

# YOUTUBE SHORTS: NEW CREATION TOOLS



GEORGI ZAYAKOV

## NEW CREATION TOOLS FOR SHORTS

### INTRODUCTION

Google is rolling out five new tools for creators, thereby enhancing YouTube Shorts in a fun and easy way.





## NEW CREATION TOOLS FOR SHORTS

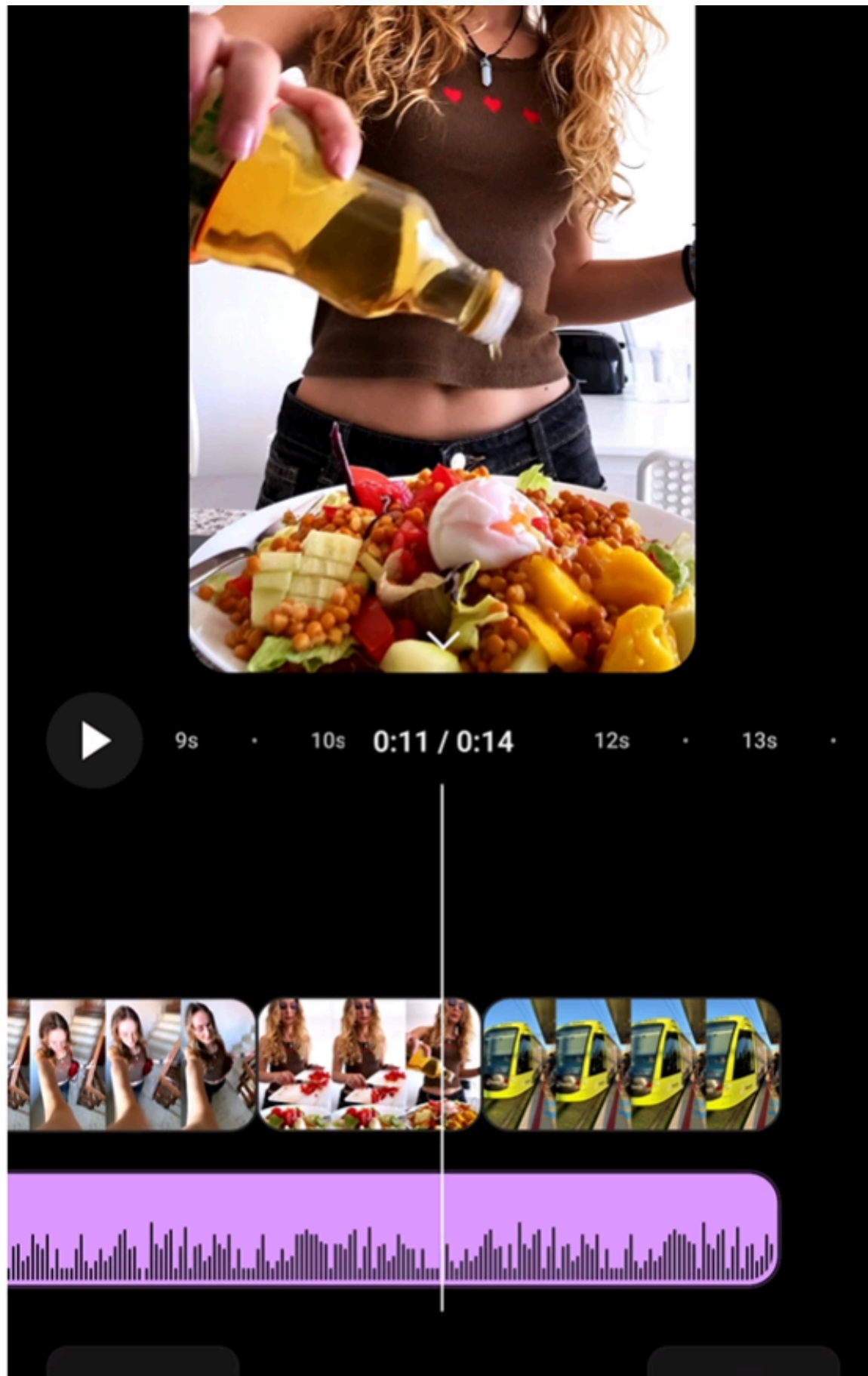
## ENHANCED IN-APP VIDEO EDITOR

- Zoom and snap features for clip timing adjustments.
- Options to rearrange or delete clips for building rough cuts.



**NEW CREATION TOOLS FOR SHORTS**

**ENHANCED IN-APP VIDEO EDITOR**



## NEW CREATION TOOLS FOR SHORTS

## ENHANCED IN-APP VIDEO EDITOR

- Tools for adding music and timed text.
- Preview capabilities to help visualize the final Short.



