

**Training Guide**

**YouTube<sup>TM</sup> Ads 2.0**  
**MADE EASY**

**Powered By “Your Website URL here”  
Skyrocket Sales and Profits Instantly  
with these proven YouTube Ads  
Techniques.**

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# Limited Special Offer

## YouTube Ads 2.0 Made Easy

(Video Training)



**Click Here to Download Your Video Training!**

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## Introduction:



Welcome to the latest and very easy to apply “YouTube Ads 2.0” Training, designed to take you by the hand and walk you through the process of getting the most out of YouTube Ads for your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate YouTube Ads, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 HD training videos organized into 4 sections. This is exactly what you are going to learn:

### **Section 1: YouTube Ad Basics**

In Chapters 1 through 4, we’ll talk about:

- ✓ What Is YouTube All About?
- ✓ What Are YouTube Ads?
- ✓ How Can YouTube Ads Help Your Business?
- ✓ Shocking YouTube Ad Facts To Consider

### **Section 2: YouTube Ads – Step by Step**

In Chapters 5 through 10, we’ll talk about:

- ✓ YouTube Walkthrough

- ✓ Setting Up Your Business Channel
- ✓ Creator Studio Walkthrough
- ✓ Linking Your AdWords and YouTube Accounts For Advertising
- ✓ Uploading A Video To Promote On YouTube
- ✓ Setting Up A Basic Video Ad Campaign

### **Section 3: Advanced YouTube Ad Strategies**

In Chapters 11 through 16, we'll talk about:

- ✓ Using AdWords For Video
- ✓ Setting Up A Video Remarketing Campaign
- ✓ Creating A Brand Awareness Campaign
- ✓ Call-To-Action Overlays
- ✓ Optimizing Your Discovery Ads
- ✓ Advanced YouTube Ad Tips and Tricks

### **Section 4: Additional Tips to consider**

In Chapters 17 through 20, we'll talk about:

- ✓ Do's and Don'ts
- ✓ Premium tools and Services to consider
- ✓ Shocking Case Studies
- ✓ Frequently Asked Questions

Well, it's time for you to start getting the most out of YouTube Ads On behalf of your Business. I know you'll love this training.

Your Name

# Section 1

YouTube Ad Basics

# Chapter 1: What is YouTube all about?



YouTube is a web-based video sharing platform with features that include light social media functionalities such as profiles and comments as well as monetization for user created content.

YouTube got started as a simple video sharing website by former PayPal employees. Their inspiration came from being unable to find a website where they could upload short videos that they had shot at social events.

They were also inspired by how difficult it was for them to find replays of popular TV broadcasts anywhere on the internet. It launched in 2005 and became popular pretty quickly. It was bought by Google for almost \$2 billion one year after it launched!

Make no mistake, you will find all types of video content on the platform. Music videos, movie trailers, gameplay footage, sports broadcasts and news, you will find it all on YouTube, no matter where you are from!

Content creators, media stations, large corporations, small businesses and regular people from all over the world can use the site to broadcast and publish their content, with videos such as concerts, sports broadcasts, live blogs, gaming tournaments, how-to videos, documentaries and live seminars being uploaded and streamed on the platform at all hours, all the time.

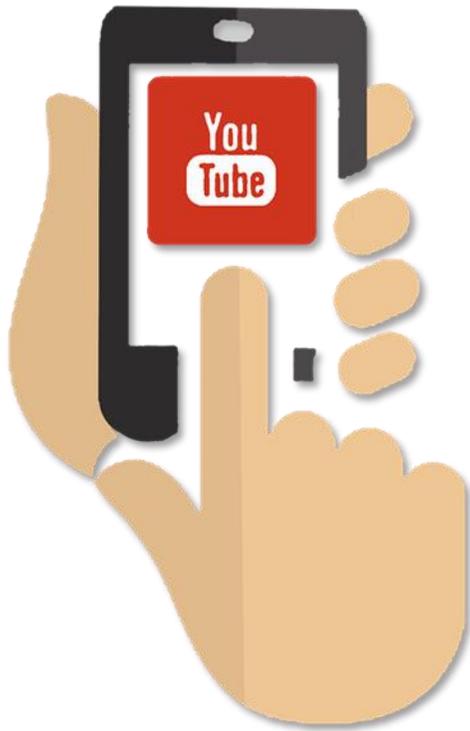
YouTube is such a big video sharing platform that users can even monetize their video content thanks to YouTube's share advertising revenue model for content creators. Some "YouTubers", as content creators are called on the platform, are making up to six figure incomes with their original content alone!

YouTube was considered to be kind of a niche site when it first launched, as back then not everybody was into online video content, and social media was in its infancy. In fact, the only features offered to users besides video playback included the ability to create accounts and to upload short videos.

Nowadays the most used feature on the platform is still video playback, with over 1.5 billion monthly users visiting and playing videos on the site. Video uploads have allowed a whole industry of video content creators to flourish. Users can now also broadcast live video from home without the use of expensive equipment or previous broadcasting experience.

Monetization has become one of the biggest contributors to the platform's success, and we are going to talk about the role of YouTube advertising in monetization next up, so tune in!

## Chapter 2: What Are YouTube Ads?



Hey there everyone! In our previous chapter we mentioned that one of the things that has made YouTube such a popular platform is that it allows people to monetize their video content on the platform thanks to its shared revenue model.

This shared revenue model allows YouTube to monetize user created content and then splits the earned revenue with users.

YouTube monetizes user created content by allowing advertisers to promote their stuff with ads on YouTube.

You can become one of those advertisers and start promoting your own business with YouTube ads!

But what are YouTube ads? YouTube ads are simply advertising units that are primarily served on videos uploaded to the platform.

### Types of YouTube ads

There are several types of YouTube ads, and you have most likely run into most of them while watching videos on the platform:

## Video Ads

These are by far the most popular types of ads on the platform. The most recognizable type of video ads are “in-stream” video ads.

An example of in-stream video ads are “pre-roll” ads, which are video ads that “roll” before YouTube videos eligible for monetization start playing.



“Mid-roll” ads are, on the other hand, video ads that are spaced in between a video’s play time, just like classic TV commercials, and they are eligible to appear on videos that are 10 minutes or longer.

Lastly there are “bumper ads”, which are short-form video ads that can be no longer than 6 seconds. They are optimized for mobile and, unlike other in-stream video ads, these are un-skippable!

## Display Ads

These types of YouTube ads work much like classic display ads on the display network, as they are shown on the right-hand navigation column above the video queue column.

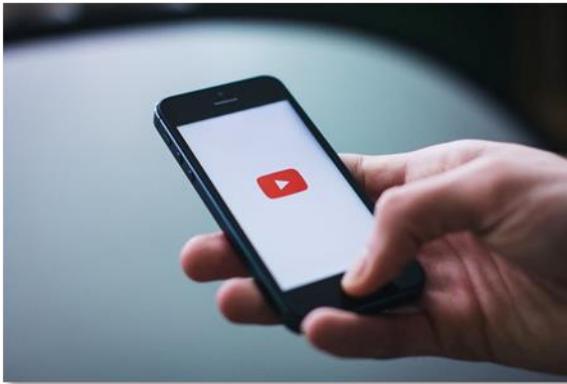
Other types of display ads include “overlay ads”, which are banner ads that appear across the bottom 20% screen space of a video.

## Discovery Ads

This is a very particular type of video ad that, unlike in-stream video ads, will appear on search results when trigger keywords are used by a user during a search.

They will appear as the top result, and will be accordingly tagged as “ad”.

They will also typically appear on YouTube’s home page and as recommended videos on watch pages.



### How Do Ads Show On A Video?

YouTube ads are shown to users according to personalized criteria that includes the types of videos that users typically watch, the types of apps or programs installed on the desktop or mobile device from where videos are watched, the browsing habits of users, geographic location, age ranges, gender, and previous interactions with other advertising services owned by Google.

Perhaps the best part of YouTube ads is that it offers anyone the opportunity to advertise the way big companies advertised on TV way before YouTube became mainstream, but without the complicated set up and the need for fat advertising budgets, and with the added benefits of a larger, much more engaged audience and worldwide reach!

Exciting, right? Tune in for our following chapter, because next we are going to tell you all about the benefits of using YouTube ads to grow your business!

## Chapter 3: How Can YouTube Ads Help Your Business?



Advertising in general is something that most every business can't survive without. In fact, paid advertising is essential when it comes to any business' online presence because an online business doesn't have the benefit of in store traffic coming from a busy retail venue.

Nowadays there is rarely an online business without an advertising strategy in their marketing plan, and because of that basically all big online platforms are now offering their own advertising services.

