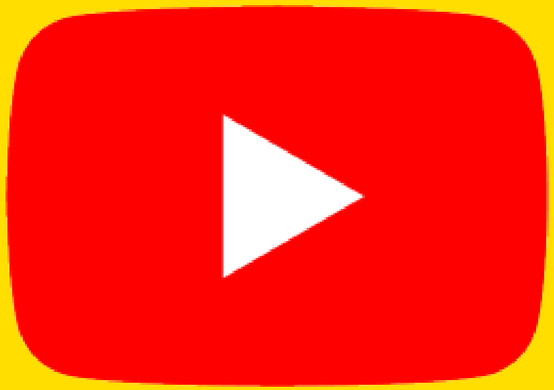
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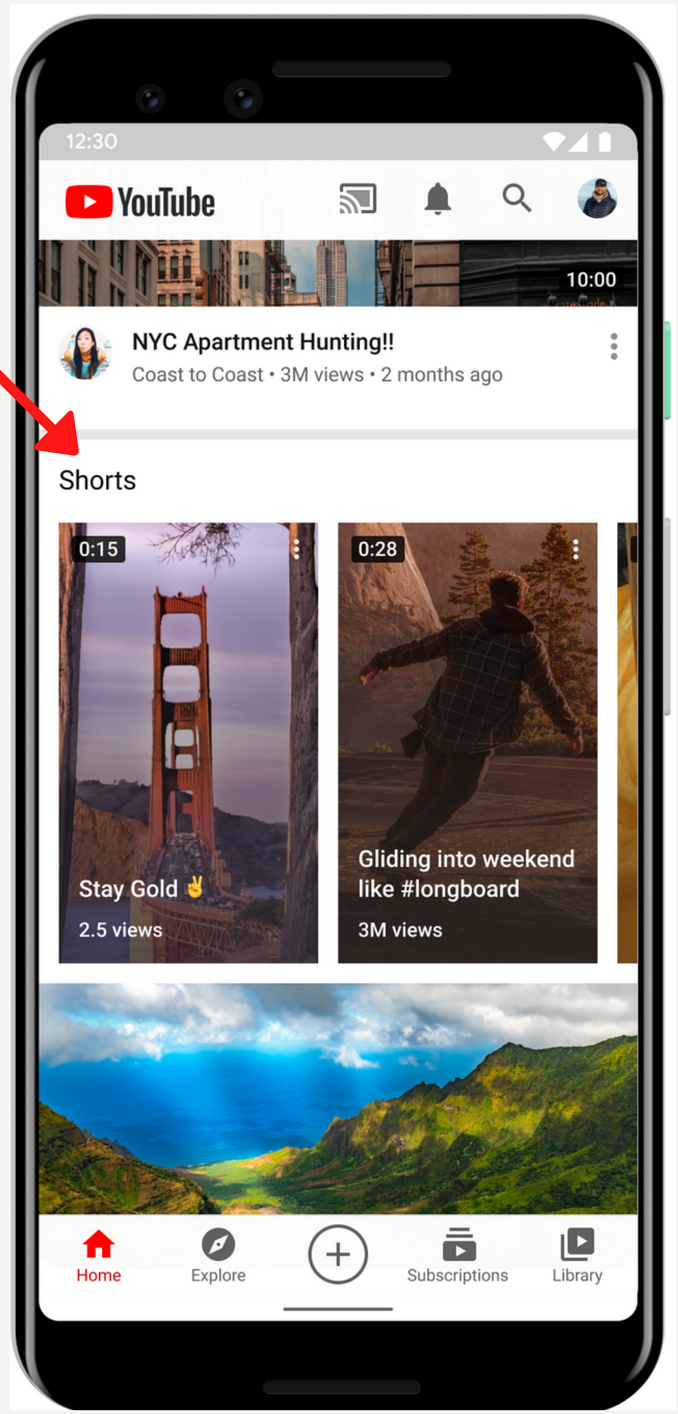
YouTube Shorts Playbook for Marketers

The essential rules for success

YOUTUBE
SHORTS
PLAYBOOK



YouTube



What is a YouTube Short?

YouTube's new feature to make short videos.

Requirements to create Shorts:

- Any vertical or square video 60 seconds or less
- Vertical or square format
- Add #Shorts in title or video description
- Use any device you prefer to film and upload the video

How to optimize Shorts?

