring it to life in homes, offices, and on mobile devices around the world.

Let's get started.

# Overview

In this section, you'll learn the four simple steps to creating your first video and publishing it to YouTube.

1 HOUR

## 1 Make a **Plan**

Learn how to create a strategy for your video.

1 HOUR

## 2 **Shoot** Your Video

Get tips on how to make your videos look and sound even better.

1 HOUR

## 3 **Edit** Your Video

Editing with transitions, music, and text overlays is easier than you thought.

10+ MIN

## 4 **Publish** to YouTube

Uploading to YouTube is a snap. We show you how in four easy steps.

***TIP:*** *If you're thinking about hiring a professional to create and edit your video, visit www.google.com/adwords/acm to find an ad vendor that matches your style and budget.*

***RESOURCE:*** *If you already know a thing or two about video, download the YouTube Creator Playbook at www.youtube.com/yt/creators/playbook.html*

# Make a Plan

1 HOUR

When it comes to creating your video, a little planning goes a long way. It helps everything go more smoothly and can save you time in the long run.

With a plan you'll know what you need to shoot, what you're going to say, and how your video will fit together when it's time to edit.

## Make a Plan

**Step 1:** Write a Creative Strategy

**Step 2:** Choose a Creative Approach

**Step 3:** Write a Script

**Step 4:** Make a Storyboard

# Step 1: Write a Creative Strategy

Put some thought into what you're about to create. This section will help you answer some important questions and set the strategy for your video.

*To demonstrate, you'll follow Maya as she writes a creative strategy for her small business, Northlake Bed and Breakfast. She'll help you see firsthand how to plan, create, and upload your video to YouTube.*

***RESOURCE:** Check out the YouTube Workbook for Business at the end of this guide, which you can use to complete your own creative strategy, storyboard, and more.*

## Creative Strategy

**Background Info**

**Company name:** Northlake Bed and Breakfast

**Product/service description:** A 10-room bed and breakfast in central Vermont that offers visitors a relaxing night's sleep and access to New England's natural wonders. Northlake Bed and Breakfast also sells food products, including our own all-natural maple syrups and a variety of stone-ground Belgian waffle mixes.

**Promise/guarantee:** Northlake visitors will feel refreshed, relaxed, and reconnected to the natural world.

**Where product/service is sold:** Northlake Bed and Breakfast is located in North Windham, Vermont. Our food products are available in our gift shop and at the North Windham General Store.

**Target Audience**

**Age:** 30+

**Gender:** Men and women

**Location:** Southern New England, New York, Pennsylvania, New Jersey, Rhode Island, France, England, Denmark

**Annual income:** $60,000

**What's important to them?** Nature, the environment, organic foods, cooking, skiing, snowshoeing, hiking, fishing, folk music, simple living, travel, relaxation

**What do they want or need?** A place to go to reconnect with themselves, their companions, and nature. A quiet, personal space to spend a few nights in the woods of New England.

**Are there any upcoming opportunities?** ski season, Valentine's Day, fishing season, autumn (leaf season)

**Goals**

**What is your main goal for your video?** Generate interest in Northlake Bed and Breakfast as a premier vacation destination in central Vermont.

# Step 1: Write a Creative Strategy (cont'd)

**Background Info**

Here, you'll fill out basic information about your business.

Think about your product or service and what you offer your customers. These are good things to have down on paper so you can stay focused and brief anyone who helps you create your video.

## Creative Strategy

### Background Info

Company name: Northlake Bed and Breakfast

Product/service description: A 10-room bed and breakfast in central Vermont that offers visitors a relaxing night's sleep and access to New England's natural wonders. Northlake Bed and Breakfast also sells food products, including our own all-natural maple syrups and a variety of stone-ground Belgian waffle mixes.

Promise/guarantee: Northlake visitors will feel refreshed, relaxed, and reconnected to the natural world.

Where product/service is sold: Northlake Bed and Breakfast is located in North Windham, Vermont. Our food products are available in our gift shop and at the North Windham General Store.

### Target Audience

Age: 30+

# Step 1: Write a Creative Strategy (cont'd)

**Target Audience**

Knowing your customers is an important part of running a business and creating a successful video. Here, list any demographics, attributes, and interests of your audience.

***TIP:*** *You can choose a target audience that you know is your business' bread and butter, or a new group you want to try to engage in your product or service.*

***RESOURCE:*** *Find out where your target audience lives, how old they are, and what they're interested in at www.google.com/insights/search*

## Creative Strategy

### Target Audience

Age: 30+

Gender: Men and women

Location: Southern New England, New York, Pennsylvania, New Jersey, Rhode Island, France, England, Denmark

Annual income: $60,000

What's important to them? Nature, the environment, organic foods, cooking, skiing, snowshoeing, hiking, fishing, folk music, simple living, travel, relaxation

What do they want or need? A place to go to reconnect with themselves, their companions, and nature. A quiet, personal space to spend a few nights in the woods of New England.

Are there any upcoming opportunities? ski season, Valentine's Day, fishing season, autumn (leaf season)

# Step 1: Write a Creative Strategy (cont'd)

### Goals

What do you want your video to do? Drive traffic to your site? Increase sales? Answer customers' questions? Whatever goals you have for your video, write them here.

### Call to Action

It's always a good idea to ask your viewers to take some action after watching your video. Maybe you want them to "Subscribe" to your YouTube channel, add a comment, or visit your website. Your call to action should be a direct reflection of your goals.

***TIP:*** *Maya could create a separate strategy to guide the creation of videos that promote Northlake's food products.*

***RESOURCE:*** *You can find plenty of call to action ideas in the YouTube Creator Playbook, free to download at* ***www.youtube.com/yt/creators/playbook.html***

## Creative Strategy

### Goals

What is the main goal of your video? *Generate interest in Northlake Bed and Breakfast as a premier vacation destination in Central Vermont.*

What do you want your audience to do? *Book their next vacation with Northlake Bed and Breakfast.*

### Call to Action

What's your call to action? *Come spend a quiet weekend at Northlake Bed and Breakfast. You can check room availability online at www.northlakebnb.com, or by calling us 7 days a week at 555-555-5555.*

# Step 2: Choose a Creative Approach

Spend five minutes exploring YouTube and you'll see that people have found dozens of ways to promote their businesses. You could create a quick how-to, shoot a customer testimonial, or simply share a little about yourself and what you do. How you choose to showcase your business depends on your goals, your audience, and their needs.

On the following pages, you'll find some creative themes you can use to make a video in just a few hours. The three main categories are informational, educational, and sales.

## Success Story: Mike Chang's Six Pack Shortcuts

On March 1, 2010, fitness entrepreneur Mike Chang decided to shoot a simple four-minute exercise routine and post it to YouTube. It was a good start and Mike stuck with it, adding more videos and promoting them with video ads.

Today, Mike has more than 89 videos on his channel with more than 82 million views: different types of videos that market his business to distinct audiences. He uses educational videos to demonstrate specific routines, testimonials to show customer success stories, and even parody videos to entertain his viewers.

Learn more about how Mike does it at www.youtube.com/advertise

*See Mike Chang's channel at: www.youtube.com/sixpackshortcuts*

# Informational Videos

Typically, informational videos help you explain the basics of your product or service and create an emotional bond between you and your customers.

**About Your Business**

This type of video gives an overview of your product or service, shares a little background about you as a business owner, and may even introduce an employee or two.

**Testimonials**

When a customer talks about his or her experience with your business, it's called a testimonial. Testimonials offer a great way for new customers to learn from current ones.

**Product Demonstrations**

Product demos give a tour of how your product works, and are more of a "soft sell" than an infomercial.

*Mike talks about why he started Six Pack Shortcuts:*
*www.youtube.com/watch?v=X4kHOha5YMg*

***TIP:** We've included a more detailed section on how to write a script about your business, beginning on page 18.*

# Educational Videos

Educational videos are a great way to build loyalty around your business. They help establish you as an expert and keep people coming back to learn more.

**How-To**

How-to videos give people step-by-step instructions to do almost any activity, from arranging flowers to learning how to build a deck.

**Presentations/Speeches**

If you give a speech or presentation, record it and upload it to YouTube. It's another way to show off your knowledge and establish yourself as a trusted expert.

**Product Instructions**

If your product requires some assembly, consider showing your customers how to put it together.

*Mike Chang shows how to do his dumbell workout:*
*www.youtube.com/watch?v=IJFAdOIUVT0*

# Sales Videos

Sales videos are created to help you do one thing: sell your product or service.

**Direct Sales**
You can use your video to sell your product, just like in a TV infomercial. Just make sure to include a clear call to action by encouraging viewers to visit your website, contact you via email, or call you.

**Promotions**
From discounts to freebies, you can use promotional videos on YouTube to bring your offers to a wider audience.

*Mike sells the Six Pack Shortcuts workout:*
*www.youtube.com/watch?v=UutyRrpLRSo*

***REMEMBER:*** *The creative approach you choose depends on your customers' needs and what you think will help solve their problem. If you're not sure what kind of video to start with, just ask a few customers what they might want to watch about your business on YouTube.*

# Step 3: Write a Script

Now that you've come up with a strategy for your video, the next step is to write a script. Don't worry if you've never written one before—this section will start you off on the right foot. With a well-written script, you'll be able to deliver a clear message and stay on track when you shoot your video.

## 8 Tips for Effective Scripts

1. **Keep it simple.**
   Write in short, easy-to-understand sentences.
2. **Hook your viewer.**
   Use the first 15 seconds to draw your customers in.
3. **Focus on your audience.**
   Who is the video for? What do you want them to think and feel? This is as much about your customer as it is about your business.
4. **Write conversationally.**
   Your script should sound natural and read the way people talk.
5. **Read your script out loud before you press "record."**
   It's one of the best ways to catch errors and awkward sentences.
6. **Use one creative approach per video.**
   Any more and you risk confusing your audience.
7. **Issue a clear call to action.**
   For example, ask your viewer to comment on or "like" your video, visit your website, or call you to learn more.
8. **Make it compelling.**
   Tell your story with honesty and emotion. Often, that's all it takes to make an impact with customers.

# Write a Script About Your Business

If you've never made a video before, an overview of your business is a good place to start. It gives viewers a sense of who you are and what your business can do for them. Remember, no one knows your business' story better than you do, so even if you plan to get help from employees, friends, or family, your first draft will be an excellent starting point.

*To demonstrate, let's continue to follow entrepreneur Maya as she uses the YouTube Workbook for Business to write a script for her business.*

## Scriptwriting in 3 Parts:

**The Beginning**
Grab your audience's attention. Be bold—not bland. Introduce your product or service and explain how it addresses your audience's needs. What's the point of your video?

**The Middle**
Contrast your audience's problem with your trusted solution. Continue to build your story. What other ways does your business help your customers?

**The Conclusion**
Summarize your business' value as succinctly as possible and close with a clear call to action.

***RESOURCE:*** *Check out the YouTube Workbook for Business at the end of this guide and use it to follow along and write a script about your business.*

# The Beginning

Introduce yourself and open with a short story. How did you get started in your business?

*"Hi, I'm Maya Larsen, co-owner of Northlake Bed and Breakfast in North Windham, Vermont. My husband, Mark, and I are avid outdoor enthusiasts. We came here for the first time back in 1968. After a morning walk through the woods surrounding Lowell Lake, we realized our dream was to share our love for the New England wilderness."*

## 5 Ways to Start Your Script

1. **Solve a problem.**
   "At Joe's Pizza, we've got your 'too-busy-to-cook' meals covered."
2. **Open with a question.**
   "Are you tired of rushing home to make dinner after a long day at work?"
3. **Share a personal story.**
   "I started Joe's Pizza because of my mother. She makes the best pizza in the world, but when she started working two jobs and was too busy to cook, my brothers and I had to make sure the family was fed."
4. **Introduce yourself.**
   "Hi, I'm Joe, owner and head chef at Joe's Pizza."
5. **Start in the middle.**
   "Pepperoni, sausage, onions, mushrooms... all on a crispy crust... all in 15 minutes or less. It's the working mom's special."

***TIP:** Spend 5 minutes coming up with a good hook. The hook is the first thing your audience sees or hears, and is a great way to capture their attention.*

# The Middle

Explain your business' expertise. How does it solve customers' problems? How does it fit into the local community?

> *"We've been running Northlake Bed and Breakfast for more than 35 years, and we're always happy to welcome new guests and introduce them to central Vermont's incredible wild spaces. During the summer, you can kayak or canoe Lake Lowell or go for a hike up nearby Stratton Mountain. During the winter, you'll find fabulous skiing, snowshoeing, and dog sledding within 20 minutes of our door."*

What makes your business unique? How do you approach your business? What makes you different from the competition?

> *"Northlake Bed and Breakfast is situated in an old loggers' hotel, built in the early 1930s. Northlake has ten rooms, each beautifully adorned with local quilts and exposed oak rafters, offering a unique and idyllic setting for your next weekend getaway."*

## The Middle (cont'd)

What is your customer service philosophy? What do you do to make your customers feel special?

> *"At Northlake, the most important thing in our day is yours. Jim, our head of hospitality, makes sure every guest feels like part of the family. Our goal is to make sure that you leave feeling refreshed, relaxed, and connected with a simpler, more natural world."*

Where is your business located? Where can your audience buy your product?

> *"Northlake Bed and Breakfast is located just off Rt. 11 in North Windham, Vermont, 2 hours from Concord, New Hampshire and 3 hours from Boston."*

## The Conclusion

Summarize your business' value as succinctly as possible and close with a clear call to action.

> *"Come spend a quiet weekend with us. You can check room availability online at www.northlakebnb.com or by calling us 7 days a week at 555-555-5555."*

# Step 4: Make a Storyboard

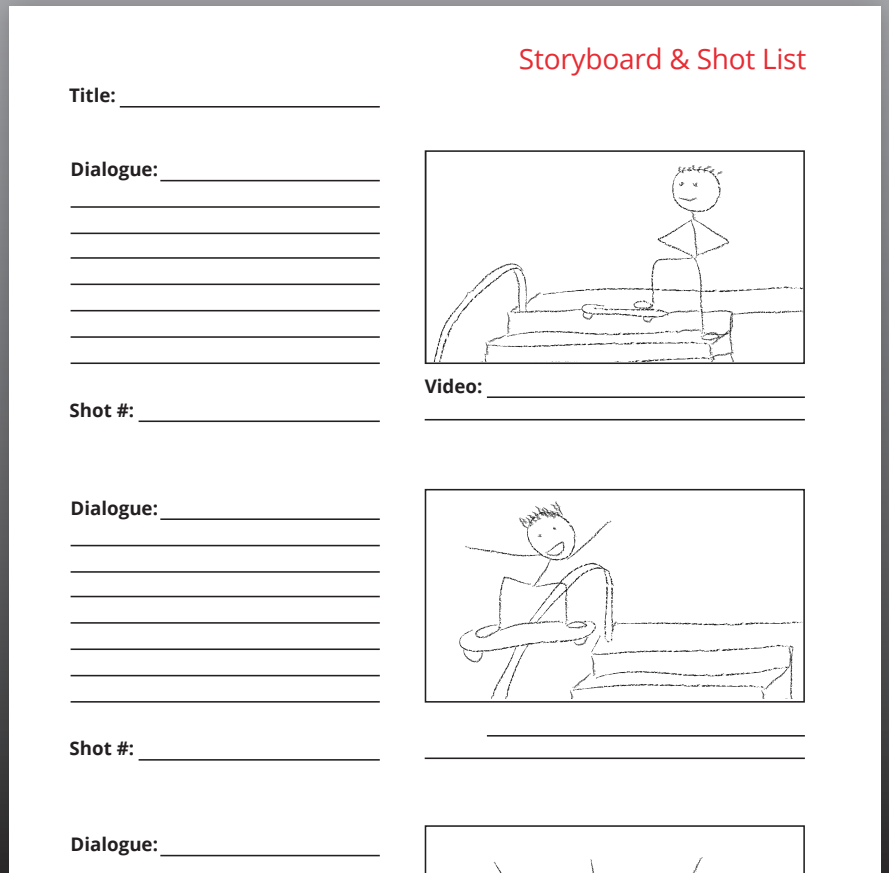
Using your script to guide you, let's put together a quick storyboard. A storyboard is a series of rough drawings of the shots you want to use. Making a storyboard is a good option because it helps guide you as you shoot and edit your video.

Sketch your shots next to the lines from your script. You don't need to be too detailed. Just draw stick figures or write enough to show the types of shots or camera moves you want to use. If making a storyboard isn't for you, you can just write a list of camera shots you want to use to record your video. It can be as simple as:

1. *Wide shot of the exterior of the bed and breakfast.*
2. *Medium shot of Maya introducing the bed and breakfast.*
3. *Medium shot of a bedroom.*

***TIP:** Understanding some basic camera shots—like wide, medium, and close-up—before you start to storyboard will help you think up creative ways to tell your story. If this seems too complicated, create a simple video where you sit in front of the camera and share your story with your customers.*

***RESOURCE:** For a printable storyboard template, download the YouTube Workbook for Business at the end of this guide.*



Storyboard & Shot List

Title: _____

Dialogue: _____

Shot #: _____

Video: _____

Dialogue: _____

Shot #: _____

Dialogue: _____

# Shoot Your Video

1 HOUR

Now that you've got your strategy, script, and storyboards, you're ready to start shooting. Don't feel like you need the fanciest camera, microphone, or lighting equipment, though.

The fact is, you'll be able to get quality audio and video from almost any camera—including your mobile phone—so just use the best camera you can get your hands on.

***TIP:** If you have any questions about how to create a high-quality video, visit www.youtube.com/creators*

## Shoot Your Video

Simple Techniques for Better Looking Shots

Simple Techniques for Better Audio

Equipment Checklist

# Simple Techniques for Better Looking Shots

### Don't Center the Subject

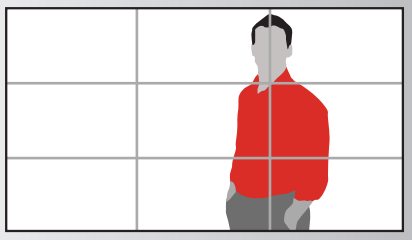
The "rule of thirds" is a general guide to composing visually appealing shots, as shown in the image on the right.
By putting your subject at or near where these lines intersect, you'll create engaging images that are easy on the eye.

### Keep It Stable

Unless you're going for a handheld look, use a tripod, a stack of books, or a few boxes to make sure the camera doesn't move while you're recording.

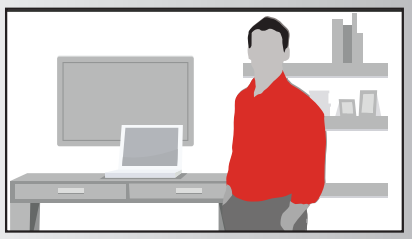
### Think About the Background

Put some thought into your location. Make sure the background is neat by removing things like empty bottles and equipment bags. Organize papers on desks and make sure everything looks as presentable as possible.



*Compose your frame*

*Stabilize your camera*



*Clean up your background*

***TIP:** It's a good idea to understand what your camera's capable of before you start to shoot. Do a one minute lighting and sound test to make sure you'll be seen and heard.*

# Simple Techniques for Better Audio

### Speak Clearly and Casually

Talk in your video just as you would with a friend or colleague. Look at the camera lens. Enunciate, and use contractions, like "we'll" and "I've," just like you would in everyday conversation.

### Ask for Quiet

Ask employees to quiet down and turn off background music. Silence will help ensure the camera hears you loud and clear.

### Write Cue Cards

If you have trouble remembering your lines, use cue cards. Write your lines with a thick marker so you can see them when you're in front of the camera. Tape the cards beneath the lens or have a friend hold them for you. Just remember to look directly into the camera to connect with the viewer—just like in a one-on-one conversation.

*Enunciate and use contractions*

*Find a quiet environment*

*Cue cards help you stay on script*

***TIP:** To be sure your video doesn't get taken down for copyright infringement, make sure there is no copyrighted content (like music or film clips) anywhere in your video unless you own the rights. Learn more about copyright at **www.youtube.com/help***

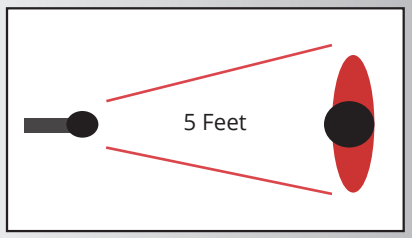
# Simple Techniques for Better Audio (cont'd)

### Stay Close to the Microphone

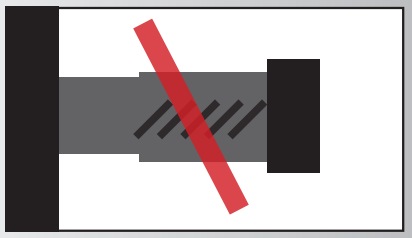
The closer you are to your microphone, the better you'll be heard in your video. If you're using your camera's built-in microphone, try to be within five to six feet from the camera.

### Avoid Zooming While Recording Important Audio

You may be tempted to zoom in on your subject.
The problem is that on many cameras, the sound of the camera lens moving is often recorded. Instead, try shooting at one distance, stopping the shot, then recording your next shot at another distance. When you edit you can make the transition seamless.




*Good audio is the key*



*Avoid zooming while recording*

***ADVANCED TIP:*** *A clip-on or boom microphone will let you capture higher quality sound than you would with your camera's internal microphone—especially if you're shooting outside. Just be sure your camera has a microphone input before you rent or buy any equipment.*

# Equipment Checklist

Use this checklist to make sure you have everything you need before starting to shoot your video. You might not need all the items on this list, but it's a good idea to have your equipment ready should the need arise.

## Must Have:

- ☐ Camera
- ☐ Computer (to upload video from your camera)

## Good to Have:

- ☐ Script
- ☐ Creative strategy
- ☐ Tripod (or stack of books)
- ☐ Lights
- ☐ Extension cables
- ☐ Camera charger

## Optional:

- ☐ Light reflector
- ☐ External microphone

***RESOURCE:*** *Check out the YouTube Workbook for Business at the end of this guide for a printable version of this checklist and more.*

# Edit Your Video

1 HOUR

With digital video, editing is easier than ever. Now you can drag and drop your favorite takes, add music, and arrange your videos however you want.

The best way to put your video together is to use editing software. Almost every new computer comes with a free video editor, like Apple's iMovie and Windows' Movie Maker. There are plenty of other web-based programs, too, like the YouTube Video Editor, which lets you piece together videos right in your web browser.

***REMINDER:*** *If you feel that editing is too advanced for you, ask someone for help or hire a professional to edit your video.*

## Edit Your Video

**Step 1:** Arrange & Trim Your Clips

**Step 2:** Add Transitions, Overlays & Effects

**Step 3:** Add Music

**Step 4**: Export from Your Editor

# Step 1: Arrange & Trim Your Clips

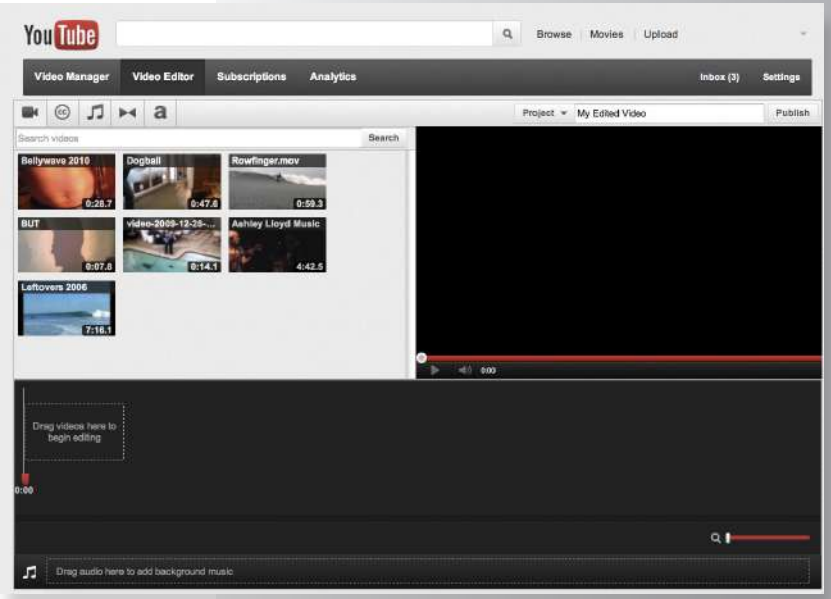
Most video editing programs—from iMovie to the YouTube Video Editor—have a clip view or timeline, which lets you drag and drop shots to a virtual storyboard. You can move clips, change their length, and delete clips with just a few clicks. The goal should be to arrange your footage to tell a complete story in as little time as possible—1 to 2 minutes is recommended.

