

# Why you need YouTube Channel For Your Business

## BUSINESS ACCOUNT IN YOUTUBE


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We already have a video showing that how can you open your channel. We added the link below please watch the video and give us an feedback.


## YOUTUBE AS A BUSINESS PLATFORM

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Nowadays YouTube is most viewed and reachable platform for people over the world. According to the google we all know YouTube was founded in 2005. And day by day it becomes the first choice for people to watch the people with visuals. It becomes 2<sup>nd</sup> largest search engine in whole world. With visuals it getting more interesting for people.

[YouTube](#) was founded in **2005**, with its first video, "Me at the zoo," uploaded on April 23 of that year. The platform experienced rapid, early "rising" popularity in **2006**, leading to its acquisition by Google in October 2006 for \$1.65 billion. 

Key milestones in YouTube's growth and "rising" eras:

- **2005 (Founding):** Launched by Chad Hurley, Jawed Karim, and Steve Chen; introduced embedding and "Broadcast Yourself".
- **2006 (Viral Growth & Sale):** Featured viral hits like "Evolution of Dance" and "Lazy Sunday," and was purchased by Google.
- **2007 (Monetization):** Launched the Partner Program, allowing creators to monetize content.
- **2012 (Mainstream Status):** "Gangnam Style" became the first video to hit 1 billion views.
- **2020 (Short-form Rise):** Launched YouTube Shorts to compete with TikTok.
- **2025 (20th Anniversary):** As of 2025, YouTube has over 2.7 billion active users and is considered the second-most visited website globally. 

YouTube celebrated its 20th anniversary in 2025. 

# WHY YOU NEED YOUTUBE CHANNEL FOR YOUR BUSINESS

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Picture source: Google

Back then YouTube was only used to be for music, video. But nowadays it becomes one of the most popular platforms for business as well.

- Branding
- Collaboration
- Advertisement
- Engage the audience

Business types

- Clothing
- Skin care
- Technical product
- Online course (Web design, Graphic design, marketing packages) educational platform

## CHANNEL EXAMPLE

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Most of the brands have their channel in YouTube.

Like: (BD)

