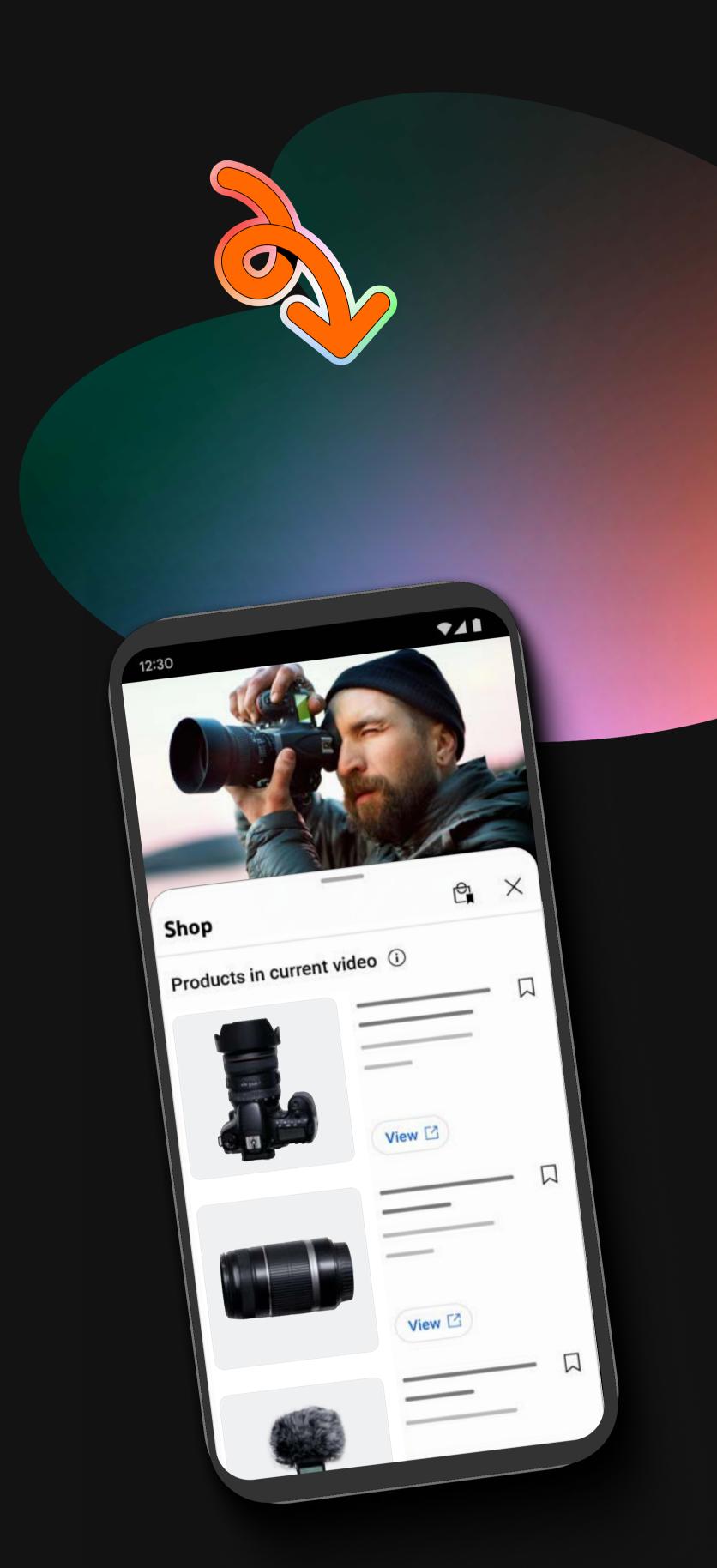


YouTube Shopping

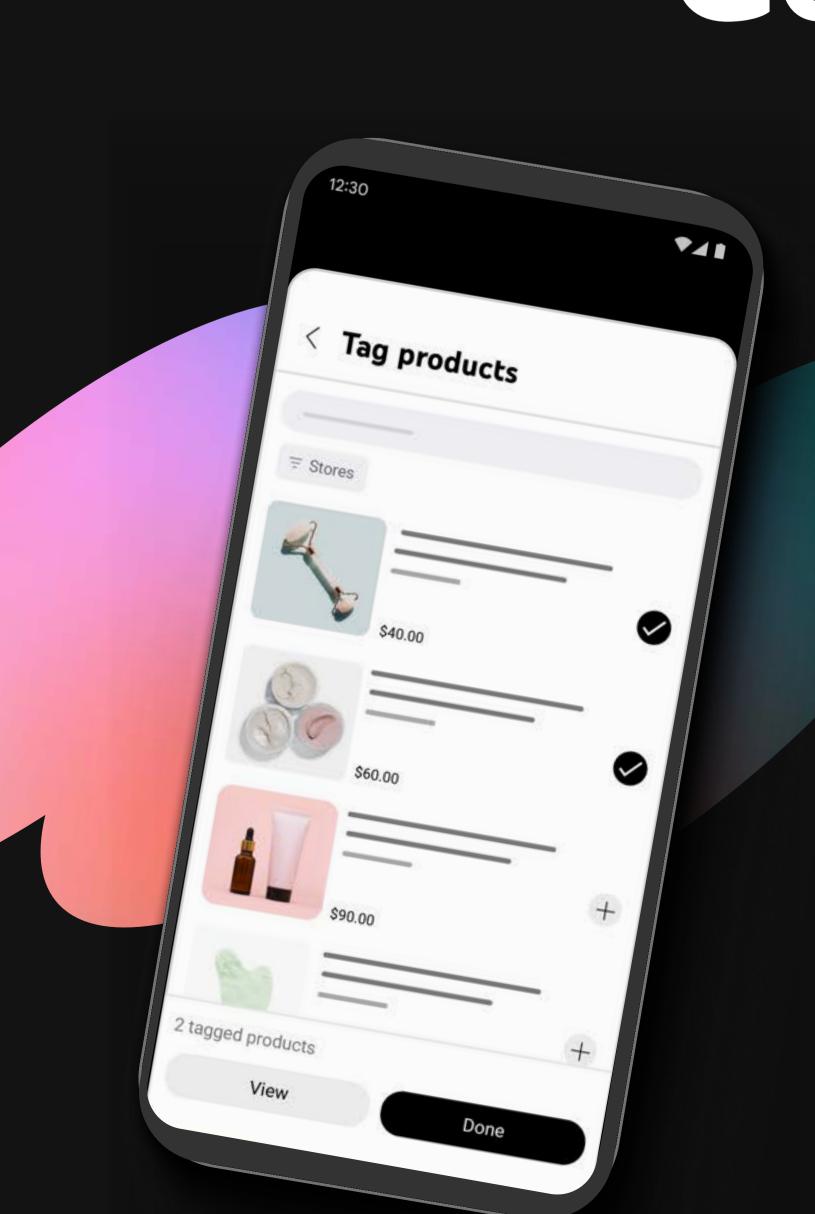
# Creator Starter Pack

### If you're reading this then you're up to something big - and we can't wait to be a part of it!

Getting your channel set up for Shopping is a big step, and a fun one. To help you every step of the way, we've put together a starter pack, filled with resources you might need including set up tips, best practices, and fun elements to add to your content. So whether this is your first time opening up shop or you already know the ropes, we hope we can help make your YouTube Shopping experience just as enjoyable as the content you create.



