

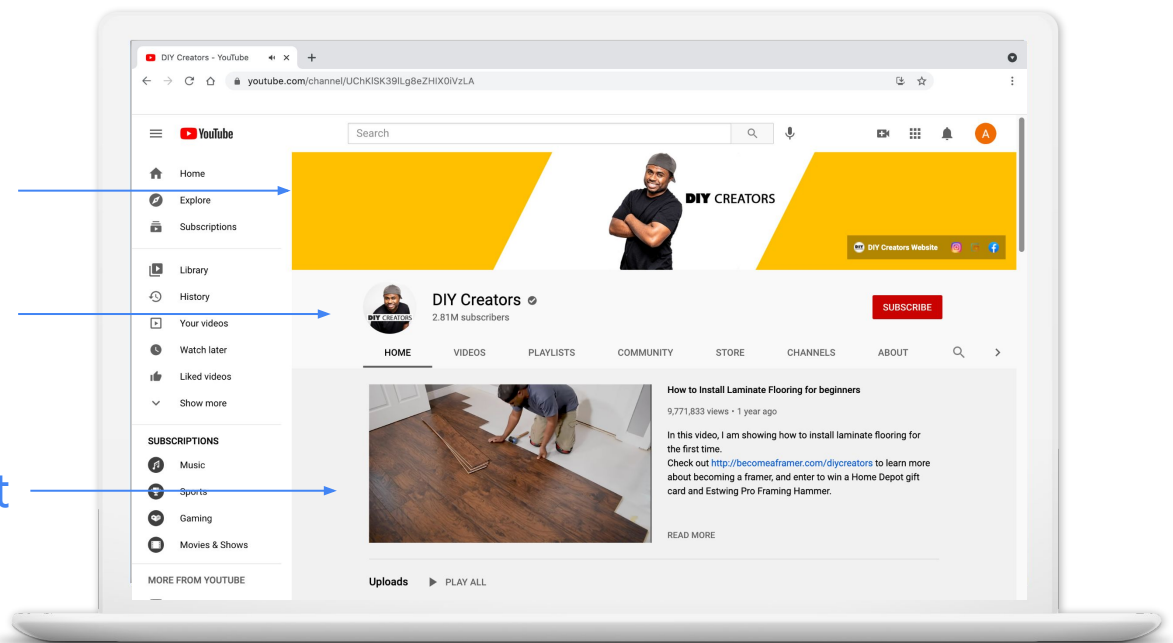
Use YouTube to Grow Your Business

Every day, millions of people come to YouTube and watch over a billion hours of video. They come to be informed, inspired, or just plain delighted. You can use YouTube to build your brand by connecting your message with engaged watchers.

Banner image

Profile picture

Video spotlight



1

People watch

When people want to know how to do something, they often turn to YouTube first.

2

People discover

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

3

People engage

People watch videos. Use that focused interest to grow your business with YouTube.

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



How to create a channel

1. Visit YouTube.com and sign into your account.
2. Click “Create account,” choose “For myself” or “To manage my business.”
3. Click the circle at the top right. This reveals a drop down menu. From here, click “Create a channel.”
4. Click “Select” under “Use a custom name” and enter a name for your new channel.
5. Follow the prompts, which guide you through the steps to customize your channel.

How to upload a video

1. Click “Create” in the upper left, next to your brand’s account pic.
2. From the drop down menu, choose “Upload videos.”
3. Once you upload the video, enter all of the information on the details screen.
4. Choose video visibility: private, unlisted, or public. Publish now or schedule for later.
5. Learn how people engage with your videos by reviewing video analytics.

Additional Resources

Advertise on YouTube

youtube.com/ads

Explore advertising options on YouTube.

Stream with YouTube Live

studio.youtube.com

Reach & interact with people in real time.

Creator Academy

creatoracademy.youtube.com

Grow your channel with free online courses.

For additional resources check out google.com/grow and g.co/GrowOnAir

