

Best practices for YouTube Shorts ads, according to YouTube

Article

Marketers need a vertical video ad strategy for YouTube Shorts to reach the 164.5 million US viewers that will use the platform this year, per our forecast. Much of [what works on TikTok](#) will work on Shorts because the platforms are so similar. But because a lot of YouTube creators are used to longform, they may need some guidance. Here are some of YouTube's own best practices for Shorts ads from its [ABCDs of effective video ads](#) guide.

1. Be authentic, grab attention, feel organic

Shorts ads should feel like typical Shorts do. That means keeping production simple and leveraging real product users. Clear audio and tight framing are key to grabbing attention. Consider how the visuals a [creator](#) uses can reinforce brand identity through colors, aesthetics, and product label features.

2. Direct consumers toward their next step

Have a clear call to action (CTA) so users can buy products or learn more. This CTA can involve creative design that showcases the product. For example, an ad for a video game may have a CTA that looks like an image of the video game. An ad for an app may include the word “download” so users understand the instruction. The CTA can appear more than once, but it should definitely be a visual anchor at the end.

3. Don't limit Shorts ads to short-form creators

YouTube creators tend to be long-form creators, but they can still excel at shorter content. Many of the same skills that work for long-form content like early attention hooks and authenticity will work in short-form ads. Plus, those creators already have followings that will be interested in the new content.

4. Feature creators interacting with the product

Shorts work best when creators actually use the products. It allows the product to be central to the content and lets consumers envision themselves using the product.

Put it to work: This [ad from Brooks Brothers](#) uses a real creator (and his father) to deliver authentic product use. The people featured in the ad interact with the product, and there's a clear CTA to shop online at Brooks Brothers.

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