Huge examples of this include Facebook with its "Facebook Ads" and "Facebook for Business" platforms and the mighty Google and its "Display Network". That's where YouTube comes in by making a difference with its video

advertising platform, and here are some of the biggest benefits of using YouTube Ads to grow your business:

## Connecting With Your Ideal Customers

The ultimate goal of any business is to keep it sustainable, and to achieve that objective it needs to keep being profitable, and a business needs a loyal customer base in order to keep the money coming in.



YouTube video ads can immensely help you and your business to connect with your ideal customers in a meaningful and different way. Whereas traditional display advertising relies on consideration on the potential customer's end,

YouTube video ads and in-video display ads rely on the customer's engagement with the video content in which YouTube ads are served in.

This is because video content on video ads allows you to be more personal and to create value in a much more interactive way by letting you explain how your product or service can benefit your customer on an individual level.

## Reaching The Right Audience When It Is Most Engaged

YouTube advertising allows you to reach the right members of your audience of potential customers by allowing you to fine-tune just the right targeting attributes including topic preferences, target keywords, demographics and other granular data.



## Ease Of Use

Online advertising doesn't have to be overly complex, and YouTube ads are pretty easy to set up and serve.



Simply create your account, upload your video ad, set up your campaign, select your objectives, target your audience, and you're done!

This ease of use will allow you to save time on your advertising efforts by letting you to simply pick how and

who you want to reach while leaving the hardest part to YouTube itself!

## Cost Effectiveness

One of the most pressing worries of any business owner is the added cost to the total operational budget of a business, especially when such a cost is to be destined to stuff such as marketing.

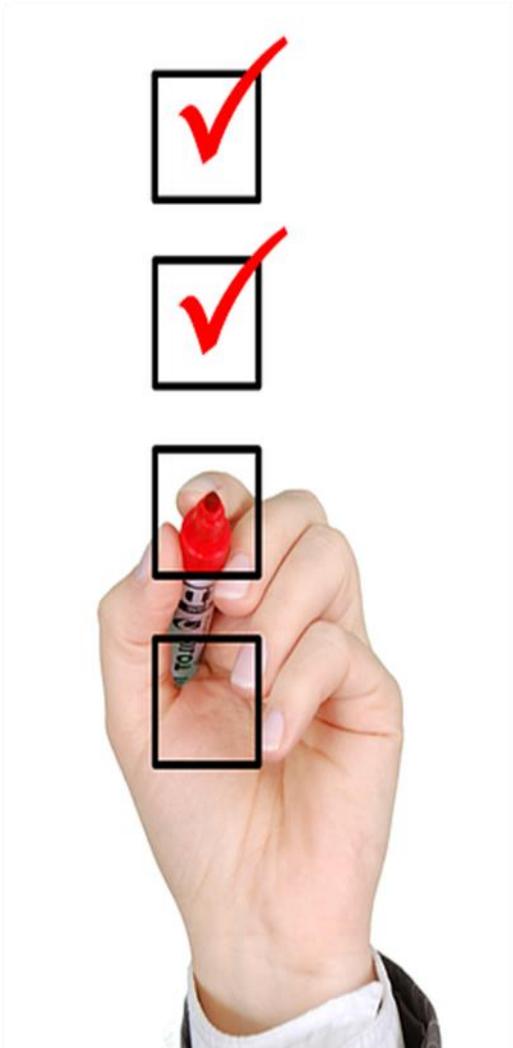


The good news is that YouTube ads are really cost effective thanks to the way in which the shared revenue model works.

For example, you will only have to pay for a video ad if a user watches the entire first 30 seconds of video, which means that you will be essentially paying only when a viewer is interested in your offer!

So allow us to illustrate how big YouTube advertising is and how far it can take your business with some awe inspiring facts in our following chapter. So tune in!

# Chapter 4: Shocking YouTube Ad Facts To Consider



We have already established that YouTube is the largest and most popular video sharing platform on the internet, but saying so is barely scratching the surface.

There is a lot that can be said about YouTube as the second most popular platform on the web, and here are some of the most shocking facts you probably didn't know about the platform:

- ✓ With over 300 billion monthly searches on its platform, YouTube is considered to be the second largest search engine right behind Google despite its status as a video sharing

website, which makes it a great generator of promoted video results! ([source](#))

- ✓ Over 1.5 billion people visit YouTube and watch over six billion hours of video content during any single month, which represents a pretty large potential customer base to target with video ads! ([source](#))
- ✓ Close to 100 hours of video content are uploaded to YouTube every 60 seconds, which is a great amount of content to serve your advertising in! ([source](#))
- ✓ YouTube reaches more adults aged 18 to 34 than any cable network, which is coincidentally an audience demographic worth targeting because it spends big online! ([source](#))
- ✓ Marketers that add YouTube video ads to their marketing strategies grow their revenue by a whopping 49% right after! ([source](#))
- ✓ 42% of online shoppers use video as part of their pre-purchase research. This is important because it means that you can create video ads that educate your potential customers about your products or services, making your video ads as part of their purchasing decision. ([source](#))
- ✓ On a similar note, an astonishing 62% of online shoppers use YouTube to find products. This means that your advertising material has a great chance of being found by people watching videos about solutions and topics related to your products or services as well as on their YouTube search results. ([source](#))
- ✓ YouTube video ads are 76% more likely to drive relevant web searches and YouTube searches for information about a product, right after a potential customer watches a video ad. This is partly because video is one of the most effective advertising formats for generating intent. ([source](#))

- ✓ The YouTube platform is offered in a total of 76 different languages and is available in 88 countries, which means that your video ads could reach basically 95% of the internet user population if you put the budget towards it! ([source](#))
- ✓ The number of advertisers running video ads on YouTube grows 40% year after year, which means that by the end of this year it would be you among the new 40% of new advertisers! On this same note, it is also worth mentioning that the top 100 advertisers are increasing their average advertising spend by 60% each passing year, which is a clear indication that their advertising efforts are working like a charm! ([source](#))
- ✓ Google reported earnings of \$26.1 billion by the fourth quarter last year, revenue that mostly came from YouTube advertising, which is an indicator of how much are advertisers investing in the platform! ([source](#))

# Section 2

YouTube Ads – Step by Step

# Chapter 5: YouTube Walkthrough



Let's start on YouTube's home page. From here you will have access to all the shortcuts, tabs and buttons that will give you access to all of YouTube's awesome features. On first glance you will be presented with a mix of videos that include your watched videos, recommended videos, and others.

Then you have the shortcuts and features. Let's first click on the profile icon in the top right corner. Clicking on your profile icon will display your YouTube accounts menu and YouTube options menu. Let's start with the account menu.

The "my channel" shortcut will take you to the channel currently selected on your account. The "creator studio" shortcut will take you to your YouTube creator studio, from where you will be able to manage and edit your videos, as well as account features such as advertising and monetization.

We are going to check this section out in depth in a following chapter, so let's move on and click on the "switch account" shortcut, which you can use to switch between YouTube accounts stored on your browser. Lastly, you can use the "log out" button to log out of YouTube until the next time you sign in.

Let's now go over to the YouTube options menu. First you have the "dark theme" option that you can turn on or off depending on your theme preferences. Next up is the "YouTube settings" button, where you can manage your account settings including your "connected accounts", your "privacy" settings, your "notifications" settings and your "playback" settings.

Additional shortcuts here include a "help" section, a "send feedback" button and three additional user interface settings. The "language" tab will allow you to switch between several languages for your user interface.

The "location" tab will give you the option to select a country from which to get videos on your feed. The default content location is the country of residence that you enter when you create your account, but you can change it later using this menu if you want to view more content from different countries.

The "restricted mode" tab will prevent videos with inappropriate content or videos that have been tagged as such by other users from appearing on your video feed. It is set as "off" by default, but you can turn it "on" and back to "off" if you need to.

Let's now look at the icons located on the left of the profile shortcut. The bell shaped icon button is the "notifications" shortcut, which will allow you to check notifications such as comments or likes received, new subscribers added, and reminders in general, to name a few.

The “YouTube apps” icon button will provide you with shortcuts to different YouTube services such as “YouTube Gaming” and “YouTube Kids”. Lastly, the “upload” button will allow you to upload your video content to the YouTube platform with a few clicks of your mouse.

YouTube features a standard “search” bar that you can use to search video content on YouTube by using specific video titles or keywords. Let’s now look at the options available when you click on the menu icon located on the top left-hand corner.