- Aarong
- LE REVE
- Sailor

# WHY YOU NEED YOUTUBE CHANNEL FOR YOUR BUSINESS

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- Yellow

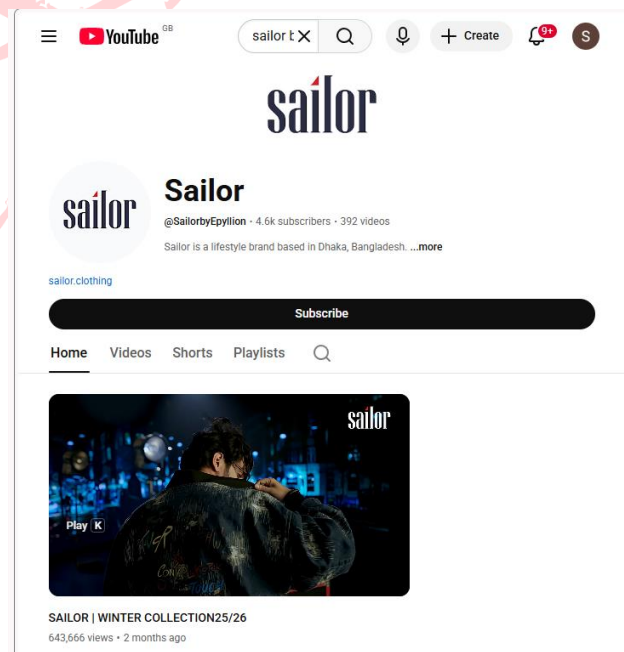
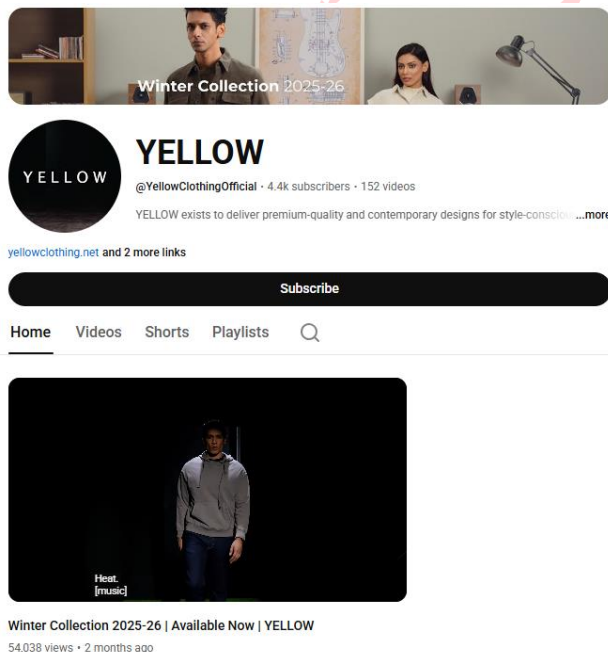
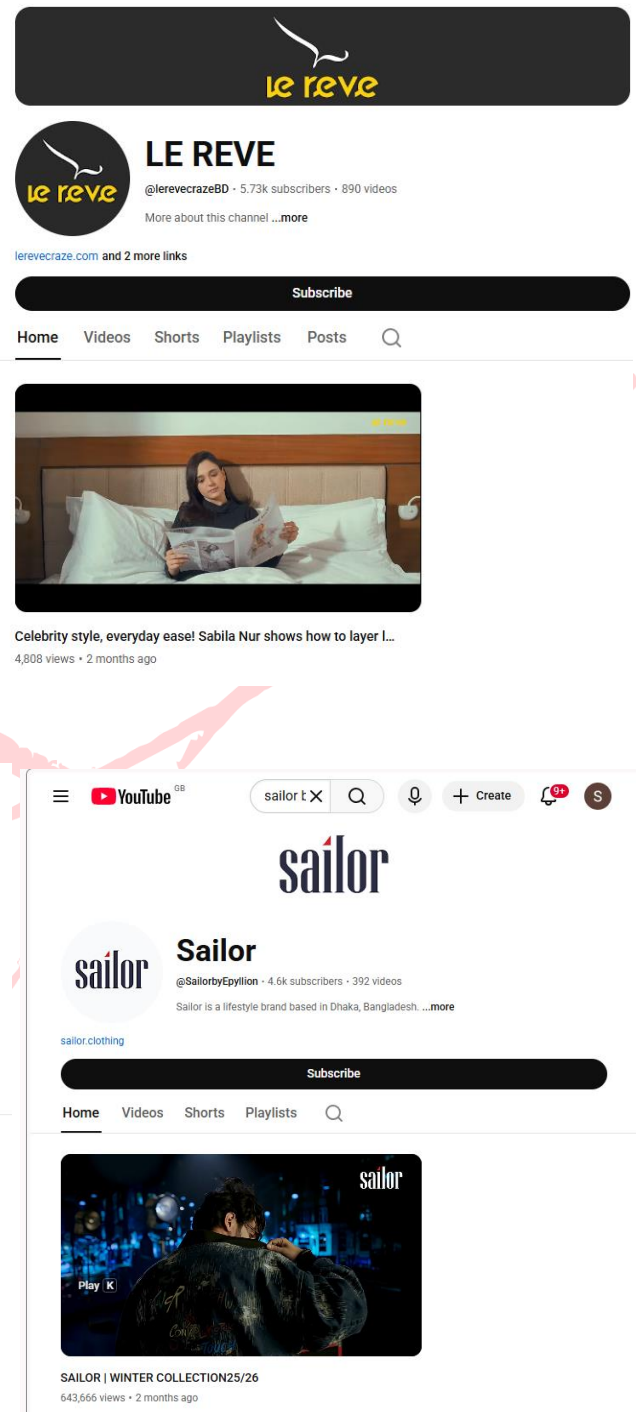
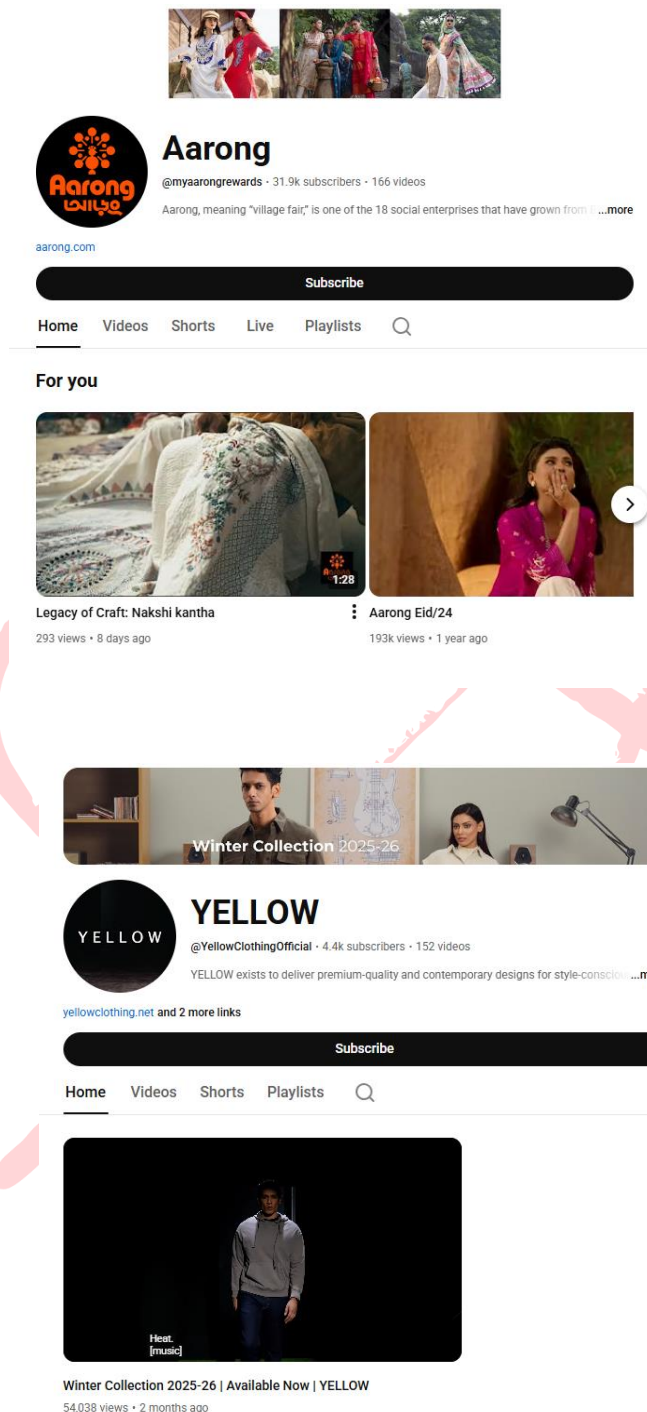