## YouTube Video Editor

The YouTube Video Editor is a free tool in your YouTube account that allows you to edit various clips and produce an entirely new video. In the Video Editor, you can:

- **Combine** multiple clips you've uploaded to create a new, longer video.
- **Trim** the beginning and end of your clips.
- **Add** a soundtrack from the YouTube Video Editor's AudioSwap library.
- **Create** new videos without worrying about file formats, and publish the new videos to YouTube with one click (no new upload is required).

To get started, go to www.youtube.com/editor and log in to your YouTube account.




*YouTube Video Editor*

***TIP:** Most online audiences have a limited attention span, so aim to keep your video short and sweet.*

# Step 2: Add Transitions, Overlays & Effects

Once you have a general idea of how your clips will play out in your timeline, consider adding transitions, overlays, and other effects where appropriate. The effects, transitions, and overlays you choose should depend on your audience. For example, the local historical society might want to change some of its color footage to black and white to transport the viewer back in time, but this effect probably won't make sense for Jenny's Flower Shop.

### Transitions

Rather than having one clip jump to the next, you can add a transition, such as a fade, that combines audio and video from two clips in your storyboard. Using transitions will give your video a more gradual feel than jumping from one clip to the next.

### Overlays

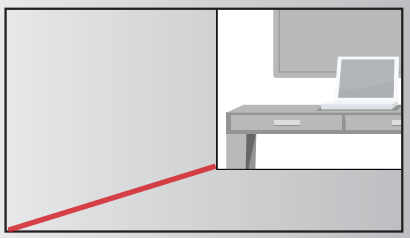
Text overlays are a useful tool for giving your customers more information, like the name of the person speaking, your address, your website, or your phone number. Use text overlays to reinforce your call to action, for example.

### Effects

Most editing programs let you add effects, like the "Ken Burns effect," which makes the camera move over a still image.

*Use a fade intead of a cut*

*Use graphic text overlays*



*Ken Burns effect*

***TIP:*** *Simple transitions are best for professional-looking results.*

***TIP:*** *Use effects sparingly. It's easy to overwhelm your viewers.*

# Step 3: Add Music

Incorporating a music track into your video can help you set the mood, but it's important that you own the rights or have permission to include the music in your videos.

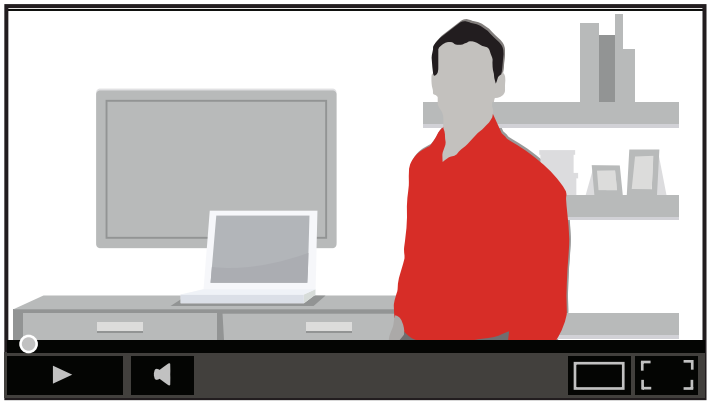
The YouTube Video Editor has more than 250 music tracks in genres ranging from classical to hip hop. Upload your video, then give it a try at www.youtube.com/editor

***REMEMBER:*** *There are lots of different ways that musicians and artists can license their content. The Creative Commons, at www.creativecommons.org, is a great resource to discover music and learn more about some of these concepts.*

# Step 4: Export from Your Editor

YouTube understands the most-used video formats, so before you're ready to upload, make sure your video is smaller than 20 GB and is saved as one of the following:

MPEG4 (.mp4)
MOV files
AVI
WMV
3GPP
MPEGPS
FLV



Congratulations! Now that you have your video, the last thing to do is publish it to YouTube and get the world to see it. Turn the page to learn how.

***TIP:*** *You control who sees your videos, so you can test them with coworkers, friends, and family before making them public.*

# Publish to YouTube

10+ MIN

Follow these three simple steps to create an account and upload your first video to YouTube.

## Publish to YouTube

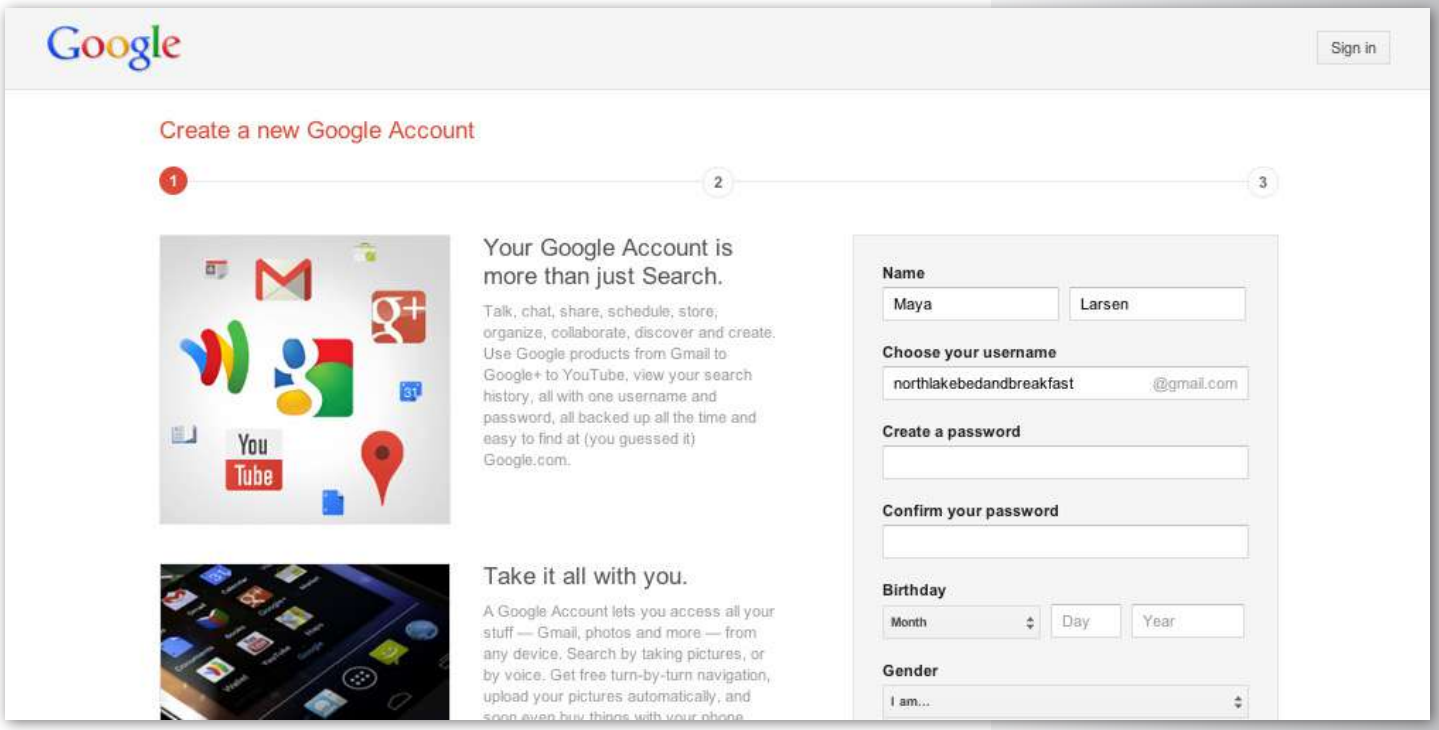
**Step 1:** Create or Log In to Your Free Google Account

**Step 2:** Create Your Free YouTube Username

**Step 3:** Upload Your Video to YouTube

# Step 1: Create or Log In to Your Free Google Account

Just go to www.youtube.com/signup, enter your information, and click **Next Step**. When you're done, click **Back to YouTube**.




***TIP:** Create a new Google account for your business, like "mybusinessvideos@gmail.com" or "info@yourbusiness.com." That way you can keep it separate from your personal email.*

# Step 2: Create Your Free YouTube Username

If you're logged in to your Google account, click **Upload** in the top right and choose a YouTube username. This will be the name associated with your YouTube account, so pick a name that reflects your business, top-selling product, or area of expertise. Please note, usernames are limited to 20 characters or less.

*To demonstrate, let's see what Maya, owner of Northlake Bed and Breakfast, might consider for her username:*

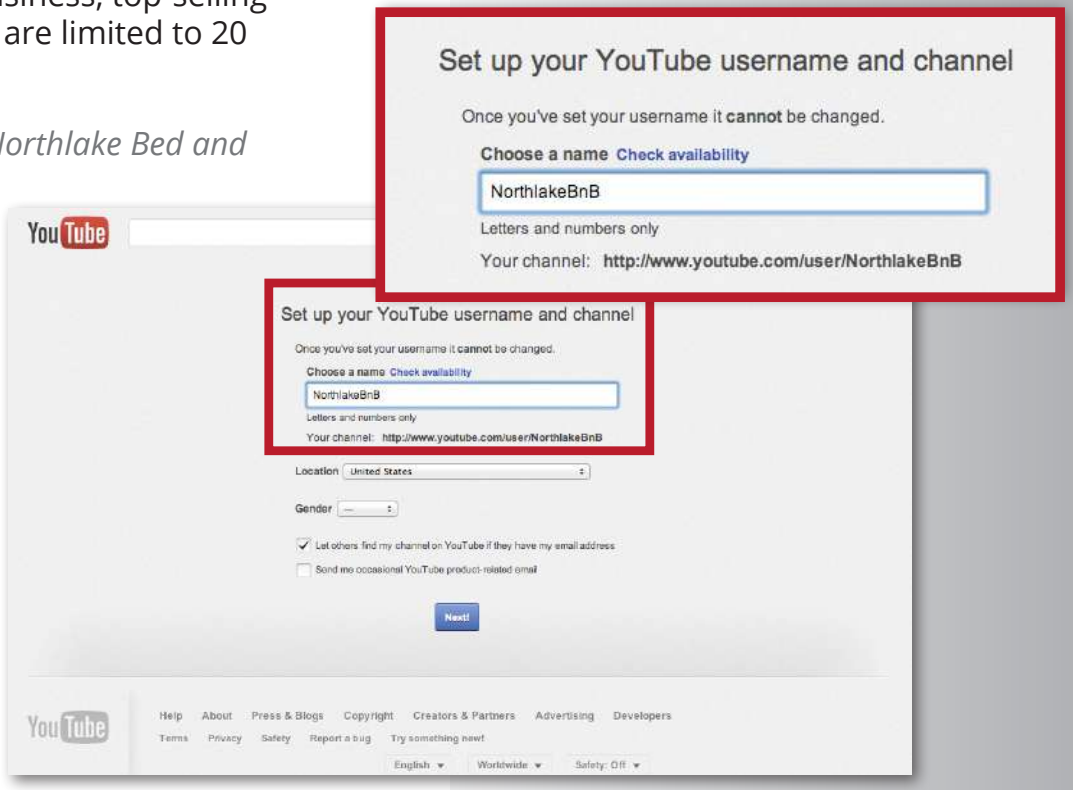
NorthlakeBnB

NorthlakeVacations

NorthlakeDreams

VermontBnB

VTBedandBreakfast



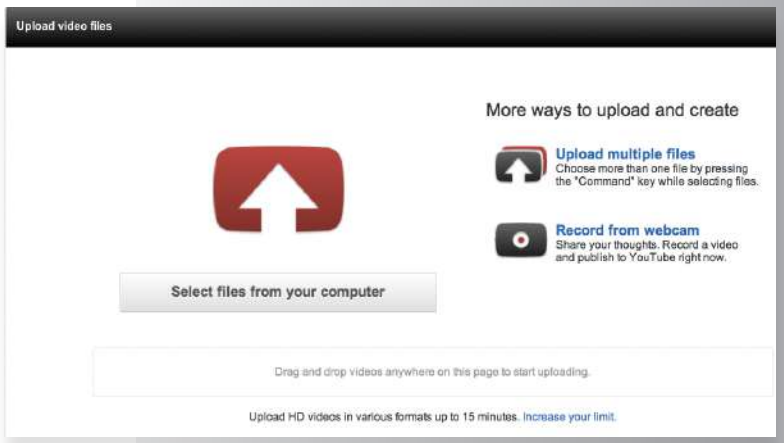

***TIP:** When you create your username, you'll automatically create a YouTube channel. Your channel is your business' homepage on YouTube. As you create and add more videos, they'll show up on this page along with your profile, favorites, and more. Learn more about your channel in the next section.*

# Step 3: Upload Your Video to YouTube

Now that you have a YouTube username, upload your video at www.youtube.com/upload or click **Upload** from the homepage.

The upload page offers a range of options, from simple single uploads to multiple file and instant webcam uploads. Drag and drop videos onto the page, or click **Select files** to get started.

While your video is uploading, you can add your **description** and other information, which is covered in the next section, Managing Your Videos.

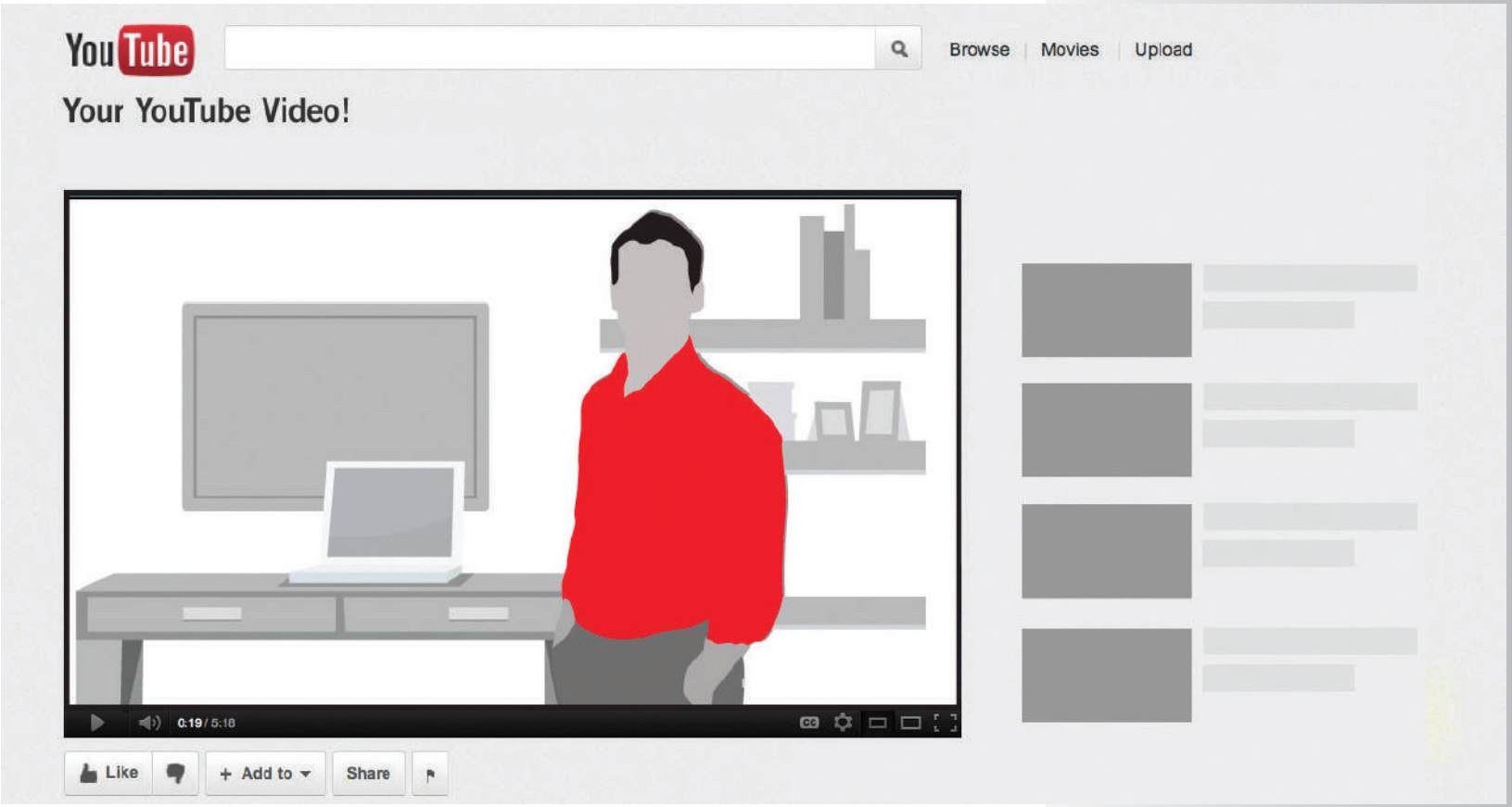



***TIP:*** *To upload more than one file from your computer at once, hold the "command" or "control" key down as you select files, or drag and drop multiple files into the browser window.*

***NOTE:*** *Uploading large files? With Google Chrome, Firefox 4 or higher, or Internet Explorer (with Silverlight enabled), you can upload files up to 20GB in size, and also resume or recover stalled or canceled uploads.*

***REMEMBER:*** *After your video is uploaded, it may take a short while to process. Don't worry. That's perfectly normal.*

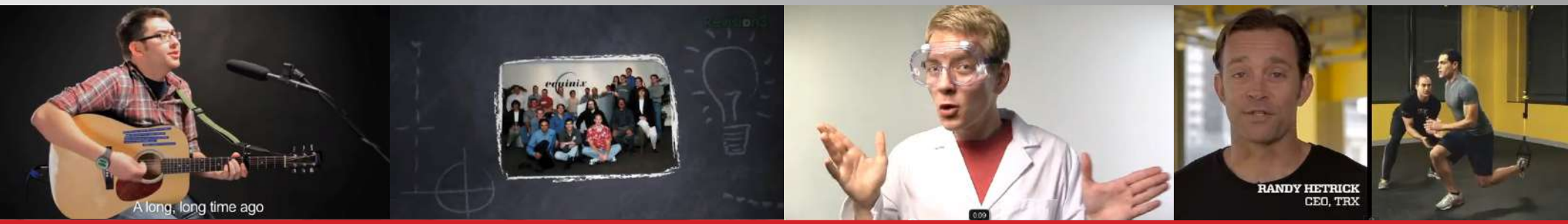
# Congratulations & Welcome to YouTube!



# MANAGING YOUR VIDEOS

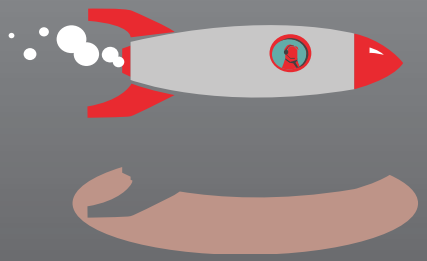
**1+ HRS**

1. Video
2. Channel
3. Design
4. Dialogue



# IF YOU JUST UPLOADED YOUR FIRST VIDEO TO YOUTUBE, YOU'VE REACHED A MARKETING MILESTONE.

You've introduced your business to a potential viewership of more than 800 million people. The next step is to tailor your YouTube channel and video to your business so they can get discovered, make a connection with potential customers, and set the stage for a growing audience.



# Overview

Learn how to add key information to your videos to get discovered and set the foundation for engaging your customers.

15 MIN

## 1 Make Your **Video Discoverable**

Add a title, description, and tags—important steps to take to make sure people can find your video.

15 MIN

## 2 Make Your **Channel Discoverable**

Your YouTube channel is home to all your YouTube videos. Make it easier to find with a title, description, and tags.

15 MIN

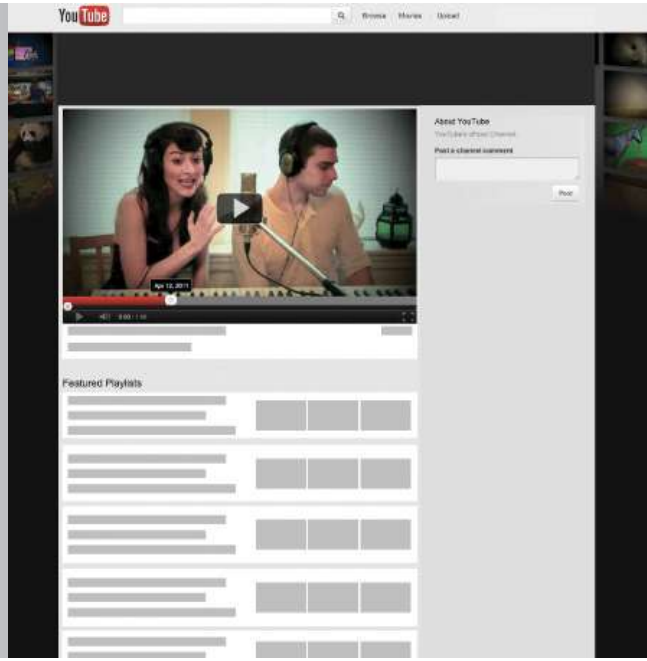
## 3 **Design** Your Channel

Give your channel a personal touch with with a logo, background, and layout that represent your business.

15+ MIN

## 4 Encourage **Dialogue**

Turn your viewers into a community by engaging them with comments, annotations, captions, and more.



# Make Your Video Discoverable

15 MIN

An important part of getting your video seen is to add a description, title, and tags. You can do this the moment your video starts uploading to YouTube.

Adding this information, known as "metadata," is a key step to helping YouTube know what's in your video. By giving YouTube this information, you help catalog your video so people can find it and discover your business.

***TIP:*** *You can change your title, description, tags, and more at any time by clicking your* ***username*** *at the top right, selecting* ***Video Manager****, then choosing* ***Edit*** *next to the video you want to change.*

## Make Your Video Discoverable

**Step 1:** Add a Title

**Step 2:** Write a Description

**Step 3:** Add Tags

**Step 4:** Choose a Category & Thumbnail

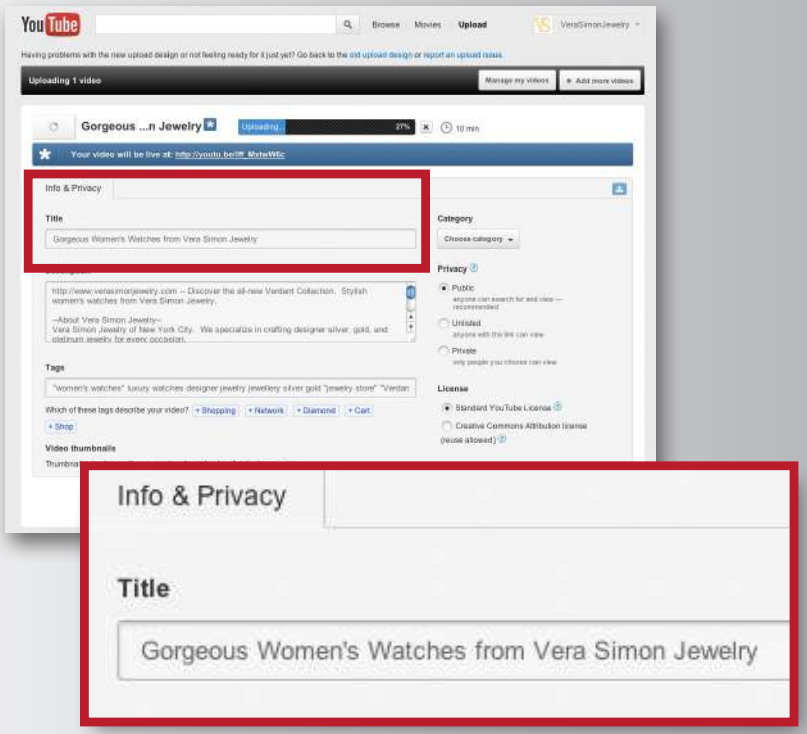
**Step 5:** Make Your Video Public

# Step 1: Add a Title

Think of your title as the headline of your video. A good title entices someone to watch your video and includes keywords and phrases that customers use when they search for videos.