Starting on top is the “Home” tab, which will simply take you to YouTube’s home page. The “trending” tab is an awesome shortcut to a feed populated with trending videos, and the “subscriptions” tab will show you the most recent videos from the YouTube channels that you are subscribed to.

Now over the “library” menu is the “history” shortcut, which will take you to your viewed videos history page. Where you will be able to check your “watch history”, your “search history”, your comments and your community activity. The “watch later” shortcut button will take you to a page where you can watch videos that you have marked as “watch later”.

This is a useful feature because it allows you to save a video so you can watch it later, at a more convenient time. You can save videos this way by hovering over a video on the video feed and clicking on the clock icon. Doing so will save your “watch later” video to the “watch later” section.

The “liked videos” shortcut button will take you to a collection of your liked videos. You can like a video by clicking on the “like” button below a video while you are watching it. The “subscriptions” menu will show a list of YouTube channels that you are subscribed to.

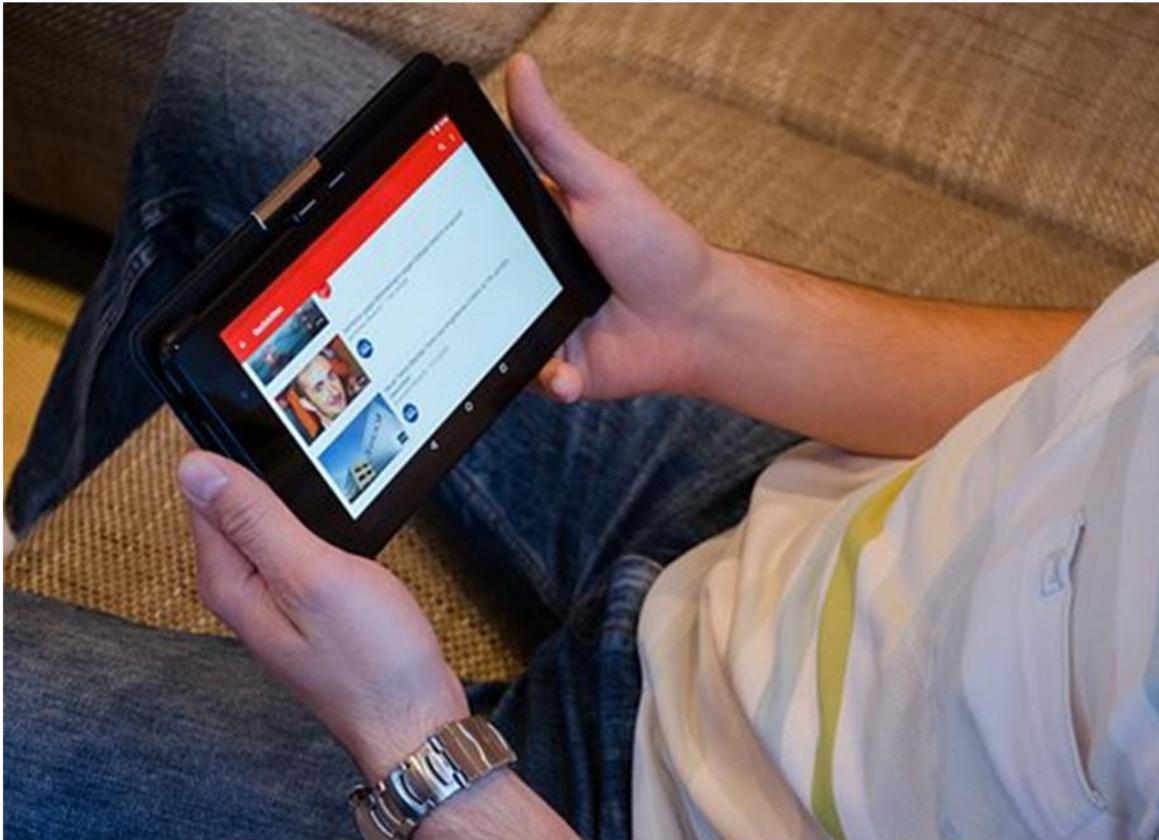
This menu will appear empty if your YouTube account is new or if you simply haven't subscribed to any channel just yet. You can use the “add channel” and the “browse channel” buttons to find channels to subscribe to, which will be added to this menu later on.

You can subscribe to a YouTube channel while you are watching a video by clicking on the “subscribe” button below the video.

Scroll down past these options in the menu and you will find additional shortcuts, some of which we have already gone through on the options menu on the right-hand side. Other shortcuts such as YouTube's “about” page, sections for creators, advertisers and developers can be found here.

As you can see, YouTube's interface experience is rich yet user friendly and simplified. Next up we will be showing you how to set up a channel to advertise from, so make sure to tune in!

# Chapter 6: Setting Up Your Business Channel



Hey there my friends! Let's now move on to the next step: creating your YouTube channel for advertising. Having a YouTube channel will provide you with a more personalized experience because it gives you a way to more directly control what you do on the platform while also providing you with a profile that can be used to interact with other users.

In that respect, YouTube channels have an appearance and functionality that closely resembles a social profile, with information such as the account holder's username, the account type, a description about the channel, the videos

uploaded by the owner of the channel, a list of channels followed and friended by the owner of the channel and a discussions section.

## Creating A YouTube Channel

Creating your own channel is a very easy and straightforward process that won't take you much but a few clicks of your mouse. Keep in mind that when you sign up on YouTube you will be able to access the platform with your Google credentials, but creating a YouTube channel is the minimum requirement for you to upload your marketing videos on the platform, and you can start by going to your account icon on YouTube and clicking on "Settings".

Now click on the "create a channel" link and enter the name of your new channel in the "Use YouTube as" pop-up window. Now, there are two types of YouTube channels: Personal Channels and Business Channels. Personal channels are the quickest and easiest way to have your own channel, while business channels provide users with additional channel customization options, such as the option to name your channel after your brand or business and to manage your channel from multiple YouTube accounts.

Your default account holder's name will be set as your new personal channel's name, and you will simply have to click on "create channel" to set it up. In this case, we are going to teach you how to set up a channel for your business so you can advertise from there, so you will have to click on the "use a business or other name" link instead.

Now in the "brand account name" field enter the name of your brand or business and then click on "create". Awesome! Now that you have created your new channel it is time to customize it. Start by clicking on the "customize channel" button.

Now click on the “edit” button on the profile picture space to the left to add your channel icon. Click on the “edit” button on the pop-up, and then click on the “upload photo” button on the next window.

Now look for your business logo on your computer, select it and click on “done” when it uploads. Now go back to your YouTube channel and click on the “add channel art” button, which will allow you to upload a new image that you can use as your main channel art. You will have the options to either “upload photos”, select an image from “your photos”, or to use one from the “gallery”. Once you have selected your channel art click on “select”.

Ok, now click on the “settings” icon below your channel art to go to your channel settings. Here you can customize your channel privacy and general customization settings. Your privacy setting options will allow you to either keep your liked videos, subscriptions and saved playlists private or to make them public.

By turning on the “customize the layout of your channel” option you will be able to further customize your channel from the get go. Lastly, you can turn on or off the “show discussion tab” option to allow comments to appear on your channel or not. Once you have made changes in this section simply click on “save”.

Back on the channel customization page you will be able to use the “add section” button to separate your video uploads into categories and the “add channels” button to favorite other people’s channels and to feature them on yours. Changes made using these buttons will show on the “videos”, “playlists” and “channels” tabs.

Now over the “about” tab you will be able to edit your channel description by clicking on the “channel description” button and then on done once you have added your channel description in the “channel description” field.

You will also be able to add contact details on your channel, including your “email” address, your country, and custom “links” that your channel visitors can click through. Once you have finished making changes in this section simply click on “done”.

Now that you have created a YouTube channel for your business you have everything that you need to start uploading your video ads. In the following chapter we will be giving you a walk through of the YouTube creator studio before showing you how to upload your advertising videos for the first time, so make sure to tune in!

# Chapter 7: Creator Studio

## Walkthrough



Hey there everyone! Now that you have your own YouTube channel you are more than ready to start using it to upload your awesome advertising videos. Uploading videos is easy, but you will need to know how to manage them after uploading them, and the “creator studio” is your personalized YouTube control panel for that.

To go to your YouTube Creator Studio simply click on your account icon in the top right corner and click on the “creator studio” button while logged into your

YouTube channel. You will be taken to your Creator Studio Dashboard, where you will have a quick overview of your videos and analytics.

You will also be able to see your channel notifications, recent comments made on your channel and channel related news. You can edit the way in which this information is arranged on your channel by using the “add widget” button.

