

Grow with Google

# Use YouTube to Grow Your Business

#GrowWithGoogle



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- **Sul Ross State University International SBDC, Eagle Pass TX**
- **Texas A & M Victoria SBDC**
- **BakerRipley**
- **SCORE Austin**
- **Artesia Chamber of Commerce**
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## Presenter

**Maria Elena Duron**

**U.S. Southwest Coach, Grow with Google**

**Chief AI Officer**

**Founder, Smart Brand System™**



# YOUTUBE IS WHERE PEOPLE



## WATCH

YouTube Shorts averages over 70 billion daily views



## DISCOVER

500+ hours of content uploaded every minute



## ENGAGE

100+ countries around the world, across 80 languages

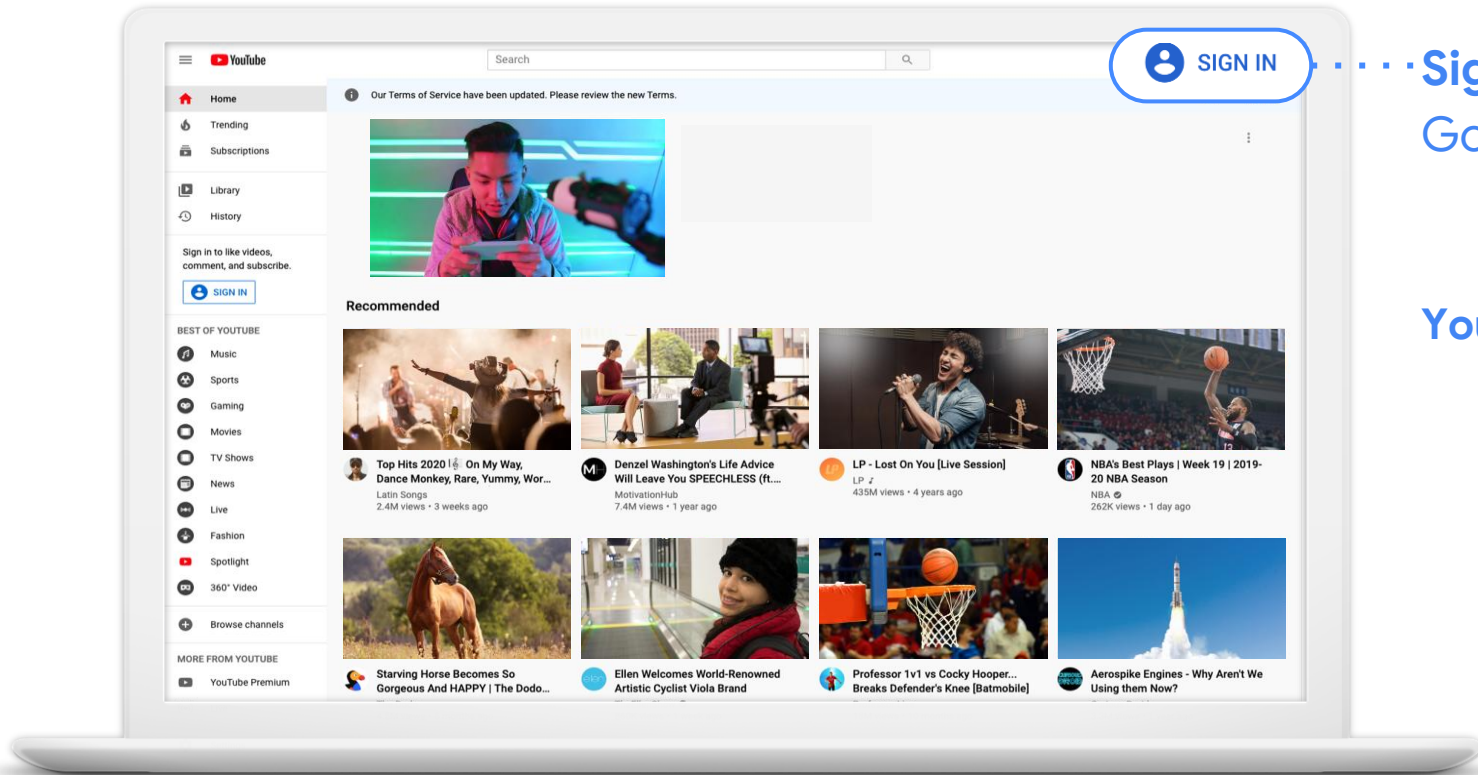
# AGENDA

- **CREATE YOUR YOUTUBE CHANNEL**
- **CREATE AND ADD VIDEOS TO YOUR CHANNEL**
- **PROMOTE YOUR BUSINESS WITH VIDEO ADS**
- **RECAP & RESOURCES**

# Create your YouTube channel



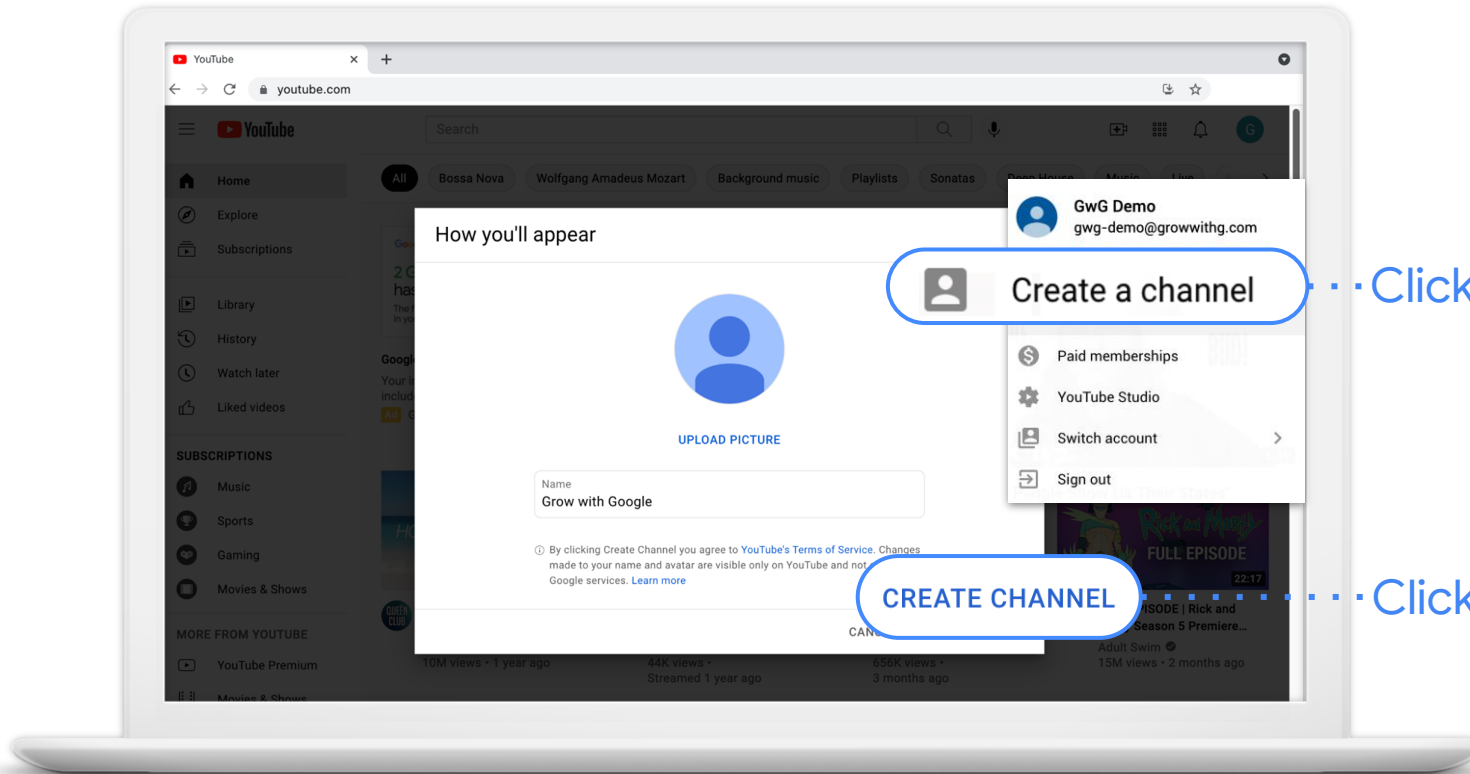
# SIGN INTO YOUTUBE



Sign in with your Google Account.

