

# **CREATING A BRANDED YOUTUBE CHANNEL**

**GLUTUBE**

# **BRANDING YOURSELF ON YOUTUBE**

**The most famous brands in the world are identified on their logos.**

**Your brand, on YouTube, gives people a way to easily identify you. Since images are so powerful, YouTube provides a way for your fans to emotionally connect with you.**

**You want them to know who you are and subscribe to  
YOUR brand**

# **BRANDING YOURSELF ON YOUTUBE**

**Greatest Resource: The Creator's Playbook**

**<http://www.youtube.com/yt/creators/playbook.html>**

**Strategies outlined for channel succes.**

# **BRANDING YOURSELF ON YOUTUBE**

**Social networking has become easier with YouTube. You can brand yourself within your account.**

**What you'll need to do is to design a custom YouTube background (similar to Twitter backgrounds) that promotes yourself and your brand.**

# BRANDING YOURSELF ON YOUTUBE

Here's an example of a branded channel:

The image shows the YouTube channel page for Marvel. At the top is a large banner for the movie "Avengers: Endgame" with the text "AVENGERS NOW PLAYING" and "GET TICKETS". Below the banner is the channel header with the Marvel logo, the name "MARVEL", a "Subscribe" button, and subscriber/view counts: 383,948 subscribers and 352,471,357 video views. The main content area features a video player with a woman speaking, and a sidebar with a "Featured" tab and a "Browse videos" tab. An advertisement for "voice five" is visible on the right, with the text "your opinion counts" and "please answer a quick survey".

**AVENGERS**  
NOW PLAYING  
IN 3D, IMAX 3D AND REALD 3D  
GET TICKETS  
SEE IT AGAIN IN THEATERS ONE LAST TIME!

**MARVEL** [Subscribe](#) 383,948 subscribers 352,471,357 video views

Featured Browse videos

Like Share More info

your opinion counts  
please answer a quick survey  
CLICK HERE

Advertisement

About MARVEL  
Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based

# BRANDING YOURSELF ON YOUTUBE

As opposed to this:

The screenshot shows a YouTube channel page for 'o0SoRock0o'. The channel has 1,581 subscribers and 11,228,612 video views. The page layout includes a header with the YouTube logo, a search bar, and navigation links (Browse, Movies, Upload). Below the header, the channel name 'o0SoRock0o' is displayed with a 'Subscribe' button. The main content area shows a 'Browse videos' tab and a list of uploads. The first video is a remix by 'OfficialImmaculate' with 406 views, featuring a thumbnail of a person with glasses. The second video is 'Demi Lovato gets owned by an X Factor candidate' with 11,228,603 views, featuring a thumbnail of Demi Lovato. The right sidebar contains an 'About o0SoRock0o' section with a bio 'hey guys!', a dropdown menu for 'by o0SoRock0o', and a table of channel statistics.

YouTube

Search

Browse Movies Upload

habashir11

o0SoRock0o [+ Subscribe](#)


1,581 subscribers 11,228,612 video views

Browse videos


Uploads Likes **Activity** Comments

Comment on this channel

o0SoRock0o commented 5 hours ago  
DAMN IT ROCKS

 **Skrillex & Damian Marley - Make It Bun Dem Remix by Gary David**  
OfficialImmaculate · 406 views  
PLEASE if you like this remix click this link! There is a competition and I NEED views on beatport! Just click the link then press play. THANK YOU!...

o0SoRock0o uploaded, commented and liked 2 days ago  
FINISH HER! That's why you use autotune and I don't! FATALITY

 **Demi Lovato gets owned by an X Factor candidate**  
11,228,603 views  
This guy deserves a medal!  
<http://thatswhyyouuseautotu...>

About o0SoRock0o  
hey guys !

by o0SoRock0o ▾

Latest Activity	Sep 14, 2012
Date Joined	Mar 26, 2011
Age	22
Country	France

# **BRANDING YOURSELF ON YOUTUBE**

**Decide how you want to position yourself. If you already have a brand (like a quick-recipe chef), carry it over to your YouTube channel. You're going to want to make it as consistent with your other web properties as you can (blogs, etc).**

**If your channel has multiple speakers and faces, it should be branded under a blog name, company, or topic. Channels that have only one speaker should be branded under a name.**

**You can NOT change your channel name at a later date.**

# CHANNEL NAME

Depending on your strategy selected, you could pick your full name, your company's name, etc.