Let’s now look at the tabs on the left-hand menu, starting with the “video manager” tab, where you will have access to your videos and to your playlists. In the “videos” section you can check and manage all your uploaded videos.

You can use the “edit” drop-down menu on each video to edit stuff such as “info and settings”, “enhancements” and “audio”, among other settings. You can make bulk edits on your videos by selecting videos from your list and then clicking on the “actions” menu on top.

Such edits include privacy and license settings, as well as to perform bulk deletes. You can also add videos to a playback list by using the “add to” button.

Let’s now check the “playlists” section by clicking on the “playlists” sub menu tab. In this section you will find your video playlists, which you can create by using the “new playlist” button.

The “live streaming” section is where you will be able to set up YouTube live streaming sessions. You will have two live streaming options available: “stream now”, which is the easiest way to launch live video sessions on YouTube, and “events”, which allows you to set up professional-grade live broadcasts.

In the “community” section you will be able to check and manage your community interactions such as comments and messages, to see who are your

public subscribers, to configure community settings such as moderator settings, user settings, content blocking settings and to edit default comment settings.

Lastly, the credits section will give you access to a list of videos where you have been credited in. These videos will be arranged by “pending” videos, “published” videos, “removed” videos and “spam” videos.

In the “channel” section you will be able to check your YouTube channel’s information. In the “status and features” section you will find the standing status of your YouTube channel as well as all the active features available to and activated on your channel, such as monetization and live streaming.

In the “upload defaults” section you will be able to manage your video upload settings, which will allow you to set default values for each one of your uploads such as default privacy, category, license, title, description, tags, comments, ratings, language and locations.

In the “featured content” section you will be able to select a “channel ad” to make one of your videos eligible to be promoted to YouTube viewers.

In the “branding” section you will be able to insert a watermark to brand the videos on your channel by using the “add a watermark” button. Please note that you will only be able to use transparencies and one color images as your branding watermarks.

Lastly, in the “advanced” section you will be able to configure advanced channel settings that include “account information” such as channel keywords, “advertisement settings”, “AdWords account linking” settings, “channel recommendations”, “subscriber counts” and “Google analytics property tracking”.

Now over the “analytics” tab you will find “overview” and “real time” reports of the performance of your videos. You can use the “comparison” button to compare performance analytics on specific videos, and you can use the settings button to select specific time periods, frequencies for charts and tables as well as units for measuring watch time in your analytics overview.

In this section you will also get very specific analytics for measured video interactions including “watch time”, “audience retention”, “demographics”, “playback locations” and “traffic sources”.

The “translations and transcriptions” tab will allow you to check the status of community contributions for videos on your channel, which are contributions that other YouTube users provide to videos uploaded to your channels such as translation of titles, descriptions and captions to other languages.

Here you will be able to select a “default language” for your videos to let contributors know what language they will need to work in when making contributions. Contributions under review are featured in the “in review” tab, and uploaded contributions are featured in the “published” tab.

In the “create” section you will find an “audio library”. There are two tabs in this section, the “free music” tab and the “sound effects” tab. You can use the files in these libraries to add royalty free music and sound effects to your videos. In the “music policies” section you can check current policies set by copyright holders to songs on YouTube.

The last tab on the “creator studio” left-hand menu is “your contributions” tab. In this section you will be able to check and manage your community contributions on the “submissions” tab, community contributions that you

haven't submitted yet on the "drafts" tab and videos requiring community contributions such as translated captions in the "contribute" tab.

Take your time to go through all these sections on your own and to use them in detail. Next up we will be teaching you how to link your AdWords account to your YouTube account, so make sure to tune in!

# Chapter 8: Linking Your AdWords and YouTube Accounts For Advertising



Hey there my friends! We are just two steps closer to the creation of your first YouTube video ad campaign, so let's continue. In this chapter we are going to show you how to easily link your AdWords account to your YouTube account for advertising.

This is a necessary step because YouTube ads are processed through the AdWords advertising platform owned by Google. Now, you can create and launch YouTube ads without linking both accounts, but you will get more advertising features by linking these accounts, and doing so is easier than you might think.

Start by clicking on the channel icon in the top right corner and then click on the “creator studio” button. From there go to the “channel” tab in the left-hand menu and then click on the “advanced” sub menu tab.

Now scroll down and locate the “AdWords account linking” section and click on “link an AdWords account” button. You will be asked to provide your AdWords “customer ID” in a new pop-up window. You will simply have to click on the “AdWords For Video” link highlighted in this new window to get started.

You will be prompted to sign in to your AdWords account in a new browser tab, so simply enter your Google account credentials and click on “next”. Once in your AdWords account you have to locate your “customer ID” in the top-right corner. Copy it and go back to where you left on YouTube.

Now paste your AdWords “customer ID” in the “customer ID” box field, then click on “next”. Now assign a name for your linked AdWords account and set permissions for the account. These permissions include “view counts on calls to action”, for “remarketing” and for “engagement”. Our recommendation is to leave them all checked and to click on “finish”.

Awesome! Now your YouTube channel has been linked to your AdWords account. There is only one step left: you have to approve your linked accounts on AdWords. Start by going back to your AdWords account. Now click on the “settings” button and then on the “linked accounts” option.

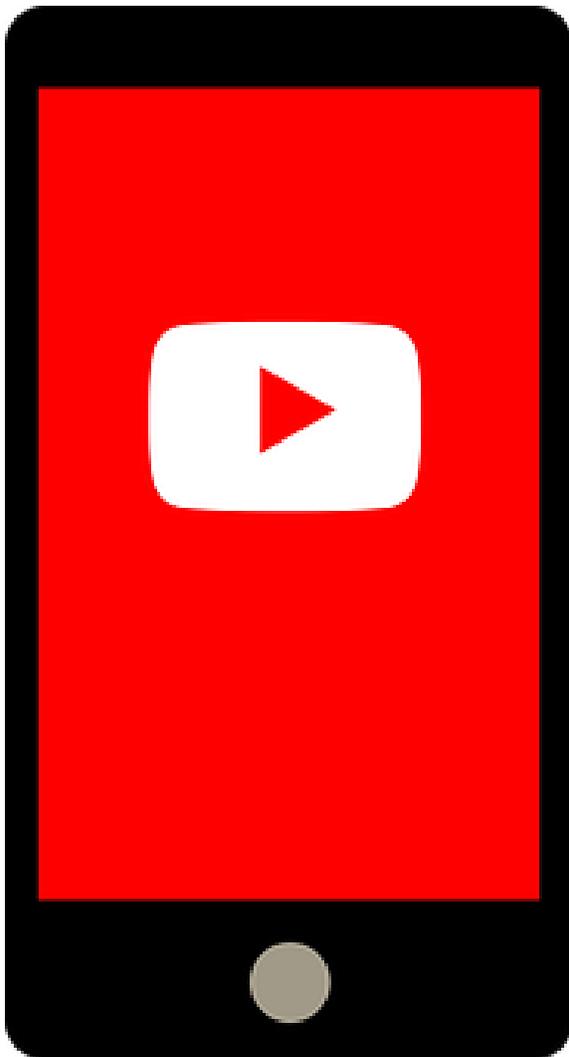
Once in “linked accounts” locate the “YouTube” shortcuts, then either click on “view details” if accessing the linked YouTube accounts section from the page or directly on the “YouTube” tab if accessing the linked YouTube accounts section from the “linked accounts” menu on the left.

Once in the linked YouTube accounts section click on the “view request” button under the “action” box corresponding to your linked channel, and then click on “confirm”. Your channel status will change to “linked”.

Now you will be able to use AdWords to promote your video ads and to set up video ad campaigns directly from your AdWords account. Linking AdWords to your channel will allow you to create remarketing campaigns and to use advanced audience targeting options as well.

You will also have more advertising features available on videos that you promote directly from YouTube such as call-to-action overlays. Now you are ready to learn how to easily upload your advertising videos, which we are going to cover in our following chapter, so tune in!

# Chapter 9: Uploading A Video To Promote On YouTube



Hey there my friends! We are just one more step before we can show you how to create your first YouTube video advertising campaign. In this chapter we are going to show you how to easily upload a video that you can use to advertise on YouTube.

Start on the YouTube home page. Now go to the “upload” button located on the top dashboard menu, click on it and wait for the next page to load. Now you will land on the “upload” page, from where you will be able to upload your advertising videos.

Here you will have three options to add videos to your account. The first option is the classic “select files to upload” option, which will allow you to select video files from your computer that you can upload to the YouTube platform.

The second option is the “import videos” option. This option will allow you to import videos from your “Google Photos” account. This option is mostly used by

people uploading videos taken from their mobile devices, which are directly saved on a Google Photo account.