YouTube.com

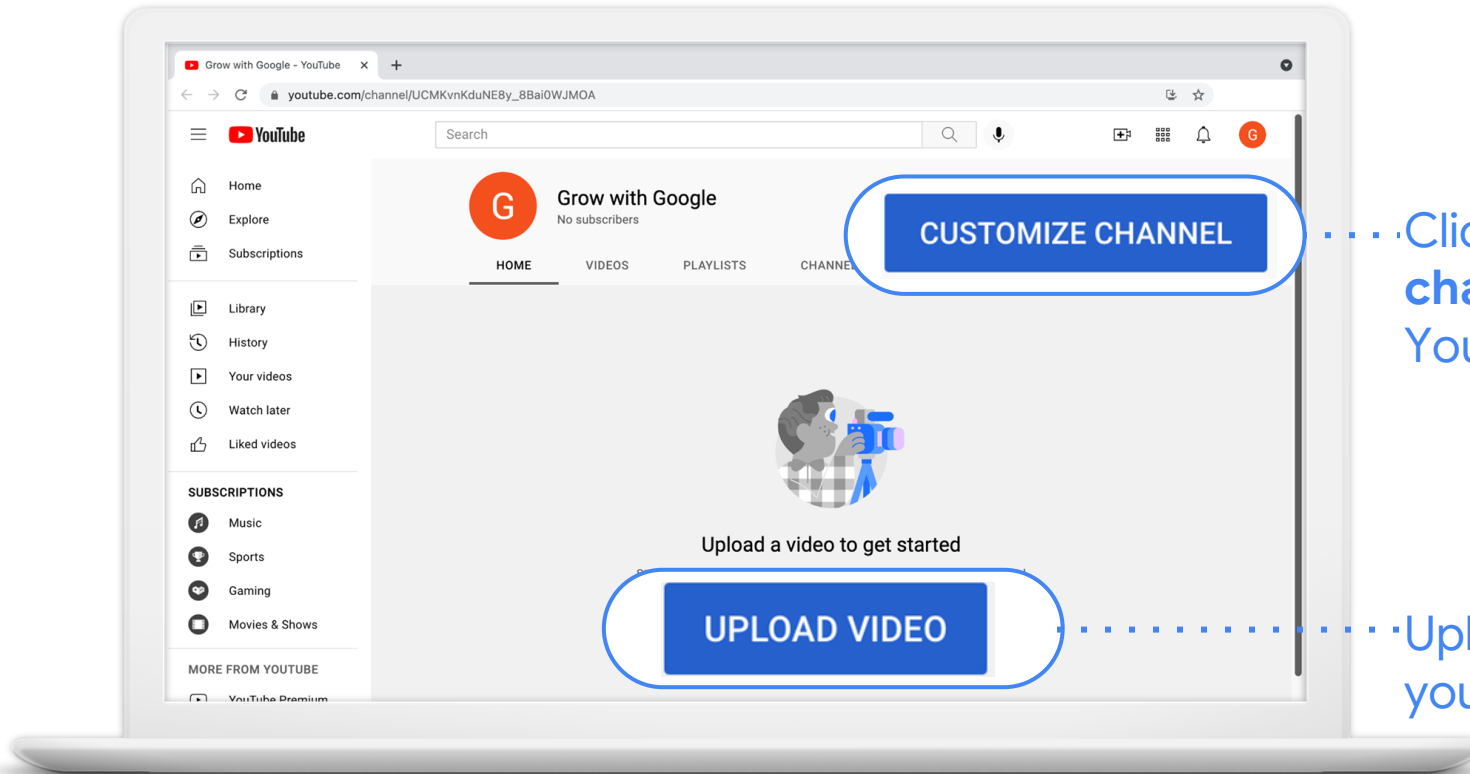
# CREATE A CHANNEL



Click Create a channel

Click Create channel

# YOUR NEW CHANNEL

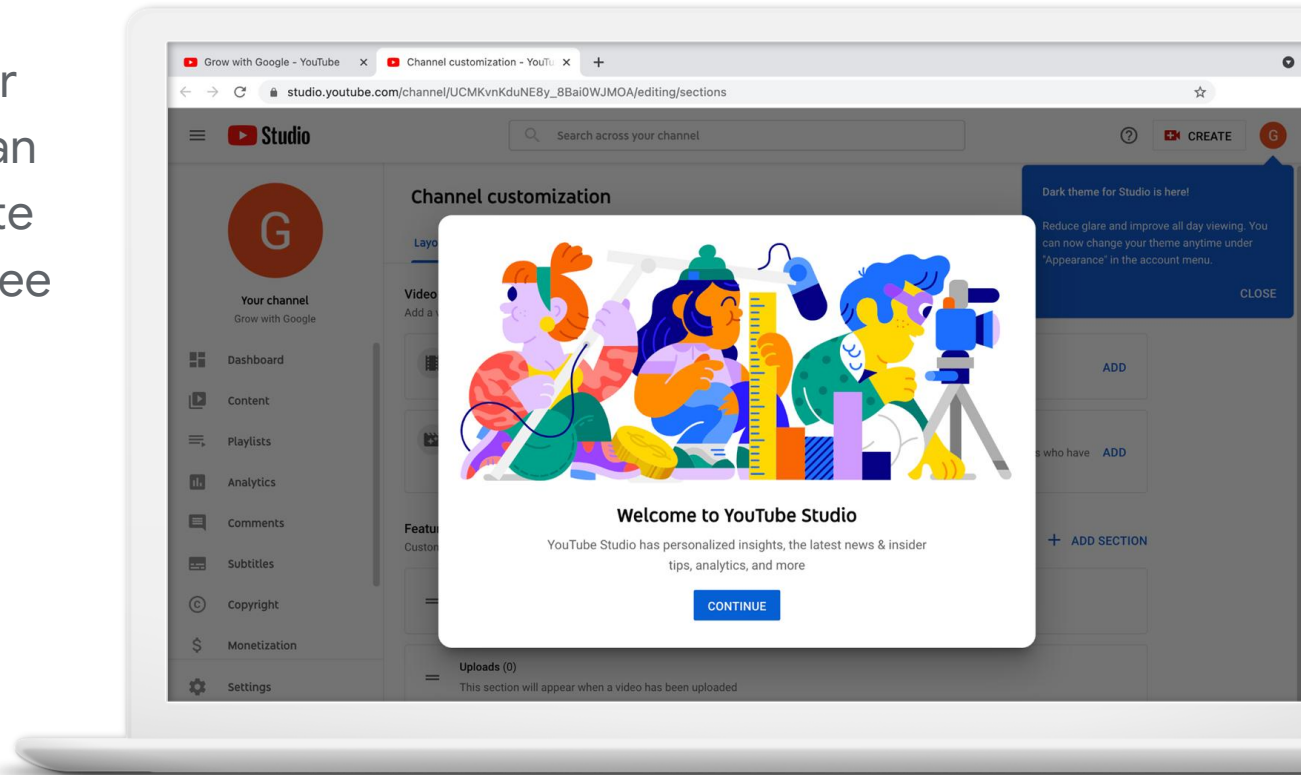


Click **Customize channel** to access YouTube Studio

Upload videos to your channel here

# ACCESS YOUTUBE STUDIO TO CUSTOMIZE YOUR CHANNEL

**YouTube Studio** is your channel's home. You can customize layout, create and manage playlists, see analytics, and more.