Keep your title short, specific, and use keywords at the beginning. If you want to include your brand name in the title and your brand isn't well known, include it at the end.

> *Vera is the artist and owner of Vera Simon Jewelry. She's uploading a video showcasing her new collection of women's watches.*
>
> *She makes a short list of possible titles, then chooses one that she thinks would excite her audience, "Gorgeous Women's Watches from Vera Simon Jewelry."*



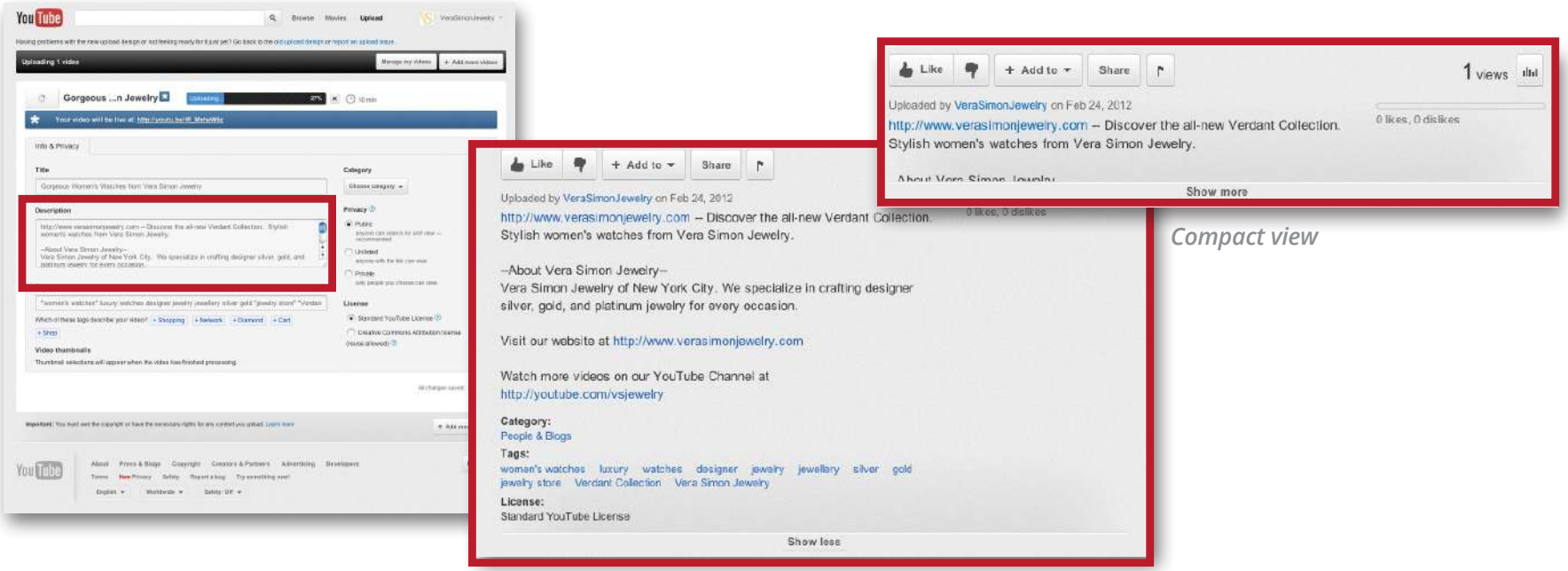

*Vera's eye-catching title*

***TIP:** You can use Google's free AdWords Keyword Tool to find search terms related to your business. Give it a try at **adwords.google.com/keywordtool***

# Step 2: Write a Description

To give your video context and help it get discovered, you'll want to write an interesting description that's specific to your video. Summarize your video using complete sentences.

*Vera writes a description about her business' new collection of women's wristwatches.*




*Compact view*

*Full view*

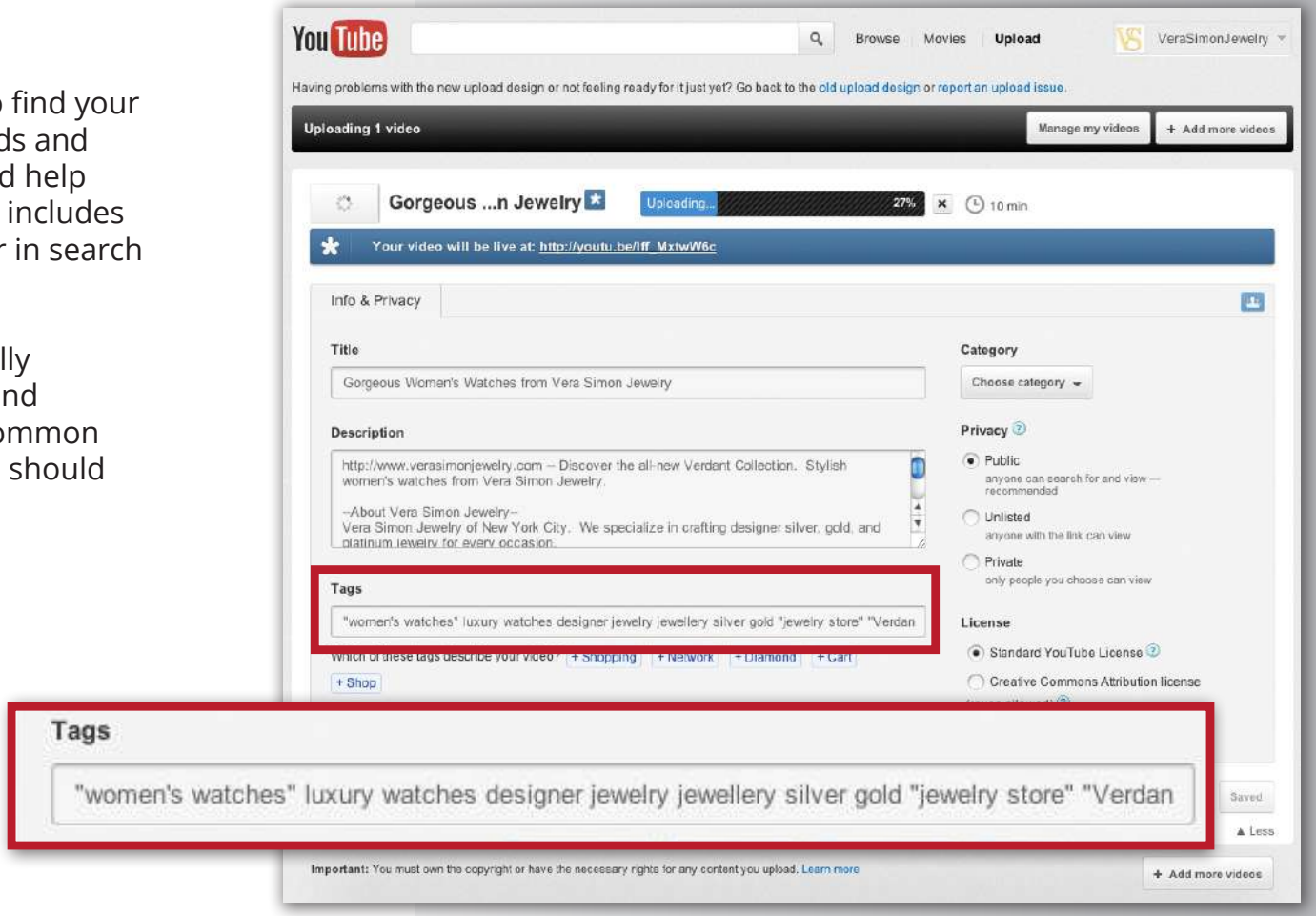
***TIP:** YouTube shortens your description in search results and below your video, so make the most of your first two to three lines.*

***TIP:** You can add links to your website, channel, and playlist in your description. Just be sure to include "http://" (e.g., http://www.youtube.com) or the link won't work.*

# Step 3: Add Tags

Make it easier for your customers to find your videos by adding tags. Tags are words and phrases that describe your video and help people find it online. When a search includes your tags, it helps your video appear in search results and suggested videos.

Use as many tags as necessary to fully describe the content of your video and business. Tags should be a mix of common and specific terms and phrases, and should reflect your title, too.




*Add tags that describe your video and business*

***TIP:*** *Put a phrase in quotes to add it as a tag (e.g., "Car Wash" instead of Car Wash).*

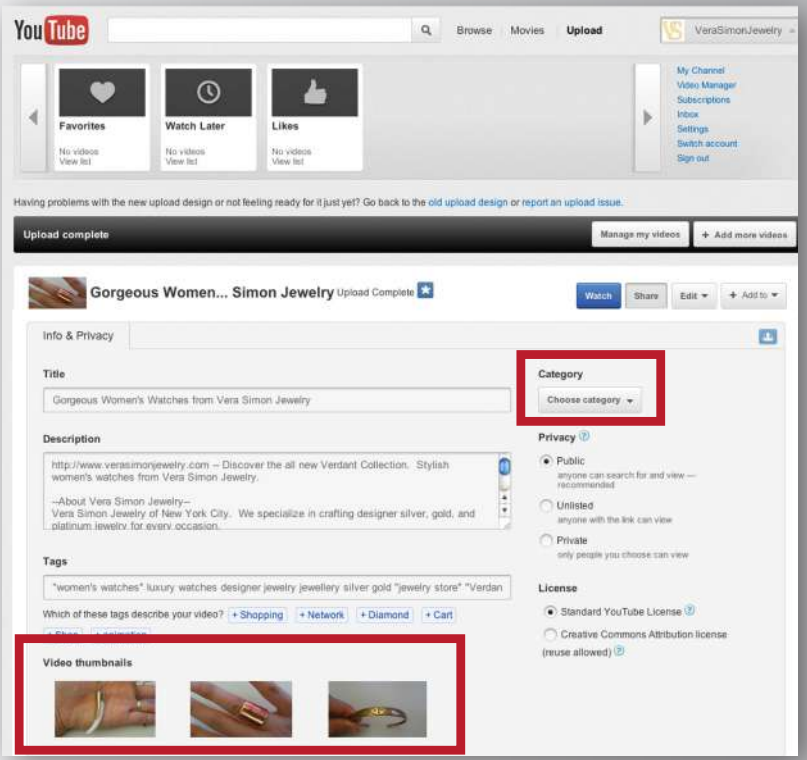
# Step 4: Choose a Category & Thumbnail

## Category

Choose the category that best represents your video. YouTube organizes these 15 categories under the Browse tab, located at the top of each page.

## Thumbnail

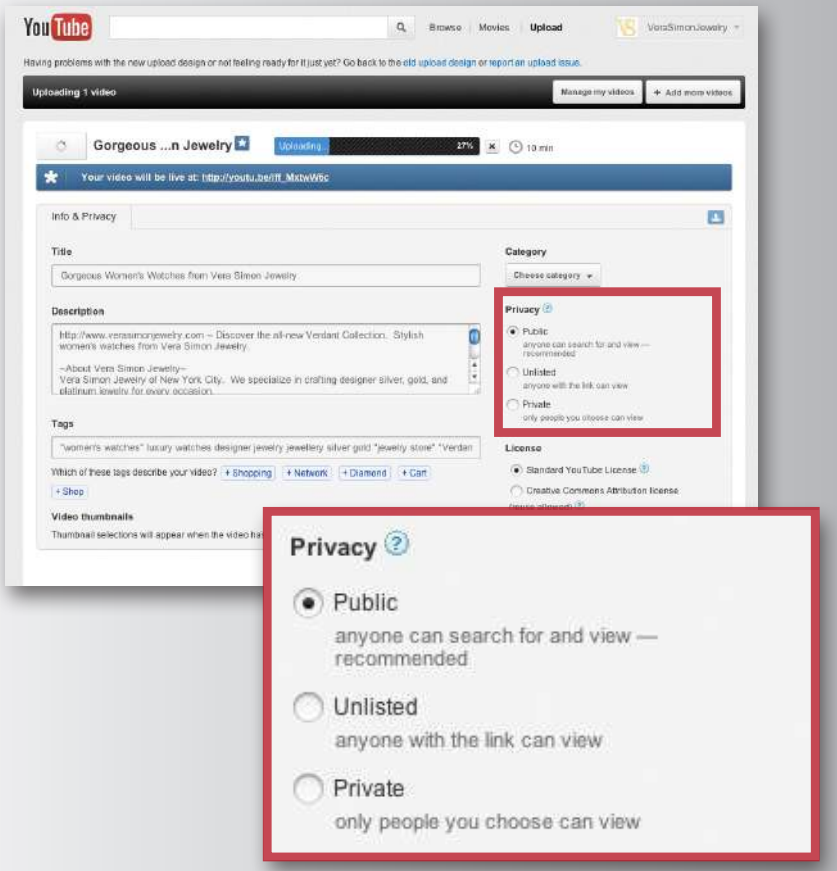
Once your video has been uploaded to YouTube, YouTube automatically generates three thumbnail images from your footage. Pick one to display next to your video in search results, on your channel, and in playlists. Choose the most eye-catching and relevant thumbnail to get more views.




*Choose a category and thumbnail*

# Step 5: Make Your Video Public

Every time you add a new video to YouTube, you decide whether you want it to be public, private, or unlisted. Feel free to keep your video private while you add a description and tags—just remember to make it public before you press **Save** so people can discover it on YouTube.




*Make your video public*

***TIP:** Once your video is updated with a title, description, thumbnail, and tags, check the video's watch page to be sure everything looks the way you want it to.*

# Make Your Channel Discoverable

15 MIN

Think of your channel as your business' home on YouTube. As you create and add more videos, they appear on your channel next to your profile, favorites, and playlists.

Make sure people can find your business' channel by updating some important fields: channel title, channel description, channel tags, and custom links.

***TIP:*** *Access your channel at any time by clicking your* ***username*** *in the top right and selecting* ***My Channel****.*

## Make Your Channel Discoverable

**Step 1:** Update Your Channel Title

**Step 2:** Write a Channel Description

**Step 3:** Add Channel Tags

**Step 4:** Add a Link to Your Website

## Step 1: Update Your Channel Title

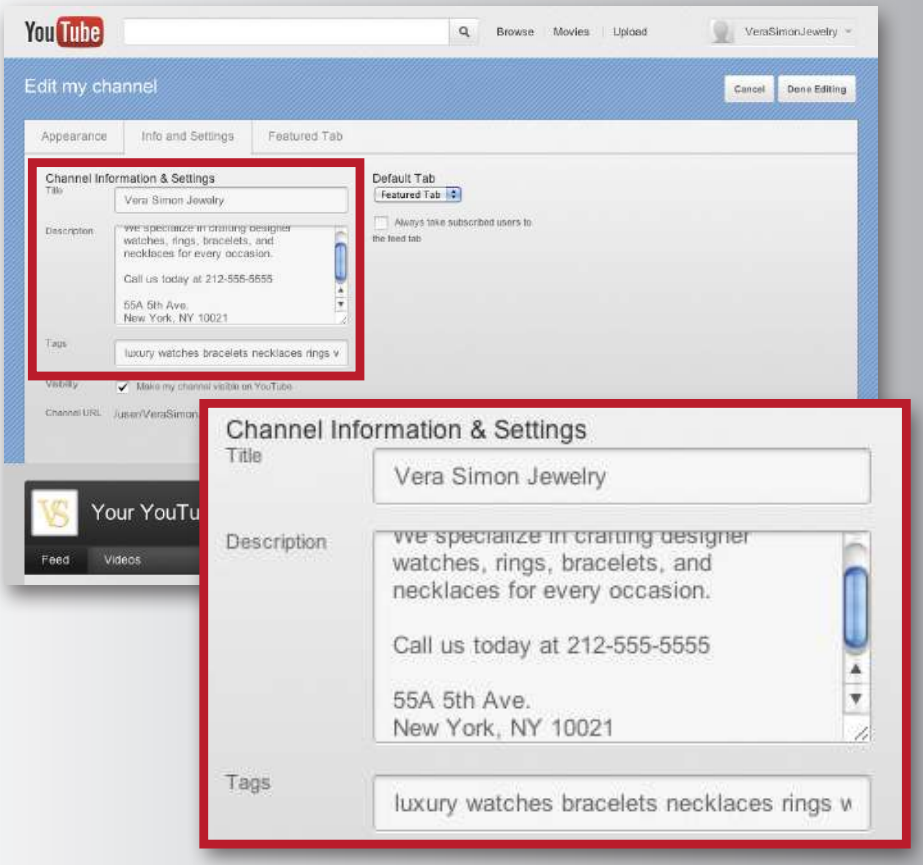
Your channel title is the most prominent text displayed on your channel page, so we recommend changing it to your business' name or a name that resonates with your customers.

## Step 2: Write a Channel Description

Fill in information about your business so visitors can learn more about who you are. Be detailed, use complete sentences, and include your business' telephone number. Feel free to borrow text from the About section of your website.

## Step 3: Add Channel Tags

Similar to video tags, channel tags help people discover your channel on YouTube. Add a mixture of tags that are specific to your business and videos and common to your industry or trade. Learn more about tags on page 45.



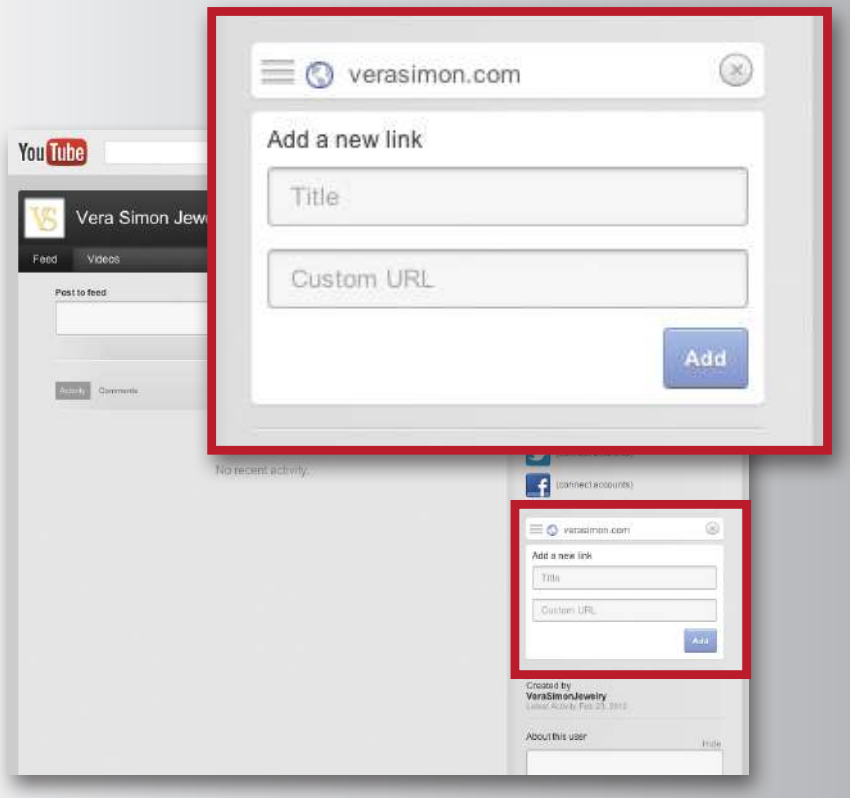

*Title, description, and tags*

***TIP:*** *To change your channel title, description, or tags at any time, select your* ***username*** *and click* ***My Channel****. Then choose* ***Edit Channel*** *in the top right and click the* ***Info and Settings*** *tab.*

# Step 4: Add a Link to Your Website

You can drive traffic to your website by adding a link to your channel page.

To add a link, go to **My Channel** and click the **Edit** button on the right of the page. At the bottom, click **Add new link**, then add your title and link in the fields provided. Make sure to include “http://” or the link won’t work (e.g., http://www.youtube.com).



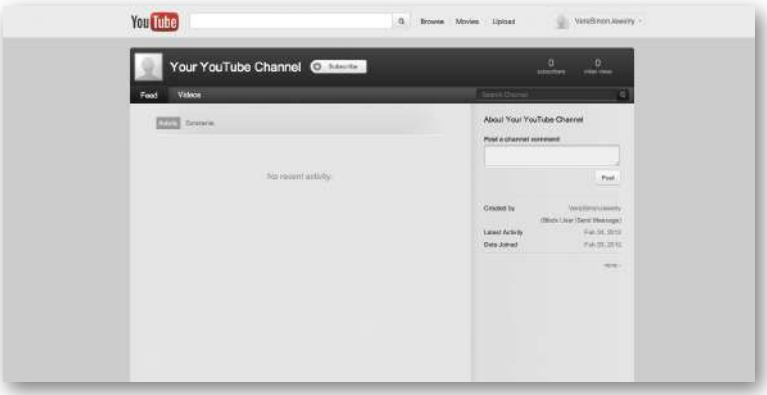

*Add links to your channel*

***TIP:** You can also add your email address to the link section. In the Custom URL field, write “mailto:” followed by your email address (e.g., mailto:contact@yourbusiness.com).*

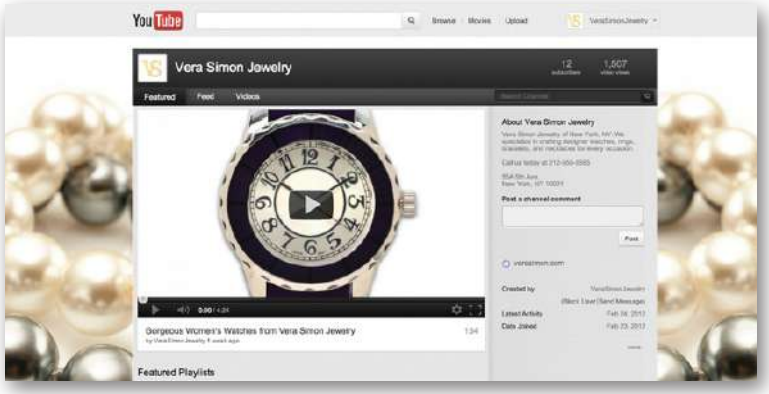
# Design Your Channel

15 MIN

You can give the design and function of your YouTube channel a personal touch by designing it to complement the look and feel of your business.