The last option is the “Live streaming” option, which is simply the option to launch live broadcasts. These live sessions can be saved to your YouTube channel for people to watch later on.

Now, for advertising videos you are going to use the “Select files to upload” option because that is the best way to upload your promotional video productions. Please note that you can only upload videos no longer than 15 minutes until you verify your account by phone.

If you haven’t done so you have to simply click on the “Increase your limit” link shortcut below the upload box. Then you will simply have to select your country as well as a way to receive a phone verification code to your mobile phone number either by automated voice message or text message, then you will have to enter your mobile phone number and click on submit to receive your code and verify your number.

Alright, so let’s go back to the upload page. Start by clicking on the video “privacy” settings drop down menu to select your new video’s privacy set up. You will have the options to make your video “public,” “unlisted”, “private” or “scheduled”.

Our recommendation for you is to set your new advertising video as “public”. Then you will simply have to click on the “select files to upload” button. Now locate your advertising video on your computer and double click on it.

Now wait for it to fully upload and process. Awesome! Now it is time to add your video's basic info. Start by entering the title, then the description and the tags. Now select a thumbnail for your video in the "video thumbnails" section.

You can check the "Twitter" box to share your new video on Twitter, and you can also click on the "ad to playlist" button to add this new video to one of your playlists. Once you have entered your basic info you can move on to the "translations" and "advanced settings" tabs. In the "translations" section you will be able to select the original video language as well as to add new translations. Now, in the "advanced settings" section you will be able to set up additional settings.

Here you will be able to "allow comments" on your video and to select whether to show them all, to show only appropriate comments, or to require approval before showing a comment. You will also be able to sort comments either by "top comments" or "newest first".

You will be able to select your video category, to specify your video location, to select your video language, to allow community contributions, to enter a recording date, to allow video statistics to be shown on the watch page, and to customize additional advanced settings such as syndication, caption certifications, distribution options and content declarations.

Once you are done customizing all of your basic info and advanced settings you will be ready to finally post your video to the platform, and you will simply have to click on the "publish" button to get it done. Awesome! Now your video has been fully uploaded and posted.

In our following chapter we will be showing you how to set up your first video ad campaign using your newly uploaded video, so make sure to tune in!

# Chapter 10: Setting Up A Basic Video Ad Campaign



Hello there dear friends! We are now on the final step video, where we are going to teach you how to set up a basic video advertising campaign on YouTube the easy way, step by step, and we are going to do it using the advertising video we just uploaded in the previous step to make it easier for you to follow through each stage of the process.

Because by this point you already have an advertising video uploaded on your channel, what you will have to do next is to simply go to your channel profile icon in the top-right corner from anywhere on YouTube and then to click on the “creator studio” button.

Now go to the “VIDEOS” box on your creator studio dashboard and locate your advertising video. Now click on the drop-down menu right beside the “edit” button and then click on the “promote” option.

You will be taken to the “promote your video” section, from where you will be able to promote your video with a video ad campaign, with options to choose how much you will spend on your ads and how broadly you will target your audience.

Video ads promoted from this section will allow you to make a better use of your budget because you will only pay for a video ad when someone chooses to watch your video, and the good news is that running video ad campaigns can boost the long-term popularity of your content because the extra views, likes and shares earned during the run of a video ad campaign can easily lead you to get even more views, engagement and business in the future.

So to start creating your new video ad campaign you will simply have to click on the “promote your video” button on this page. As you can see, the basic ad creation process is a simple, three-step process that encompasses the “budget”, the ad “design” and the “final steps”, so let’s go one by one, starting with “budget”.

You have two options in the “budget” menu. The “campaign budget” option will allow you to set up a campaign lifetime budget, which means that the amount of money that you allocate for this campaign will be the total amount that will be spent during the campaign, and you will get a preview of the estimated number of lifetime views on your video ad based on the amount that you allocate on your campaign budget in the “estimated views” section.

Now, the “daily budget” option will allow you to set up a daily fixed amount of money towards advertising, which means that your daily budget will be the amount of money that you will spend on a given video ad campaign on a daily basis. You will get an estimated number of daily views based on the amount that you allocate on your daily budget in the “estimated views per day” section.

You will be able to select the currency that you will be using to pay for your video ad campaigns in the currency selection menu, and to enter your total “campaign budget” or total “daily budget” amount on the “your budget” field.

Our recommendation here is to select “daily budget” and to enter a daily budget of \$5 to \$30 depending on how much you can afford to allocate on this budget. This will allow you to have more control over your ad spend, and you can always increase your daily budget amount if you are achieving your target objectives, or pause your campaigns and optimize them if you are not seeing an adequate return on investment.

Now in the “audience” section you will be able to select between two audience targeting options. The first one is the “everyone” option, which will allow you to target anyone with your campaign. We only recommend you to select this audience targeting option if your offers are suited for a very broad audience.

The “let me choose who sees my ad” option will allow you to narrow down your targeting. You will be able to enter specific locations to target in the “locations” box and to target specific keywords used by niche audiences in the “interests” box.

In our case, we are going to select the “everyone” option because we will be advertising a giveaway to send more people to our website. Once you have set up your budget and targeting click on “next step” to continue.

Now it is time to design your new video ad. Start by adding your video ad headline in the “headline” field. Headlines should be short and include the name of your brand, your product, or service, as well as keywords that describe the use and benefits of your offer. The more specific, the better.

Now in the “description line 1” and “description line 2” fields you will have to enter a brief description on each. The trick here is to use the “description line 1” field to enter your website's URL, and the “description line 2” field to add calls to action or to inform leads about incentives such as discounts if you offer them.

Please note however that these description lines will only show up on “in-display” ads, and you can click on the “in-display ads” tab on the ad preview section to the right to see how they will read in your actual ads. Lastly, go to the “thumbnails” section and select a thumbnail image for your video ad. Once you are done designing your ad simply click on “next step” to continue.

Now comes the “final steps”. You will need to sign in to AdWords to launch your video ad campaign from your AdWords account, so click on the “sign in to AdWords” button to move on. Select your country or territory in the following window and then click on “continue”.

Now select your account type, enter your name and address, then select your payment method. Lastly, accept the AdWords terms and conditions by checking the “I accept the AdWords terms and conditions” box at the bottom and click on “save”. Your billing credentials will be saved, and you will only have to review your video ad campaign before confirming it. And that's it!

# Section 3

Advanced YouTube Ad Strategies

## Chapter 11: Using AdWords For Video



You can set up your YouTube video ads campaign from your AdWords account. Doing so will allow you to leverage advertising settings that are unique to the AdWords platform such as more detailed audience targeting options and pre-set marketing objectives.

To use AdWords for video you will simply have to start on your AdWords account and from there click on the “campaigns” tab. Now click on the “new campaign” button and click on the “video” option from the campaign type selection menu to use the AdWords for video feature to launch your YouTube campaigns from AdWords.

So the first step is to create your new video campaign, so let's show you how step by step. Start by naming your new video campaign in the "campaign name" field. Now select your type of video campaign.

You will have two type of video campaigns to choose from. The "standard" type is designed to drive views, awareness and conversions with video ads running on YouTube and on other places around the web.

The "shopping" type is designed to encourage people to buy products specifically listed in your Google Merchant Center account. You can also use the "load settings from" menu to load settings from existing video campaigns.

In our case, we are going to select the "standard" video campaign type to drive people to our business website and to increase awareness about our brand.

Now over the "video ad formats" section you will have to select your new video ad format. You can use the "in-stream or video discovery ads" format to publish video ads that appear during playtime and as search results on YouTube, or you can use the "bumper ads" format to show un-skippable 6 second video ads during mid play on YouTube videos.

In our case, we are going to select the "in-stream or video discovery ads" format to show our engaging sweepstake advert on YouTube videos and on YouTube search results, but you might want to select a different format depending on how you created your video ad and on how you would like to show your adverts to viewers on the platform.

Now you have to set up your "bidding" and "budget" formats. On bidding, you can select "maximum CPV" or "maximum cost per view" if you want to get the most qualified views allowed by your total budget, or you can select "maximum

CPM” or “maximum cost per mile” if you want to get the maximum impressions that you can afford within your budget.

Please note that the “maximum cost per mile” option is only available if you select the “bumper ads” format. Now, over the “budget” section you will have the options to either set a “daily” budget or a fixed “campaign total”.

Just like we discussed in our previous chapter, the “daily” budget option will allow you to set up a daily amount of money towards advertising your video campaign, which means that your daily budget will be the amount of money that you will spend on a given video ad campaign on a daily basis, and the “campaign total” option will allow you to set up a lifetime budget for this campaign’s run.