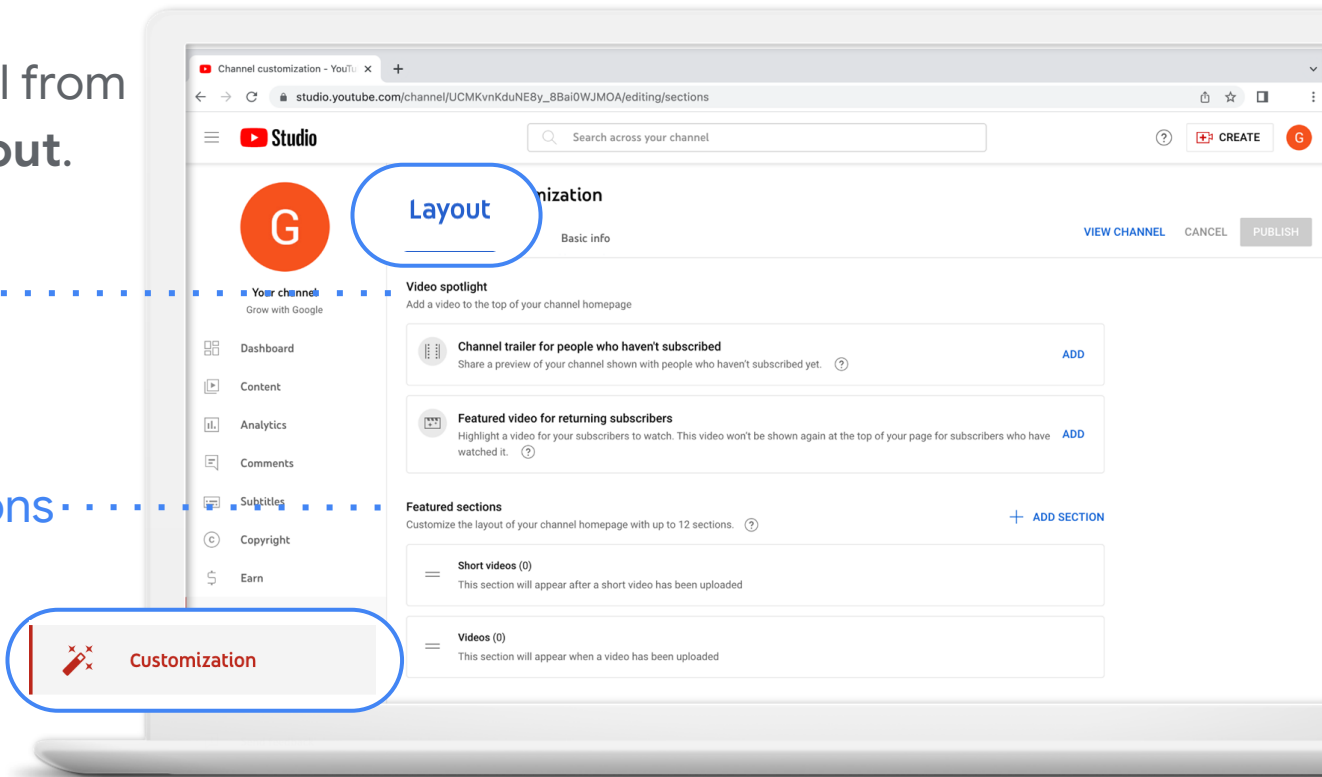


# MANAGE CHANNEL LAYOUT

Organize your channel from  
**Customization > Layout.**

Video spotlight

Featured sections

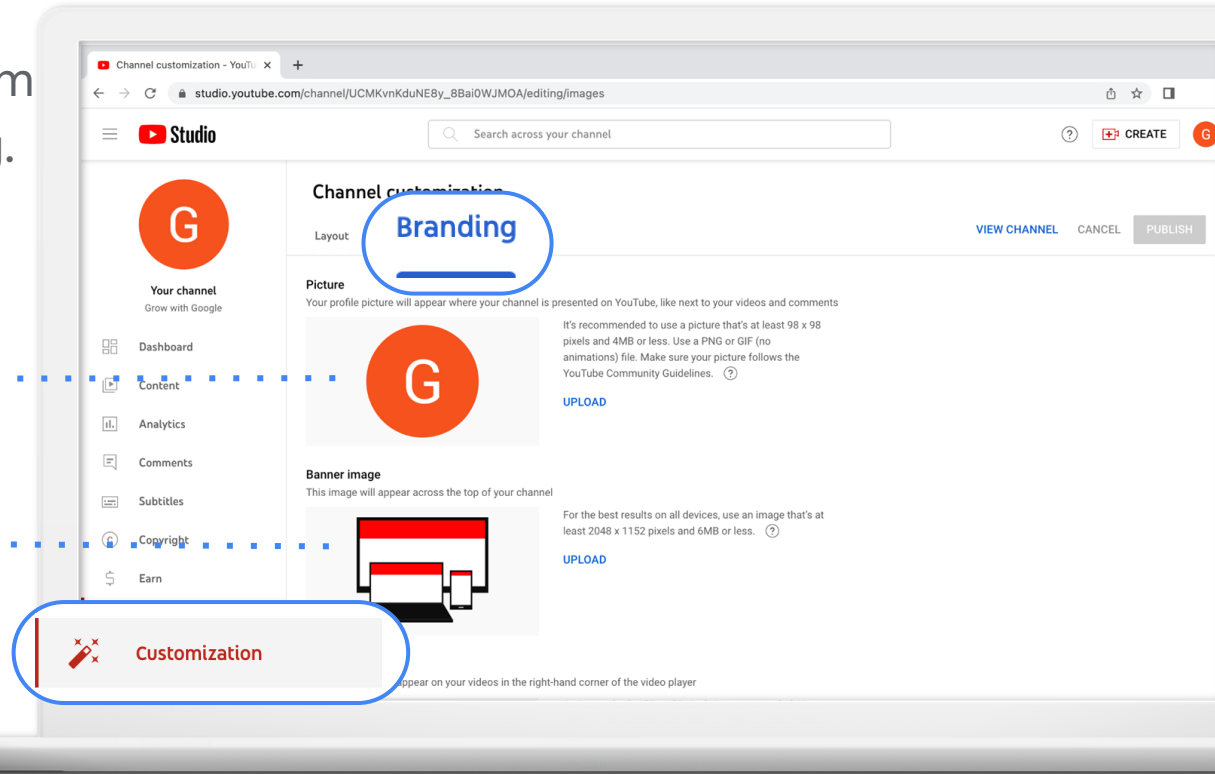


# ADD BRANDING ELEMENTS

Customize appearance from  
**Customization > Branding.**

Profile picture

Banner image

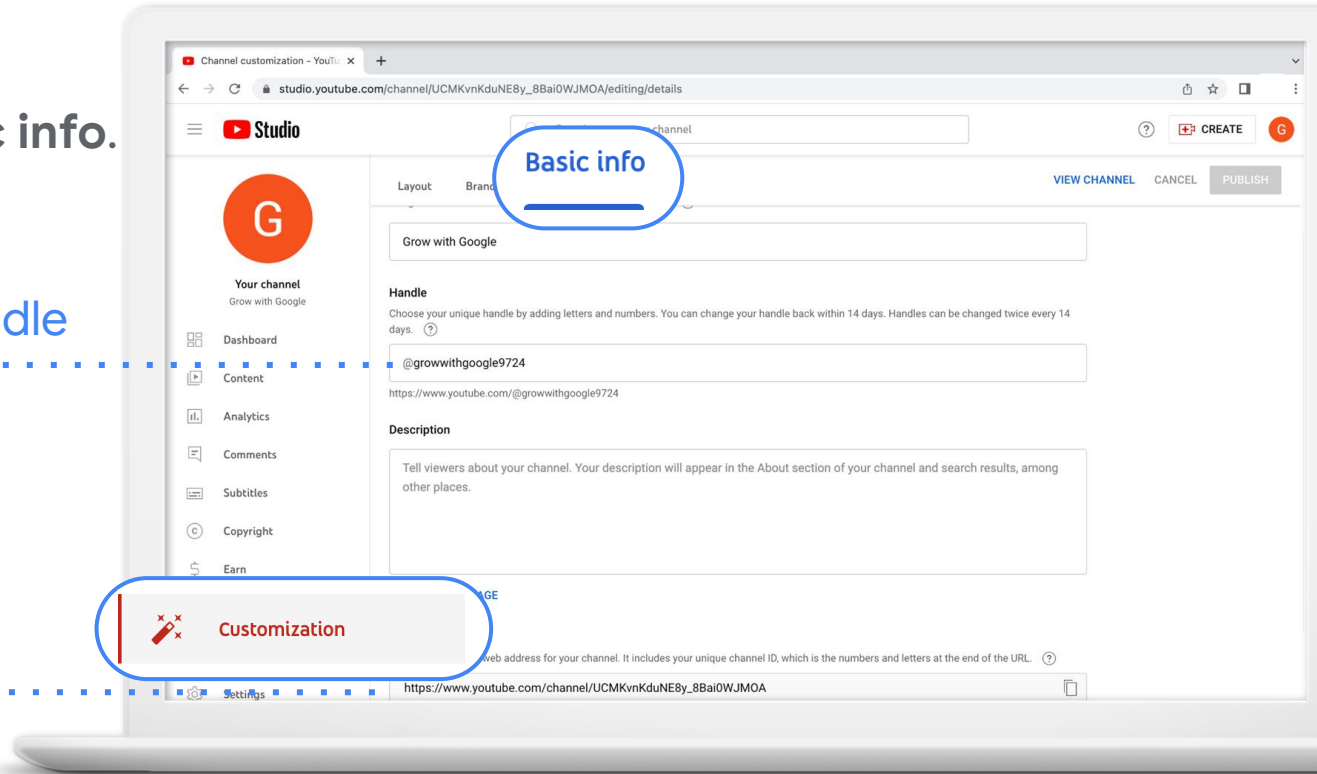


# NAME YOUR CHANNEL

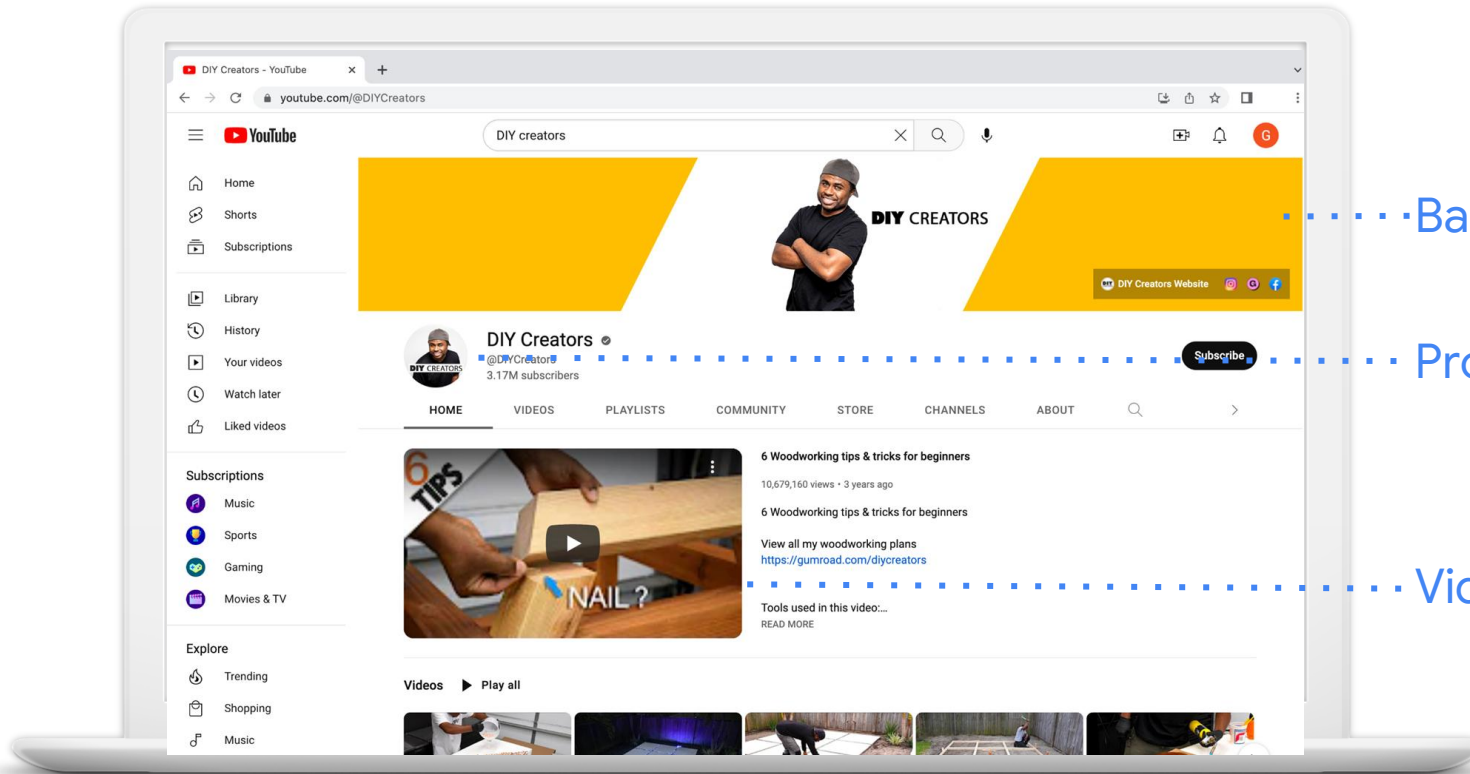
Customize info from  
**Customization > Basic info.**

