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## Shorts for Short-Video Sharing

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You should know about YouTube Shorts, a short-video sharing platform, and its gaining popularity with marketers.

"Ack, I'm already on TikTok!" you're saying, "I don't need to be there, as well." But let's consider what the differences are, according to a recent

*Wall Street Journal* article:

- YouTube already has a built-in audience.
- YouTube Shorts can be previews of longer-format content on a company's YouTube channel.
- YouTube Shorts are more of a way to spread brand awareness as opposed to prompting a sale.
- Success on Shorts can help build confidence to commit to bigger productions on YouTube proper.

Already using Shorts? We want to know about your experience! Drop a note about it at [ewells@ballpublishing.com](mailto:ewells@ballpublishing.com).

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