*Before*




*After*

## Design Your Channel

**Step 1:** Update Your Logo

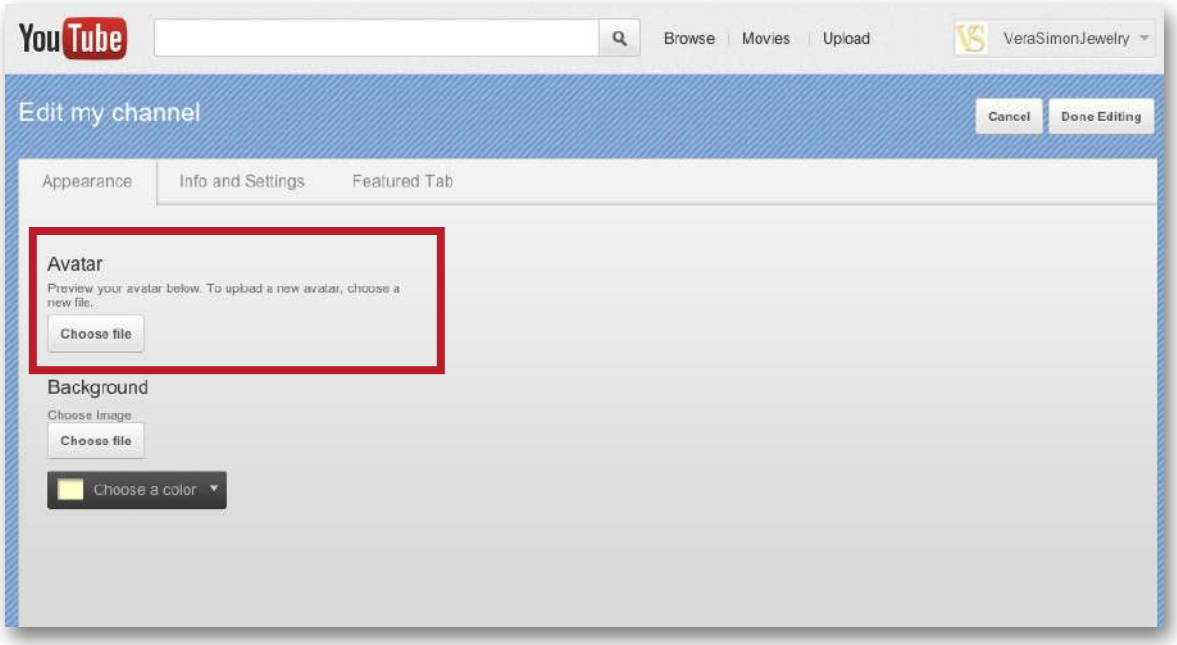
**Step 2:** Change the Background

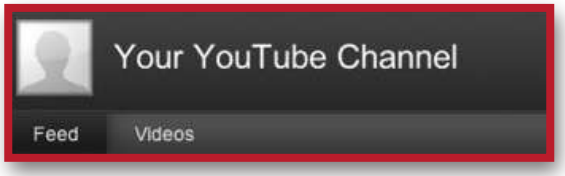
**Step 3:** Choose a Featured Format

# Step 1: Update Your Logo

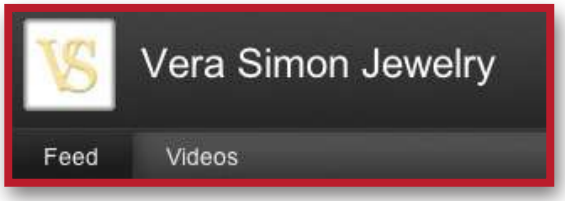
Every YouTube channel has a thumbnail image associated with it. By default this image is a human silhouette, but you can upload your logo or any other graphic that represents your business.

To update your logo, go to **Edit Channel**, click the **Appearance** tab, and under the **Avatar** heading choose **Select file**. Then pick an image from your computer.




*Before*




*After*

***TIP:*** *To change your channel appearance at any time, select your* ***username*** *and click* ***My Channel****. Then choose* ***Edit Channel*** *in the top right and click the* ***Appearance*** *tab.*

# Step 2: Change the Background

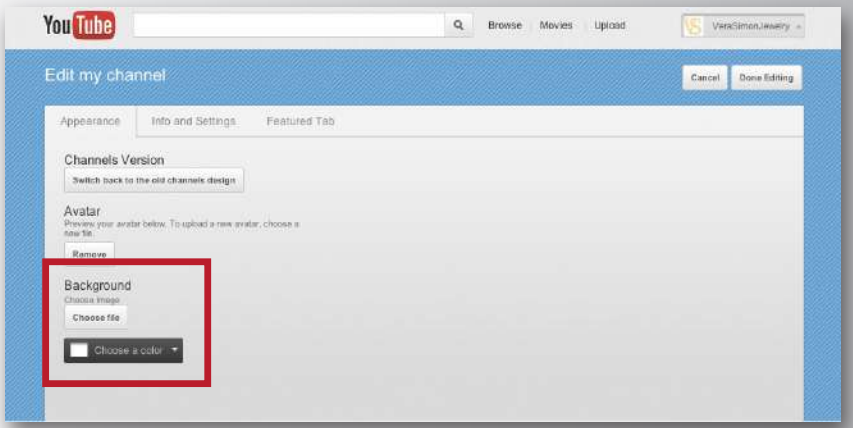
With YouTube's new channel design, you can change your background color, upload a background image, or do both.

### Update the Color

In the **Appearance** tab, click **Choose a color** under the **Background** heading. Then select a color from the grid or enter a custom color in the field at the bottom. When you're done, click **Accept**.

### Add a Background Image

In the **Appearance** tab, click **Choose file** under the **Background** heading. Then select an image on your computer.



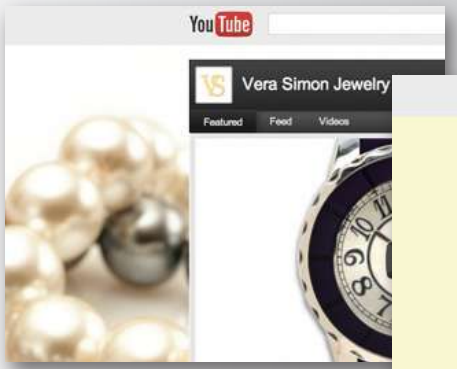




*Image background*

*Solid color background*

***NOTE:** Only select background images that you have license to use.*

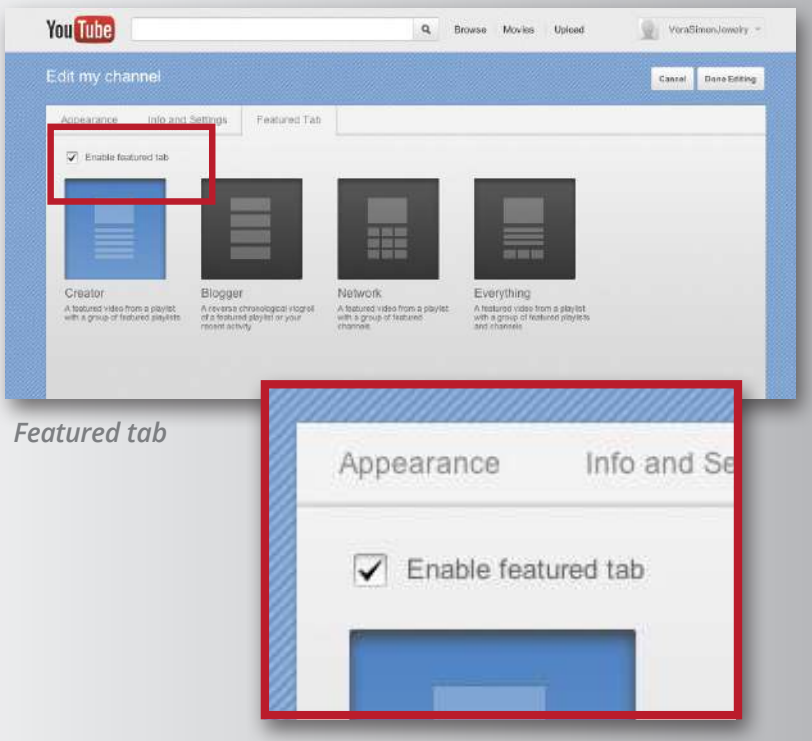
# Step 3: Choose a Featured Format

Your YouTube channel lets you enable a Featured tab, which you can use to showcase a specific video to your channel's visitors.

1. **Enable the Featured Format Tab**
   First, go to **Edit Channel**, click **Featured Tab**, and select the check box that says **Enable featured tab**.

2. **Choose a Format**
   Next, click the Featured format you want to use to showcase your videos. Each format offers a different layout, so experiment and choose the one that you think will work best for your business.

*(continued)*




*Featured tab*

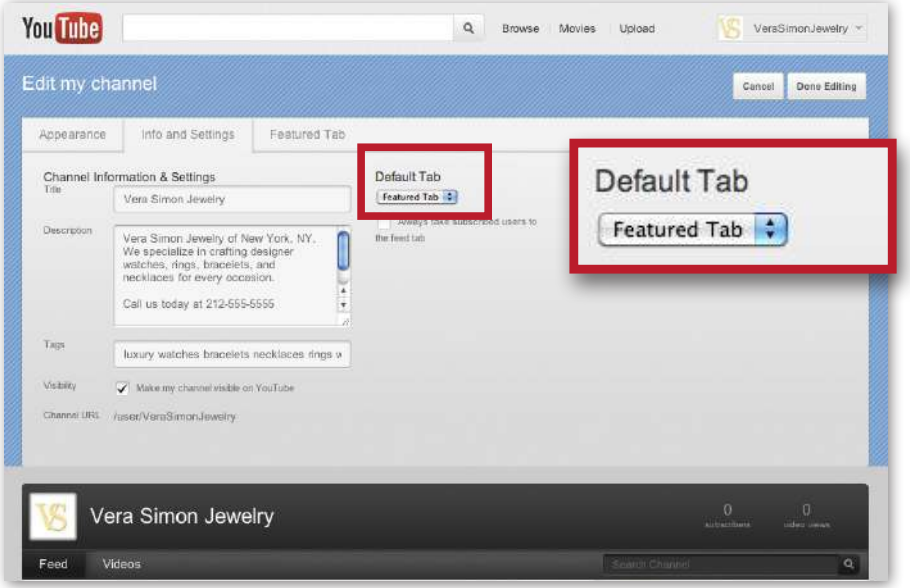
***TIP:** To change your featured format at any time, select your **username** and click **My Channel**. Then choose **Edit Channel** in the top right and click **Featured Tab**.*

# Step 3: Choose a Featured Format (cont'd)

**3. Change Your Default Tab**

Before you're finished, click the **Info and Settings** tab, where you'll choose the tab your visitors will see when they first come to your channel. Choose **Featured Tab** if you want visitors to watch your featured video first.

When you're finished, click **Done Editing** to save your changes, then choose your featured video.




*Change your default tab*

***TIP:*** *Once you have more than one video, try creating a playlist to immerse viewers in your business.*

***ADVANCED TIP:*** *There's even more you can do to customize your channel, including add gadgets, advertising banners, and more. Contact your YouTube sales representative or call* ***1-866-2GOOGLE (1-866-246-6453)*** *for more information.*

# Encourage Dialogue

15 MIN

YouTube is more than just a free platform to share your videos with the world; it's a social space that lets your viewers generate free word-of-mouth marketing for you. Here are some of the things you can do to build a community and lead the conversation.

## Encourage Dialogue

**Step 1:** Subscribe & Comment

**Step 2:** Add Annotations

**Step 3:** Write Captions

**Step 4:** Keep Settings Social

# Step 1: Subscribe & Comment

Your viewers are more than just an audience—they're part of a community. They frequently interact with channel owners and each other through comments, messages, and more. Empower them to grow your brand and they could become your business' best promoters.

## 4 Ways to Build Your Community on YouTube

1. **Respond to comments**
   Your replies spur more viewers to comment when they notice you actively respond. Your first commenters are likely some of your top customers, and building comments early can help improve your video's ranking in search.

2. **Subscribe to relevant channels**
   Stay on top of how other businesses in your industry use YouTube, and they may show their appreciation by subscribing to your channel, too.

3. **Make a schedule for creating new videos**
   Most successful YouTube users update their channels regularly to keep content fresh and viewers coming back.

4. **Where possible, promote your videos outside of YouTube**
   Learn more in the next section, Promoting Your Business.

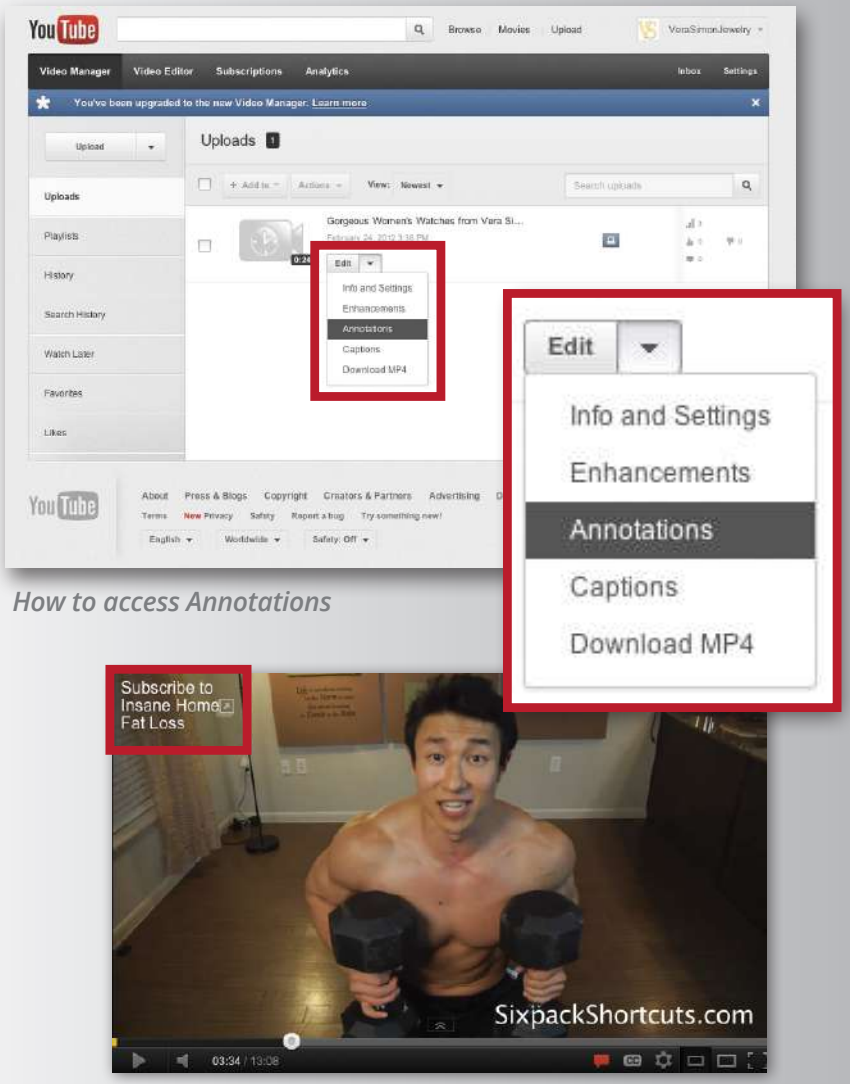
***TIP:*** *Your comments on your uploaded videos get pinned to the top of the* ***Comments*** *section, prominently featuring your engagement with customers.*

***TIP:*** *You can block and delete comments, if needed, by selecting the dropdown next to the comment and choosing* ***Remove*** *or* ***Block user****.*

# Step 2: Add Annotations

The Annotations Editor is a tool that lets you layer text, hotspots, and links over your video, enriching your customers' experience with information and interactivity. When used correctly, annotations can help you start a conversation with your customers, call on them to like or comment on a video, and encourage them to get involved.

To access the Annotations Editor, click your **username** and select **Video Manager**. Then choose the **Edit dropdown** next to the video you want to manage and click **Annotations**.



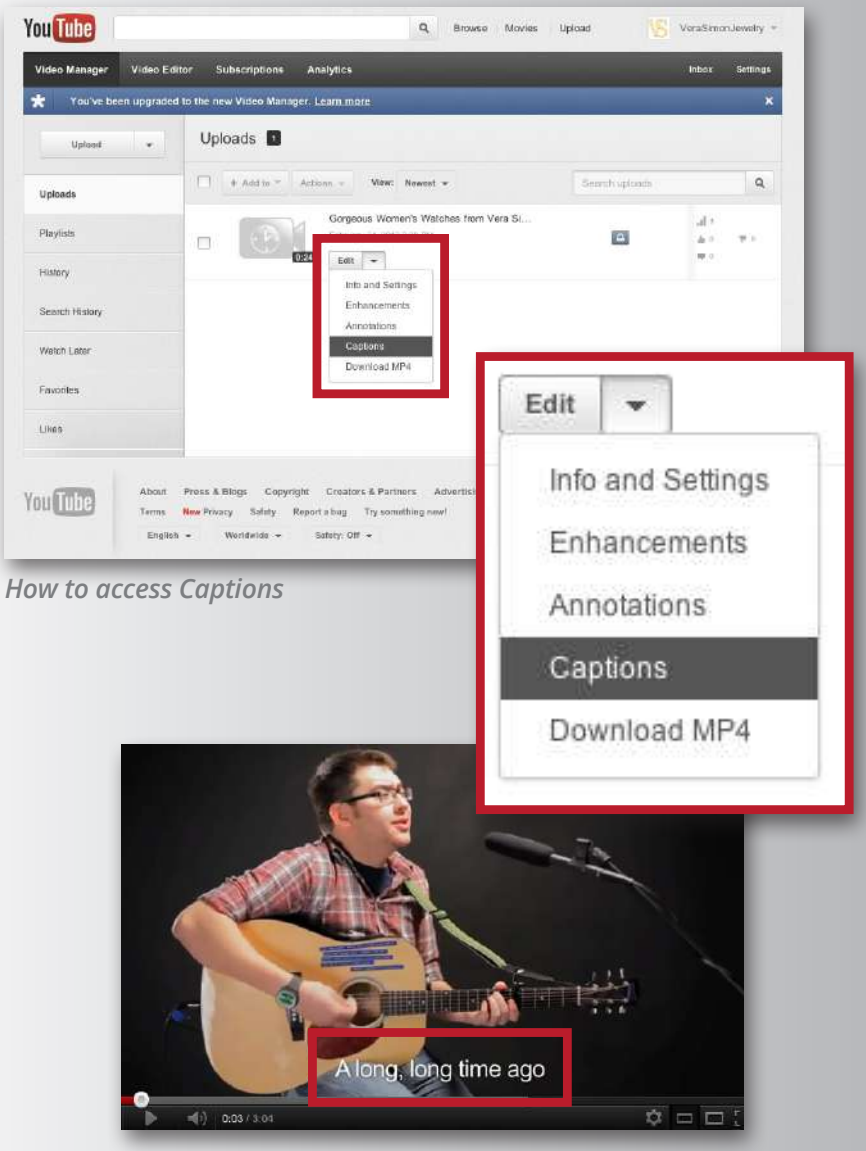

*How to access Annotations*

***RESOURCE:*** *Download the Creator Playbook at* ***www.youtube.com/yt/creators/playbook.html*** *to learn best practices for making the most of Annotations.*

# Step 3: Write Captions

Help viewers with disabilities and those who speak other languages enjoy your videos by writing and uploading subtitles for your video. Captions also give YouTube more information about your video, helping it show up in more places on the site.

To add captions to your video, click your **username** and select **Video Manager**. Then choose the **Edit dropdown** next to the video you want to manage and click **Captions**.




*How to access Captions*

***TIP:** You may receive more views from certain countries. If you decide to create captions, make them for the top countries first. If your video is captioned for multiple languages, it will be more likely to show up in search results for those languages.*

# Step 4: Keep Settings Social

Encourage your viewers to talk about your business—online and offline—by keeping comments, voting, and other settings enabled after you upload a video to YouTube. The social-friendly settings listed below are already active when you upload a video, so you don't need to change anything if you want your clip to be as interactive as possible.

| Setting | Description | Default Selection |
|---|---|---|
| **Comments** | Allows viewers to comment on your video. | "Allow comments automatically." |
| **Comment Voting** | Viewers can vote "thumbs up" or "thumbs down" on a comment. | "Allow users to vote on comments." |
| **Video Responses** | Viewers can record and upload a video in response to your video. | "Yes, allow responses after I approve them." |
| **Ratings** | Viewers can vote "thumbs up" or "thumbs down" on a video. | "Yes, allow this video to be rated by others." |
| **Embedding** | Allows your video to be added to and appear on other websites. | "Yes, external sites may embed and play this video." |
| **Syndication** | Viewers can watch your video on mobile and web-enabled devices. | "Yes, make this video available on mobile phones and TV." |

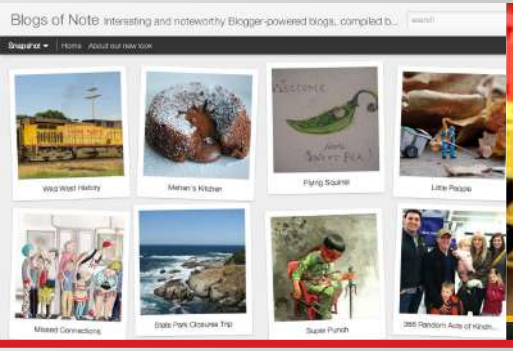
***TIP:*** *You can change your video's settings at any time by clicking your **username**, selecting **Video Manager**, then clicking **Edit** next to the video you want to manage.*

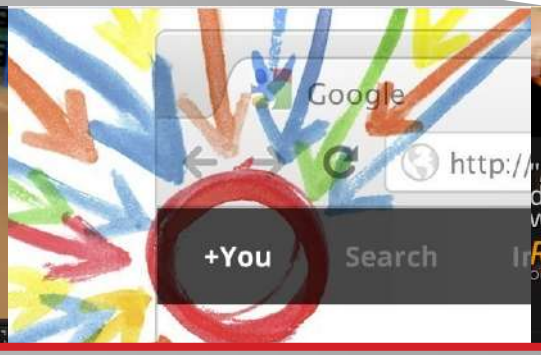
1+
HRS

# PROMOTING YOUR BUSINESS

1 Jumpstart

2 Promote





# IT'S TIME TO LET THE WORLD KNOW YOU'RE OPEN FOR BUSINESS.

When you get your video in front of the right people, you're more likely to turn potential customers into paying customers. In this section, we show you how to use your YouTube videos to reach and grow your audience—online and in person, too.

# Overview

Follow the steps in this section to learn how to broadcast your YouTube videos to the right people.

30 MIN

1 **Jumpstart** Your Traffic with Video Ads

Get your video in front of the right audience at the right time with Google AdWords for video.

1 HOUR

2 **Publicize** Beyond YouTube

Learn how to embed your YouTube videos on your website, share them on social networks, promote them on targeted blogs, and more.

# Jumpstart Your Traffic with an Ad Campaign

*YouTube + AdWords: The emotion of video meets the science of online advertising.*

You can promote your video to potential customers on YouTube and across the web at the exact moment they're thinking about your product or service. How? It's easy with AdWords for video.

## Success Story: Ceilume

Ceilume is a family business that has made decorative ceiling tiles for more than 60 years. Ceilume's president, Ed Davis, started with YouTube video ads in 2006 and his 'Can I Afford a coffered ceiling' video has reached more than 293,000 total views and helped generate more than 1 million channel views on YouTube.

*See the Ceilume channel at: www.youtube.com/ceilume*

*"**YouTube generates 5 percent of our sales** and 40 percent of our impressions. At the same time, YouTube consumes only 7 to 8 percent of our marketing budget."*

*Ed Davis*
*President, Ceilume*
*www.youtube.com/ceilume*

## How does AdWords for video work?

Just create your ad, set your budget, and choose options that speak to your target audience. AdWords takes care of the rest, automatically positioning your video in front of the people who are reading, searching for, or watching online content related to your business.

## How much does AdWords for video cost?

You only pay when someone actually watches your video. Even better—you choose how much you want to pay per view, how much you want to spend per day, and you can pause or stop your ads at any time, no strings attached.

This means you can control your costs while promoting your business in your town, country, or around the world. As your view count climbs, you'll know you're reaching an engaged audience that's already interested in your product or service.

# Reach Your Goals with AdWords for video

You'll get the best performance out of any online ad campaign by taking some time to think about what your overall business goals are and what results you'd like to see from your campaign. AdWords for video can help you reach a number of these goals, including:

**I Care About Reach**

AdWords for video can help your business reach thousands of users and drive social engagement across a range of ad formats.

**I Care About Sales**

Video ads are extremely engaging. Nine out of ten people can be enticed to view them.[1] With the powerful analysis of AdWords, you can take your video campaigns even further by tracking which viewers respond best to your content, and tweaking your campaigns to reach more qualified leads. You can also drive traffic from YouTube to your website with Call-to-Action overlays.

**I Care About Increasing My YouTube Video Views**

AdWords for video views count toward your overall YouTube video views, and are an efficient way to elevate your video's view count and popularity.

1. McKinsey & Co., The Impact of Internet Technologies: Search, Global, Jul 2011

# Get Started with AdWords for video

Follow these 10 steps to set up your first AdWords for video campaign.

