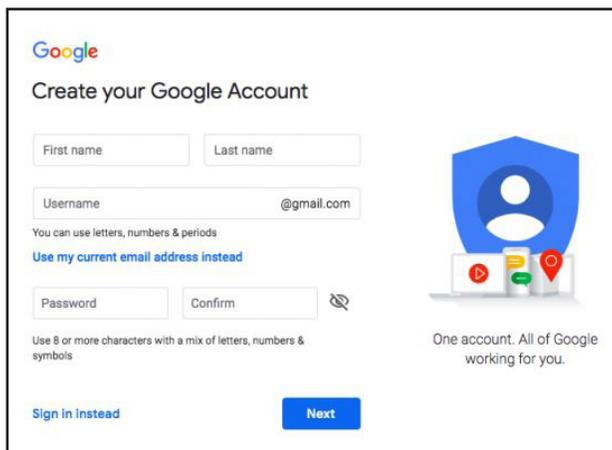


# HOW TO CREATE A YOUTUBE CHANNEL FOR YOUR AGENCY

YouTube is a great platform for sharing videos with your customers! Videos on YouTube are easy to share on your website and via email, so it's a useful place to keep your content. If you'd like to introduce more video to your marketing mix, follow these steps to create a YouTube channel for your agency.

## Step 1: Create a Google™ Account

If you've ever signed into Gmail or any other Google service, you already have a Google account. In this case, skip ahead to the next step. If you don't already have a Google account, here's how to get one:

A screenshot of the Google Account creation page. It features the Google logo at the top left, followed by the heading "Create your Google Account". Below this are input fields for "First name", "Last name", "Username" (with "@gmail.com" as a placeholder), "Password", and "Confirm". A link "Use my current email address instead" is positioned above the password fields. To the right is a blue shield icon with a person silhouette and a laptop with social media icons. At the bottom, there is a "Sign in instead" link and a blue "Next" button. Text at the bottom right reads "One account. All of Google working for you."

A. Go to **MyAccount.Google.com**.

B. Enter your details and click **Next**. Then you're all set!

## Step 2: Create a YouTube brand account

Your Google account automatically gives you a personal YouTube account. However, to create a YouTube account for your agency, you'll want to set up a brand account.



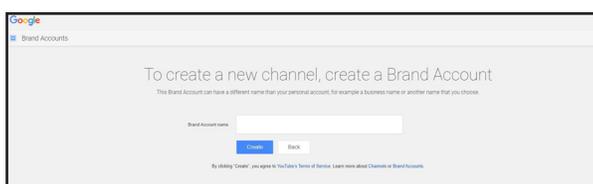
A. Go to **YouTube.com**.

B. In the top right corner, click **Sign In**.



C. Sign in with your Google account: Enter your info and click **Next**.

D. Go to **YouTube.com/channel\_switcher**.

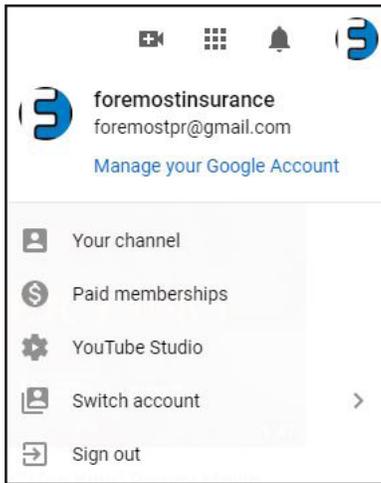
A screenshot of the "Brand Accounts" page. It has the heading "To create a new channel, create a Brand Account" and a sub-heading "This Brand Account can have a different name than your personal account, for example a business name or another name that you choose". Below is a text input field for "Brand Account name" with "Create" and "Back" buttons. At the bottom, there is a small link: "By clicking 'Create', you agree to YouTube's Terms of Service. Learn more about Channels or Brand Accounts."

E. Click **Create a new channel**.

F. Enter your agency's name and click **Create**. After that, your new channel is ready to go!

### Step 3: Customize Your Channel

Here's how to update your channel with your agency's information and branding:

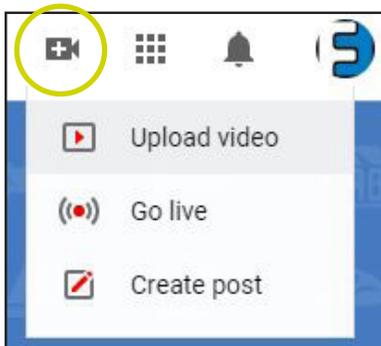
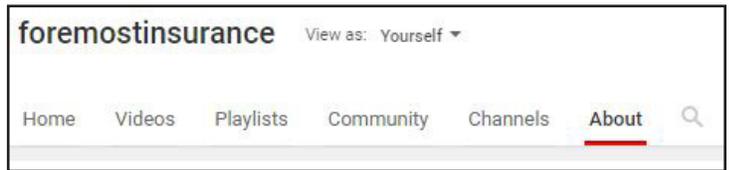
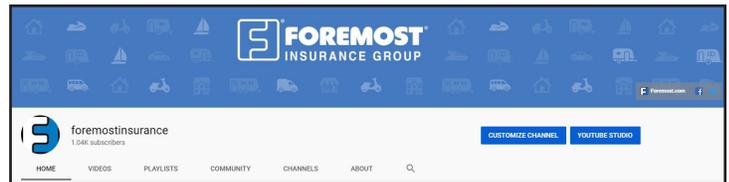


A. On the YouTube.com homepage, click the icon in the top right corner. If you're already using your agency's channel, click **Your channel**. If you need to switch from your personal account to your agency's account, click **Switch account**, select your brand account, and then click **Your Channel**.

B. Click **Customize Channel**.

C. Click the **About** tab. From here, you can update your:

- Profile and cover photos
- Channel description
- Contact email
- Links to your website and social media pages



### Step 4: Upload a Video

It's the moment you've been waiting for—follow these steps to upload a video!

A. Click on the **Create a Video or Post** button at the top of your screen.

B. Click **Upload video**.

C. Select the video you'd like to upload from your computer.

D. While your video uploads, add a title and a description. Make sure to include relevant keywords in your video description.

E. Click **Publish**. Then you're all set! Your video is public and available to view or share.

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