# Getting Started



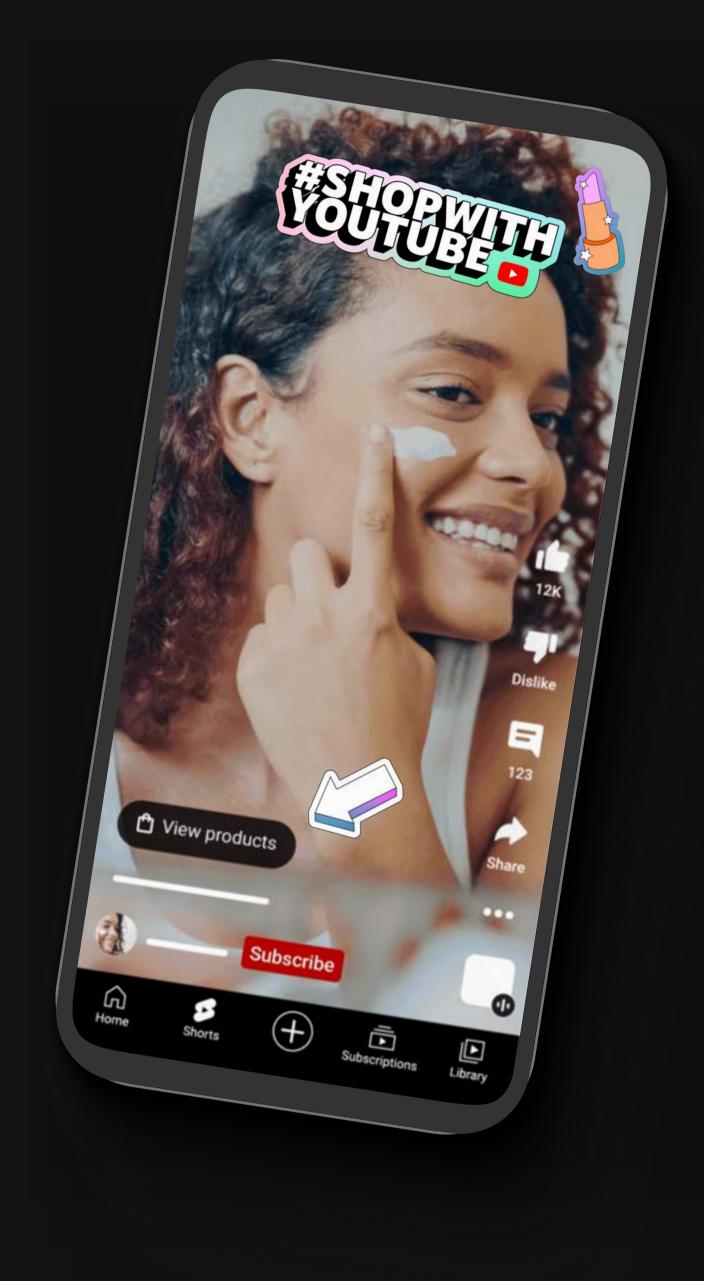
1) Check if your channel is eligible for Shopping. **Check Eligibility** 

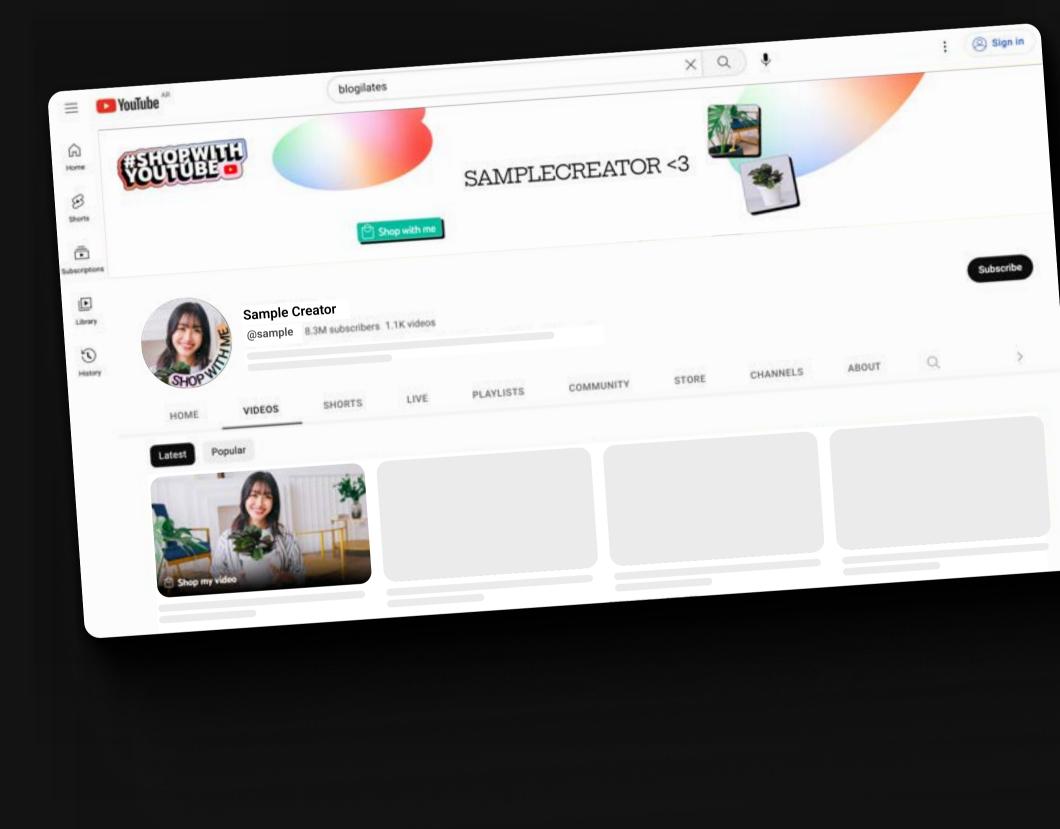
2 If you're eligible, hooray! It's time to start tagging products on your

> new and existing videos. **Tag Products From Other Brands** Tag Products From Your Own Store

### Make It Easy For Your Fans To Shop Below are a few tips to help you get started.

**Download Templates** 





mentioned in your video. Give your fans a call to action either in your video or in your description.