If you want to brand yourself as an expert in your field, try doing it under your own name. The URL received in return for registering on YouTube is [youtube.com/user/yourfullname](https://youtube.com/user/yourfullname)

The image shows the YouTube homepage interface. At the top, the YouTube logo is on the left, followed by a search bar and navigation links for 'Browse', 'Movies', 'Upload', and 'Sign In'. The 'Sign In' button, which includes a user icon, is circled in red. A red arrow points from the 'Upload' link to the 'Sign In' button. On the left side, there is a sidebar with the text 'Sign in to add channels to your homepage' and a 'Sign In' button. Below this, there are category links: 'From YouTube', 'Trending', 'Music', 'Entertainment', 'Sports', and 'Comedy'. The main content area is titled 'From YouTube' and features two video recommendations. The first video is from 'vice' and is titled 'First Animal to Survive...'. The second video is from 'austron' and is titled 'Clockwork - K'nex Ball ...'. On the right side, there is a 'Recommended' section with three video thumbnails. The first is 'Intermittent Fasting: Does IF Work For' by OmarIsuf, the second is '2 Chainz - No Lie (Explicit) ft. Drake' by 2ChainzVEVO, and the third is 'Drake - Take Care (Explicit) ft. Rihanna' by DrakeVEVO. Below these, there is a link to 'How to Begin Intermittent Fasting' by mlaramd.



# CHANNEL NAME

Create your account here.

New to YouTube?

CREATE AN ACCOUNT

Sign in

Google

Email or YouTube username

Password

Sign in



Stay signed in

[Can't access your account?](#)

d

o your favorite videos

# ACCOUNT SETUP

Let's start with the Profile

**YouTube**   [Browse](#) [Movies](#) [Upload](#) 3 +

**Favorites**  
No videos  
[View list](#)

**Watch Later**  
No videos  
[View list](#)

**Likes**  
No videos  
[View list](#)

To add a video to your list, click the [Add to list](#) button below the video.

**YouTube**  
[My channel](#)  
[Video Manager](#)  
[Subscriptions](#)  
[YouTube settings](#)

**Google account**  
[Profile](#)  
[Google+](#)  
[Privacy](#)  
[Settings](#)  
[Sign out](#)  
[Switch account](#)

✓ You are now registered with YouTube!

**Account information**  
Google Account email address:  
jimbofbtressel@gmail.com  
[YouTube settings](#)

**Get started using YouTube**

- Browse categories** to find interesting channels.
- Subscribe to channels** and add them to your homepage.
- View your homepage** to see the activity from your subscriptions.

# **PROFILE SETUP**

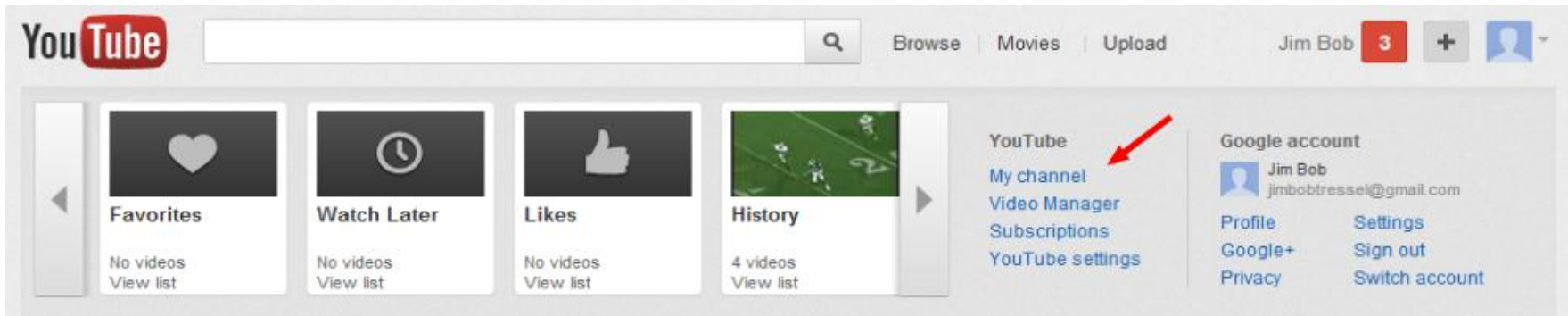
**Filling out your profile is important. It lets people locate you on a platform in which millions of others have accounts too. You can upload avatars / screenshots as well. Use the most professional one you have.**