Add

- tags
- description text
- cards
- end-screens (if longer than 25 seconds)*
- #Shorts in the title and/or video description



*Cards and end screens don't appear on YouTube homepage Shorts shelf. They only appear when watching on the desktop.

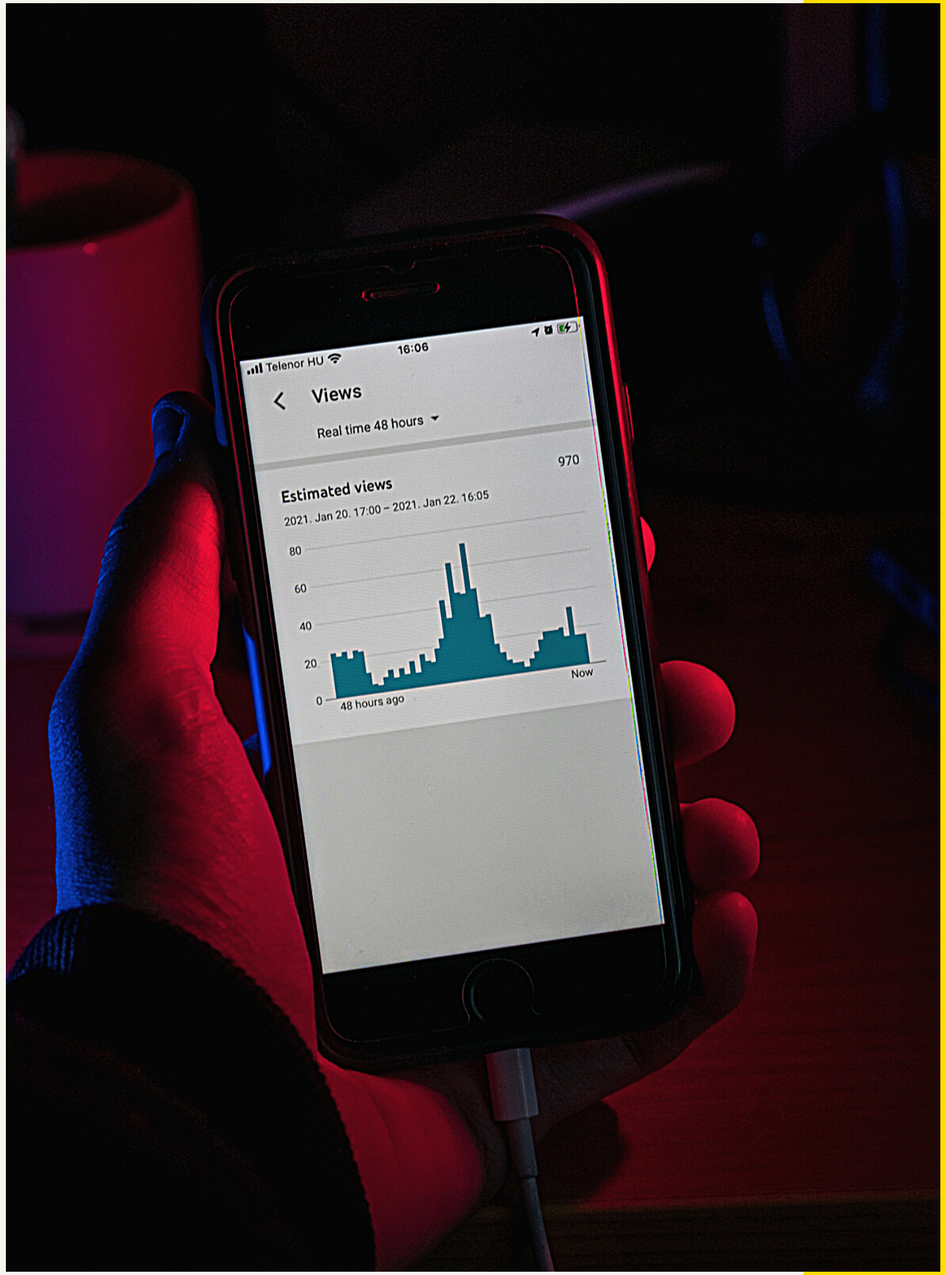
Learn how to optimize your videos, get a free YouTube channel audit: **https://bit.ly/YTChannelAudit**

How to promote Shorts?