Channel name, handle  
and description

Channel URL, Links  
and Contact Info



# A CUSTOMIZED CHANNEL

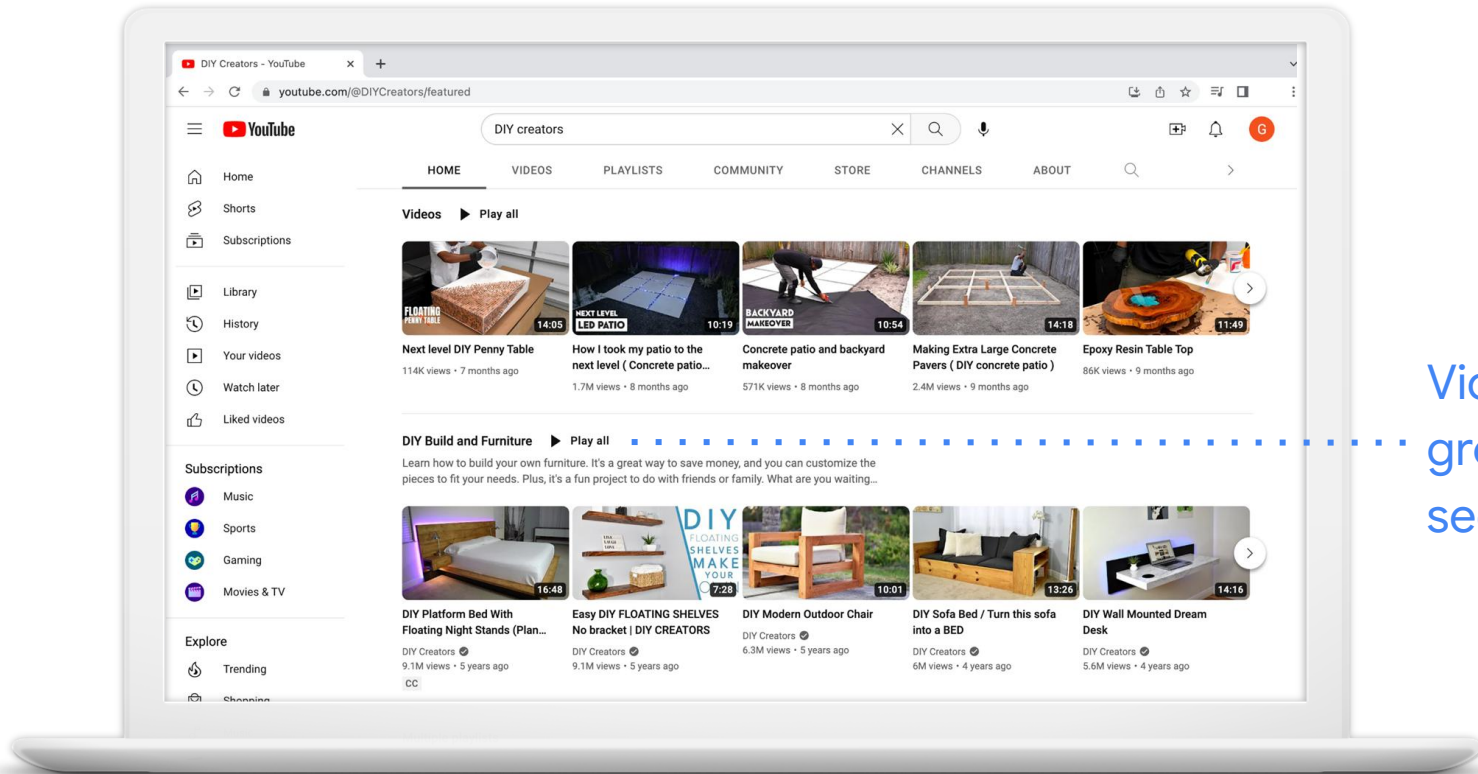


.....Banner image

.....Profile picture

.....Video spotlight

# AN ORGANIZED CHANNEL



# Create and add videos to your channel

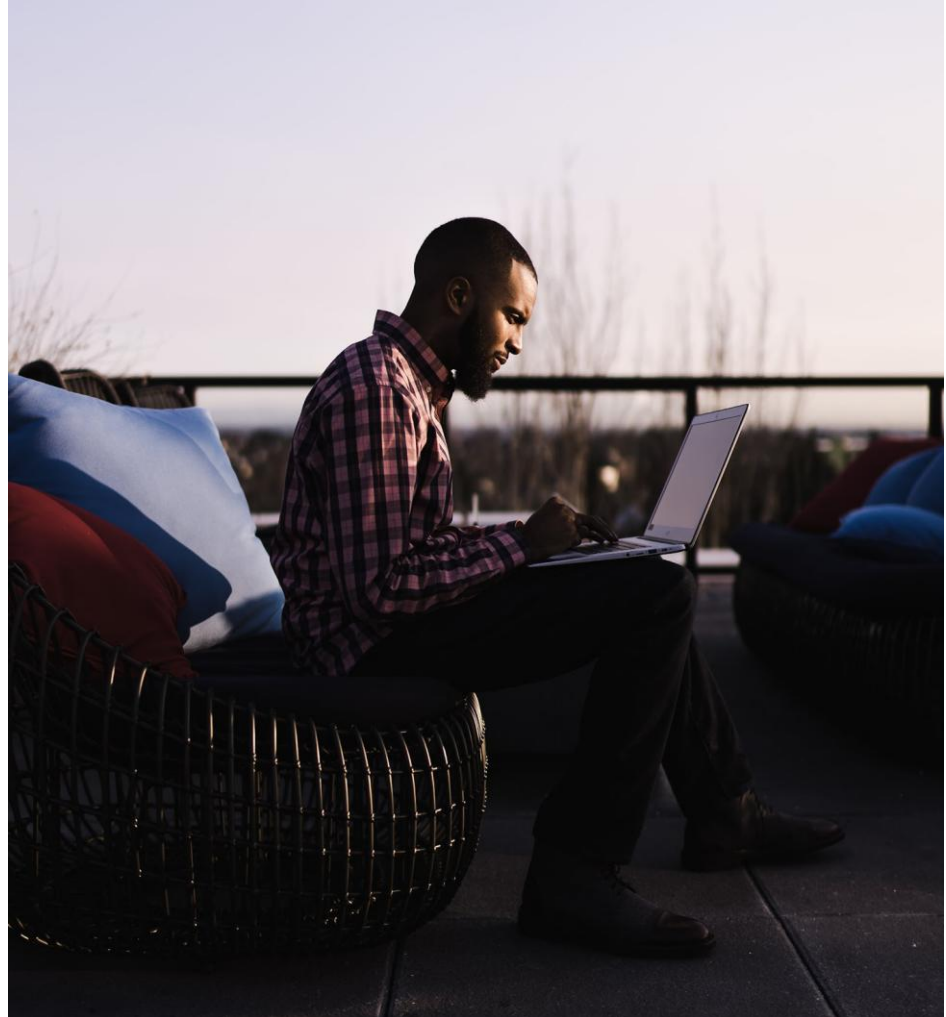


## VIDEO TECHNOLOGY HAS COME A LONG WAY



## VIDEO CONCEPTS

- What **story** do you want to tell?
- What is the **purpose** of the video?
- Who (or what) is the **star**?



# STORY TYPES

## Business Story

---

## Product or service story

---

---

## Promotional story

---

---

Use to highlight:

- Who you are
- What you do
- Why you do it

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Explain benefits of your product or service:

- How it works
- Show problem solving

## Promotional story

---

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## Business Story

---

Use to highlight:

- Who you are,
- What you do
- Why you do it

## Product or service story

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---

Explain benefits of your product or service:

- How it works
- Show problem solving

## Promotional story

---

Share timely information:

- Product and service announcements
- Special deals

## BEST PRACTICES

- Share a clear, concise message.
- Make a strong impression in the first 5-15 seconds.
- Deliver a compelling call-to-action or timely offer.

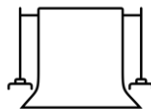


# COMMON PRODUCTION TECHNIQUES

## 8 Common Techniques



Selfie



Backdrop



Voice over



Top Down



Point + Shoot



In Action



Told with text



Animation

### Quick Tip:

See examples on

[youtube.com/ads/video-creation-tips](https://youtube.com/ads/video-creation-tips)