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Uk brands: (need specification)

- Simple
- Ordinary

## NOW TALKED ABOUT WHY THEY CHOOSE YOUTUBE FOR BUSINESS

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- **Build Trust**

- 24/7 sales team
- Find solution before talked
- Share your product / services image and output with honestly
- Share BTS of product making can build the trust

- **Free marketing for long term / cost effective marketing**

Basically, YouTube is a social media platform. Like other platform Facebook, Twitter, Instagram. If you want to advertise your business products you may spend money to get more views. But in YouTube we can make our content and advertise this without spending money.

For example: If you make e content for skin care products. People search 'best skin care" and YouTube push your content with the right people.

- **Helping people find the products**

- **Engage the people**

- **Lead generation and sales**

- **Viewers to Buyers**

- Give solutions
- Show proof (demo of products)
- Make more valuable (why this product valuable for them)

- **Connects directly with people**

- People comment and questioning about your products that can help us to connect with our viewers.

- **People find it free and make curiosity to buy them**

- **Easily share the content in others platform**

- Share the link in every platform easily get brand exposure
- Make shorts from long videos and share in others platforms (Facebook, Twitter, Instagram, Tiktok etc)

- **Mobile friendly**

## WHY YOU NEED YOUTUBE CHANNEL FOR YOUR BUSINESS

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People more used to in handy device. People get chance to watch the whole visuals, sound effects, person appearance in a one place with their handy device. So that, it will be very comfortable to see the videos. People get easily find the any products or services related tutorial, market price, where they can find the products they can easily access YouTube.