You can promote YouTube Short videos via

- playlists
- end-screens
- cards and in many other ways on your channel.

Cross promoting within and across your channels will help you grow faster.



Learn how to optimize your videos, get a free YouTube channel audit: **https://bit.ly/YTChannelAudit**

3 reasons why you need to make Shorts?

1:
Homepage Shelf

YouTube has a dedicated shelf on the Homepage on the YouTube app version. You may have the chance to be featured on the homepage and gain a lot of views!

2:
Audience Reach

By creating Shorts you can reach different audience types. I.e; Gen Z loves watching short videos (Like TikTok!) and you are most likely to find Gen X on YouTube rather than on TikTok. So you can hit two birds with one short!

3:
Content Experience

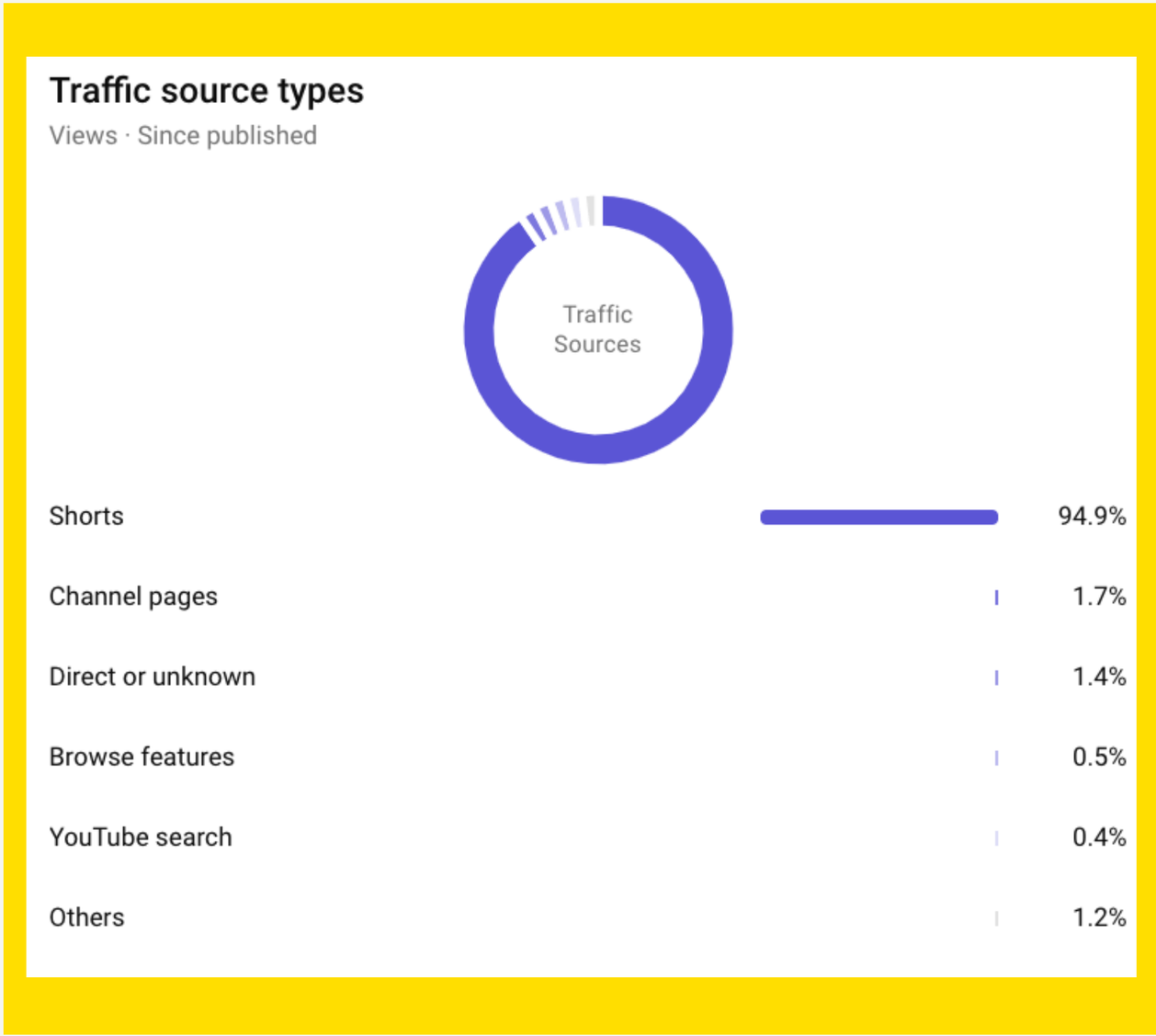
You will have the chance to present a wide range variety of videos by starting to create Shorts. Alongside your long and rectangular format videos, you can extend your content with trendy Short videos.