And just like we did in our previous chapter, our recommendation here is to select a “daily” budget and to allocate from \$5 to \$30 a day depending on how much you can afford to spend on a daily basis. This will allow you to test out your campaigns and to increase your daily budget amount if you are achieving your target objectives, or to pause your campaigns and optimize them if you are not seeing an adequate return on investment over your ad spend.

Click on the “campaign start and end date” display button to set up your campaign’s start and end dates. It will be set by default to start as soon as it is approved and without an end date, but you can check the calendar boxes below and to use the calendar functions to schedule your video ad campaigns.

In our case, we are going to leave our new video campaign unscheduled so we can stop it on a later date on our own. You can select on the “delivery method” display button to select an ad delivery speed.

You can select “standard” to deliver your ads evenly over the course of the day or during the length of the campaign’s lifetime, or you can select “accelerated” to show your ads quickly and to as many people as possible.

In the “networks” section you can select placements to show your video ads, including YouTube search results, on YouTube videos, and on “Video partners on the display network”. Our recommendation here is to leave all the options selected.

Now in the “locations” section you can select where to show your video ads, either in “all countries and territories”, or in your current location. You can check the “let me choose” option to select your own target locations, which is what we recommend. In our case, we are going to select some high-spending, English speaking locations where to advertise our offer.

In the “languages” section you will be able to specify the language of your potential customers, and in the “device” section you can adjust advanced device targeting settings. Lastly, you will be able to create custom ad schedules by clicking on the “ad scheduling” display button and to set up frequency caps and content exclusions by clicking on the “ad delivery” display button.

Once you have set this up simply click on “save and continue” to move on. Now it is time to create your ad and your ad group. Start by naming your new ad group in the “ad group” field. Now enter your video ad URL in the “video ad” field.

In our case, because we selected the “in-stream or video discovery ad” format, we will have the option to customize each ad format variation separately. Start by selecting “in-stream ad” if this is your case as well.

You will simply have to enter your “display URL”, which is the website address that appears in your ad, and the “final URL”, which is the valid URL that people will click through to go to your site. Now select the “video discovery ad” to customize your discovery ad. Start by selecting your video ad thumbnail. Then you have to customize your headline and your description lines.

Just like we advised you on the basic campaign set up video, use headlines for short copy where you include the name of your brand, your product, or service, as well as keywords that describe the use and benefits of your offer, and use the “description line 1” field to enter your website URL, and the “description line 2” field to add a call to action or an incentive.

Then on the “landing page” section select whether to make your “channel page on YouTube” or “the video’s watch page on YouTube” the video ad’s landing page, and then name your video ad in the “ad name” field.

In the “bidding” section you can set a fixed maximum bid according to your bidding objective. In other words, it is the highest amount that you are willing to pay for a single view or impression, depending on which one you choose as your objective. Our recommendation here is to apply an amount a little bit above the “typical” amount recommended by AdWords right beside the amount box.

Lastly, in the “targeting” section you will be able to set up your audience targeting options. Here you will be able to customize your target audience according to “demographics” and “interests”.

In the “demographics” sub section you will be able to target audiences by “gender”, “age”, “parental status” and “household income”. How you adjust these demographic settings will mostly depend on the offer that you want to

promote and the message that you want to send through your video ads, so take the time to research your target audience!

Once you have made your adjustments in this subsection simply click on “done” to save your changes. Now in the “interests” sub section you will be able target “affinity audiences” for maximum reach, to target “in-market audiences” for maximum return on investment, and to target “custom affinity audiences”.

You will also have the option to target audiences by “life events” such as “college graduation”, “marriage” and “moving”. Lastly, you will be able to use the “narrow your audience” menu to add targeting criteria to your targeting settings including specific “keywords” and “placements”, as well as to target website visitors through “remarketing” and by targeting specific topics.

Once you have set up your ad groups and ads, simply click on “save ad group”. Awesome! Now your new YouTube video ad campaign is up and running alongside the rest of your AdWord campaigns. Next up we will be showing you how to set up a video remarketing campaign, so tune in!

# Chapter 12: Setting Up A Video Remarketing Campaign



Hello there everyone! Let's move on to the next step in your YouTube video advertising journey: learning how to create video remarketing campaigns. It is a two-step process that we have made easier through this step by step video.

## Step One: Creating A Remarketing List

In order to retarget potential customers with your YouTube video ads you will need to set up a remarketing list. A remarketing list is a customer retargeting list that you retarget with ads based on previous interactions with your brand or business.

In YouTube's case this type of retargeting effort is called "video remarketing". The goal of video remarketing is to reinforce your brand's message by retargeting people who have already seen your videos or that have visited your channel, which gives you a greater chance of increasing your return on investment.

Now, to create a remarketing list for your video remarketing campaigns you will simply need to start on your AdWords account dashboard. Now click on the

“campaigns” tab on the top-bar menu. Once in the “campaigns” section click on the “shared library” menu tab and then click on the “audiences” option.

From here you will be able to set up remarketing lists that will allow you to reconnect with people that have shown an interest in your brand or business. There are four types of remarketing lists available for you to set up: “website visitors”, “mobile app users”, “YouTube users” and “customer emails”.

Because your remarketing objective is to create video remarketing campaigns to retarget people who have interacted with your brand or business on YouTube, you will have to select “YouTube users” as your type of remarketing list, so simply start by clicking on the “create list” shortcut under “YouTube users”.

You will be taken to the “new video remarketing list” page, where you will be able to create your new video remarketing list. You have to start by selecting your remarketing list type from the “list type” menu, and as you can see, there are several types of video remarketing list setups available.

These remarketing list setups will allow you to retarget to people who have “viewed any video from a channel”, “visited a channel page”, “viewed any video (as an ad) from a channel”, “liked any video from a channel”, “commented on any video from a channel”, “shared any video from a channel”, “subscribed to a channel”, “added any video from a channel to a playlist” or “viewed certain videos”.

For our example case, we are going to select the “viewed any video (as an ad) from a channel” list type to remarket to people who have shown an interest in our brand or our offers by viewing video ads from our channel for at least 30 seconds.

After you have selected your list type you will have to select the YouTube channel from where you will be doing your remarketing from the “YouTube channel” menu. Now you’ll have to name your new remarketing list in the “list name” field.

Now, in the “membership duration” box you have to enter the number of days a user’s cookie stays active in the list if the user doesn’t interact with your video or channel. In other words, you have to specify for how many days you will keep retargeting a user with your video ads if the user doesn’t interact again with your videos or channel.

The default “membership duration” is 30 days, but our recommendation here is to establish a membership duration of 7 to 14 days if your marketing objective includes low-value orders or website visits, and to establish a membership duration of 30 days if your marketing objective includes high-ticket orders.

Now, in the “status” section you have to select to either leave your list’s membership status “open” or “closed”. Select “open” if you want to always keep adding new visitors and leads to your remarketing list, and select “closed” if you want to only retarget engaged visitors that are already in your list until the end of your campaign.

Lastly, in the “initial list size” section you have to select the initial size of your list. You can “include users from the last 120 days” to your new list or to “start with an empty list” to start including visitors to your list once your list is set up and active.

Once you have set it all up simply click on the “create list” button. AdWords will start updating your list according to your set up after you finish creating your

list. Now you'll be ready to start creating your video remarketing campaign, so let's get to it.

## Step Two: Creating A Video Remarketing Campaign

Go to the “campaigns” menu tab on the left-hand campaigns menu, and then click on the “new campaign” menu button once on the campaigns page. Now click on the “video” option from the campaign type selection menu.

Now name your new video remarketing campaign in the “campaign name” field. Now select your type of video campaign. Just like we showed you in our previous chapter, you will find two types of video campaigns to launch. Select the “standard” type if your objective is to drive views, awareness and conversions, or select the “shopping” type if your objective is to encourage people to buy products specifically listed in your Google Merchant Center account.

And just like we did before, we are going to select the “standard” video campaign type to drive people to our business website and to increase awareness about our brand.

Now go to the “video ad formats” section to select your video ad format. Remember that you can use the “in-stream or video discovery ads” format to publish video ads that appear during playtime and as search results on YouTube, and that you can use the “bumper ads” format to show un-skippable 6 second video ads during mid play on YouTube videos.

In our case, we are going to select the “in-stream or video discovery ads” format to remarket our engaging sweepstake video ad.

Now it is time to set up your “bidding” and “budget” formats. Remember to select “maximum CPV” if you want to get the largest number of views allowed by your budget, or to select “maximum CPM” if you want to get the maximum number of impressions that you can afford within your budget.