This is the beginning of more extensive in-app editing improvements.



## **NEW CREATION TOOLS FOR SHORTS**

## **BEAT SYNCING MADE EASY**

A new beat syncing tool is on the way:

- Select a song, and the editor will automatically sync your clips to the beat.
- Eliminates the need for manual rhythm matching, making editing faster and more seamless.



## NEW CREATION TOOLS FOR SHORTS

## UPGRADED TEMPLATES

- Add gallery photos to templates
- Effects support coming soon
- Original creators automatically credited when templates are used, promoting community recognition





## NEW CREATION TOOLS FOR SHORTS

## IMAGE STICKERS FROM YOUR GALLERY

Later this spring, creators will be able to:

- Add image stickers directly from their photo gallery.
- Great for use cases like fashion inspo, product showcases, or visual storytelling.





## **NEW CREATION TOOLS FOR SHORTS**

### **AI-GENERATED STICKERS**

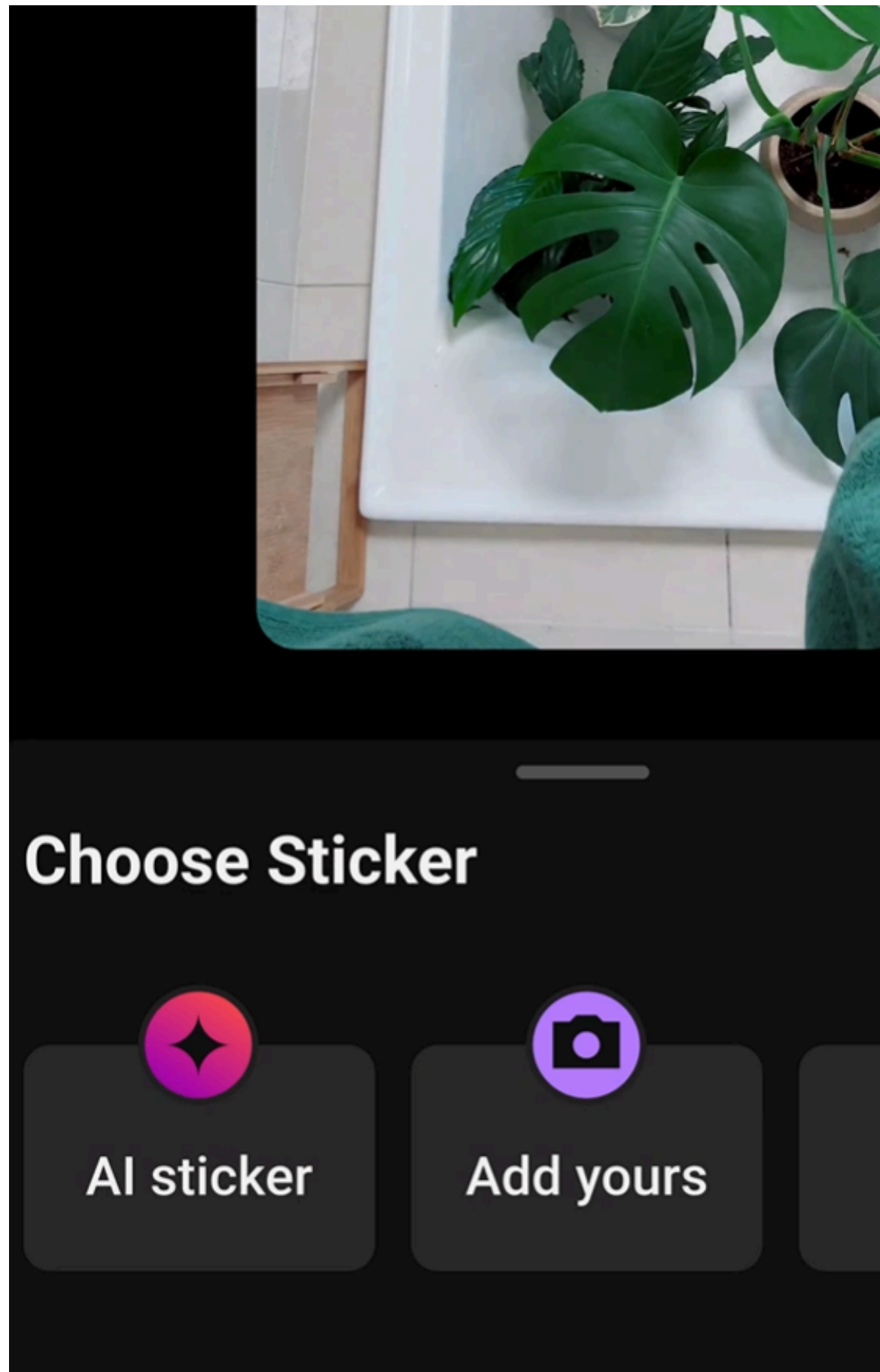
A new AI sticker creation tool is coming:

- Input a text prompt, and YouTube will generate a unique sticker.
- Helps creators express themselves with personalized, one-of-a-kind visuals.



