

# Generate Traffic and Leads with Your Branded Videos on TaylorGuitars.com



We're thrilled to feature dealer-created video content on TaylorGuitars.com for **Showroom and Premier dealer partners**. This means that when potential Taylor customers visit Taylor's website and explore specific product pages, they'll find your branded, in-house video content to provide education and generate foot traffic and conversion opportunities for your business. It's a chance to boost your own brand awareness while encouraging users to visit your store or your website to explore their guitars of choice.

We're happy to invite you to share your video content on TaylorGuitars.com product pages. Just visit [TaylorGuitars.com/DealerPortal](https://www.taylorguitars.com/DealerPortal) and select "Product Video Submission Form" to get started!



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*Should you have any questions,  
please feel free to contact  
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[Katrina.Horstman@taylorguitars.com](mailto:Katrina.Horstman@taylorguitars.com)*

### YouTube and Vimeo Best Practices for Your Video Editor

- Minimum video dimensions should be 1920 x 1080 (1080p), with audio AAC 256 or 320kbps
- Video formats include .MP4 or .MOV. Max dimension should be 3840 x 2160 (2160p) if submitting a YouTube link
- Aspect ratio should be 16:9 (auto adds pillarboxing if 4:3)

### Recommended Taylor Guidelines

- Please do not include any pricing to allow videos to remain evergreen
- Please do not feature any competitive models or brands
- Please feature only current spec guitars
- All videos should be in English or without dialogue (playing only)
- Please confirm accuracy of guitar name(s) displayed before submitting