YouTube Analytics

YouTube started showing Shorts on YouTube Analytics. If the traffic comes from Shorts, it will be shown as Shorts.

Impact on watch time

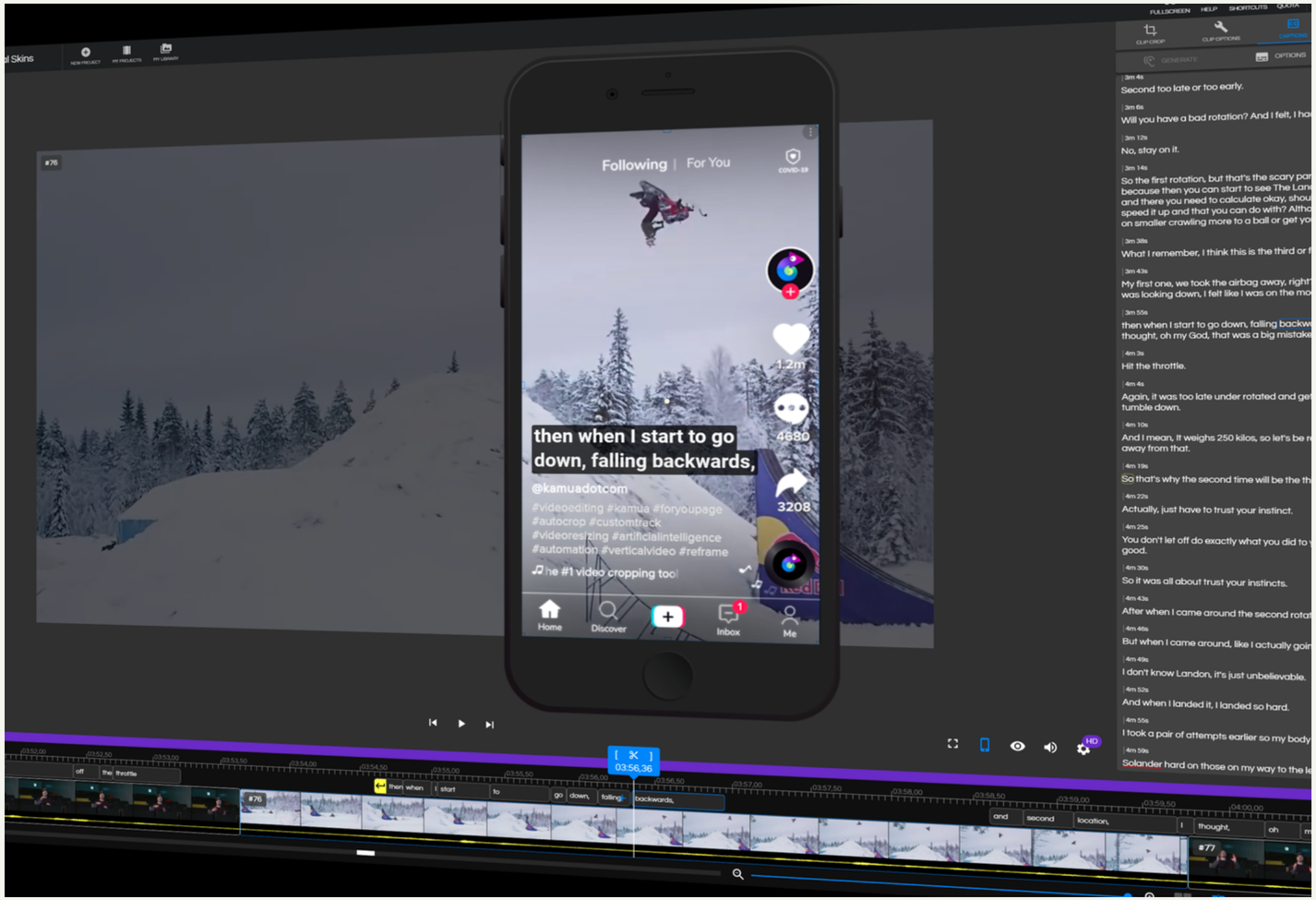
If someone watches a Short on your channel, it will count towards your watch-time. However if your Shorts are watched in the YouTube Shorts section of your homepage, it will not count towards your watch-time