Also remember that the “maximum cost per mile” option is only available if you select the “bumper ads” format. Now go to “budget” and select the “daily” budget option to set up a daily amount towards your new remarketing campaign, or the “campaign total” option to set up a lifetime remarketing budget.

Once again, our recommendation for you here is to select a “daily” budget and to allocate from \$5 to \$30 a day depending on how much you can afford to spend on a daily basis.

Click on the “campaign start and end date” display button if you want to set up specific start and end dates for your new remarketing campaign, and to click on the “delivery method” display button to select your preferred ad delivery speed.

Remember that you can either select “standard” to deliver your ads evenly or “accelerated” to show your ads quickly and to as many people as possible. Our recommendation here is to select “standard”.

Now select your remarketing ad placements in the “networks” section and move to the “locations” section where you can select where you want to show your video ads. For this example case, we are going to select high-spending, English speaking locations where to remarket our sweepstake video.

Lastly, select your target language if it selected by default in the “languages” section and adjust your advanced device targeting settings in the “device” section, your custom ad schedules by clicking on the “ad scheduling” display

button and your frequency caps and content exclusions by clicking on the “ad delivery” display button.

Once you set this all up click on “save and continue”. Now it is time to create your ad and your ad group. Start by naming your new ad group in the “ad group” field. Now enter your video ad URL in the “video ad” field.

Because we selected the “in-stream or video discovery ad” format, we will have to customize each ad format variation. So start by selecting “in-stream ad” if this is your case as well.

Start by entering your “display URL”, which is the website address that appears in your ad, and the “final URL”, which is the valid URL that people will click through to go to your site.

Now select the “video discovery ad” to customize your discovery ad. Start by selecting your video ad thumbnail. Then you customize your video ad headline and description lines, making sure to include the name of your brand, your product, or service in the headline and to use the “description line 1” field to enter your website URL, and the “description line 2” field to add a call to action or an incentive.

Now select whether to make your “channel page on YouTube” or “the video’s watch page on YouTube” the video ad’s landing page on the “landing page” section, and then name your video ad in the “ad name” field.

Now set a fixed maximum bid amount per view or impression in the “bidding” section, and then go to the “targeting” section to set up your audience targeting options. Because this is your first video remarketing campaign, leave the “demographics” and “interests” settings at their default values in order to

target “Any gender, Any age, Any parental status, Any household income” and “Any interest”.

You will be able to optimize those retargeting settings later on based on your video remarketing results. Ok, so now simply click on the “narrow your targeting” menu and click on the “remarketing” option.

Now you will be able to select your remarketing lists as one of your targeting options. As you can see, you will be able to target as many retargeting lists as you set up, and we recommend you to create several video remarketing lists to target different behaviors.

To target a remarketing list you will simply have to click on the “add” button corresponding to any remarketing list in the “remarketing list” column. Once you have selected your remarketing lists you will simply have to click on “done”.

Once you have set up your ad groups, ads, your bidding strategy, and selected your remarketing lists, simply click on “save ad group”. Awesome! Now your new video remarketing campaign is active.

# Chapter 13: Creating A Brand Awareness Campaign



Hey there everyone! Let's continue with the advanced strategies training. In this chapter we are going to teach you how to create a brand awareness advertising campaign video using AdWords for video. It is a feature that might actually go under the radar for most marketers, so we have decided to tell you how to set one up, step by step.

You will simply have to start on your AdWords account dashboard. Now, you won't find the brand awareness set up for video campaigns right from your

regular AdWords account, so you will need to click on the “try the faster AdWords” shortcut button located in the right-bottom corner.

Then you will have to wait for the “faster AdWords” page to load. Once in your “faster AdWords” account dashboard click on the “campaigns” tab located in the left-hand menu. Once in the “campaigns” page click on the “plus” button, and then click on the “new campaign” option.

Now click on the “video” campaign type column. As you can see, the “faster AdWords” will allow you to select a campaign goal when you select your campaign type.

The “video” campaign type will allow you to choose between two marketing goals: “product and brand consideration” to influence shoppers into considering buying your products when they are shopping around, and “brand awareness and reach” to increase brand recognition.

Now, to create a brand awareness video campaign simply select the “brand awareness and reach” goal and then click on “continue”. Now comes the ad campaign setup step. Start by naming your new brand awareness campaign in the “campaign name” field.

Now set your “budget type” as “daily” and enter a daily budget of \$5 to \$30. In “delivery method” select “accelerated” to increase ad delivery for brand recognition. Now adjust your “start and end dates” with no end date. Select all placements on “networks”. Now select your target “languages” and your target “locations”. Now set your “bidding strategy” as “maximum CPM”.

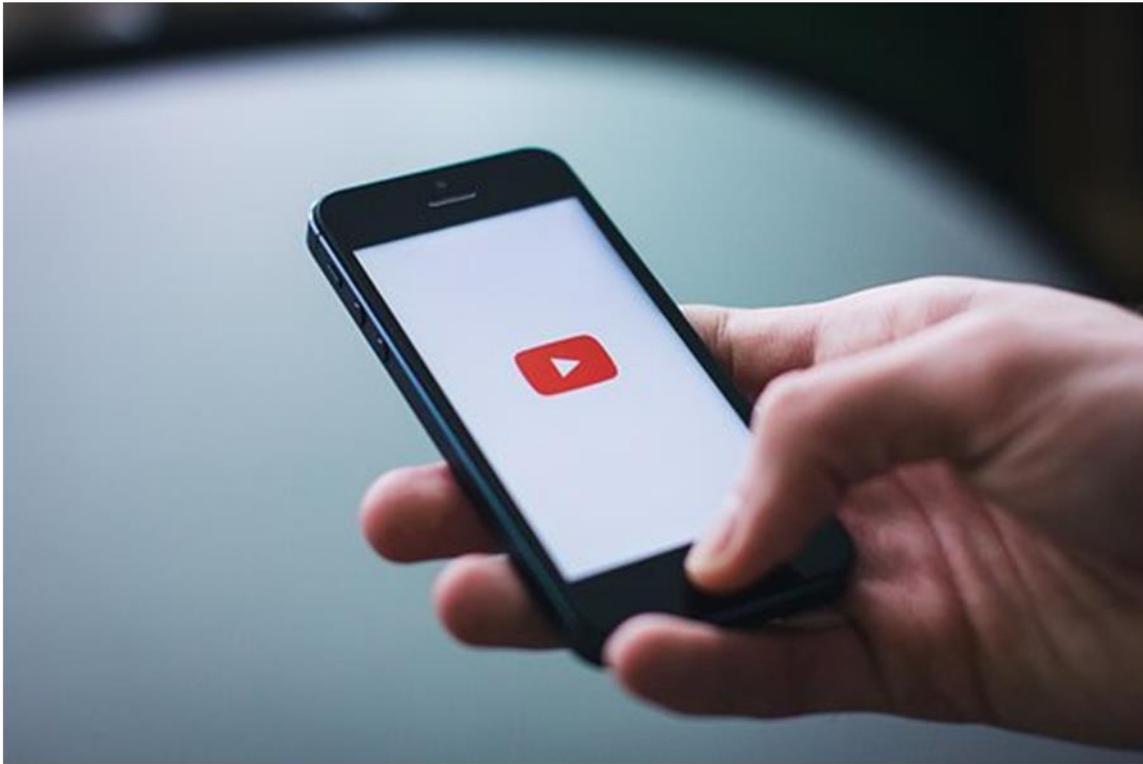
Leave the rest of the campaign setup settings on default and move to the ad groups section to enter your ad group name in the “ad group name” field. Now in the “bidding” section enter a “maximum CPM bid” of \$0.11 to \$0.30.

Now it is time to set up your targeting options. Make sure to target “Creating A Brand Awareness Campaign” in the “demographics” settings and to target “any interests” in the “interests” settings over the “people” section. Now go to the “content” section to adjust your target “keywords”, “topics” and “placements” according to your offers and your target audience.

Now go to the “create your video ad” section and enter your video ad URL in the “your YouTube video” field. Because the “bumper ad” format will be set as your default ad format based on your bidding strategy, you will simply have to enter your site’s URL in the “final URL” field and to enter a URL to display on your ad in the “display URL” field.

Lastly, select whether to “auto-generate a companion banner using videos from your channel” or to “upload an image”, then name your new video ad in the “ad name” field. Now click on “save and continue”. And that’s it! Now you are running an awesome brand awareness video campaign to reach more people with your business!