## Get Started with AdWords for video

**Step 1**: Log In to Your Google AdWords Account

**Step 2**: Link Your Accounts and Create a New Video Campaign

**Step 3**: Choose Your General Settings

**Step 4**: Select Your Locations & Languages

**Step 5**: Choose a Video to Display in Your Ad

**Step 6**: Choose Your Ad Formats & Networks

**Step 7**: Write Your Ad and Choose an Image

**Step 8**: Name Your Targeting Group & Set Your Bid

**Step 9**: Define Your Targeting Group

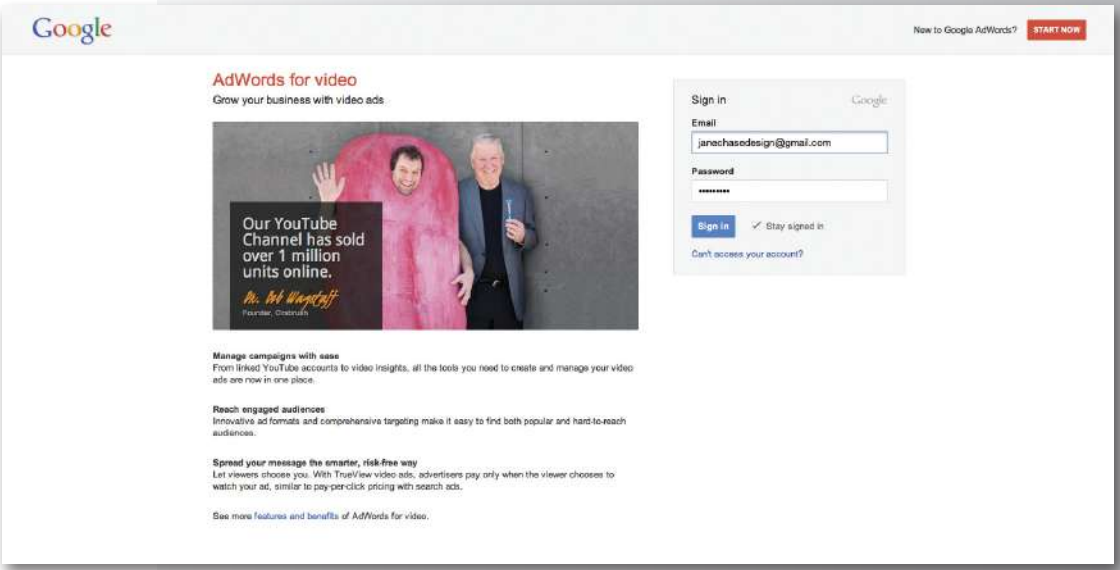
**Step 10**: Set Up Your Billing

**Optional**: Create a Call-to-Action Overlay

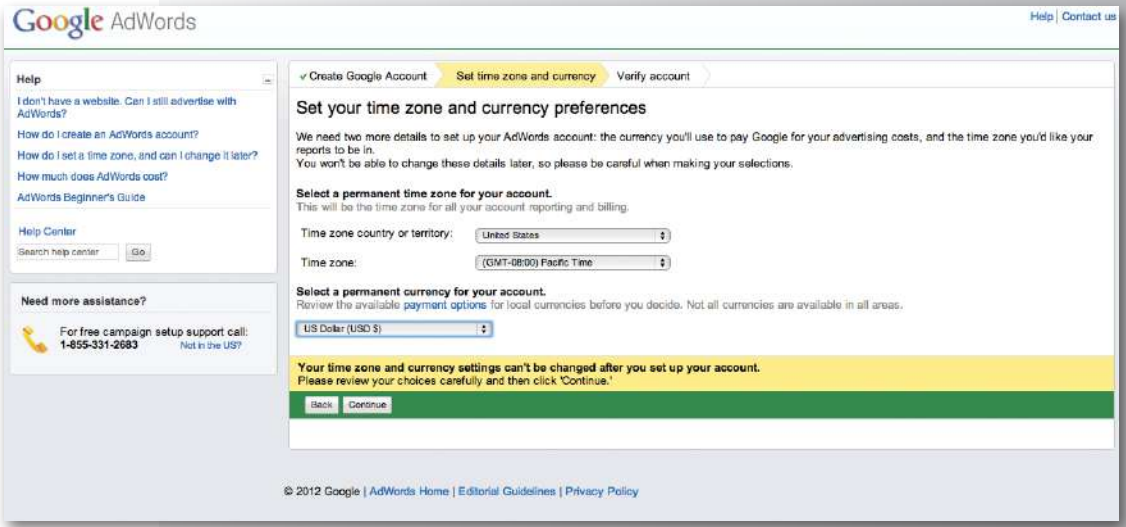
# Step 1: Log In to Your Google AdWords Account

The first step to launching your first AdWords for video campaign is to create and log in to a Google AdWords account.

1. Go to adwords.google.com/video
2. **Sign in with a Google account.** Consider using the same Google account you use to manage your videos on YouTube, and don't use an account linked to a personal email address.
3. Choose your **time zone**.
4. Choose your **currency**.
5. Click **Continue**.
6. Click **Sign in to your AdWords account**.




*Sign in with a Google account*



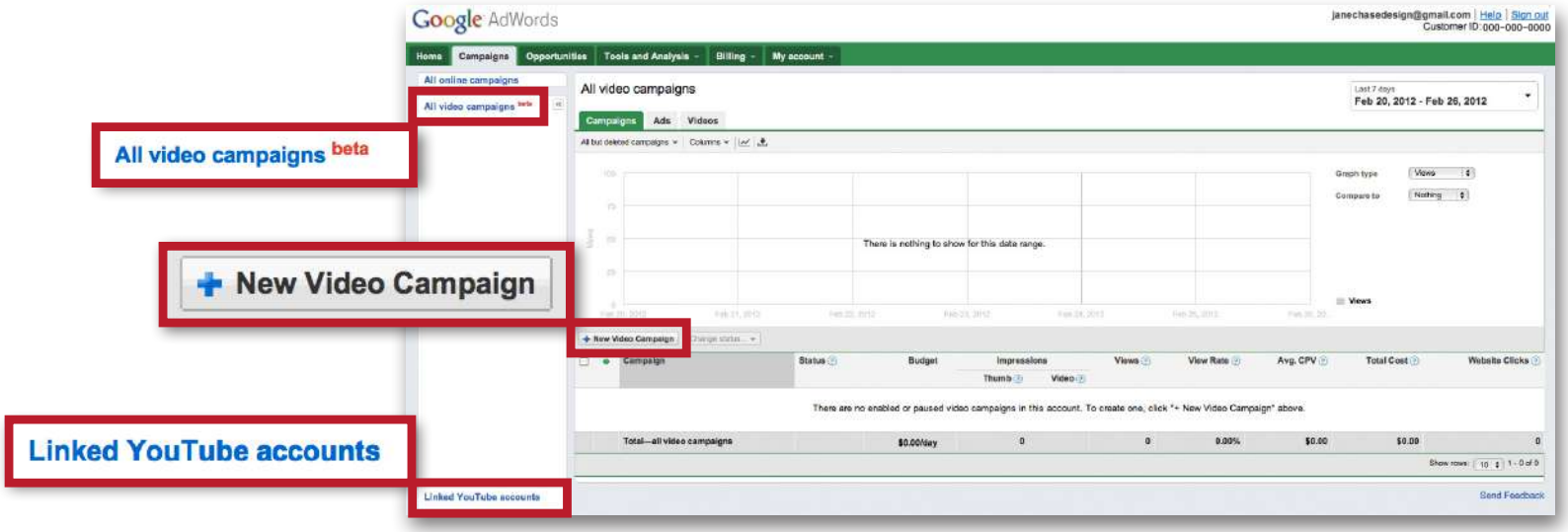

*Time zone and currency*

***NOTE:** You can't change your currency once it's selected, so choose your currency wisely.*

# Step 2: Link Your Accounts and Create a New Video Campaign

1. Link your YouTube channel and AdWords account. Click **Linked YouTube accounts** in the bottom left corner, then click **+ Link YouTube account** and log in to your YouTube account. Linking these accounts makes it easier to choose videos for your ads, gives you more detailed view and usage statistics within AdWords, and allows you to create Call-to-Action overlays.

2. Create a **new video campaign**. Now select **All video campaigns** from the left column and click the **+ New Video Campaign** button to create your first AdWords for video campaign.




*Create your first AdWords for video campaign*

***TIP:*** *If you accidentally logged into the main AdWords site at **adwords.google.com** (i.e., not AdWords for video), you can create a new video campaign by navigating to the **Campaigns** tab, clicking on the **+New Campaign** dropdown menu, and selecting **Online video.***

# Step 3: Choose Your General Settings

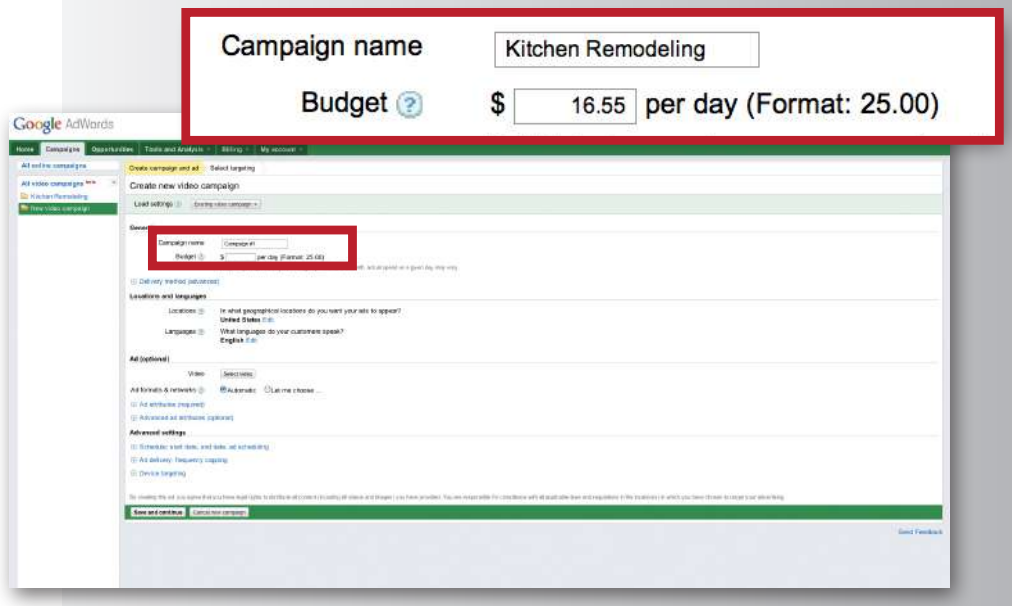
If this is your first time logging in, you should see "Create campaign and ad," where you'll select your video campaign settings and create your first ad.

1. **Write a campaign name.** This is for your reference only and won't be visible to viewers.

   *To illustrate how to set up your first campaign, let's follow Jane, owner of Jane Chase Design, an interior design company. Jane's first YouTube video focuses on kitchen remodeling, so she names her campaign "Kitchen Remodeling."*

2. **Enter your daily budget.**

   *Jane wants to spend a maximum of $500.00 per month on this campaign, so she enters a daily budget of $16.44 (30 days per month on average).*




***TIP:** Not sure how much to budget for your campaign? You can spend as much or as little as you want because there's no minimum for AdWords. The size of your budget is entirely up to you, and you can edit this amount whenever you like.*

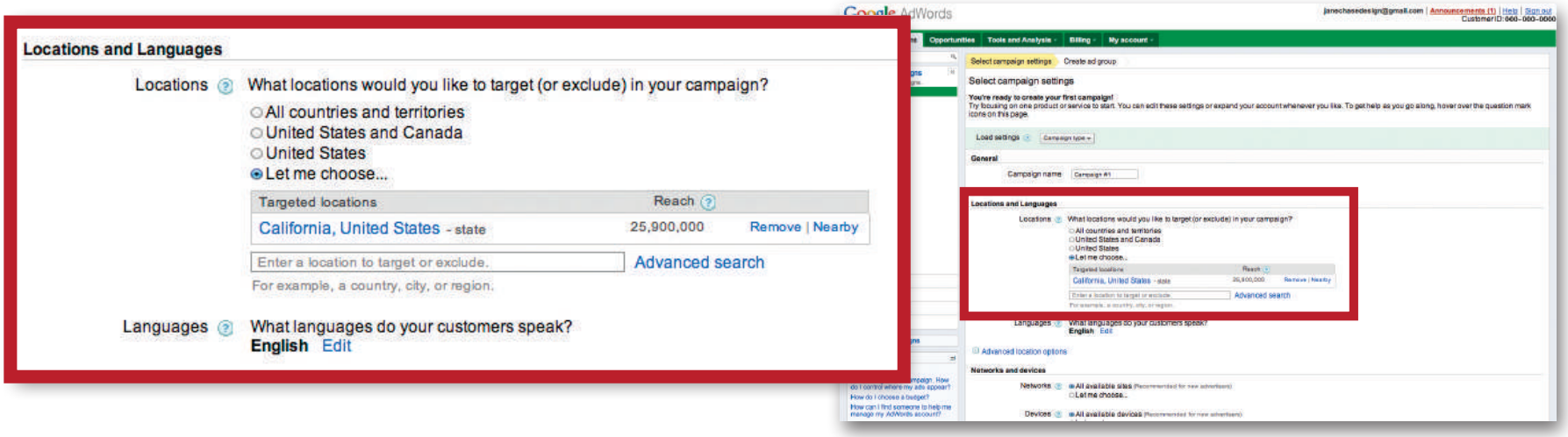
# Step 4: Select Your Locations & Languages

1. **Set your locations.** Make the most of your ads by choosing cities, regions, or countries where your audience lives and works.

   *Jane's office is in Los Angeles but she wants to grow her business across California. She decides to start running her ads in the entire state to learn more about who's interested in her services.*

2. **Choose your languages.** What languages do your customers speak?

   *Jane's video is in English, so she doesn't change the default language setting.*



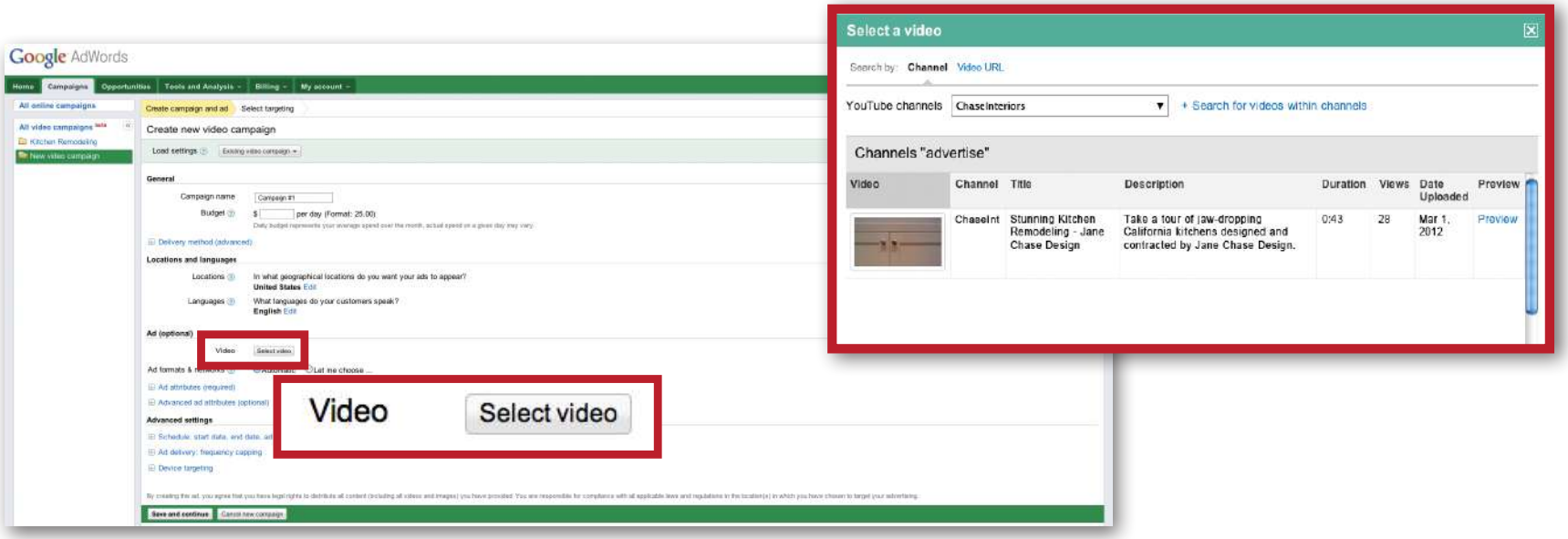

***TIP:*** *Discover key insights about where your audience lives with reports from YouTube Analytics and Google AdWords for video. Learn how in the Tracking Your Success section.*

***NOTE:*** *Jane knows that more than 25% of California residents speak Spanish, so she plans to add Spanish-language captions to her video and create a new AdWords campaign for this audience later. Learn more about captions in the Managing Your Videos section.*

# Step 5: Choose a Video to Display in Your Ad

Click **Select video** to choose your YouTube video. You can search by channel, keyword, or the video's URL if it's unlisted. Click anywhere within the row to choose your video.

*Jane clicks Select video. Because she linked her YouTube and AdWords accounts in step 2, she quickly finds her video. If Jane hadn't linked her accounts, she could search for her YouTube channel name, "ChaseInteriors," or her video URL to find her video.*




***NOTE:*** *Each campaign you create needs at least one video to be eligible to run.*

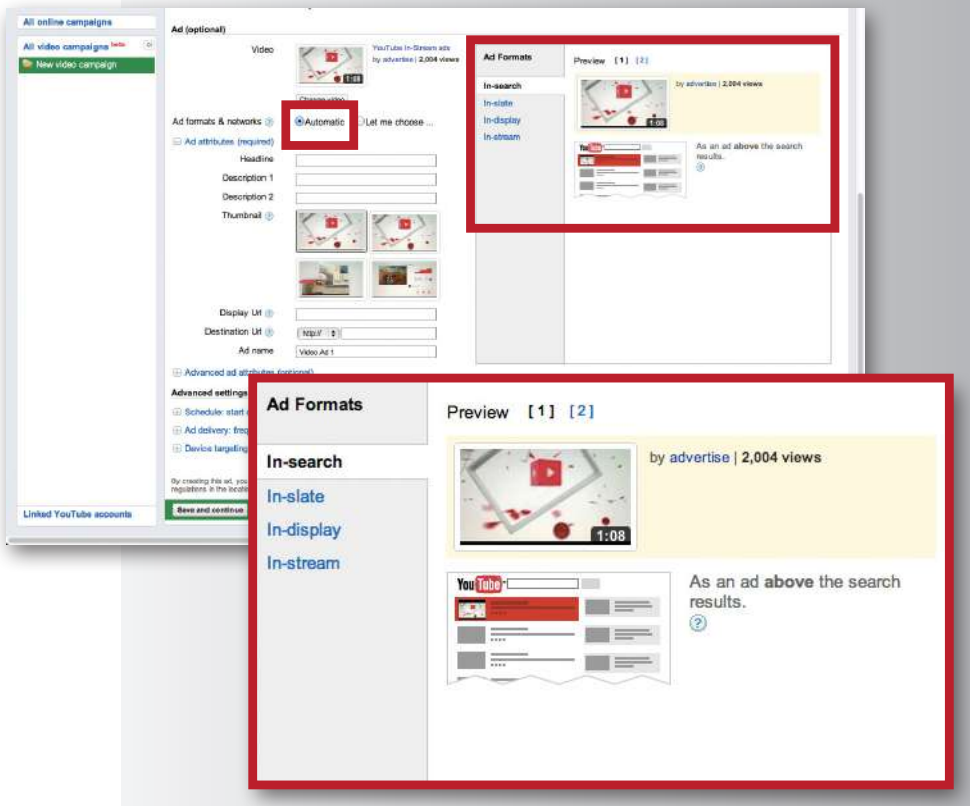
# Step 6: Choose Your Ad Formats & Networks

AdWords for video uses TrueView, the YouTube family of ads that only charges you when a viewer decides to watch your video. There are four types of TrueView ads: in-search, in-slate, in-display, and in-stream.

Learn more about each format on the following page.

If you are new to online video advertising, we recommend that you set your ad to run in all four TrueView formats across all three networks by selecting **Automatic**.

*Jane chooses Automatic because she wants to see how her audience responds to her ad across all ad formats in as many places as possible.*




*Ad formats*

## How Ads Appear: The TrueView Family

| Ad Format | Viewer Experience | Pricing Model | How It Appears on YouTube |
|---|---|---|---|
| **TrueView In-search**<br>Ads appear on the YouTube search page. | Viewers see your ad above or next to YouTube's search results when they search for content related to your video. | Pay only when someone clicks your ad to watch your video. | |
| **TrueView In-display**<br>Ads appear next to videos on the YouTube watch page. | Viewers can click the display ad to watch the video in the ad or on a YouTube watch or channel page. | Pay only when someone clicks your ad to watch your video. | |
| **TrueView In-stream**<br>Ads play as a pre-, mid-, or post-roll on YouTube partner videos of all lengths. | Ad plays and viewers can skip after 5 seconds. | Pay only when someone watches 30 seconds of your ad or to completion if the ad is under 30 seconds. | |
| **TrueView In-slate**<br>Ads play before long-form YouTube partner videos over 10 minutes. | Before a video plays, viewers choose to watch one of three ads, or to see regular commercial breaks during the video. | Pay only when someone clicks your ad to watch your video. | |

## Where Ads Appear

With AdWords for video, you can promote your videos to audiences on YouTube and on sites across the web.

- **YouTube Search** includes YouTube and Google Video search results pages.
- **YouTube Videos** includes clips on YouTube watch and channel pages.
- **The Google Display Network** is a collection of tens of thousands of websites that have partnered with Google, YouTube, and specific Google properties to display ads.

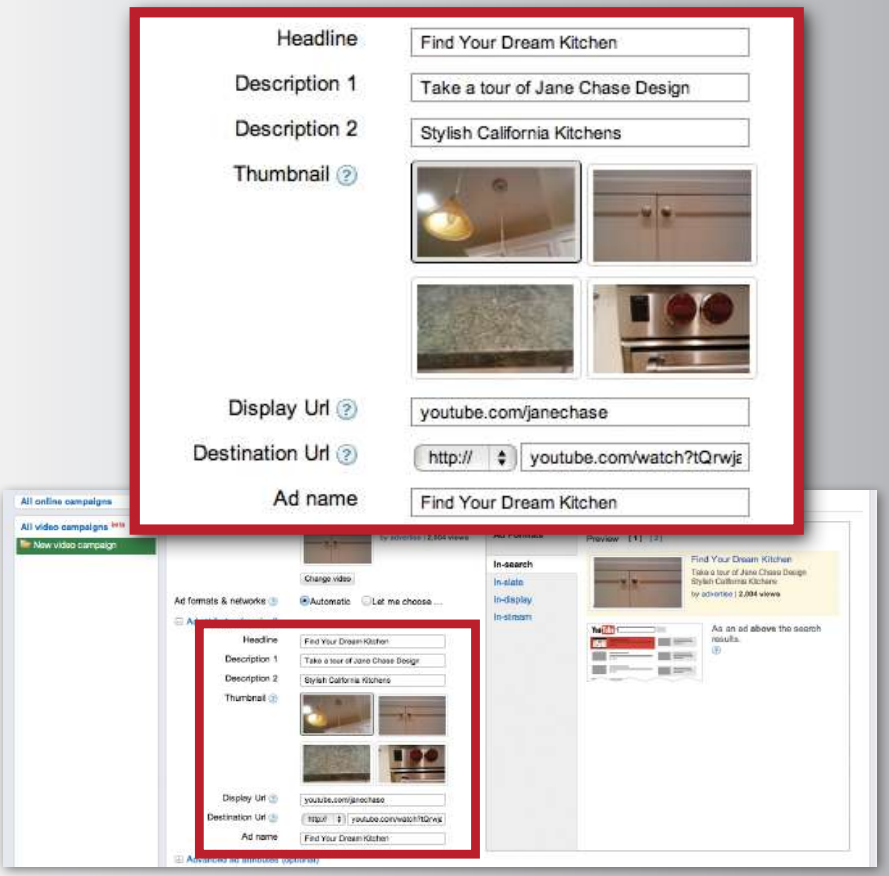
***RESOURCE:*** *You can watch a video summary of the TrueView family of ads at* ***http://www.youtube.com/watch?v=tmCk8EaBMow***

# Step 7: Write Your Ad & Choose an Image

The next step is to write ad text and choose a thumbnail image from your video that will inspire people to click.

