

FAQ

Making a video for your business

Frequently asked questions

You can hire a pro to make a video for your business or do it yourself. Either way, a strong video can help you boost sales. We'll show you the ins and outs of both approaches.

01 Do I have to add a video to my store?

If you'd rather not include a video, you can include an image of your products or your business. But we recommend that you try out the video—we think you'll have fun doing it and customers will love it!

02 How do I add a video?

Adding a video is easy. Simply upload your video to YouTube, copy the URL, and paste it in your store page.

03 What should I talk about in my video?

A video is your opportunity to communicate with customers in a very engaging way about your business and products. Give your customers a tour of your business, focus on the items you sell, or highlight what customers think of your products and your customer service.

04 How long should my video be?

We recommend two minutes at most.

05 What's the advantage of putting a video in my store?

It's a great way to quickly tell the story of your business, communicate your unique brand, promote new items, and highlight the essence of what makes your business special and better than the rest. By knowing a bit more about you and your business, customers can connect with you in a personal way that motivates them to shop in your store. Think of your video as a commercial: what would you want customers to know so they'd be inspired to shop from you?

06 What if I don't have a background in creating or producing videos?

You can always hire a professional to produce your video, and we'll provide some tips on how to find and work with a videographer. But if you decide to do it yourself, you don't have to be a Hollywood director or Manhattan ad agency to create a great video! We'll help you produce it – with detailed tips, examples of videos created by other sellers, and a wealth of free resources so you can easily, quickly, and inexpensively create a great quality video that showcases your business in the best possible light.

07 Do I need to appear in the video?

Only if you want to. If you'd rather not be filmed, you can simply showcase the items you sell and have you or someone else narrate in the background. Or, you can film your employees or customers talking about your business, sharing their excitement about what you sell and how it's enhanced their lives. There are lots of ways to tell your business story through video, so if you're feeling shy or want to remain anonymous, you can still create an effective video that'll give customers a sense of what makes your business great.

08 Do I need a YouTube account to create my video?

You need a YouTube account because that's where you'll upload your video file. You can sign up in a matter of minutes, and then after you upload your video you can point to it from your eBay store. Keep in mind that YouTube is one of the most widely used search engines on the web, so by putting your video there, customers will have one more place where they can find you. And since you can include your store URL in your video, if buyers find you on YouTube first, they'll know exactly where to go to find you on eBay so that they can start shopping.

09 How often can I change my video?

You can change it as often as you want. For example, you might want to switch your video at different times of the year to promote seasonal items. To keep things fresh, you can create several videos, upload them to YouTube, and then replace the video URL on your store with a different one whenever you want. And if you like, you can always switch back to your original video.

10 What do I need to know and agree to before I add a video to my store?

Disclosing your name and image in any video you add to your Stores page means that this information will be publicly associated with your eBay store and eBay User ID. If you have concerns about this, don't disclose your name and image in any video you add to your Stores page. All videos must comply with eBay's [Links policy](#). You should also be aware that eBay has the option of unlinking any video on your Stores page if, in eBay's discretion, it contains objectionable content.