**You also get to add a single URL, which should be the website that represents you as a brand (like a blog)**

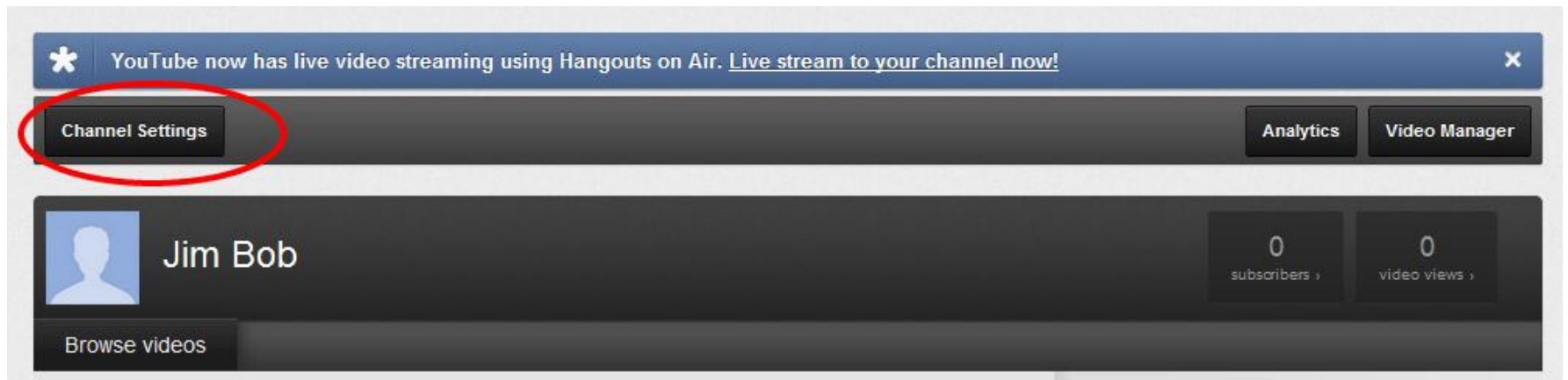
**GLUTUBE**

# **ADDING A CHANNEL BACKGROUND**

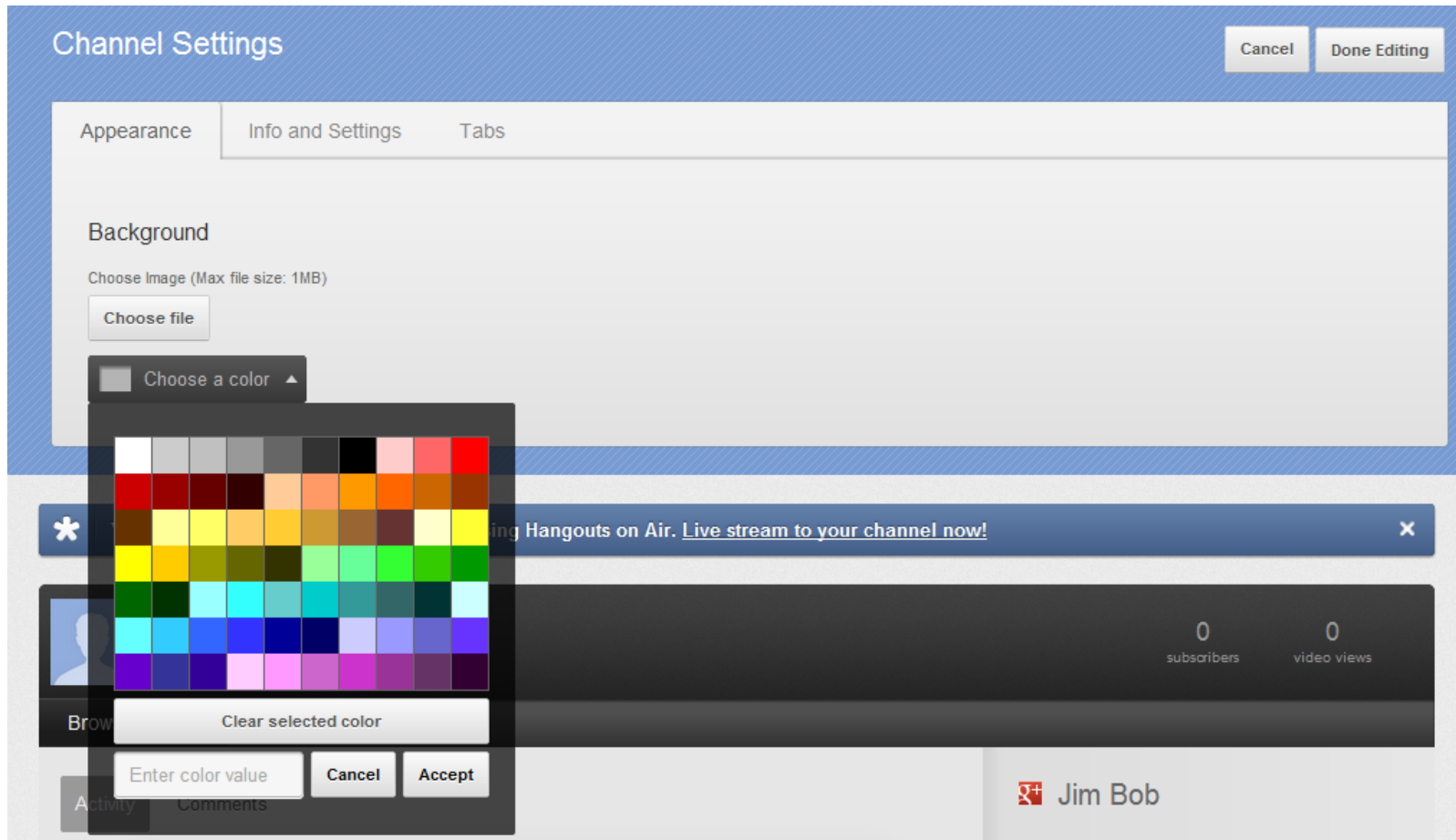
# SELECT “CHANNEL” OPTION



# SELECT “CHANNEL SETTINGS”



# SELECT COLOR / BACKGROUND



# **FOUR TWEAKS**

**Here are 4 tweaks that you can make in order to improve the branding of your channel.**



# **#1 ADD CUSTOM URLS**

**You can place your URL links in plain sight, to the right of your videos, in your channel.**

**Now, in YouTube, the channel description area is to the right of the video, up above the fold. That means higher click through rates!**

# #1 ADD CUSTOM URLS

## An example

The screenshot shows the YouTube channel page for 'Sparky Phantom'. The channel name is 'Sparky Phantom' with a subscriber count of 29,395 and a video view count of 122,059,033. The channel's custom URL, 'chaoticgamereviews.com/', is circled in red in the 'About' section. The 'Uploaded videos' section shows a video titled 'Lil Wayne: Mirror ft. Bruno Mars (lyrics)' with 132,588 views, uploaded 10 months ago. The video thumbnail displays lyrics: 'You told me that they can understand the man I am / So why are we here / Talking to each other again?'. The 'About' section includes the channel's description 'Music Lyrics and Random' and a list of details: 'Latest Activity' (Nov 7, 2011), 'Date Joined' (Dec 14, 2007), 'Location' (Kansas City), and 'Country' (United States).

sparky\_phantom@chaoticgamereviews.com

Sparky Phantom + Subscribe

29,395 subscribers 122,059,033 video views

Featured Browse videos

Uploaded videos 1-10 of 81 ▶ Play all

You told me that they can understand the man I am  
So why are we here  
Talking to each other again?  
4:34

Lil Wayne: Mirror ft. Bruno Mars (lyrics)  
SparkyPhantom 132,588 views 10 months ago  
New Drake song: <http://www.youtube.com/watch?v=ucFmS3iQfgY> Lil Wayne: Mirror ft. Bruno Mars (Tha Carter IV)

About Sparky Phantom  
Music Lyrics and Random  
[chaoticgamereviews.com/](http://chaoticgamereviews.com/)  
by SparkyPhantom ▼