## TIPS FOR SHOOTING YOUR VIDEO



### Space

- Free the space of clutter
- Think visually
- Show your logo or workplace



### Lighting

- Use natural light
- Face your source
- Look for shadows

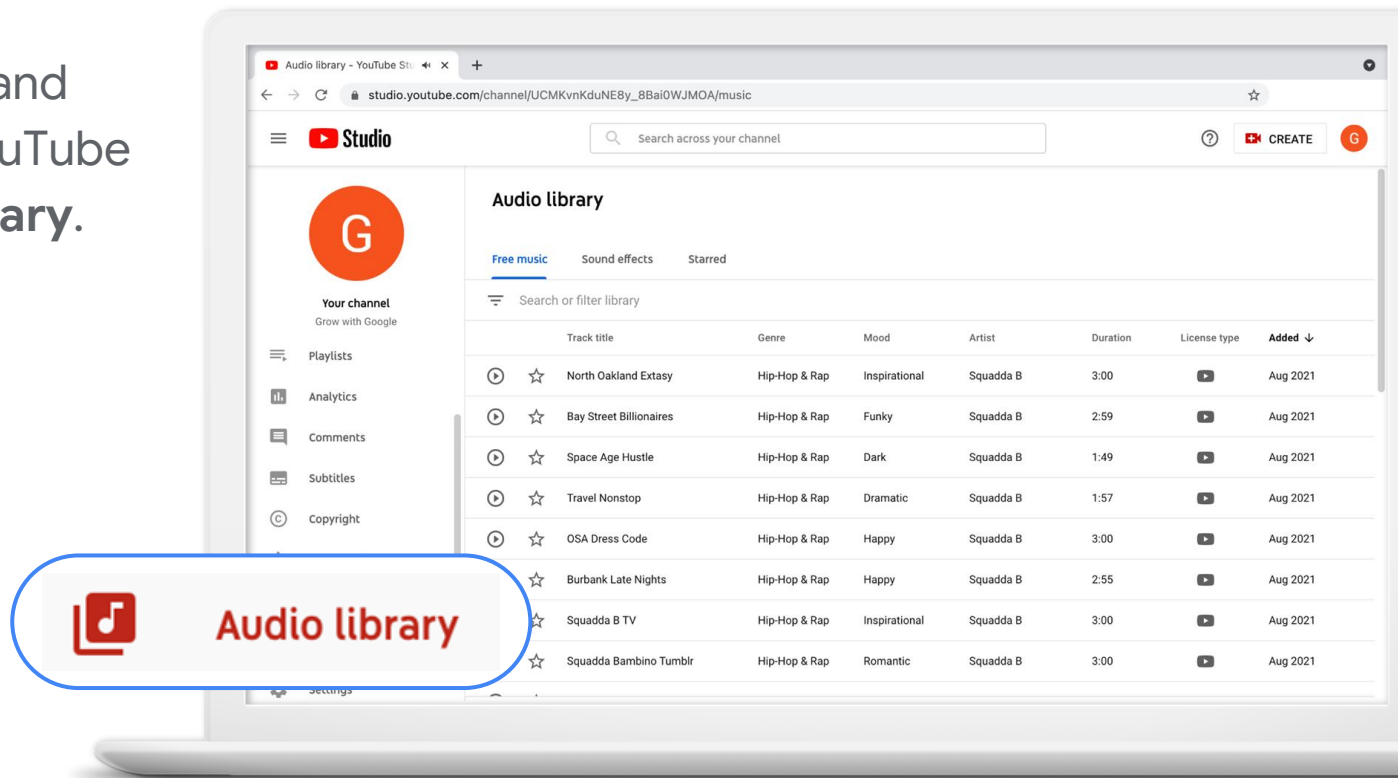


### Sound

- Listen to the space
- Use a microphone
- Speak confidently

# NEED MUSIC OR SOUND EFFECTS?

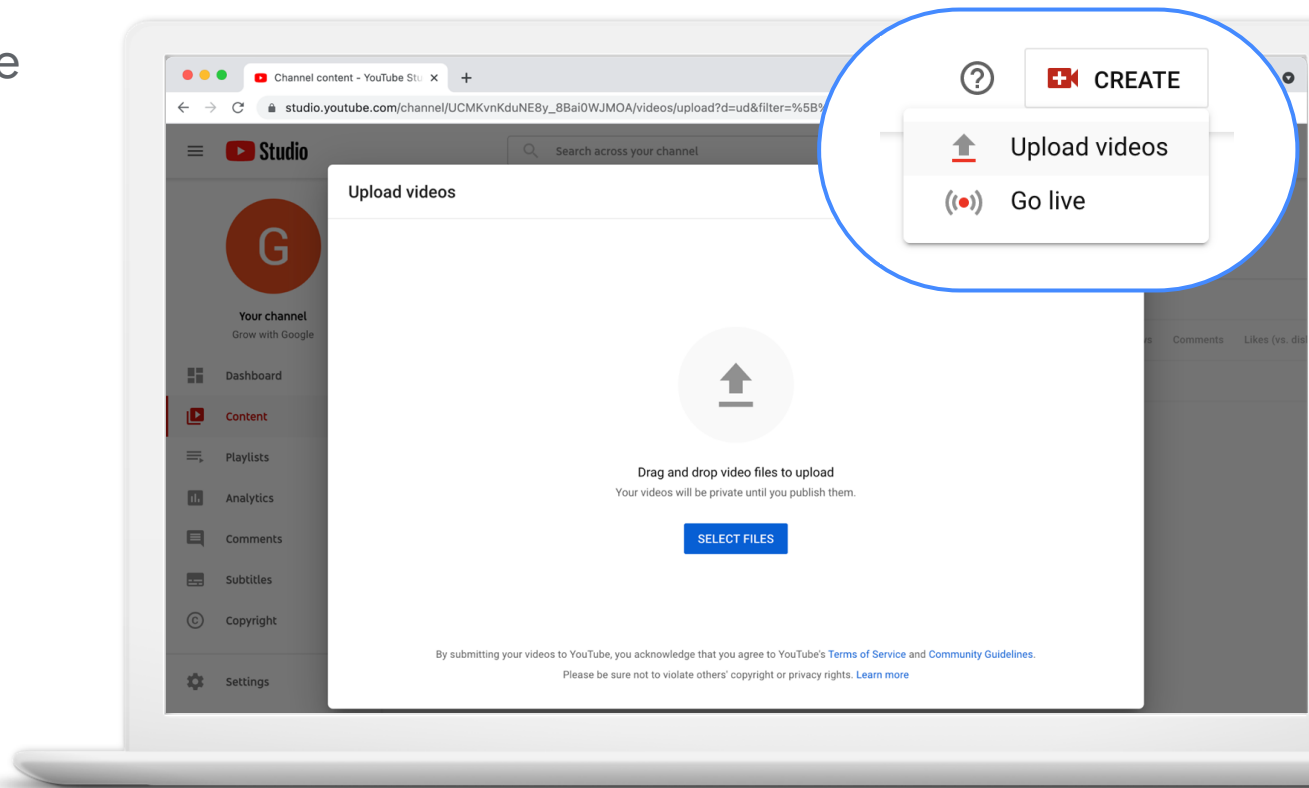
Access free music and sound effects in YouTube Studio's **Audio Library**.



## HOW TO ADD VIDEOS TO YOUR CHANNEL

Click **Create** next to the camera in top right corner.

Click **Select Files** to choose videos to add.