Share with your fans that they

can buy the products

Here's an example: "All the products I mentioned can be shopped from this

video! Click the shopping button on the bottom of the video to get started."

Show them where they can purchase the products directly within your videos. Point to where the shopping button appears or use

arrow stickers to give a visual guide. When creator,

YouTube Brackets, added a Call-To-Action sticker to their content, they drove more than a +250% increase in CTR compared to the channel average\*. Provide cues on how they can

Your channel icon, channel cover photo, and even your video thumbnails are all great opportunities to let everyone know they can shop your content. Here are a few customizable templates to get you started.

now shop with you

**Download Channel Templates** 

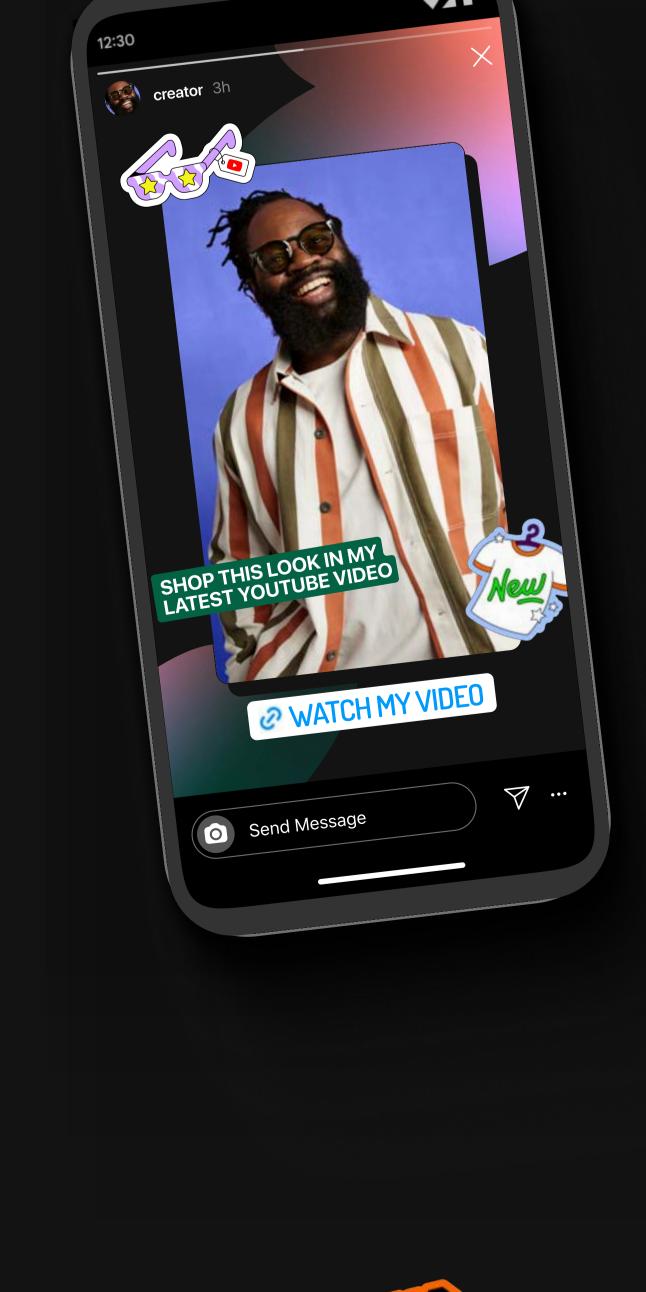
\*YouTube Internal Data, US, Jan-May 2023

