

# How to Create a Professional YouTube Channel

## 6-18-20 Webinar: How to Create a Professional YouTube Channel

### Goal of YouTube Marketing

- Send users to your website where you can generate leads and convert visitors to customers
- Grow followers and connections
  - o Goal: get them to submit a lead gen form on your website with contact info

### Why YouTube Marketing?

- YouTube is the 2<sup>nd</sup> most popular website in the world, and the 2<sup>nd</sup> most popular search engine in the world (2<sup>nd</sup> only to Google)
- YouTube is primarily used to search for videos on the platform
  - o If someone wants a video on how to do something, they go to YouTube
- Consumers are watching more videos than ever
  - o A business not creating video content will be crushed by competitors
- YouTube marketing is a must for businesses to succeed

### What is a YouTube Channel?

- The YouTube Channel is in essence a landing page where you showcase videos.
  - o As a business person, you want to showcase videos that will help you generate business in some fashion, such as educating prospective clients.
  - o You can showcase your videos or videos created by others.
  - o Besides videos, you can also add links, and info about yourself or your channel for visitors to explore.

### What is YouTube Studio?

- YouTube Studio is where you manage your channel, get insights that help you grow, and stay updated with the latest news.
- Most importantly, you manage your videos and playlists in YouTube Studio.

### How to set up a YouTube Brand Account for your business

- Sign in to YouTube on a computer or using the mobile site.
- Go to your channel list.
- Choose to create a new channel or use an existing Brand Account:
  - o Create a new channel by clicking Create a new channel.
- Fill out the details to name your new channel and verify your account. Then, click Done. This creates a new Brand Account.
- Reference
  - o <https://support.google.com/youtube/answer/1646861?hl=en>
  - o <https://support.google.com/youtube/answer/2897336>

### How to Navigate to Your YouTube Channel and Design Studio

- Navigate to your YouTube Channel
  - o YouTube.com > Click on your Profile icon (top right) > Your Channel
- Navigate to your YouTube Studio
  - o YouTube.com > Click on your Profile icon (top right) > Your Channel

# How to Create a Professional YouTube Channel

## How to Optimize Your YouTube Channel

- Go to your channel and click “Customize Channel”
  - o Click the cog on the right under the banner
    - Enable “Customize the layout of your channel” and Save
  - o Again, click the cog on the right under the banner
    - Click “Advanced Settings” and optimize the page
  - o Edit the channel art
    - <https://support.google.com/youtube/answer/2972003?hl=en-GB>
  - o Click each page in the menu under your business name and optimize the page
- Go to your YouTube Studio, click “Settings” and optimize each tab

## How to Use Playlists to “Beef Up” Your Channel

- Put your videos in multiple playlists, then display the playlists on your YouTube Channel
  - o Create playlists with titles important to your industry (keywords)
- Put videos of non-competitive industry leaders into playlists, and display them on your channel
- Put videos of partners in a playlist, and display it on your channel

## Showcase Partners on your Channel as Marketing Strategy

- Increase visibility and reach: show partner’s videos on your channel, and they should you videos of their channel
- Solidify partner relationships, and increase referrals
- Promote partners on video end screens when they feature your video on their channel

## More Info

- <https://support.google.com/youtube/answer/2972003?hl=en-GB>
- <https://support.google.com/youtube/answer/1646861?hl=en>
- <https://support.google.com/youtube/answer/2897336>
- <https://support.google.com/youtube/answer/3027950?hl=en>
- <https://support.google.com/youtube/answer/7477160?hl=en>
- <https://buffer.com/library/create-a-youtube-channel/>
- <https://www.searchenginejournal.com/youtube-beginners-set-up-channel/349814/>
- <https://blog.hubspot.com/marketing/how-to-create-a-youtube-channel>