1. Write a **headline and description**. Get six helpful tips on the next page.
2. Choose one of the four **Thumbnail images**.
3. **Set your Display URL.** This is the web address your viewers will see in certain ad formats. We recommend making this your business' website.
4. **Set your Destination URL.** This is the web address your viewers will visit when they click your video. We recommend making this your business' website or a subpage of your website.
5. **Name the ad something meaningful to you.** (This is for your reference only and won't be visible to viewers.)
6. When you're done, click **Save and Continue**.

*In the image on the right, you can see how Jane set up her ad's headline, description, and other attributes.*



# 6 Tips for Writing Attention-Grabbing Ads

Keep the following tips in mind when writing the text for your ads:

1. **Think about your customers.** Use the words “you” and “your” to capture their attention.
2. **Include call-to-action words** like “watch,” “learn,” and “discover.”
3. **Tell your audience exactly what they’ll see in your video.** Be direct and compelling. This will help you get more clicks from interested viewers.
4. **Highlight any special offers or features** mentioned in your video.
5. **Link your ad to customized videos** that match the information in your ad text.
6. **Test multiple videos, formats, and text** to get better insight into what ads will perform best for you.

# Step 8: Name Your Targeting Group & Set Your Bid

Targeting groups let you decide who sees your ad and how much you'll pay per view. You need to have at least one targeting group before your ads are eligible to run. In this step, you'll name your first targeting group and choose your bid settings:

1. **Name your targeting group in the text field.**
   (This is for your reference only and won't be visible to viewers.)

   *Jane's primary target is women ages 35 to 54 who are looking for great kitchen designs and a top-notch kitchen designer. She decides to target this group with her first ad, and names her targeting group "Women, 35+."*

2. **Set a maximum cost-per-view (CPV) for the targeting group.**
   Your **Max CPV** is the most you're willing to pay per video view in this targeting group. This amount can be as much or as little as you want and you can change it as often as you like.

   *Jane decides the most she wants to pay per view for this target audience is $0.25.*

3. **Choose Basic or Advanced bidding.**
   With Basic bidding, the same bid applies to all four TrueView ad formats. If you're new to video advertising, we recommend that you stick with this default option.

   *Jane chooses Basic because she wants her bid settings to apply to all four TrueView formats.*

***NOTE:*** *You can focus your ad campaigns by creating up to 10 targeting groups per campaign. To create a new target for a campaign, select your campaign from the **All video campaigns** page, click the **Targets** tab, then click **+ New Targeting Group**.*

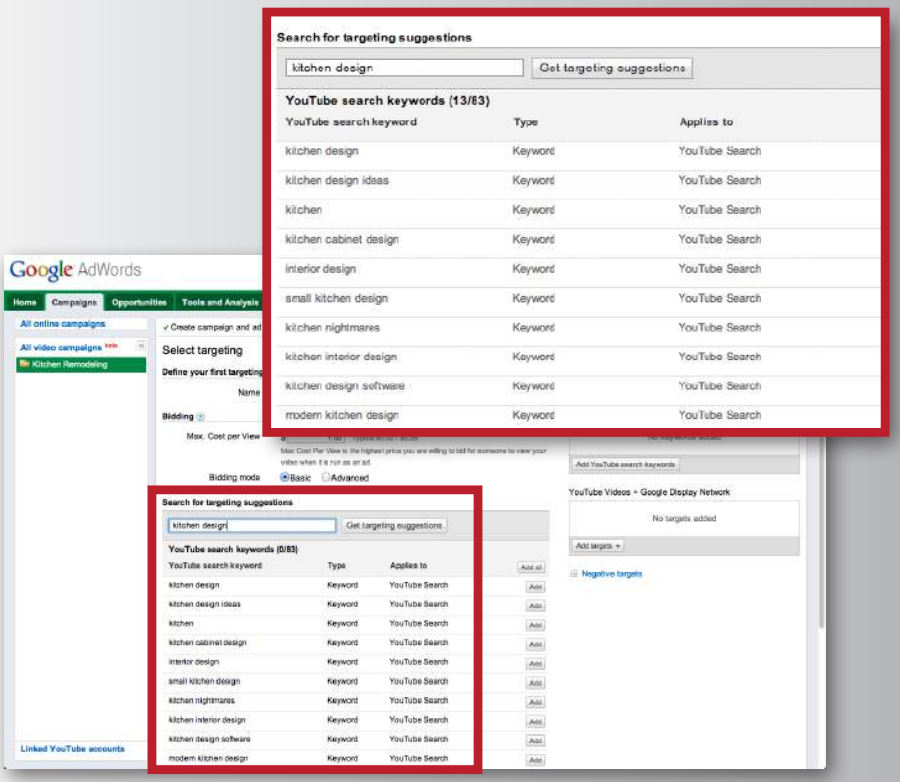
# Step 9: Define Your Targeting Group

Here, you'll create your first targeting group, which will determine who sees your ad:

1. **Set your targeting options for YouTube search, YouTube Videos, and the Google Display Network.** If you're new to online advertising, the easiest way to get started is to use the **Search for targeting suggestions** tool at the bottom of the page. It will give you ideas and suggestions for keywords, topics, and other targeting options.

   *Jane enters "kitchen design" into the **Search for targeting suggestions** field. In the results, she clicks **Add** next to the targeting options she thinks are right for her audience. She makes sure to target for both **YouTube search** and **YouTube Videos + Google Display Network**.*

*(continued)*




*Search for targeting suggestions*

***ADVANCED TIP:** **YouTube search keywords** can be related to your audience or their interests in any way, so feel free to add anything you think your audience might search for on YouTube that would be relevant to your video.*

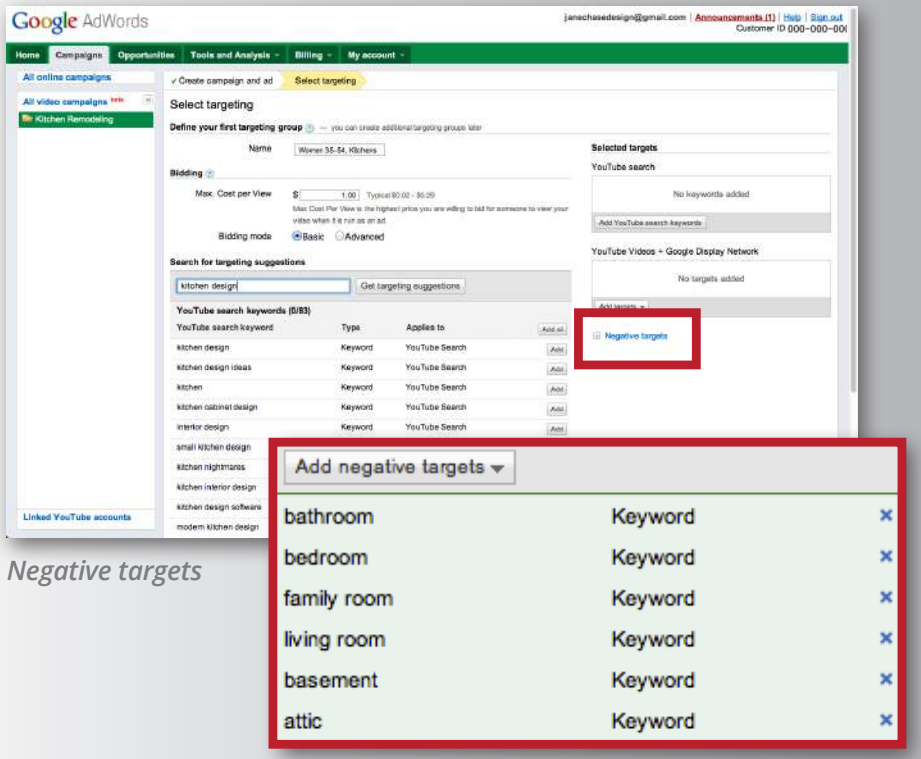
*On the other hand, **Google Display Network keywords** benefit from being specific to the content of your video and ad text, so keep those tightly themed.*

# Step 9: Define Your Targeting Group (cont'd)

2. **Optional:** Use **Negative targets** if you don't want your video to appear in searches or sites containing a certain term or topic. Negative targets can help you reach the most appropriate audience by filtering out unwanted placements.

   *Jane's video focuses on "kitchen design," so she includes the words "bathroom," "bedroom," "family room," and others as negative targets, to ensure that her ad won't appear in searches or on sites related to designs of rooms other than the kitchen.*

3. When you're done, click **Save and enable targeting**.




*Negative targets*

# Step 10: Set Up Your Billing

Your ads won't be activated until you submit valid billing information. Once you do, you can edit this information at any time. Follow the steps below to enter your billing information:

1. Enter the contact information for the person or business responsible for paying your company's AdWords costs and click **Continue**.
2. Make your billing selections and enter your information. Click **Continue**.
3. **Agree** to the AdWords Terms and Conditions.
4. Click **Submit and Activate**.

## Congratulations!

You've created your first campaign. You won't see statistics right away, so give your ads a day or so to start running.

***Note for Automatic Payments:*** *Once your account is activated and your billing information has been processed, any new ads and campaigns you create will begin running on Google. If you don't want your video ads to run immediately, be sure to pause your campaigns.*

***Note for Manual Payments:*** *Your ads won't begin to run until you have funds in your account. Click **Make a payment** to get started.*

***TIP:*** *Got a coupon for Google Adwords? First set up your billing information as noted above. Then select the **Billing** tab and click **Billing preferences.** Then just type your coupon code in the **Redeem Code** section and click **Redeem**.*

# Optional: Create a Call-to-Action Overlay

You can create a Call-to-Action overlay to share more information about your video, raise interest in your channel, or link to your website at no extra charge. Follow these steps to create a Call-to-Action overlay for your video:

1. If you haven't already done so, link your YouTube channel and AdWords account by following the directions on page 69.
2. Click your **campaign** from the left column.
3. Choose the **Videos** tab and find your video in the list.
4. Click **Add Call-to-Action overlay** below your video and enter your headline, description, and display and destination URLs. The destination URL can be your website, channel, or other online destination.

*The overlay appears as soon as the video begins to play and can be closed by the user*

***NOTE:*** *Your Call-to-Action overlay will remain active for TrueView in-search and in-display videos for the duration of your campaign. It won't be a permanent feature of your video.*

# Promote Beyond YouTube

1 HOUR

A great promotion plan connects with customers wherever they are—online and offline. Promote your YouTube videos across your sites and social networks, get them featured on blogs, and show off your channel in print and in your store or office.

## Publicize Beyond YouTube

Embed Your Video on Your Website

Announce with Email and Social Media

Send to Blogs and Other Sites

Promote Your Video Offline

# Embed Your Video on Your Website

With YouTube, your website can connect with customers through video 24 hours a day, 7 days a week. Follow these five simple steps to add your video to your website. If you need help, ask whoever helps you with your site.

1. Go to your video's page on YouTube.
2. Click the **Share** button located under your video.
3. Click the **Embed** button.
4. **Copy** the code from the expanded box.
5. **Paste** the code into your blog or website code.

*Embed your video on your website*

***TIP:** Add your YouTube videos to your Google+ page. Just copy and paste your video's URL into your stream and share it with your circles.*

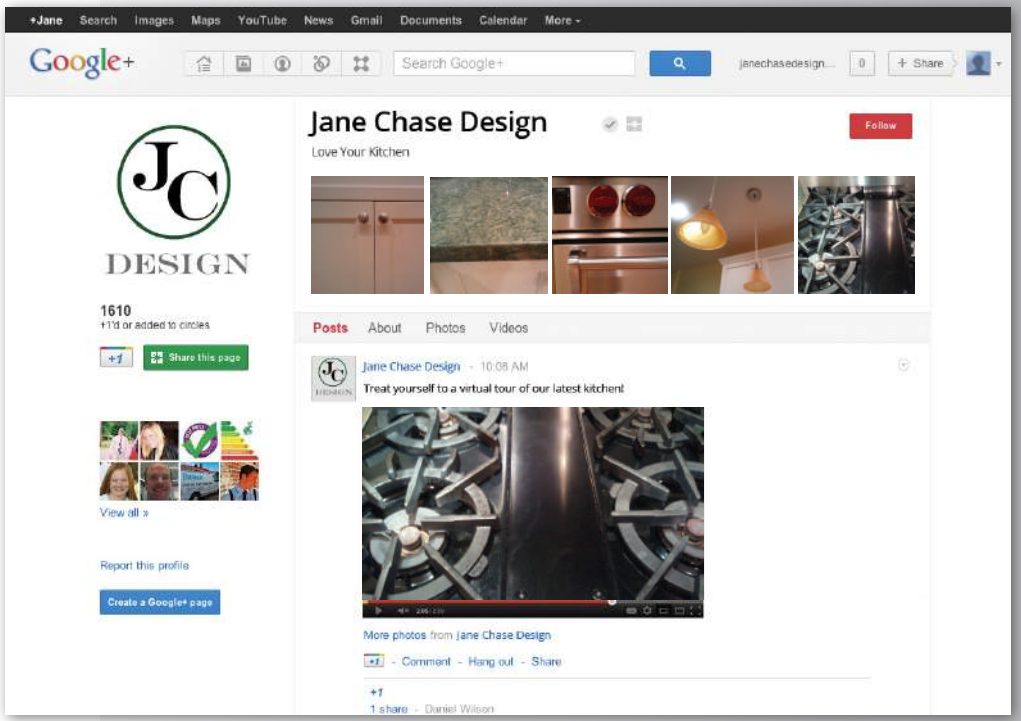
# Announce with Email & Social Media

When someone +1's, follows, or signs up for your mailing list, it's a big deal. These are your most devoted and engaged customers—your online inner circle—and they want to be the first to know what's new with your business.

## 5 Ways to Share Your YouTube Successes

Here are some simple ways to share your YouTube videos and channel:

1. Post your videos to your social network pages, like Google+, Facebook, and Twitter.
2. Add a link to your YouTube channel to your social network descriptions.
3. Write an article and link to your YouTube videos in your email newsletter.
4. Add a link to your YouTube channel in your email signature.
5. Respond to comments and mentions to create dialogue.




*Share your video on social networks*

# Send to Blogs and Other Sites

Many viewers discover YouTube videos through other sites and blogs. Owners of these sites are always looking for great content to write about or feature. Make it easy for them and promote your videos by reaching out with a video that's relevant to their audience. The traffic you generate could be a significant source of views for your video.

## 3 Steps to Promote your Video on Other Sites

1. **Create a list of sites and blogs.** Use blog and website directories such as Google Blog Search, Technorati, and Alexa to make a list of sites that are relevant to your videos.
2. **Write brief, personalized emails to targeted sites and blogs.** Make it easy for site owners by including a short description of the content, why it might be good for their audience, and a link to the video with the embed code. Be direct and ask contacts to embed and share your video if they like it.
3. **Track the pick-up across the web.** Set Google Alerts for the name of your video to help you track where it gets embedded. Just go to www.google.com/alerts to get started. When you see a new embed, build a relationship with the site owner by thanking them.

***TIP:*** *Site owners hate "spam" as much as anyone else, so only share videos that you feel relevant sites would truly want to share with their audience.*

***TIP:*** *Site owners will be more willing to feature your video if it's offered to them exclusively, so start with a blog that you think has the perfect audience and let the owner know they're getting the inside scoop.*

# Promote Your Video Offline

An easy, effective way to promote your business is to add links to your YouTube channel in print, traditional advertising, and in your store or office.

### Business Cards & Letterhead

It's easy to bring a new level of interaction to these most basic forms of business communication. Just add your channel's URL next to the rest of your contact information.

### QR Codes

You can whisk potential customers to your YouTube channel by adding a QR code to business cards, print ads, delivery vans—or anything else in the physical world.

When people snap a picture of your code with a QR reader, such as a smartphone with the Google Goggles app, they'll be instantly transported to your mobile YouTube channel. All you need to do is enter your YouTube channel's URL into a QR code generator and add the QR code image to your promotional materials.

*Business card*

*QR code*

*Google Goggles*

# Promote Your Video Offline (cont'd)

**Print & Direct Mail**

If you buy traditional advertising in newspapers, magazines, or direct mail, adding a link and QR code to your YouTube channel is an excellent way to extend your story beyond the printed word.

**In-Store**

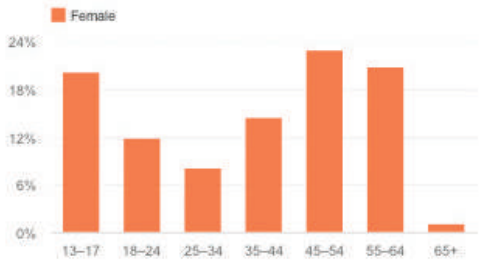
Add a sign with your channel's URL next to your cash register or loop your YouTube playlist on a monitor in your store or office to immerse your customers in your business' story.

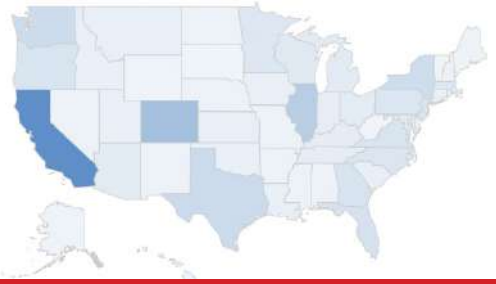
# TRACKING YOUR SUCCESS

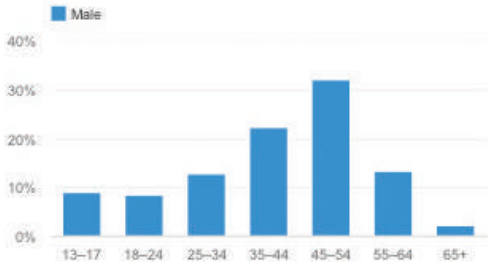
1+ HRS

1 Tools

2 Insights



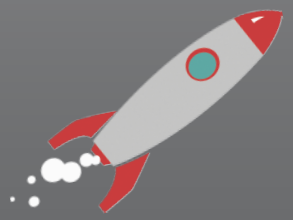





# GET THE INSIGHTS YOU NEED TO GROW YOUR BUSINESS ONLINE.

All the views, shares, and subscriptions you generate represent a wealth of information about your audience and your ads. With just a few clicks, you can explore this data, learn about your viewers, and take steps to more effectively market your business with YouTube.

It's a powerful cycle of testing, learning, and improvement that can help your business grow.



# Overview

Find out who watched your videos, get insights, and improve your campaigns.

15 MIN

1 Learn the **Tools of the Trade**

Discover YouTube Analytics, AdWords, and other easy-to-use tools that give you detailed information about your audience and ads.

45+ MIN

2 Gather **Insights & Enhance Your Results**

Learn a few of the ways you can get insights into your audience and video performance, then use those insights to enhance your AdWords for video campaigns.

# Learn the Tools of the Trade

Every time your audience clicks, views, or comments on your video, the interaction is captured by one or more free tools: YouTube Watch, YouTube Analytics, and AdWords for video.

You can click, sort, filter, and explore these tools to learn everything from who your audience is to how to best reach them.

**YouTube Watch**
Get basic insights into your video's performance from the YouTube Watch page.

**YouTube Analytics**
Dive deeper into audience behavior and video performance with YouTube Analytics.

**AdWords for video**
See how your video ads perform and improve their effectiveness from your AdWords account.

Learn the Tools of the Trade

YouTube Watch

YouTube Analytics

AdWords for video

# YouTube Watch

You can get basic insights into your video's performance from its dedicated viewing page, also known as its "watch page."

Just click the **bar graph** icon to the right of your view count to see views, likes, audience popularity, and more.

**Bar graph** – Click here to see how a video is performing.

# YouTube Watch

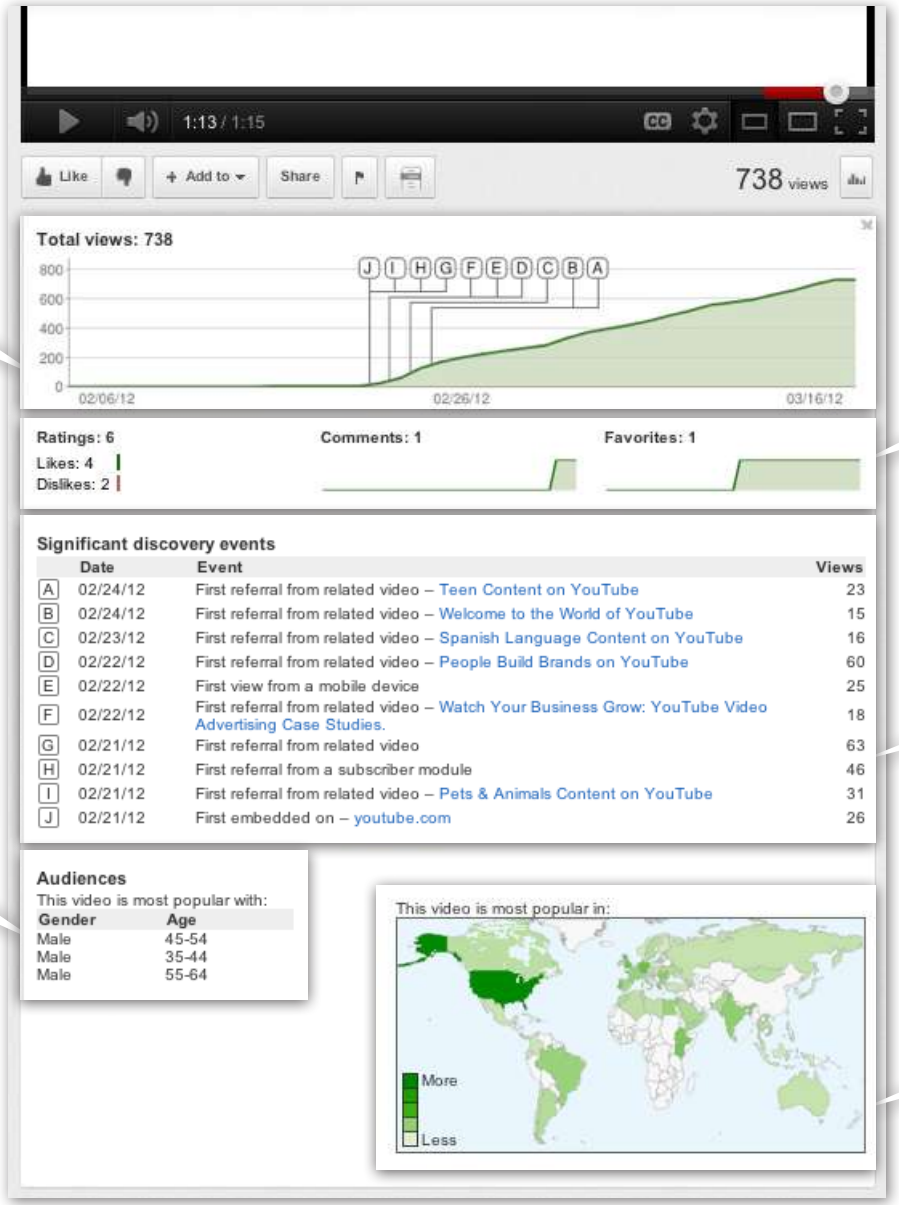
**Total views** – Your total views and the significant events that motivated those views.

**Ratings, Comments & Favorites** – Your total likes, dislikes, comments, and favorites over the lifetime of your video.

**Significant discovery events** – The date of noteworthy events and their related views.

**Audiences** – Your top 3 viewer demographics.

**World map** – See where your video's views are coming from by country. The video is more popular in darker countries on the map.