# NEW CREATION TOOLS FOR SHORTS

## AI-GENERATED STICKERS



**NEW CREATION TOOLS FOR SHORTS**

**ASK THE GOOGLE ADS DETECTIVE**

Curious to get answers to your  
Google Ads questions? Simply  
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



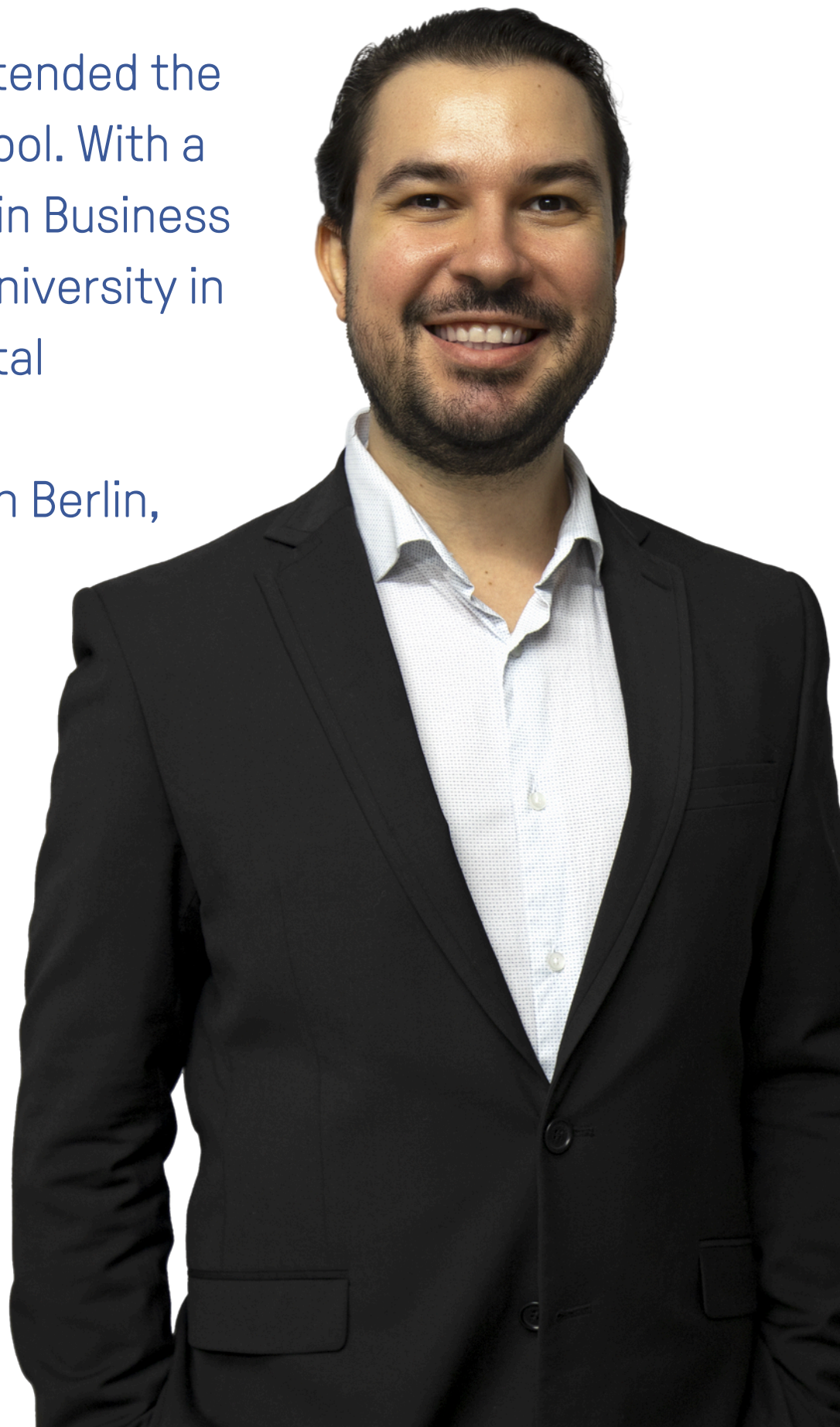
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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