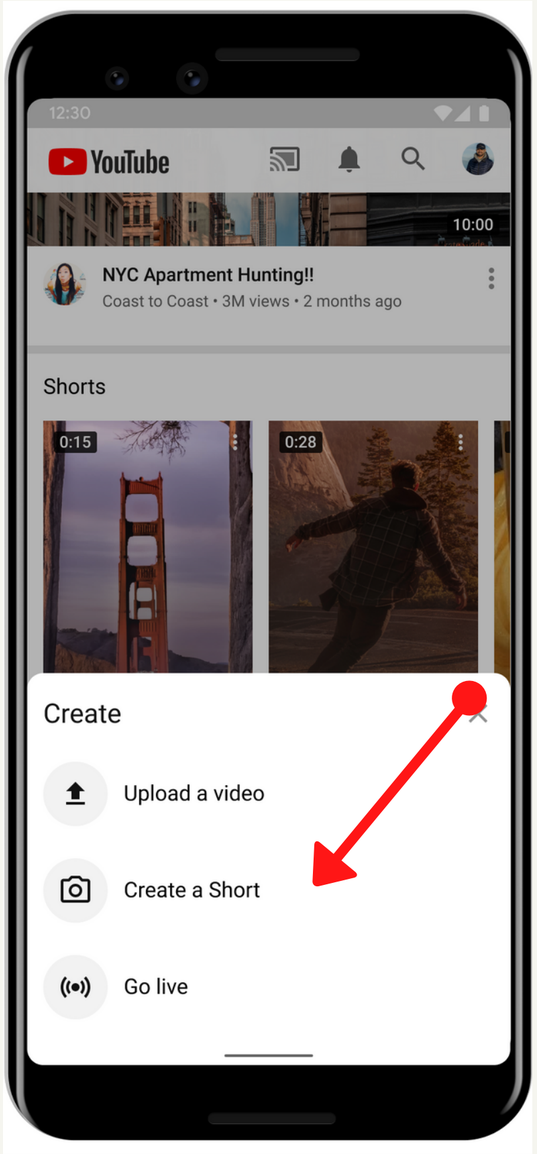


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Creating and repurposing content

You can create Shorts straight from your phone or in any video creation app.
If you find creating new content challenging or time consuming, then repurposing your previous videos is the way to go. You can use browser based repurposing tools like Kamua to help you convert your existing landscape videos into YouTube Shorts.





New 'Create a Short' functionality

- In September 2020, YouTube launched a new section for Shorts on the YouTube app in India. On the app, under the ‘Create’ section YouTube added a new button called, ‘Create a Short’.

- This category hosts new camera tools, speed, music and time options and enables the users to make 15 seconds long videos. In March YouTube launched this new icon in the US. You can expect to have this icon in your country soon...

Content & Community

Observe

To understand what type of content is performing well and making it to the homepage, keep a closer look at the Shorts shelf.

Engage

Make sure to respond and engage with the community. Respond, comment, like. Be active!

YouTube Shorts in a nutshell

- ✔ Be a pioneer and start creating Shorts now!
- ✔ Promote your Shorts using your current content*
- ✔ Repurpose your current content**
- ✔ Reach a wider audience and gain more views with Shorts
- ✔ Be in with a chance of being featured on the YouTube homepage

*Check how your channel is performing with a free YouTube audit: https://bit.ly/YTChannelAudit
**Quickly convert your traditional YT videos to Shorts using AI: https://kamua.com

Founded by Ex Google/YouTube Executives, BuzzMyVideos is a leader Premium Service provider for Brands, Record Labels, Publishers and Creators on YouTube.

Website

www.buzzmyvideos.com

Email address

buzzmymedia@buzzmyvideos.com

Free channel audit

https://bit.ly/YTChannelAudit

Kamua is the #1 tool for repurposing Desktop videos for Mobile. It uses AI automation to rapidly convert widescreen to vertical and square formats, with automated captions as well. More than 1,000 companies from 130 countries use Kamua.

Website

https://kamua.com/

Email address

hello@kamua.com