



CREATE AND CUSTOMIZE A  
YOUTUBE BRAND CHANNEL

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## Create and customize a Youtube brand channel

YouTube is the most popular video-sharing site and also the number two search engine. It allows you to easily upload and share videos with your customers and fans on your own “channel,” which is where you manage your videos. Videos help people build an emotional bond with you and your business by letting them see your business in action, your thoughts or other products and services.

# How to create a free YouTube brand channel

## 1 Sign up

Creating a YouTube account is free and easy.

- Go to [www.youtube.com](https://www.youtube.com)
- Click “Sign-in” to login or create a new account
- Click “My Channel” in the left navigation
- Follow the prompts to build your brand channel

## 2 Make quality videos

Structure your videos.

- **Tell a story.** Having a beginning, middle and end is fundamental to video structure.
- **Be authentic and honest.** Speak to people as you would to a friend.

## 3 Engage the viewer

Show compelling content immediately.

- Many viewers decide whether they are going to keep watching your video within the first few seconds.
- Attention spans can be short. The video’s content—“What am I watching?”—should be made perfectly clear in the first few moments to give viewers a reason to stick around.
- The first thing the viewer sees should be compelling, whether that is the video’s host or content. What’s the best thing about you, your business, products or services? Show people what you’re all about and what your passion is from the beginning.
- It’s important that you come across as interesting and authentic, so that people will relate to your video.
- You could address/welcome the audience, ask a question, spark the viewer’s curiosity or tease the rest of the video.

## Add branding later

- Branding and flashy intros can create a professional quality to your content, but they are not the star of the video.
  - Let the content or the personality be the star upfront. That way, the viewer has a reason to watch past the intro and continue with the video.
  - Use branding only where you think it adds value. Include your logo, business website or phone number where it's easy to see, but doesn't interfere too much with your video.
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## Direct viewers to take action

### Create clear calls-to-action

- Your videos should have a call-to-action in them, usually at the end.
- Your call-to-action is what you want your viewers to do, whether that's to come to your store, visit your site, subscribe to your channel or share your video.

### Subscribe

- If you plan to upload videos frequently, videos should have calls-to-action for the viewer to subscribe to your brand channel. That way, your customers will be notified when you put up a new video.
- Give viewers reasons to subscribe: more great videos every week, never miss an episode, etc.

### Like/Add to Favorites/Share

Asking viewers to Like, Favorite or Share your videos can make it easier for other people to discover them across the web.

- Likes of your video are like mini stamps of approval for your videos and business. The more Likes your video has, the more YouTube users will see your video as higher quality.
- Viewers who share your video on social media broadcast it to all their friends and followers.

Reminder: It is a violation of YouTube Terms of Service and Community Guidelines to incentivize clicks on video features in any way (i.e., giveaways or prizes for Liking or Favoriting a video).

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## Building a channel

Your brand channel is like the face of your business on YouTube. It's where people can discover, watch and share your videos.

### Engage. Entertain. Stand Out.

What do the Girl Scouts, Harley Davidson, Chanel, Red Bull and Walmart have in common? They all have thriving YouTube channels.

A YouTube channel makes your videos easy to watch and enjoy, in a vibrant space with your own look and feel. It's the best video solution for any business—and it's free! All you need to get started is your first video.

### **Make sure your videos promote or link back to your channel**

- Communicate to the audience in every video that what they are watching is part of a channel with similar content they might be interested in viewing.
- Include in-video calls-to-action or creative messaging/branding that highlights your channel's content, series, schedule and offerings.
- Design your video's branding, graphics and packaging to convey the overall channel's theme, topic or message to the viewer.
- Use the end of your videos, when viewers are deciding on their next click, to direct viewers to more of the videos and playlists on your channel page.
- Talk to the audience directly, or use graphics and annotations to direct them to the rest of the content on your channel.

### **Program and playlist**

- Use your annotation, playlist and call-to-action strategies to work cohesively at keeping viewers on your channel's content, improving their viewing experience, and extending their overall watch-time.
  - In addition to making great videos, be sure to create regular programming for your channel. Establish a schedule so your audience knows when to expect more content.
  - Utilize playlists to create an extended, programmed viewing experience for your audience.
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## **Types of videos**

There are lots of different types of videos you can make to engage your customers. Here are just a few.