Latest Activity	Nov 7, 2011
Date Joined	Dec 14, 2007
Location	Kansas City
Country	United States

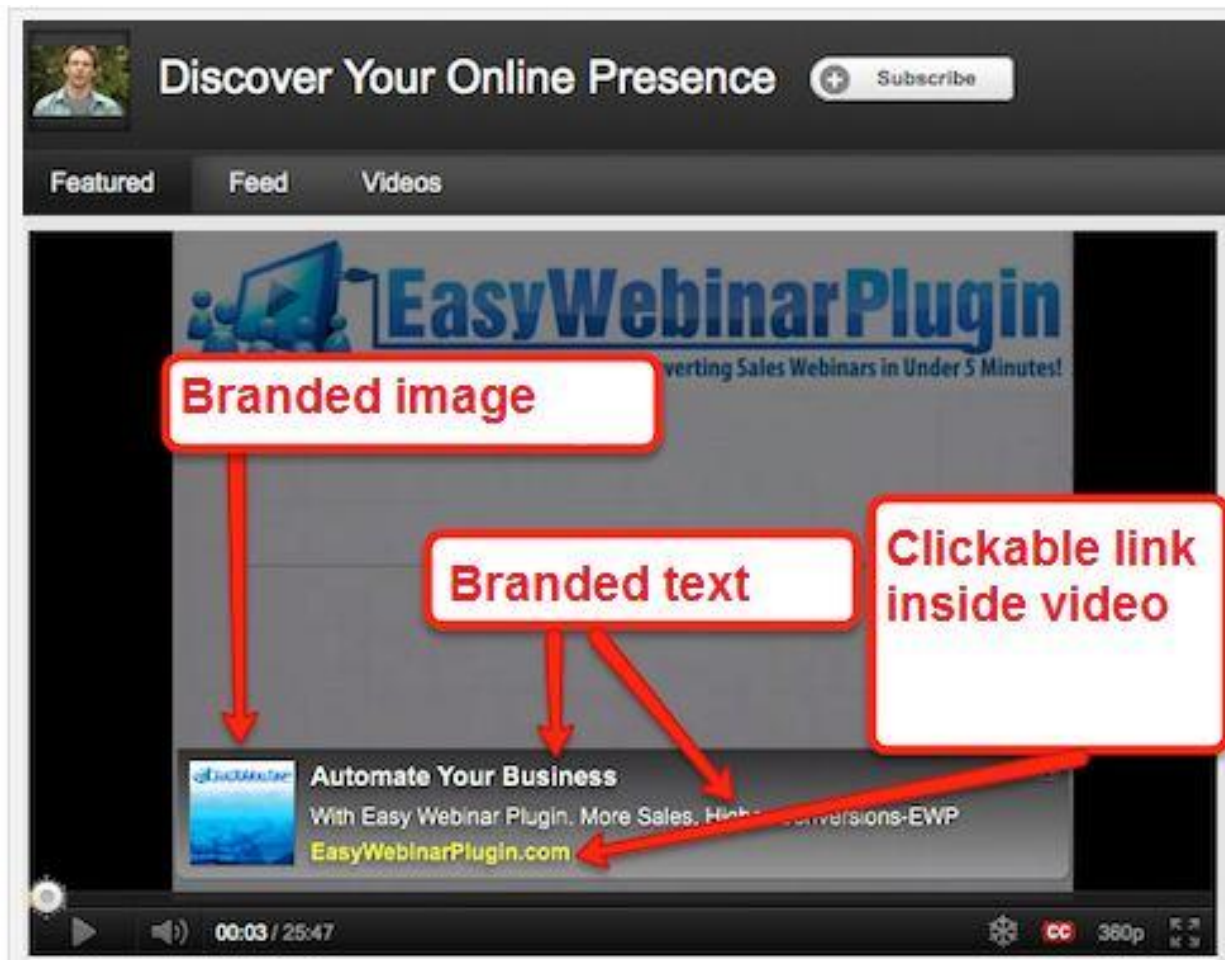
## **#2 VIDEO OVERLAYS**

**Lots of people don't take advantage of YouTube overlays.**

**All you need to do is create the promoted video, pause the campaign, and still have the overlay running.**

**Here's an example:**

## #2 VIDEO OVERLAYS



# **#3 PREVENT OTHER ADS**

**To keep other ads from showing up in your video player, check the box that says “Prevent ads from showing in my videos on this page.”**