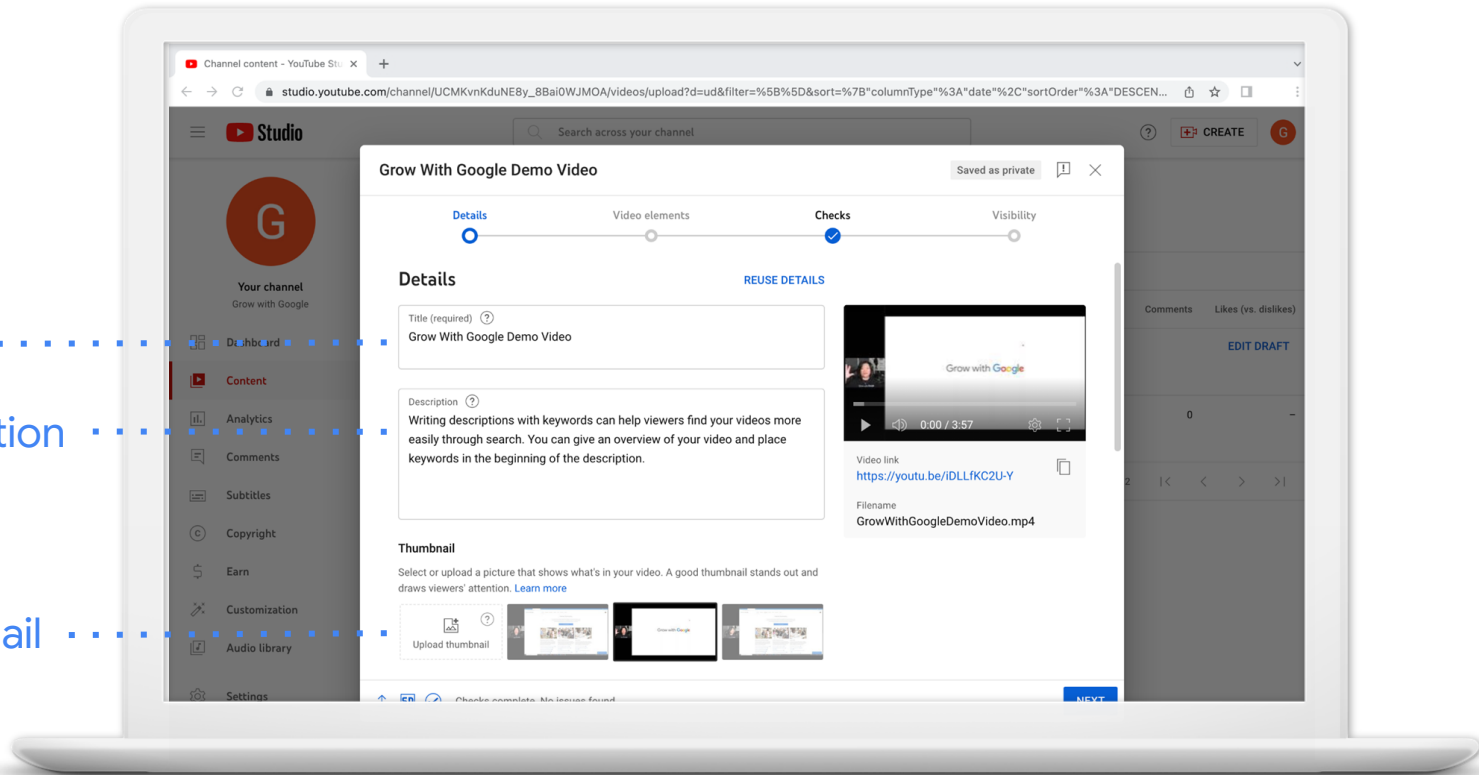


# VIDEO DETAILS

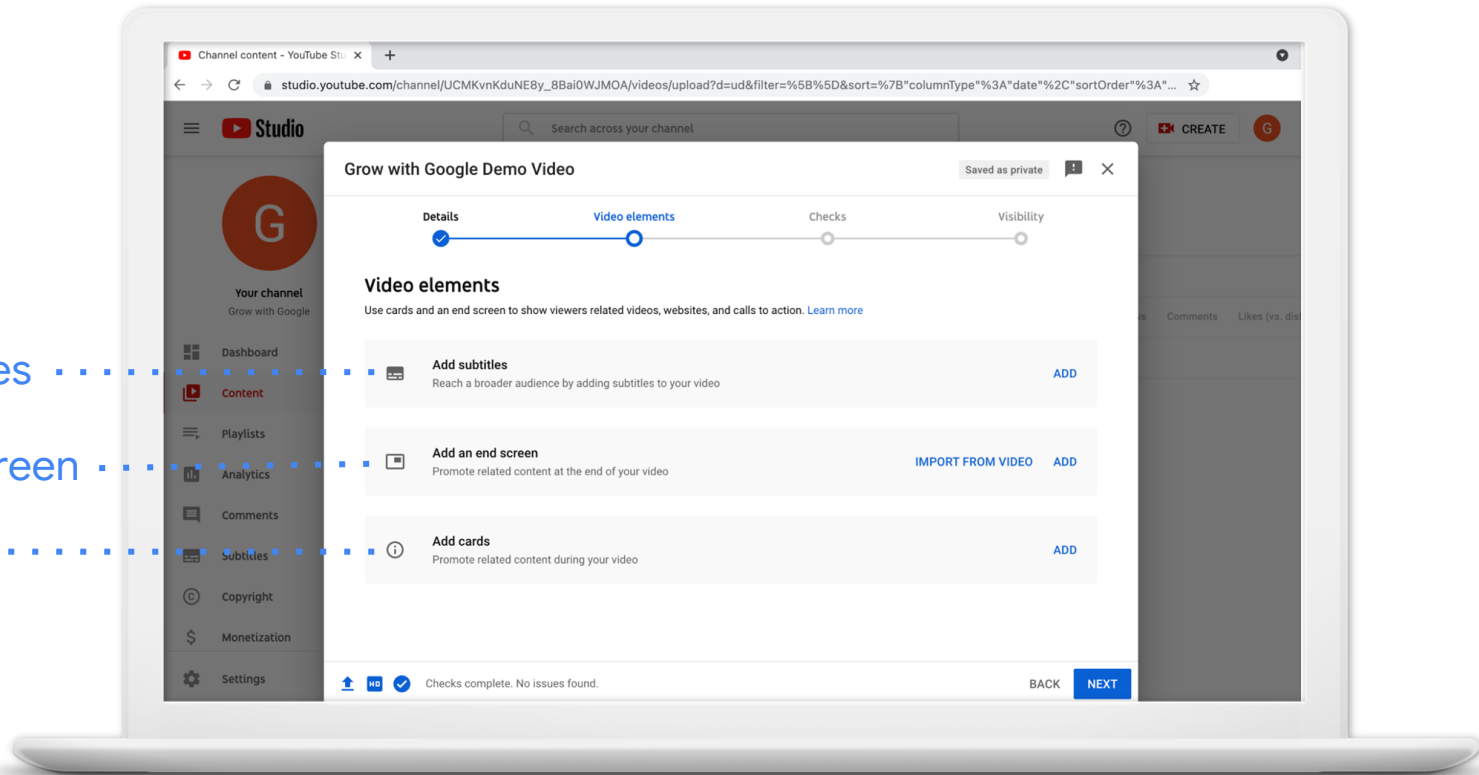
Title

Description

Thumbnail

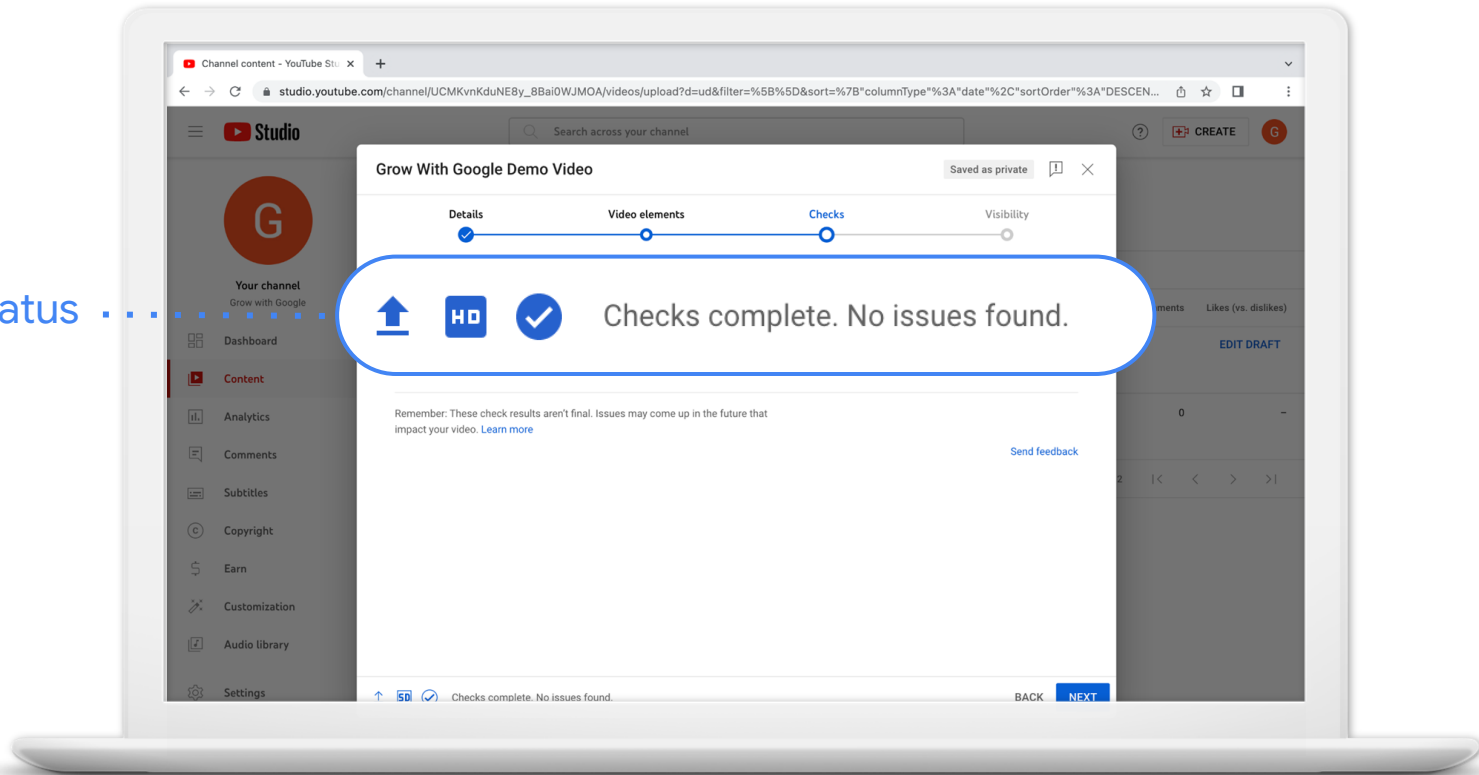


# VIDEO ELEMENTS



# VIDEO CHECKS

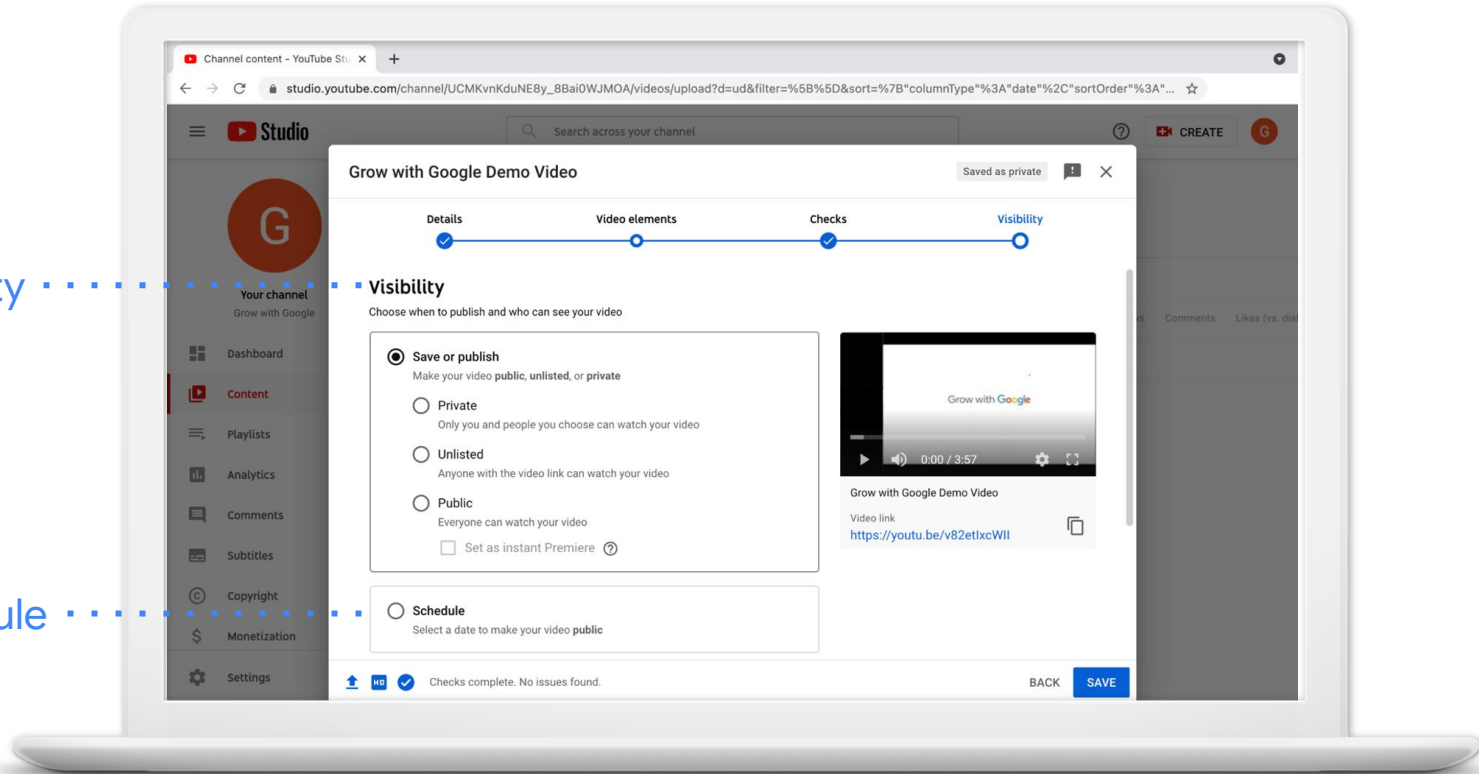
See status



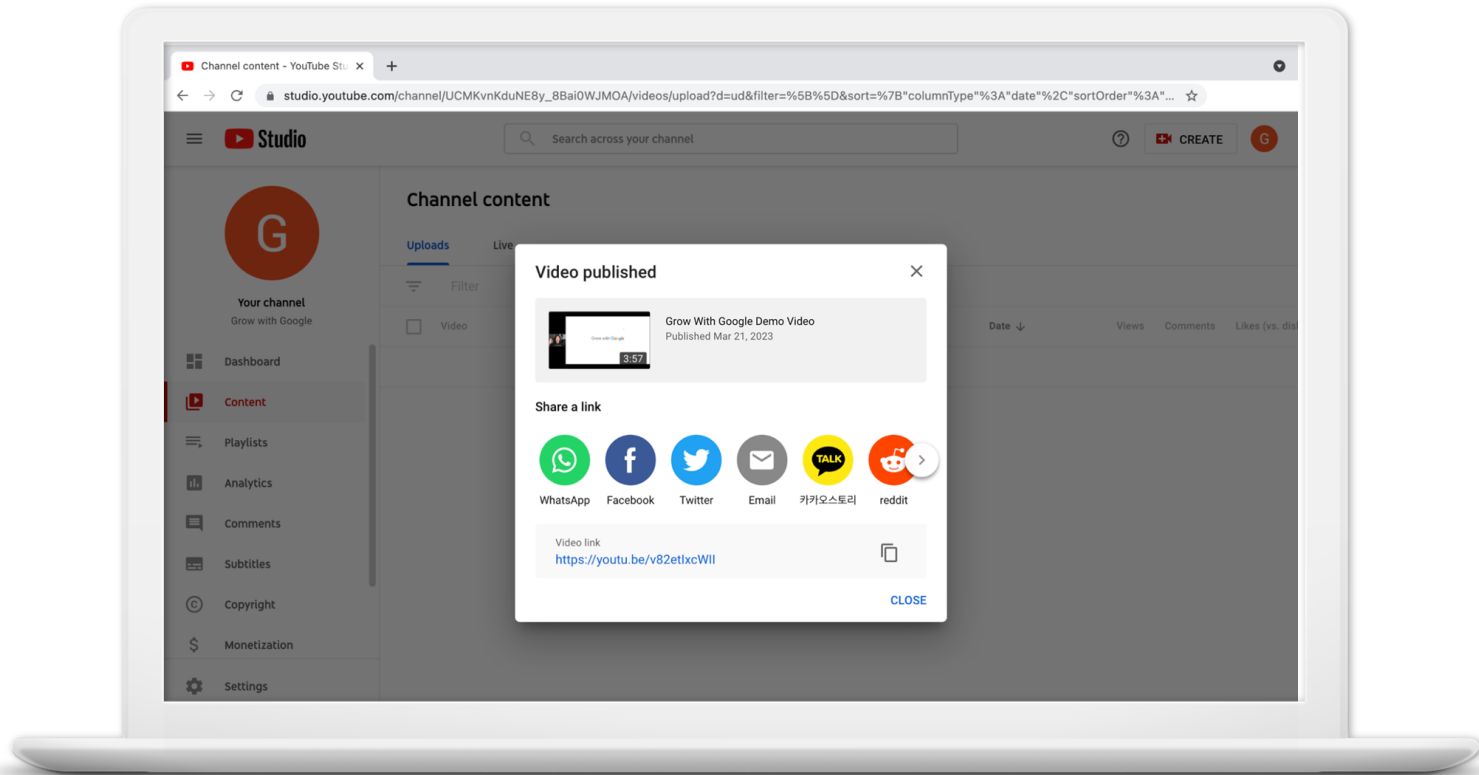
# VIDEO VISIBILITY

Visibility

Schedule



# PUBLISH AND SHARE



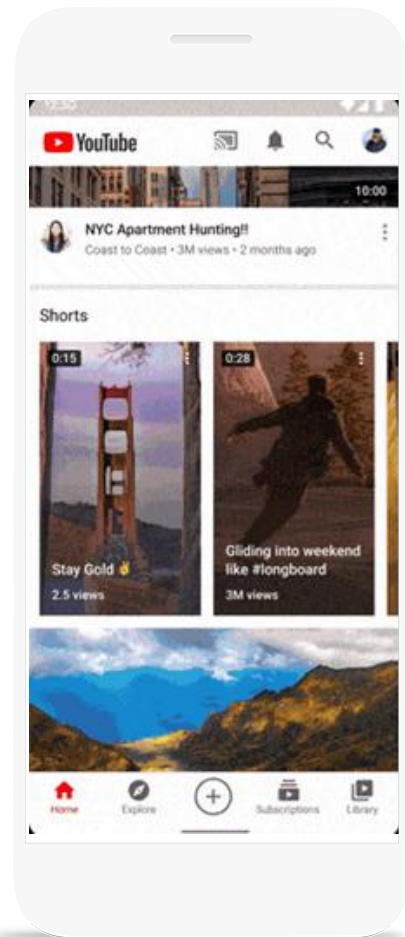
# SHORTS

A new way to watch and create short videos (60 seconds or less) using nothing but your phone.

