

YOUTUBE FOR CPG BRANDS ROADMAP FOR GROWTH



With over 1.3 billion subscribers and ranking as the world's second-largest search engine, YouTube marketing makes sense for your CPG brand.

YouTube represents the world's second-largest search engine behind Google, so consumers are likely “looking” for your brand's products or something similar on this platform.

**HERE IS A VISUAL ROADMAP TO HELP YOUR CPG BRAND CREATE
A CHANNEL AND START GETTING EYES ON ITS CONTENT.**



HOW TO SET UP A YOUTUBE CHANNEL

The goal of YouTube channels for CPG marketing is to build up a subscriber base and boost awareness through video marketing. Indeed, this should be the whole point of your YouTube marketing strategy.

Take a look at some of the most popular channels before initiating your channel: from [National Geographic](#) to [TedEd](#), to your favorite musician, everyone these days has a channel. To get started on your own YouTube marketing channel, follow these steps.

STEP 01

CREATE AN ACCOUNT

Creating an account is the same process as if you set up a personal account. You'll need a Google account with your business email address.

Once you've set up your account. Go to the YouTube homepage and click on the top right avatar icon. Select "My channel" from the drop-down menu. Click "Use a business or other name," which leads you to a new screen.

Fully edit your account to include descriptions about your brand, pictures, and high-quality videos. Use SEO whenever possible to improve searchability. Make sure your title matches the content. If your video is about a particular product, such as [Quaker Oatmeal Squares](#), say so.



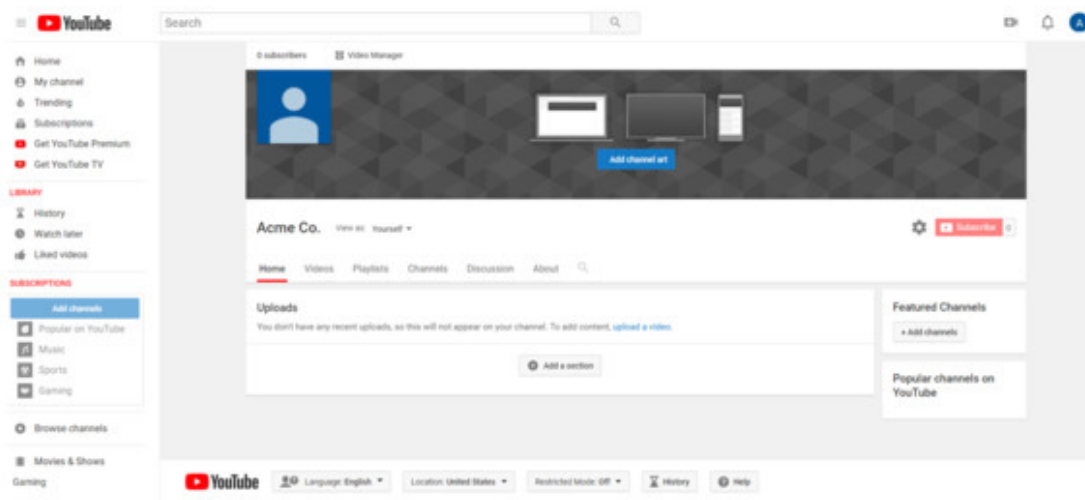
STEP
02

CUSTOMIZE YOUR CHANNEL

CPG branding standards on your YouTube marketing channel should reflect across every posting, just as it would for any social channel. The dimensions for your images must follow YouTube standards:

- ▶ Channel icons should be 800x800 pixels
- ▶ Channel banners should be 2560x1440 pixels

Use high-resolution images instead of pictures that could become distorted or get cut off. [Canva](#) is a good resource to use for this process because it has templates specifically for YouTube. Note that clicking back on the “Customize Channel” drop-down gives you a good picture of what you should be working on at this point.



Channel descriptions aren't rocket science. However, they should include:

- ▶ A brief mission statement
- ▶ A call-to-action
- ▶ A point of contact, such as a business email
- ▶ Links to your homepage, social profiles, or other go-to's for your CPG brand (you can add up to 5 links with 30 customizable hyperlink characters)

STEP 03

CREATE THUMBNAILS

Creating clean, rich, interesting videos for CPG branding isn't enough. You should also optimize your thumbnails. This is a small detail often missed by YouTube marketing neophytes. Add animations, pictures, designs, colors, and an eye-catching title to entice your subscribers.



STEP 04

GET INVOLVED

The key to any CPG branding effort on social media is to make appropriate use of the marketing strategy. With YouTube, your brand can subscribe to other appropriate channels as well as highlight featured channels and liked videos on your social posts along with your new customized YouTube marketing channel.



Upload to your channel regularly and, to build subscribers, work on promoting your channel daily. Consider the [possible partnerships in the campaign below](#) to get a sense of the cross-promotion that is available on YouTube.

STEP 05

INCLUDE A CHANNEL TRAILER

A channel trailer video is an introduction to your channel that can introduce first-time viewers to your channel and your brand. [Check out this short video](#) to get a sense of what works well.





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Hangar12 is at the forefront of CPG marketing strategy and more.

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