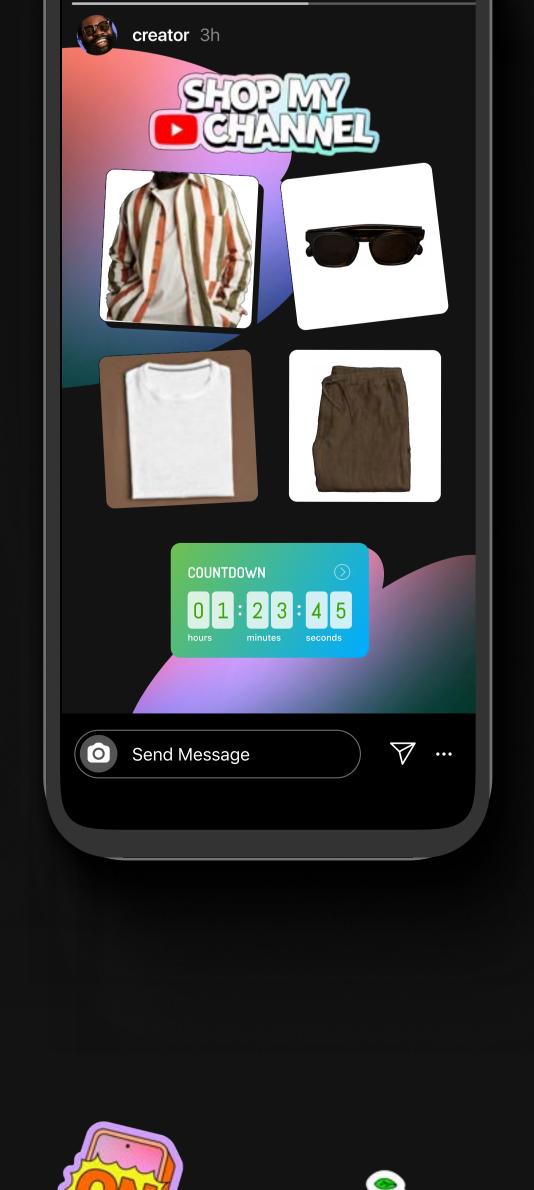
### Tease your video content. Drop behind the scenes previews of your process or products to start building curiosity. Shorts are a great way to do this. You can also

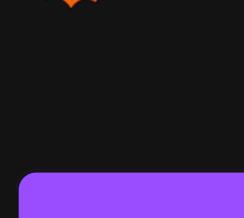
Tease & Promote

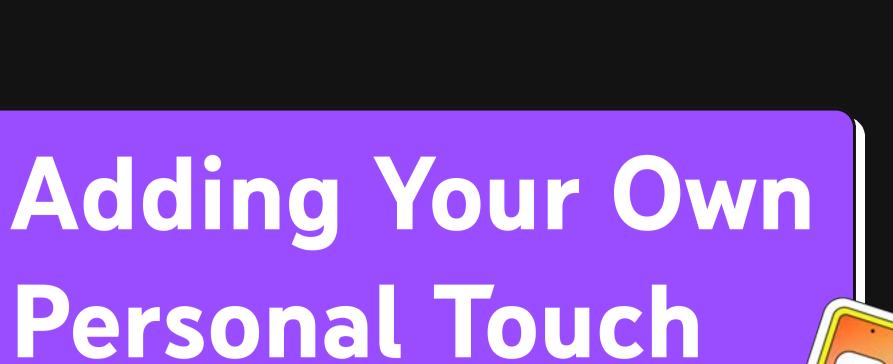
**Download Social Media Templates** 

post your video on social!









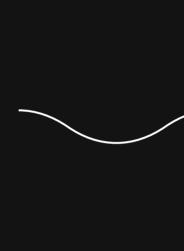
Adding stickers to your content, social posts, or profile adds visual interest, grabs attention, and shows what your video is about. Check out our stickers below or search "Shop with YouTube" on social platforms that partner with GIPHY to see a few of our favorites.

View Sticker Pack on GIPHY Download Sticker Pack









Don't Forget...

Help your viewers shop your videos quickly and easily by only tagging products you've mentioned.

If you're tagging products from our affiliate program,

EXCLUSIVE





### Tag Relevant & Helpful Products

check out some best practices **HERE**.

## Be Transparent

on the video.

HERE.

Learn From Your Peers Check out how a few creators are integrating shopping into their content.

product lines are using YouTube Shopping

featuring creators in the affiliate program

Read how some creators with their own

Need inspiration? Check out this playlist

HERE.

Your store is your space to connect with your viewers and build your community so have fun with it!

Viewers appreciate honesty and authenticity.

Demonstrate how to use the products and your

honest opinions. If you received payments, free

products, or are earning commissions through

the video, clearly disclose that and let viewers

know how they're supporting you by shopping

### Use the Hashtag

people! All you have to do is add the

description boxes.

hashtag #ShopwithYouTube in your titles or

#ShopwithYouTube Show us your best shopping content and potentially get featured in future marketing activations, sharing your content to more



We can't wait to see what you create. YouTube Shopping