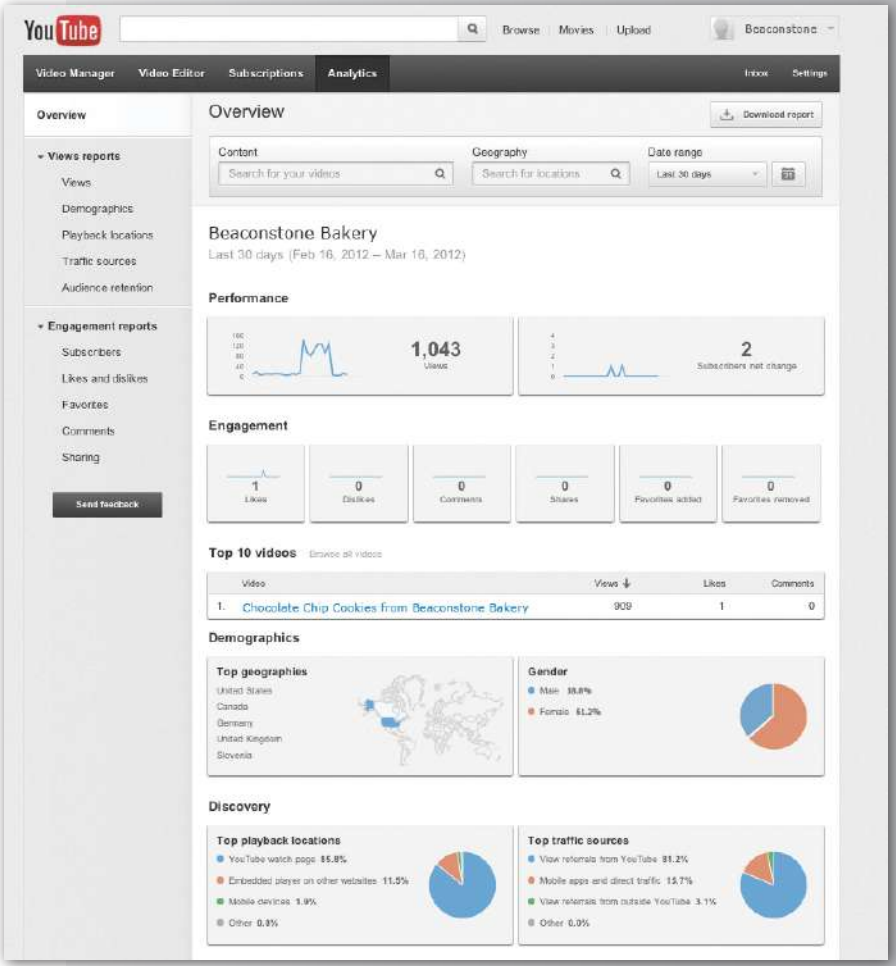
# YouTube Analytics

YouTube Analytics is a smart, intuitive tool that gives you key information about your YouTube audience and video performance. It's an exciting way to learn what sites generated views, where your audience lives, and much more—all to help you better engage potential customers.

### Get Started

To access YouTube Analytics, go to www.youtube.com/analytics. You can also click your **username** in the top right, select **Video Manager**, then click the **Analytics** tab.

When you first come to YouTube Analytics, you'll be on your **Overview** page, which gives you a detailed summary of your channel, as shown on the following page.




*YouTube Analytics Overview page*

***TIP:** Watch a step-by-step video walkthrough of YouTube Analytics at http://goo.gl/qFXuf*

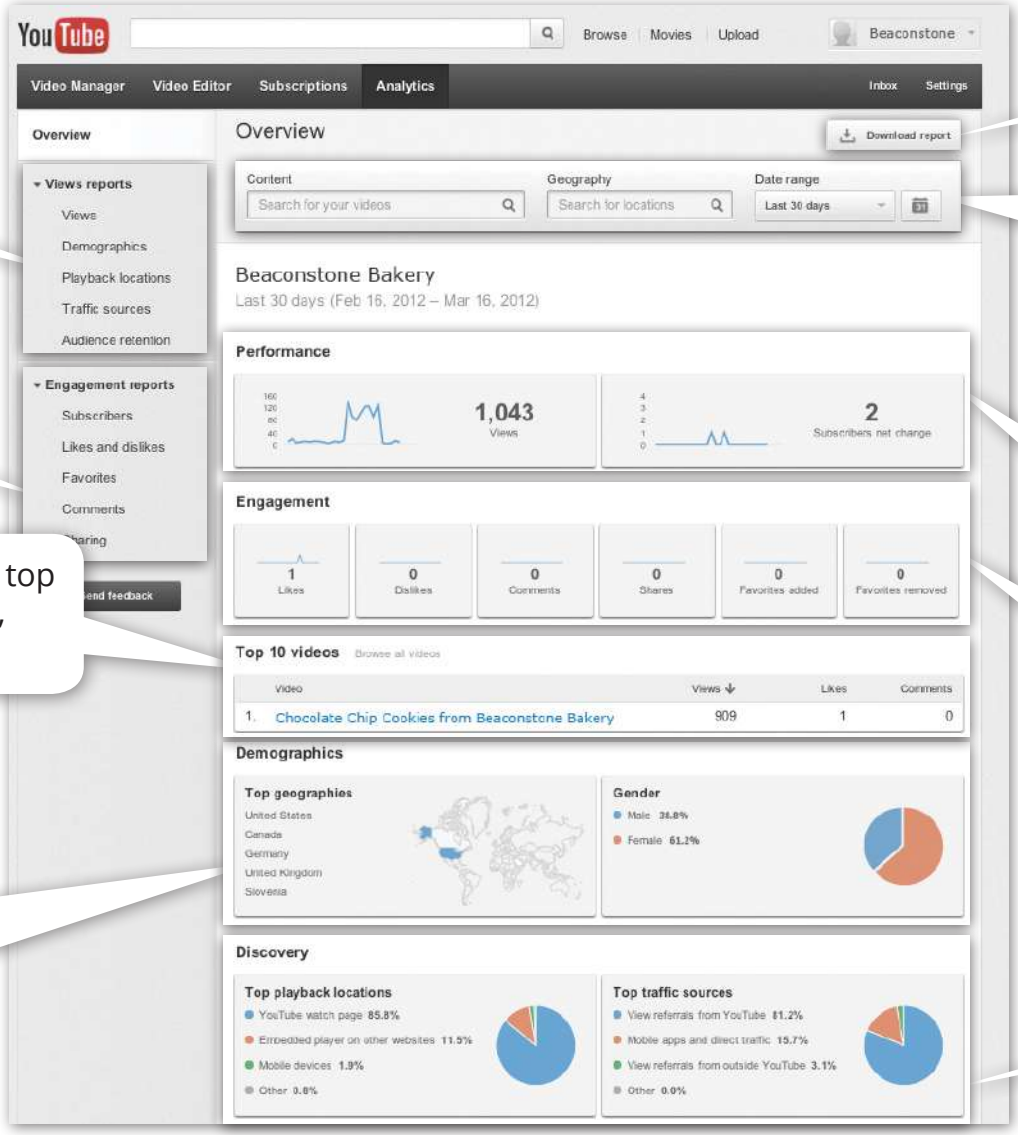
# YouTube Analytics: Overview

**View reports** – Learn about your viewers and their viewing habits.

**Engagement reports** – See how your audience interacts with and shares your videos.

**Top 10 videos** – Your top 10 videos, their views, and likes.

**Top 10 videos**– See your top geographic regions and an overview of your audience's gender.




**Download report**– Click here to save a report to your computer.

**Report filters** – Change the video, geographic location, and date range of your report.

**Performance**– Displays how many views and subscribers you've gained.

**Engagement** – Displays all your likes, comments, shares, and more.

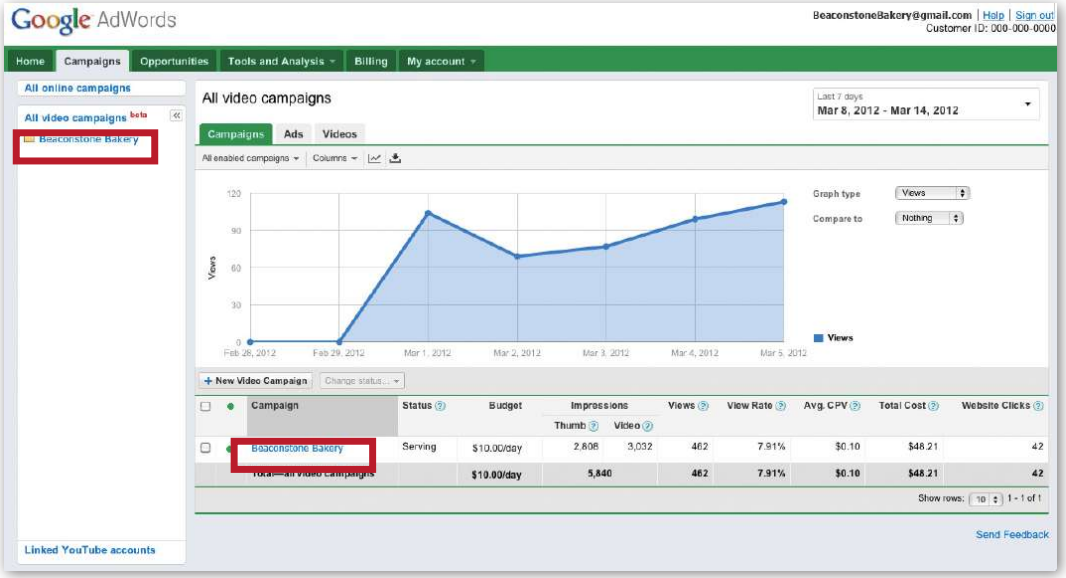
**Discovery** – Find the top sources of traffic for your videos.

# AdWords for video

AdWords for video gives you valuable insights about your audience and how they respond to your ads. You can use it to see how your ad is performing, learn from your progress, and find new opportunities with video.

### Getting Started with AdWords for video Reports

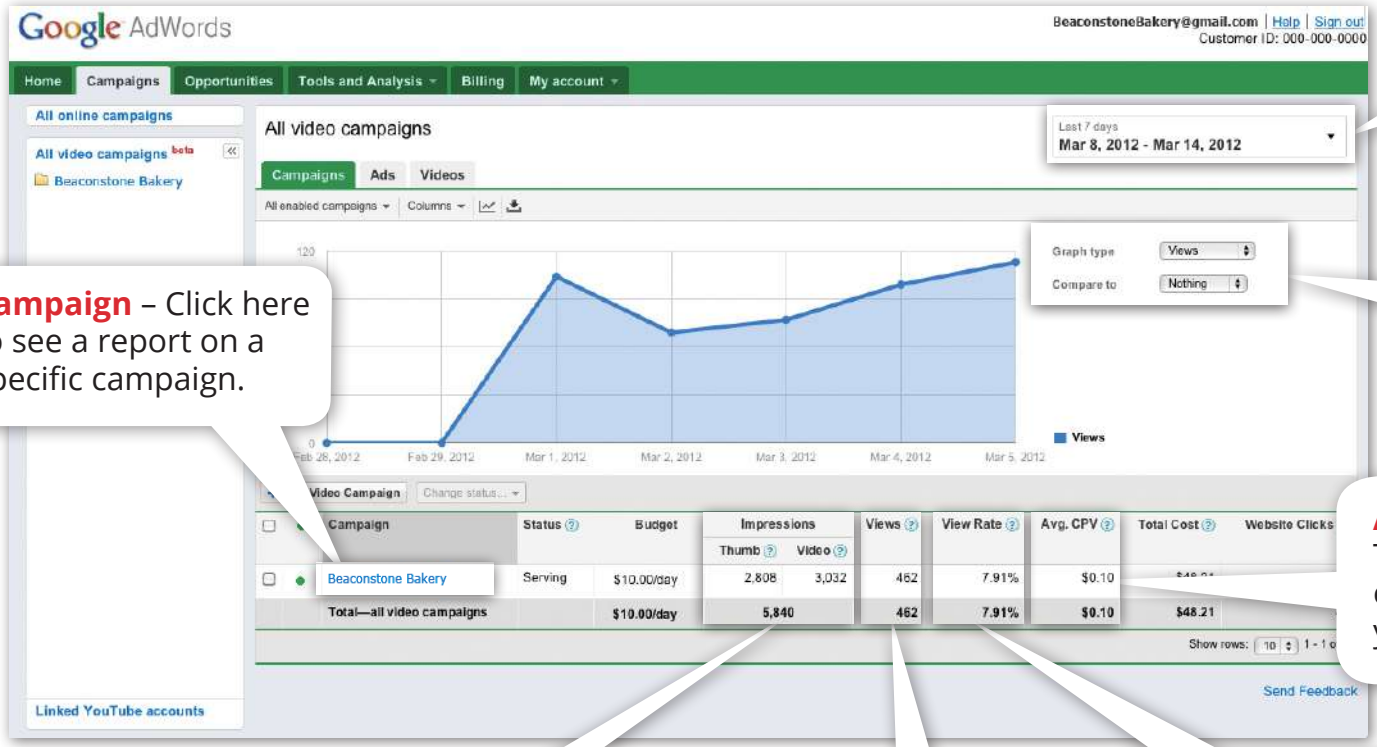
When you log in to your AdWords for video account at adwords.google.com/video, you'll come to your **All video campaigns** report. It gives you an overview of the performance of all your campaigns. Campaigns are listed along the left and and in the table in the page.




*AdWords for video: All video campaigns report showing 6 days of results*

***NOTE:** If you accidentally log in to the main AdWords page at adwords.google.com, you can access your video campaigns by clicking All video campaigns in the column on the left.*

# AdWords for video: All Video Campaigns Report




*AdWords for video: All campaigns view*

**Date range** – Changes the dates displayed in the graph and table.

**Campaign** – Click here to see a report on a specific campaign.

**Graph type** – Choose between Views, Cost, Average CPV, View rate, and Conversions.

**Average CPV (Cost per View)** – The average amount you paid each time someone viewed your ad.

**View rate** – The percentage of viewers who chose to watch your ad.

**Impressions** – The number of times your ad was displayed.

**Views** – The number of times your ad was viewed.

# AdWords for video: Campaign Report

Click a campaign to enter the campaign report.

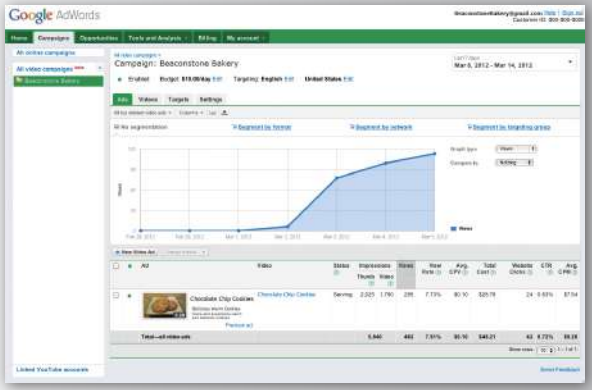
Campaign reports are made up of four clickable tabs:

**The Ads Tab**
When you click a campaign, you'll be in the Ads tab, which lets you see how your ads are performing by TrueView format, network, and targeting group.

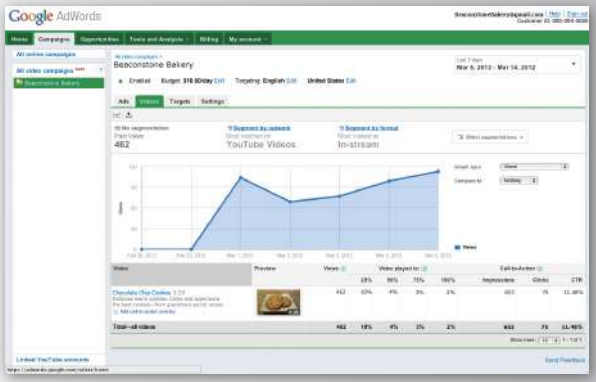
**The Videos Tab**
If you link your YouTube and AdWords accounts, you can see how much of your ad your viewers watched as well as the performance of your Call-to-Action overlay.

**The Targets Tab**
The Targets tab shows your campaign performance by targeting group. Select a targeting option from this tab to compare how viewers responded across interests, demographics, keywords and more.

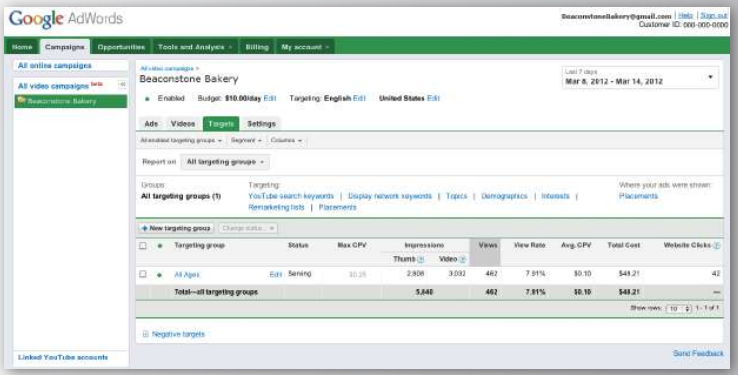
**The Settings Tab** (not pictured)
In the Settings tab, you can adjust your daily budget, change the regions where your campaign is targeted, and make other adjustments that may help you reach your audience.




*The Ads tab*




*The Videos tab*




*The Targets tab*

# Gather Insights & Enhance Your Results

Learn how to enhance your business' YouTube strategy with YouTube Analytics and AdWords for video.

It's a cycle of learning, testing, and improvement that can help you reach larger audiences.

> *Tom owns Beaconstone Bakery, a chain of cookie shops in Michigan. His business has several locations and an online store that delivers to homes and offices across the U.S.*
>
> *He's been promoting his video with an AdWords for video campaign. Now he's ready to learn from his progress.*

## Gather Insights & Enhance Your Results

**Step 1:** Get Insights with YouTube Analytics

**Step 2:** Analyze with AdWords for video

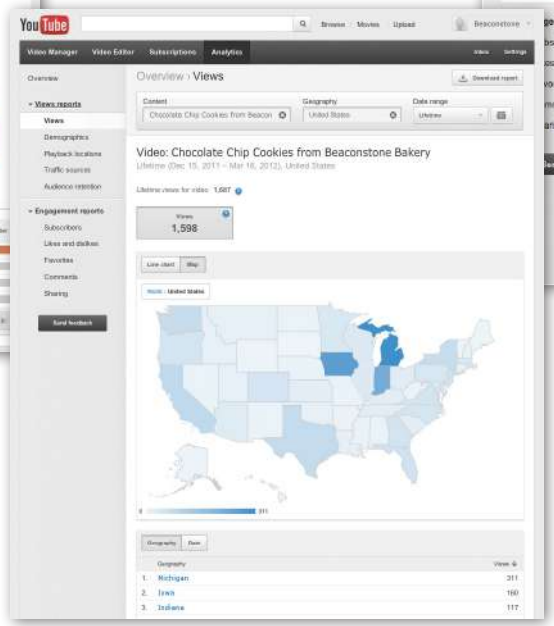
**Step 3:** Take Action & Increase Your Reach

# Step 1: Get Insights with YouTube Analytics

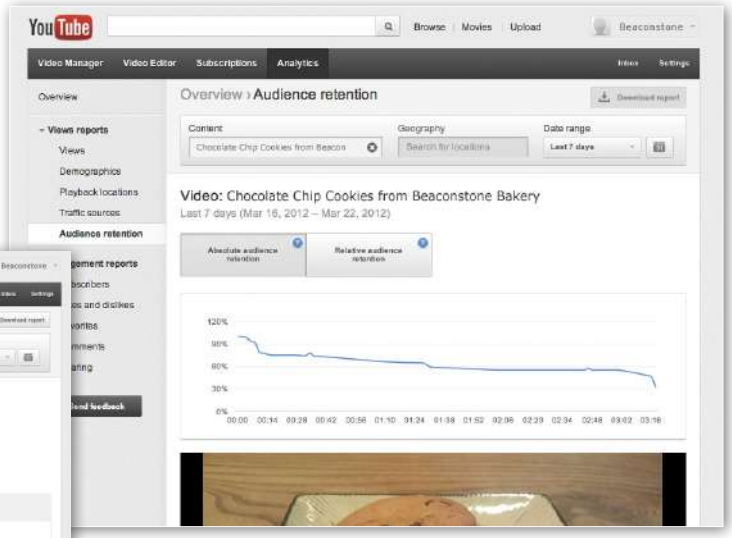
YouTube Analytics gives you key insights into your YouTube audience and the success of your videos.

Here are some of the ways you can learn with YouTube Analytics:

*Discover the age and gender of your audience in the **Demographics** panel*




*Find the countries and states where your viewers live in the **Views** panel*



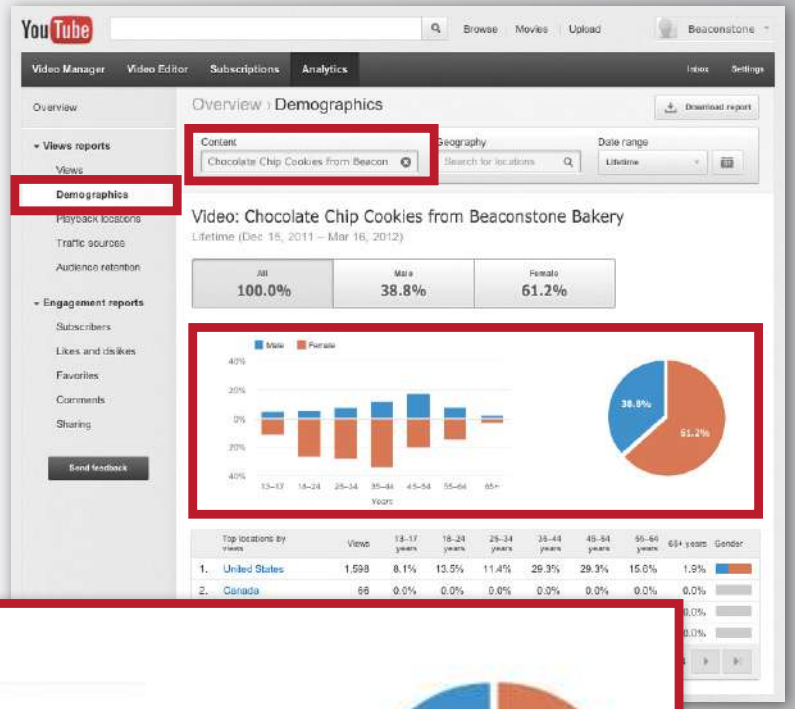

*See where viewers stop watching your video and compare it to other videos in the **Audience retention** panel*

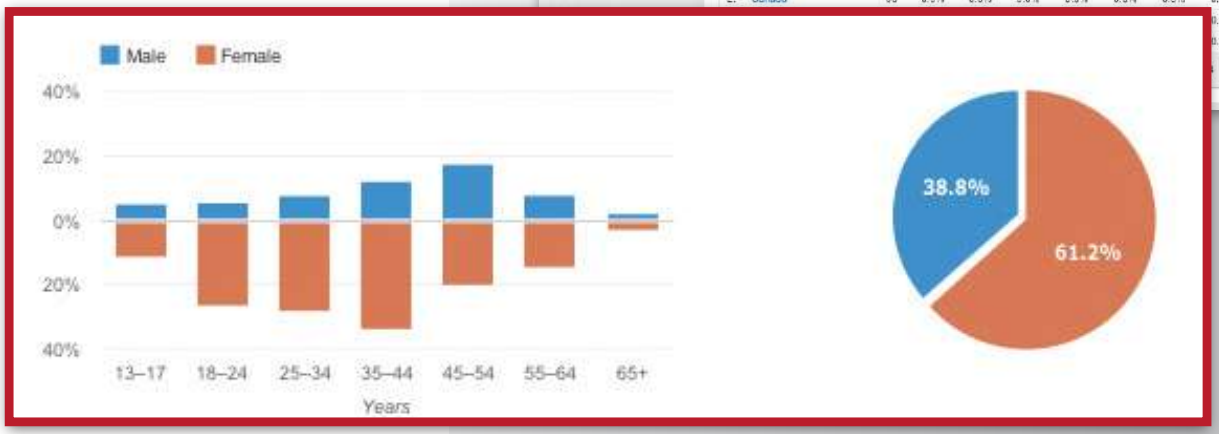
# Example: Check Basic Demographics

Let's use YouTube Analytics to look at your audience's age and gender.