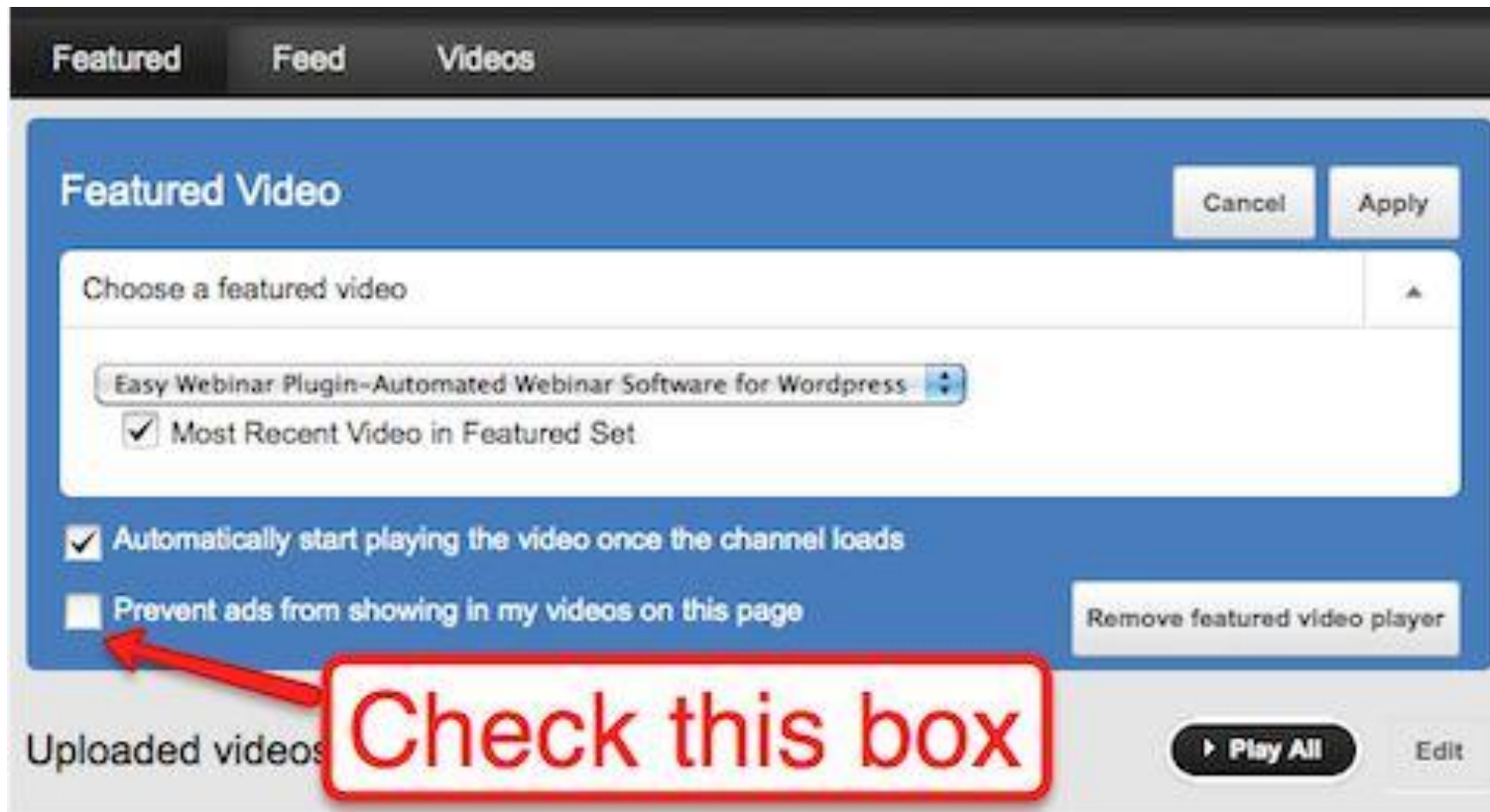
**This is simple and easy once you add your own branded, clickbait overlay to featured videos.**