### **How-to videos**

The how-to video helps your customers do something on their own. These are also known as do-it-yourself (DIY). Teaching your customers how to do something simple, like make a pizza or unclog a drain, shows your expertise and earns their trust. You don't have to give away trade secrets in these videos. Just show them a little more than most people would know.

### **Sneak-peek videos**

Have a new product coming out or an event coming up? Generate some excitement around it by sharing a video. Try a product demonstration or give people a glimpse of what they'll see at the event. People love to see what's new before everyone else. These types of videos get shared often, because people want to feel ahead of the game.

### **Employee highlight videos**

Do you have a great employee with a unique personality or skill? Consider interviewing them or showing off what they can do. Your employees are your best ambassadors. The more personal connections you can build with your customer, the more likely they are to try your business and come back for more.

### **"About us" videos**

Does your company have a unique story that you can tell? Were you founded 100 years ago? Do you only use recycled materials? Information that makes you unique from your competition makes people more likely to try you. Putting a personal story behind your business gives people a greater connection to you. What's the story your business can tell?

### **Customer testimonial/customer review videos**

Consider making videos that feature testimonials from satisfied customers, or customers who have stories to share about your business, your services or your role in the community.

### **Specific response/FAQ videos**

Videos that address specific questions, comments and concerns are good to make. They let your customers know you're paying attention to feedback and value their input. For example: if about five people a week email you about feature X of your widget, do a video response, upload to your channel and forward it to people who ask that question.

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## **How to shoot videos**

You should always try to shoot quality videos. However, you don't need to be a professional to do so. Here are some tips.

### **Use an HD (High Definition) camera**

Most smartphones have HD capability, as do most point-and-shoot cameras, like Nikon and Canon. Make sure you're shooting in HD. (HD is the default setting on most cameras.)

### **Use natural lighting**

Lighting makes all the difference when shooting a video. When possible, shoot outdoors (with your back to the sun). If you're indoors, turn on all the lights in the room and keep the brightest sources of light behind you. If you're going to shoot video often, consider investing in a studio light, which usually starts at \$100.

### **Use a tripod**

Keeping the camera steady makes your video more professional. But if you're shooting any of the types of videos above, use a tripod to help steady the video. Also, if you're shooting with a smartphone, make sure you always hold the smartphone sideways so that the video fills the frame.

### **Do several "takes"**

Even if you think you nailed the video on the first try, always do a few extra takes. When you watch it later, you may notice something you weren't aware of while you were focusing on the shoot, like a loud noise or someone walking in the background. It's more efficient to just shoot the video several times than it is to try to recreate the scene again later. Often, you may end up editing parts of the different takes into the final video.

### **Be yourself**

It's important to relate to your viewers. Be authentic, honest and make your message clear. Speak as you would with a friend. Often, that's all it takes to make an impact with people.

### **Choose a location**

Your store, home and local neighborhood are all potential places to shoot your video. Pick a place that is best suited to the goal of your video ad. Make sure you have permission to shoot in the location you chose and have fun!

### **Showcase your business**

Is your product or service the best thing about your business? Do you have a tagline, catchy mission statement or claim to fame? In a few words, show and tell people what makes your business yours.

### **Grab a friend**

Making videos can be more fun when you have a partner. Your friend can hold cue cards, control the camera and give you feedback as you go along.

**Keep the camera steady**

Unless you're going for a handheld look, use a tripod, a stack of books or a few bowls to make sure the camera doesn't move while you're moving. Then do a one-minute lighting and sound test to be sure you'll be seen and heard.

**Use cue cards**

Write your lines with a thick marker, then tape the cards under the camera or have a friend hold them for you. Staying on-script will help when you're ready to edit, too.

For more tips and advice on creating effective videos and channels, visit YouTube's Creator Hub section at [www.youtube.com/yt/creators](https://www.youtube.com/yt/creators).