

YOUTUBE 101 **HOW TO SET UP A BUSINESS CHANNEL**

QUICK-START GUIDE

A YouTube Business Channel is a high-impact way for you to sell more products, demonstrate services, and help customers know what to expect. Here's how to get started:

SIGN IN WITH A GOOGLE ACCOUNT

Your username and password for other Google products, like Gmail or Drive, works on YouTube, too. Sign in at www.youtube.com

SIGN IN 

ADD A BUSINESS CHANNEL

Click your icon in the top right then click "My channel". Follow the prompts for "Create a new channel". Add your business details — be sure to use what is most familiar to your clients, especially if you've already branded truck wraps or handouts.



BRAND YOUR NEW CHANNEL

Click on your business channel name. The wide banner at the top will display your name and can be changed to a photo or graphic design. YouTube recommends sizing it at 2560 x 1440 pixels.



START POSTING

You know what your customers need most. Video tutorials, testimonials, big reveal projects, and DIY tips are just a few types of videos that get a lot views.



STAY IN TOUCH

We love seeing what our products can do! Tag us so we can share the love and help you reach even more customers. Just type "@BelgardHardscapes" after your description before hitting "Post".