**Additionally, you can opt to have your newest video be the featured video in your channel. You only have to do this once for it to apply to all of your featured videos.**

# #3 PREVENT OTHER ADS



# #3 PREVENT OTHER ADS



# **#3 PREVENT OTHER ADS**

**Make sure that the video is set to play once the channel loads!**

**That box should be checked. This is the only way your overlay actually shows right away.**



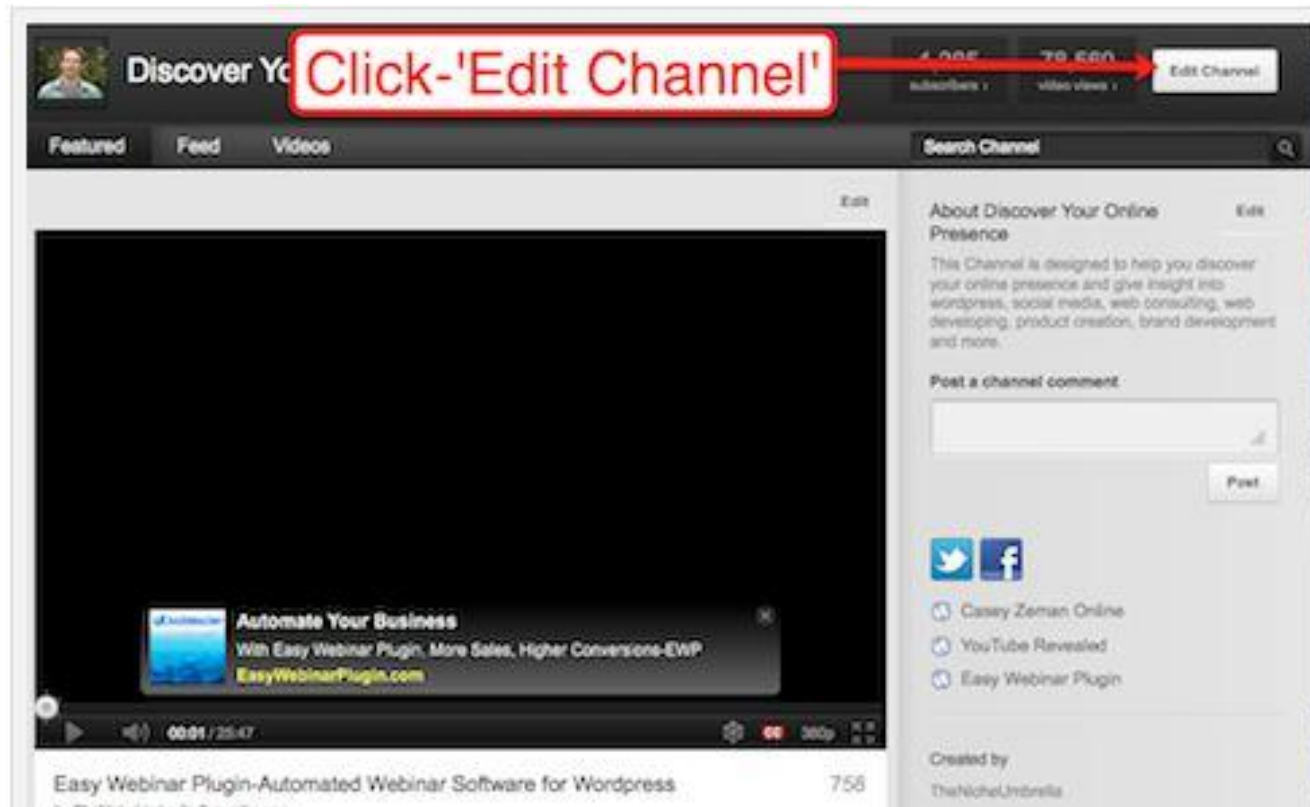
## **#4 TAKE SUBSCRIBERS TO FEED**

**This lets your existing subscribers see your latest videos and the comments you make on hter channels and videos (as well as mentioned updates).**

**People are more likely to dive in and stat commenting to keep up with the conversations.**

# #4 TAKE SUBSCRIBERS TO FEED

Start at Edit Channel



# #4 TAKE SUBSCRIBERS TO FEED

Click on the “Info and Settings” tab

Check the “Always take subscribed users to feed” tab