> *Tom selects his video from the **Content** field, then clicks **Demographics** in the left column. He finds that more than 60 percent of his audience is female and almost 40 percent is male.*

You can take insights like these and apply them to your AdWords for video campaign. Learn how on the following pages.



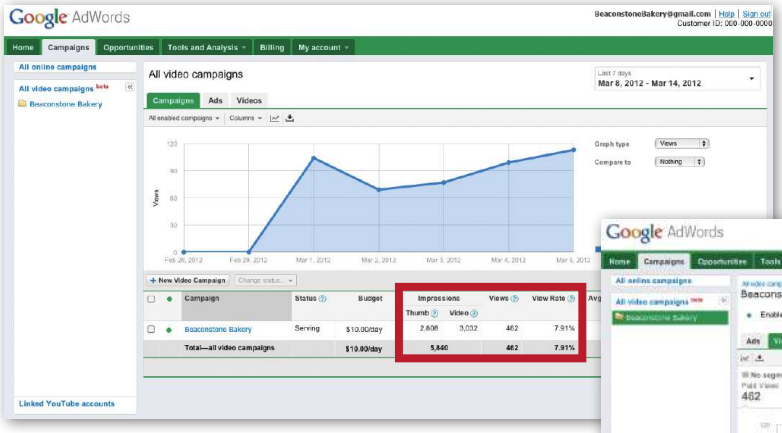




*Tom checks the age and gender of his audience*

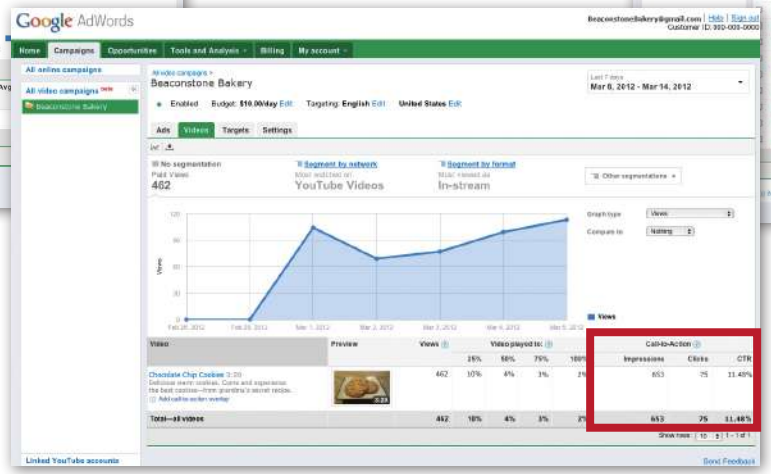
# Step 2: Analyze with AdWords for video

If you created an AdWords for video campaign, check in at least once a week to see how it's doing by logging in to your account at adwords.google.com/video

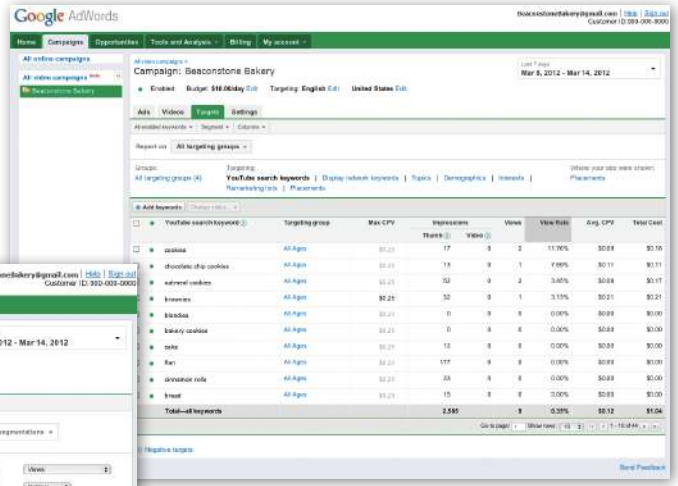
WIth AdWords for video you can:




*Check key statistics, like **Impressions**, **Views**, and **View Rate** in the **Ads tab***




*See Call-to-Action overlay **Clicks and more** in the **Videos tab***




*Visit the  to check the performance of targeting groups, keywords, interests, and more*

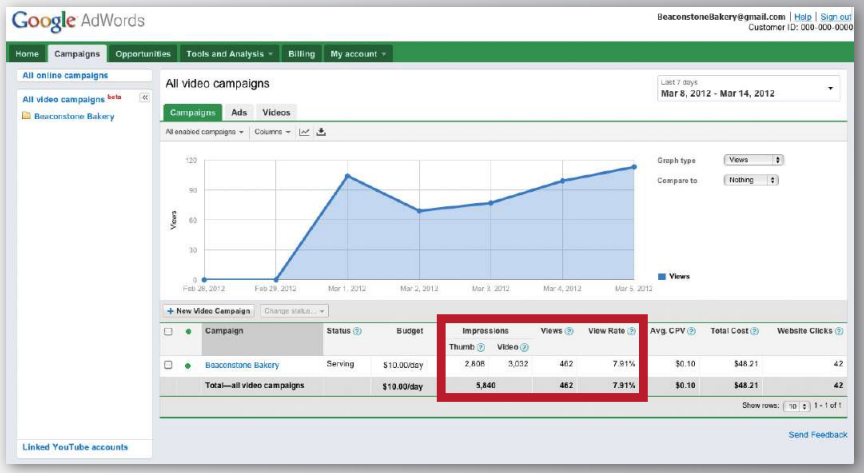
# Example: Explore Basic Ad Performance

Learn how your audience responded to your video ads by checking **Impressions**, **Views**, and **View Rate**.

*Tom is happy with his overall ad performance. The **Impressions** column shows that his thumbnail ad was displayed 2,800 times and his video was displayed 3,000 times. Of those impressions, more than 450 people viewed his ad, as shown in the **Views** column.*

*The ratio of impressions to views is the campaign's **View Rate**, and in Tom's case, almost 8 percent of all people who saw his ad chose to watch his video.*

Now that you have some insights into your audience and a benchmark for your ad performance, you can test adjustments that may help you reach your audience. Learn how in the next section.




| Impressions | | Views | View Rate |
|---|---|---|---|
| Thumb | Video | | |
| 2,808 | 3,032 | 462 | 7.91% |
| 5,840 | | 462 | 7.91% |

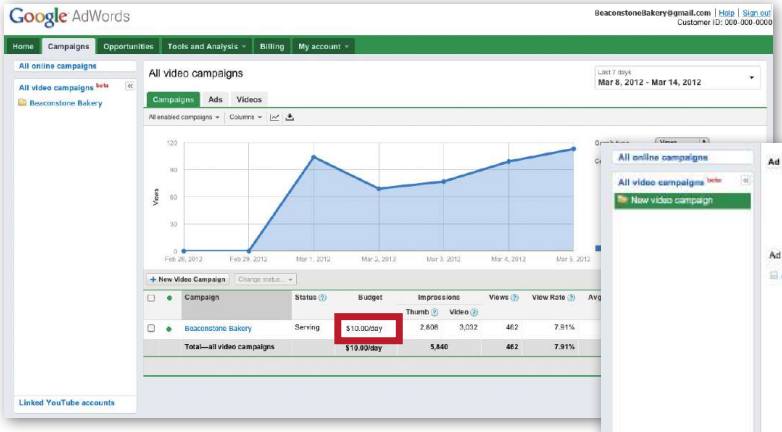
*Tom checks key stats related to his ad performance*

***TIP:** To learn more about AdWords for video's reporting tools, go to support.google.com/adwords, search for **"AdWords for video"**, and click the link **AdWords for video.***

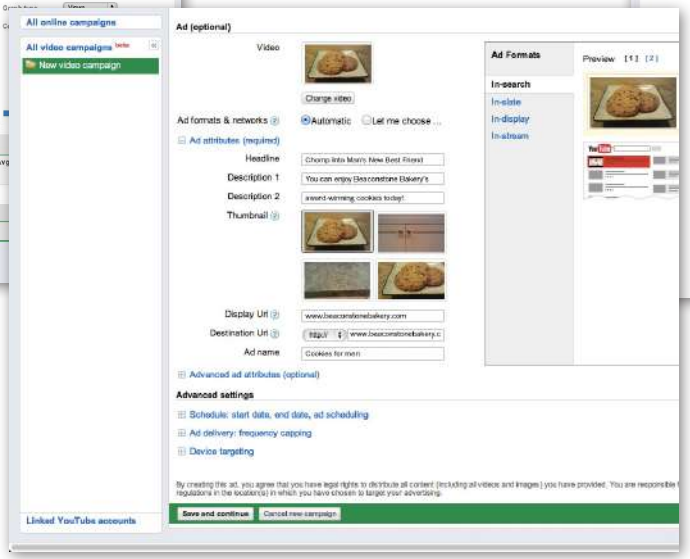
# Step 3: Take Action & Increase Your Reach

It's time to take action to enhance your AdWords for video strategy to reach more potential customers.

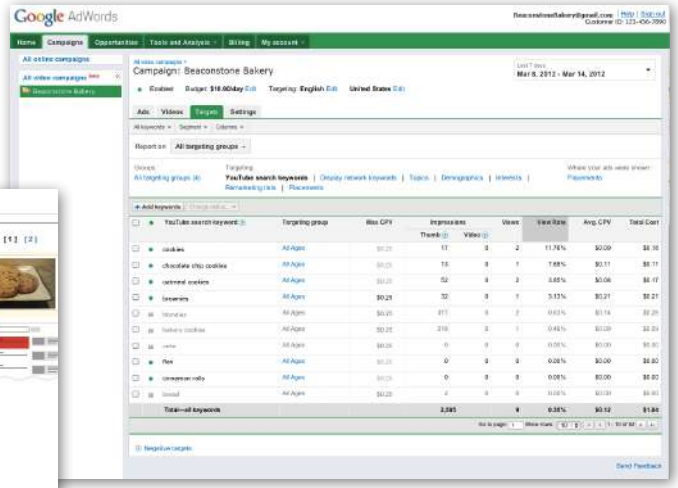
Some common action steps include:




*Adjust your daily budget and/or bids*




*Test new campaigns, ad headlines, or thumbnails*




*Refine keywords and test new targeting groups*

# Example: Create New Targeting Groups

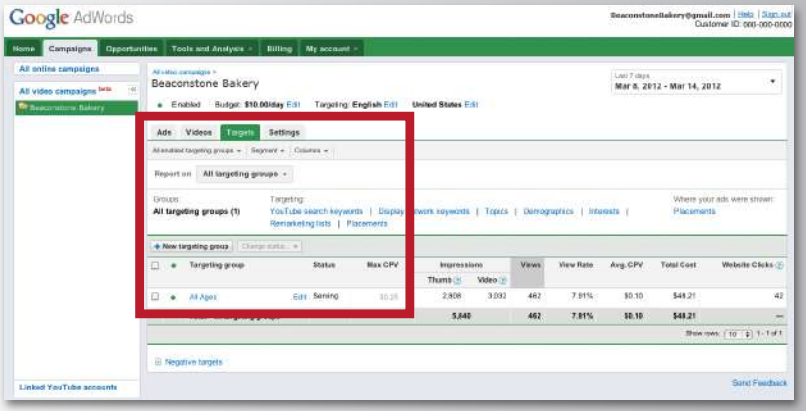
Apply your insights from YouTube Analytics and AdWords for video to your campaign. Your goal is to tap into the combination of targeting options that most efficiently reaches your campaign goals.

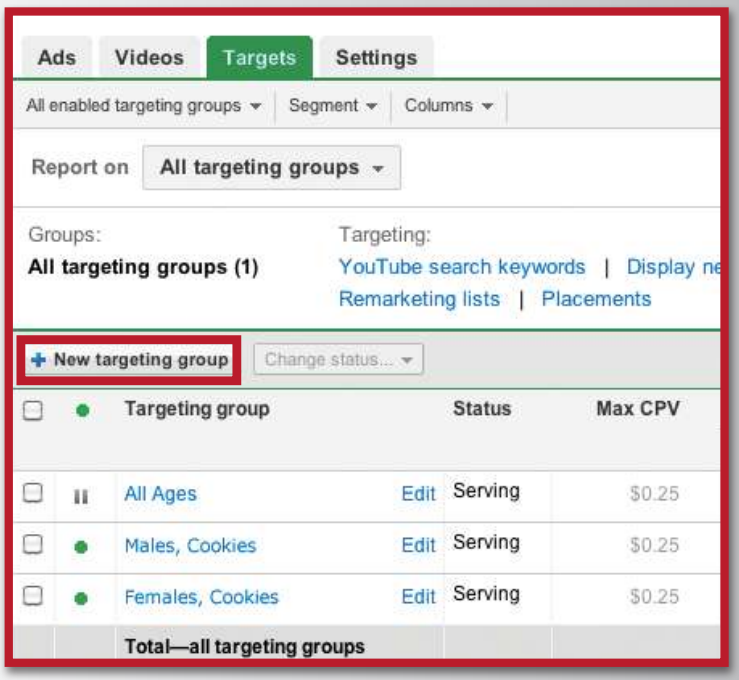
*Using YouTube Analytics, Tom found that the gender of his audience is split by about 60-40, female to male. Tom wants to see if he can improve his View rate in these audiences by targeting them more specifically.*

*Initially, Tom created his campaign with one targeting group to focus on all genders. He decides to create two new targeting groups: one to focus on his male audience and another on his female audience.*

*Tom goes to the Targets tab and clicks* ***+ New targeting group****. Then he chooses keywords, placements, and other options that he thinks will appeal to each demographic.*

*In a few days, he'll log in again to check his results.*




*Tom adds two new targeting groups to reach more specific audiences*

# Success Story: Your Business

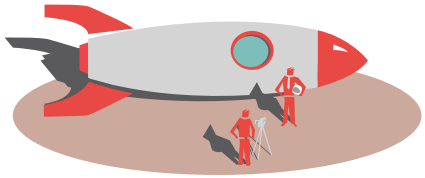
Businesses around the world want to hear about your experience with YouTube. What was it like to create your first video? What kind of results have you seen? How has AdWords for video worked for your business? What tips and secrets would you share to help others follow in your footsteps?

Share your thoughts with other business owners by uploading a YouTube video and tagging it with "YouTube for Business."

1 Resources

2 Glossary

3 Workbook



# Resources

Use these online resources to learn more and expand your campaigns.

## Resources

Video Creation Resources

Help & Support

Tracking Tools

Research & Trends

## Video Creation Resources

| Resource | Description | Link |
|---|---|---|
| **YouTube Workbook for Business** | A collection of templates and checklists that complements this guide. Download and print the standalone version or refer to the last section of the Appendix. | www.youtube.com/yt/advertise/advertiser-playbook.html |
| **Creator Playbook** | Learn advanced tips, best practices, and strategies to help you build your audience on YouTube. | www.youtube.com/yt/creators/playbook.html |

## Help & Support

| Resource | Description | Link |
|---|---|---|
| **YouTube Help Center** | Useful articles to get the most out of YouTube. | support.google.com/youtube |
| **AdWords for video Help Center** | Find answers to questions specific to AdWords for video. | support.google.com/adwords/bin/topic.py?hl=en&topic=1679796 |

## Promotion & Tracking Tools

| Resource | Description | Link |
|---|---|---|
| **YouTube Analytics** | An interactive tool that gives you key information and insights about your YouTube audience and video performance. | www.youtube.com/analytics |
| **AdWords for video** | Create video ad campaigns that reach audiences with video ad formats. | adwords.google.com/video |

## Research & Trends

| Resource | Description | Link |
|---|---|---|
| **Google Insights for Search** | Compare searches in specific regions, categories, time frames, and more. | www.google.com/insights/search |
| **AdWords Keyword Tool** | Find words and phrases people search for based on your category or keyword. | adwords.google.com/keywordtool |
| **YouTube Trends Dashboard** | Real-time global insight into what's trending on YouTube. | www.youtube.com/trendsdashboard |

# Glossary

## A

**AdWords for video** – This tool allows you to create video ad campaigns that target audiences on YouTube and tens of thousands of sites on the Google Display Network.
**Annotations** – Interactive commentary and calls to action that you can add to your videos.
**Auction** – AdWords selects ads and placements using an auction. You and others bid on keywords so that ads will appear on a given page for those keywords.
**Average CPV (Cost per View)** – CPV is the amount you pay each time someone views your video ad. Average CPV is the average amount you pay each time someone views your ad.

## C

**Call-to-Action Overlay** – An optional, free graphic that appears on the lower portion of your video. You can use this space to share information about the content of your video and drive traffic to your website, channel, or other videos.
**Captions** – Just like movie subtitles, captions show dialogue and other audio as text.
**Category** – A video can belong to one of 15 categories, such as Travel & Events or Howto & Style.
**Channel** – Your business' home on YouTube where your viewers can watch all your videos, playlists, and learn more about your business.
**Comments** – You can leave comments on YouTube videos and YouTube user channels. For your own channel, you can also manage comments to your YouTube videos and channel.
**Copyright Infringement** – If you upload copyrighted material to YouTube, such as a music track, image, logo, or video, without the permission of the copyright holder, you may be infringing copyright.
**Cost per View (CPV)** – The amount you pay each time someone views your video ad.

## D

**Demographic** – The age range and gender distribution of an audience.
**Description** – A text field below a video on its main viewing page that includes information about the content of the video. This text can only be edited by the owner of the channel.

## E–M

**Embedding** – You can make YouTube videos appear on your website, social networks, blogs, and more with a special embed code. The embed code is available below the video on its main viewing page by clicking **Embed**.
**Google Display Network** – The Google Display Network is comprised of tens of thousands of websites that have partnered with Google to display Google AdWords ads.
**Metadata** – For videos on YouTube, metadata includes the title, description, and tags. Metadata helps YouTube catalog videos and make them discoverable through search and recommended videos.

## P–S

**Playlist** – A playlist is a collection of videos that can be watched on YouTube, shared with other people, or embedded in websites or blogs.
**Rating** – Viewers can rate videos as they watch them. Ratings are displayed under each video on YouTube.
**Share Button** – A button located under a video on YouTube that allows you to share the video.

## T

**Tag** – Tags are words or phrases that describe the content of the video and are selected by the video owner. They reflect the words that viewers might search for to find the video content.
**TestTube** – TestTube is a YouTube page where new ideas are tested before being released as features. Check it out at www.youtube.com/testtube.
**Thumbnail** – A thumbnail is a small picture that appears next to your video in search results, recommended videos, and elsewhere on YouTube.
**TrueView** – The YouTube family of video ads where you only pay when a viewer chooses to watch your ad. Ads appear before, during, or after viewer selected videos, as well as above YouTube search results, above suggested videos, and on sites in the Google Display Network. There are four types of TrueView ads: in-search, in-display, in-slate, and in-stream.
**TrueView In-display** – A static video ad that appears with suggested videos on YouTube or tens of thousands of websites in the Google Display Network.
**TrueView In-search** – A video ad that appears with search results on YouTube or the Google video search results page.
**TrueView In-slate** – A video ad that appears in a “slate” of three potential ads before YouTube videos longer than 10 minutes. Viewers can choose one of the ads or see regular commercial breaks during the video.
**TrueView In-stream** – A skippable video ad that plays before, during, or after YouTube videos or video content across the Google Display Network.

## U–V

**Username** – The name of your YouTube account and channel that you use to identify yourself to other YouTube users.
**Video Responses** – A video response is a video that is posted in response to another video. If the owner of a video allows video responses, a viewer can post a video response by clicking the "Post a Video Response" button, located under the video on its main page.
**Video Views** – A view occurs when a person watches your video.

## W–Z

**Watch Page** – Every video on YouTube has a "watch page." This is the page where you can watch and find all information related to a video (e.g., www.youtube.com/watch?v=BdBnoR5rZlc).
**YouTube Analytics** – Get insights into who your viewers are, how they found your video, how they engage with your channel, and more.
**YouTube Search Network** – The AdWords for video network that includes YouTube and Google Video search results pages.
**YouTube Video Network** – The AdWords for video network that includes clips on YouTube watch and channel pages.

# Workbook

Use this collection of templates and checklists to help you create, publish, manage, and promote your business' YouTube videos.

## Workbook

**1.** Creative Strategy

**2.** Script

**3.** Storyboard & Shot List

**4.** Equipment Checklist

**5.** Publish & Manage Checklist

**6.** Promote & Engage Checklist

***RESOURCE:*** *Download a print-friendly version of the Workbook at www.youtube.com/yt/advertise/advertiser-playbook.html*

# 1. Creative Strategy

**Background Info**

Company name: _____

Product/service description: _____

Promise/guarantee: _____

Where product/service is sold: _____

**Target Audience**

Age: _____ Gender: _____

Location: _____

Annual income: $ _____

What's important to them? _____

What do they want or need? _____

Are there any upcoming opportunities? _____

**Goals**

What is the main goal of your video? *(e.g., drive awareness, introduce my business, etc.)*

_____

What do you want your audience to do? *(e.g., visit my website, eat at my restaurant, etc.)*

_____

**Call to Action**

What's your call to action?

_____

## 2. Write a Script About Your Business

Follow this outline to write a script about your business.

**The Beginning**

Introduce yourself and open with a short story. How did you get started in your business?

**The Middle**

Explain your business' expertise. How does it solve your customers' problems? How does it fit into the local community?

What makes your business unique? How do you approach your business? What makes you different from the competition?

## 2. Write a Script About Your Business (cont'd)

**The Middle (continued)**

What is your customer service philosophy? What do you do to make your customers feel special?

Where is your business located? Where can your audience buy your product?

**The Conclusion**

Summarize your business' value as succinctly as possible and close with a clear call to action.

# 3. Storyboard & Shot List

**Title:** _____

**Dialogue:** _____

**Shot #:** _____

**Video:** _____

**Dialogue:** _____

**Shot #:** _____

# 4. Equipment Checklist

You might not need all the items on this list, but it's a good idea to have your equipment ready before you start to shoot.

## Must Have:

- [ ] Camera
- [ ] Computer to upload video from your camera

## Good to Have:

- [ ] Script
- [ ] Creative strategy
- [ ] Tripod (or stack of books)
- [ ] Lights
- [ ] Extension cables
- [ ] Camera charger

## Optional:

- [ ] Light reflector
- [ ] External microphone

# 5. Publish & Manage Checklist

This checklist covers some of the most important things you can do to help your video get discovered when you upload it to YouTube.

## Publish:

- [ ] Log in and upload your video to YouTube at www.youtube.com/upload

## Manage:

- [ ] Write a compelling title for your video.
- [ ] Write a description of your video, making the most of your first 2–3 lines.
- [ ] Add tags that describe your video and business.
- [ ] Choose a category for your video.
- [ ] Select a thumbnail.
- [ ] Make your video public.

# 6. Promote & Engage Checklist

Keep track of how you decide to promote your video and engage new customers.

## Promote:

- [ ] Advertise with an AdWords for video campaign.
- [ ] Embed your video in your website.
- [ ] Outreach to relevant blogs, sites, and online communities.
- [ ] Update your social media.
- [ ] Email your mailing list.
- [ ] Add a link to your channel to your print ads and business cards.

## Engage:

- [ ] Engage with the audience in the comments section during the first few hours of promotion.
- [ ] Add annotations to encourage your viewers to subscribe and comment.
- [ ] Set the video as the featured video on your business' channel page.
- [ ] Add the video to a playlist on your channel.

© Copyright 2012. Google is a trademark of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated. All characters appearing in this work are fictional. Any resemblance to real persons, living or dead, is purely coincidental.