## Quick tip:

Learn more about Shorts:

<https://youtu.be/9EJIH8kxTn8>



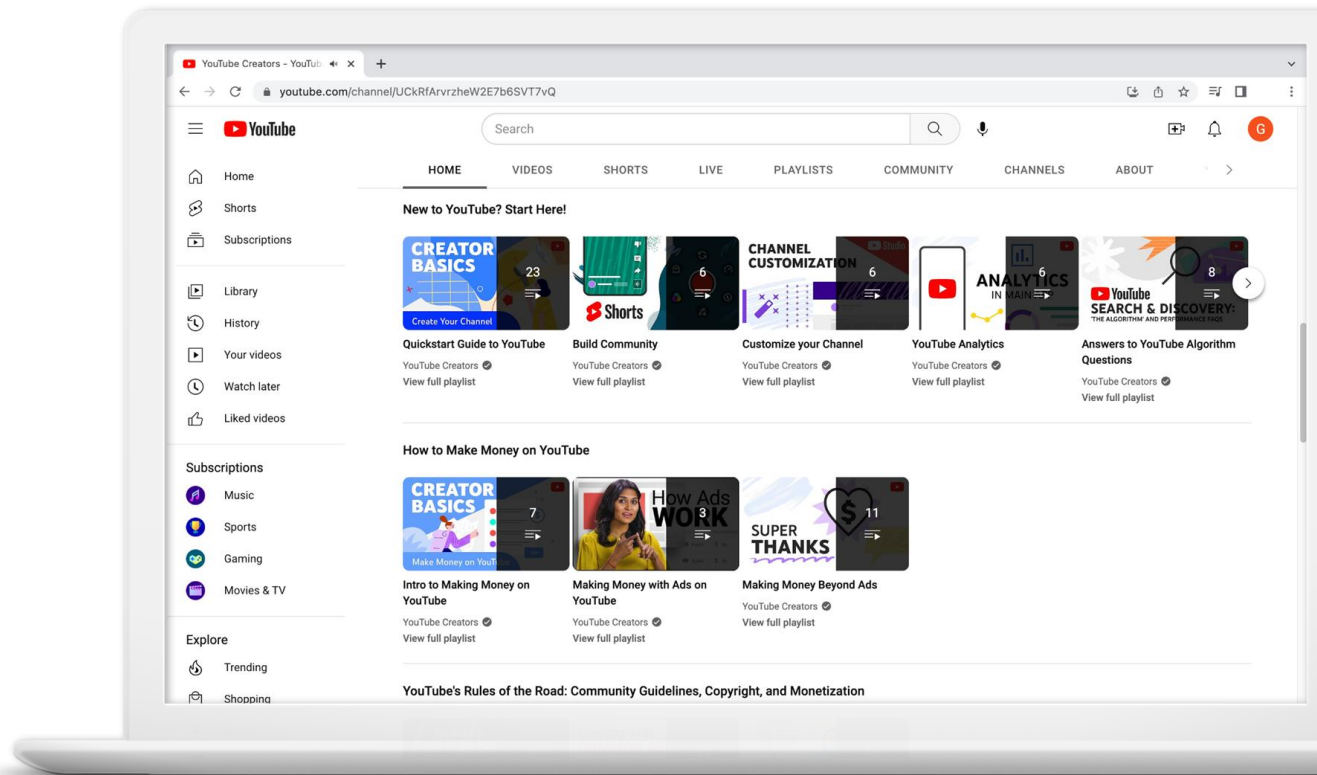
# YOUTUBE CREATORS CHANNEL

Stay in the know on all things YouTube.

## Quick tip:

Learn more at

[youtube.com/youtubecreators](https://youtube.com/youtubecreators)



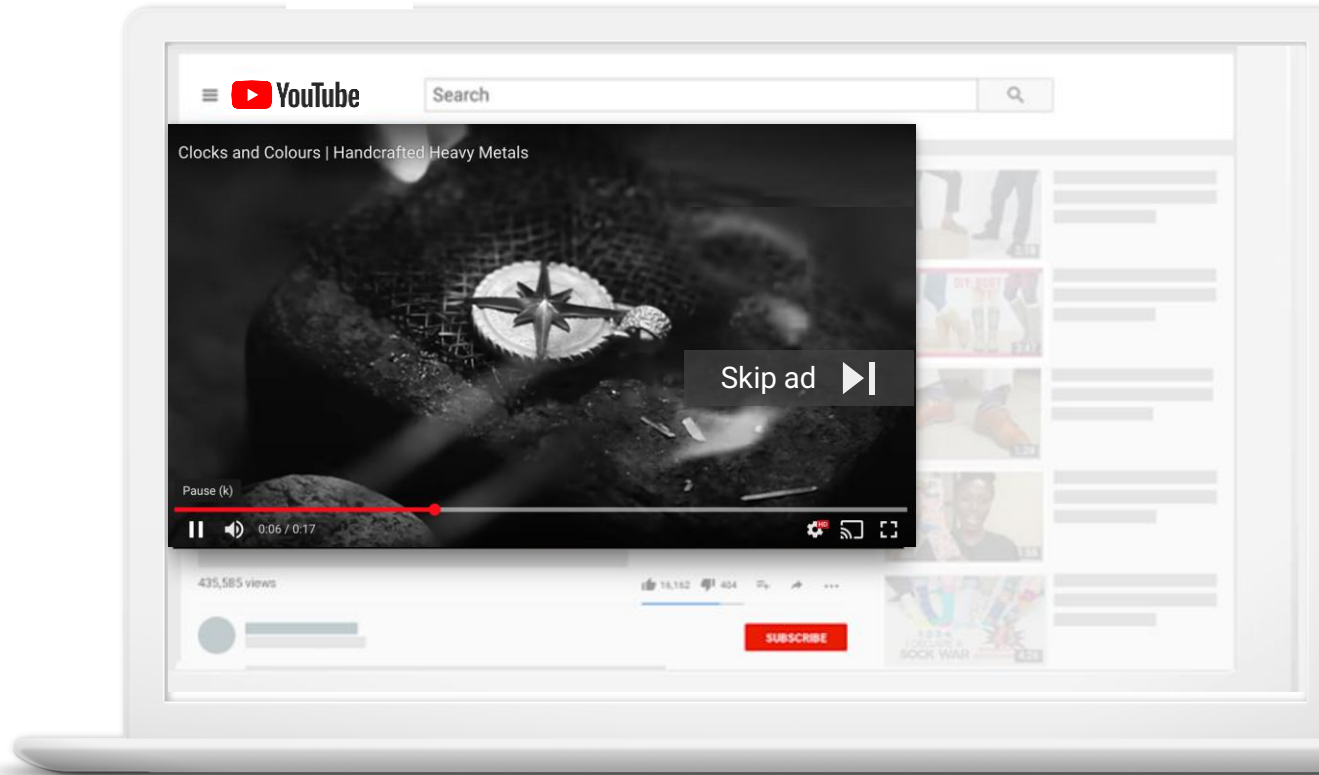
# Promote your business with video ads



# ADVERTISE ON YOUTUBE

Grow your business  
with YouTube Ads.

[youtube.com/ads](https://youtube.com/ads)



## FORMATS FOR ALL ATTENTION SPANS

- Bumper ads
- Non-skippable in-stream ads
- Outstream ads
- In-feed ads
- Skippable in-stream ads



Bite

:06 sec



Snack

:15 - :20 sec



Meal

:30+ sec

## TELL A SIX-SECOND STORY WITH BUMPER ADS

Viewers say they're 2x more likely to buy something they saw on YouTube.

### Quick tip:

Use in conjunction with skippable pre-roll ad to lower overall CPM.



## SKIPPABLE IN-STREAM ADS

After 5 seconds, the viewer has the ability to skip. You pay only if viewer watches 30 seconds or to end of ad.

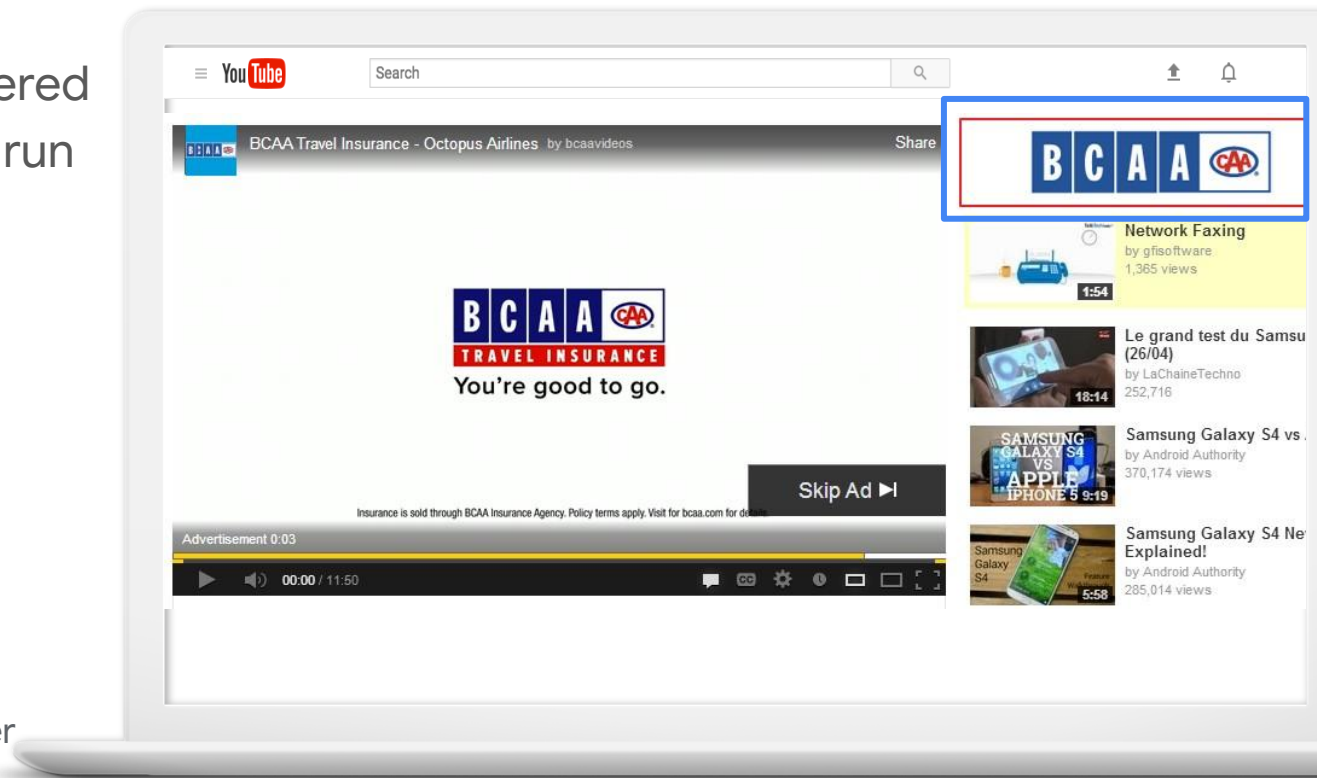
### Quick tip:

Make sure your brand name appears within the first 5 seconds.



## COMPANION BANNERS

Companion Banner offered at no charge when you run a skippable ad.



### Quick tip:

Always use a Companion Banner when running a skippable ad.

# Next steps & resources



## NEXT STEPS



Create your  
channel



Create and  
upload videos

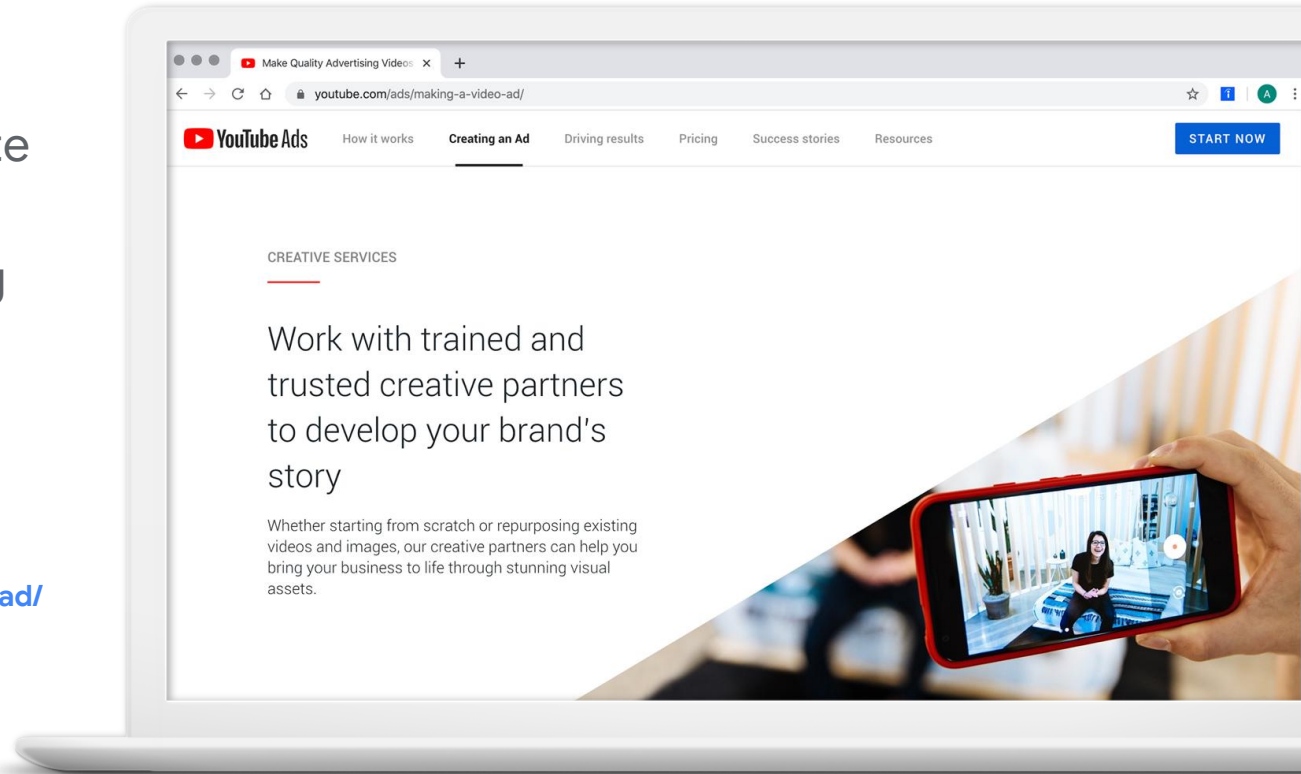


Explore additional  
resources

# WORK WITH TRAINED AND TRUSTED CREATIVE PARTNERS

YouTube's creative partners can help create stunning video ads, whether you're starting from scratch or repurposing existing videos and images.

[youtube.com/ads/making-a-video-ad/](https://youtube.com/ads/making-a-video-ad/)



# Google Career Certificates

## Entry level

NEW



AI Professional



Cybersecurity



Data Analytics



Digital Marketing  
& E-commerce



IT Support



Project  
Management



UX Design

## Advanced

Business Intelligence

Advanced Data Analytics

IT Automation with Python

[grow.google/certificates](https://grow.google/certificates)

## For small businesses

**No-cost** access to the  
AI Professional Certificate  
plus three months of Google  
Workspace Business Standard

[grow.google/business](https://grow.google/business)



Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building



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**Small Group Coaching:**  
4 Available Spots



[smartbrandkit.com/coach](https://smartbrandkit.com/coach)



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- ✓ CEO, Smart Brand System™
- ✓ Grow with Google Coach, U.S. Southwest, Google
- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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# Questions?



Grow with 



SMART BRAND SYSTEM™  
BE SEEN. BE TRUSTED. BE CHOSEN.

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**Seen. Chosen. Calibrated to actually pay off.™**

**Smart Brand System™**