## Chapter 14: Call-To-Action Overlays



Hey there again my friends! There is a pretty nice feature available to YouTube advertisers that allows them to insert cool looking call to action overlays on their videos and video ads. They're easy to set up and can be done right from your YouTube account or your AdWords account.

In this chapter we are going to show you how to add these cool-looking call to action overlays on your YouTube videos the right way, step by step.

### **From YouTube**

To add call to action overlays on your videos from your YouTube account simply click on the profile icon in the top right corner while signed into your business channel and click on the “creator studio” button. Once in your creator studio dashboard locate the video that you want to insert a call to action overlay on

right in the “videos” section, click the display menu button beside the “edit” button and click on the “info and settings” option.

Now click on the “call-to-action overlay” tab located in the menu bar below the video. Now enter your call-to-action overlay headline in the “headline” field. Click on the “choose a file to upload” button to add an image from your computer to your call-to-action overlay.

Now enter a URL to show on your call-to-action overlay in the “display URL” field and your actual website’s URL in the “final URL” field. Finally, simply click on the “save changes” button to finish. Now your call-to-action will be featured on your video!

## **From AdWords**

To add a call to action overlay on your video ads from your AdWords account simply click on the “campaigns” tab to go to the “campaigns” section. Now locate the “videos” tab under “all campaigns” and click on it.

Scroll all the way down the page and locate the “videos” section. Then select a video ad that you would like to add a call to action overlay to, click on its corresponding display menu button and then click on the “edit call to action” option.

Now you will simply have to edit your call-to-action overlay by first entering your call-to-action overlay headline in the “headline” field. Now enter a URL to show on your call-to-action overlay in the “display URL” field and your actual website’s URL in the “final URL” field. Now Click on the “choose a file to upload” button to add an image from your computer to your call-to-action overlay.

Lastly, you can preview your call-to-action overlay before clicking on the “save” button to finish editing your new call-to-action overlay. As you can see, adding call-to-action overlays is a cost effective, easy to set up way to also promote your business or brand on YouTube!

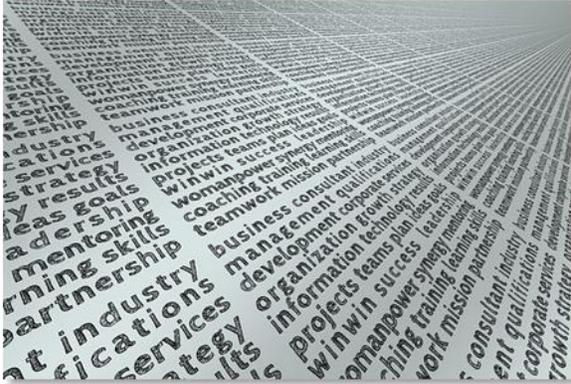
# Chapter 15: Optimizing Your Discovery Ads



Discovery Ads are a great way to show your video ads even to people that aren't watching any videos.

They work much like display network ads in that they will appear on search results based on search queries and other customer data, and they should be optimized for search as well.

Here are the best ways to optimize Video Discovery Ads



## Using Video Keywords

Video keywords are keywords that the Google algorithm identifies as relevant for results showing YouTube videos on the YouTube platform as well as on the Google search engine.

In other words, video keywords are keywords that put YouTube videos on the first page of YouTube and Google search results when you use them for search queries.

Non-Video Keywords will show you mostly direct results based on target keywords on video titles in the case of YouTube, or as simple website results when you use them to make your Google searches.

In order to apply video keywords to optimize your discovery ads you will simply have to use keywords in your niche alongside the following keywords:

- ✓ “How To”
- ✓ “Review”
- ✓ “Tutorial”
- ✓ Fitness or Sports Related Keywords
- ✓ Fun Related Keywords such as “cute” and “funny”

That is because those keywords are commonly associated with the most popular types of content that you can find on YouTube and on video sharing platforms in general.

## Optimizing Headlines

Ok, so you have to make good use of video keywords, and the headline is where the combination of video keywords and niche keywords has to be optimized.



Headlines should be at least 5 words long and include your video keywords at the very beginning.

Now, you have to be careful when crafting your headline copy in order to avoid keyword stuffing, which will not only keep your video ads outranked on search results, but will also make your discovery ads look unattractive on any placement.

A good example of how to properly use a combination of video keywords and niche keywords to optimize a video discovery ad headline would be a product review video ad using the “how to” keyword at the beginning of the headline and the niche keyword right after it.

## Optimizing Description Lines

There are two description lines available on video discovery ads, and they both should serve a different purpose depending on your offer.

The best way to optimize description lines is by using the first description line to either include a URL with niche keywords in its subdomain or to include a brief call to action.



You can use the second description line to add tags organized in a coherent manner. You can also use the second description line to add trending hashtags if you are advertising content-based offers, and to promote incentives if you are advertising order-based offers.

Apply these optimization principles on your discovery ads and you will increase the number of people reaching your video ads through search results and through recommendation results!

# Chapter 16: Advanced YouTube Ads

## Tips and Tricks



### Use Popular Video URLs For Ad Placement

Before creating your video ad campaigns, make sure to search for popular videos covering the topic in your video ad.

You can gauge the popularity of a video by looking at the number of views and likes on the video, as well as the number of subscribers in the channel that has uploaded the video.

Then select the more popular ones, copy their YouTube URLs, and save them on a text file.

Then insert them on your target “placements” while editing your “targeting” settings once you are creating your video ad campaigns!

### **Segment In-Stream Ads And Discovery Ads Differently**

Both ad formats perform differently, and they are generally found by different segments of a similar audience, so your best bet would be to always segment them differently, on different campaigns.

### **Make Use Of End Screens On Your Video Ads**

“End Screens” can be easily added by editing your Video Ad from YouTube, and they can help you to achieve your marketing goal by adding a screen sized call to action at the end of your video ad.

### **Optimize Your Ad Frequency**

You don't want to annoy your potential customers with your ads, and the best way to avoid this is to adjust your video ad's “frequency cap”, keeping the frequency capped at 2 to 3 impressions per week.

### **Optimize Your Traffic Generation**

Remember to analyze the results of your video ad campaigns after launch, preferably after 7 to 14 days depending on your goals, and to exclude irrelevant traffic sources.

### **Optimize Your Cost-Per-View At The Beginning**

One good way to get better results from your in-stream videos is to increase your average cost per view by at least 50% during the first 4 days of your campaign and to reduce your maximum bet after that period. This will help you to get the most out of your budget as well as to get better results gradually.

# **Section 4**

Additional Tips to  
consider

# Chapter 17: Do's and Don'ts

## Do's

### Create Variations Of Your Video Ads

There's no better way to put off your target audience than by repeatedly serving them the same video ad. Instead, create two or more variations of the same video ad to avoid losing your potential viewers' interest.

### Keep Content In Line With Keywords

This will help you to get your videos out there by giving both your "SEO" efforts and your return on investment an organic boost.

### Market Your Visuals

You have to take care of all the visual elements that your leads will find after taking action on your video ads ... Thumbnails, banners, channel trailers, they all count!

### Track Your Adverts

Make sure to integrate any video ads you run with your channel and to use YouTube analytics in order to regularly re-strategize and redefine your content, your methods, and your target demographics.

## Educate

A video ad with "how to" content is unlikely to be skipped by viewers when it shows them content of their liking.

### **Click-Through To Your Site**

Always include a call to action that links to your site. You can do this by adding a landing page URL on your “in-stream” video ads.

### **Use Testimonials**

Creating video ads where the protagonists are common people talking about how they have benefited from your brand is a surefire way to foster engagement and building customer trust.

### **Test With Lengths**

Take a good look at your metrics and see how long are your best performing video ads, then focus on the type of content that best suits your audiences’ preferred lengths.

### **Research**

Take your time during the day to watch videos from the “trending” section to get ideas for your newest video ads. Social media can also be a great source of inspiration!

### **Keep Video Ads Short**

You have less than 10 seconds to get viewers’ attention once your video starts rolling, and then 45 seconds to keep them engaged, so make sure to keep your video ads well timed!

## Don'ts

### Don't Mislead Viewers

Never show your viewers something that your offer or actual content can't match. It can help you to get a decent number of views at first, but it will only leave you with a bad reputation in the end.

### Don't Overspend

You don't have to go overboard with production and advertising budgets in the beginning. It will be enough to promote quality video assets, and as long as you are targeting the right audience you won't need to spend more than \$30 a day on video ads to see good results!

### Don't Promote Poor Quality Videos

This is a no brainer, but the reason why so few make it big with YouTube Ads is because only a select few are actually careful about details such as synchronicity, good lighting and high quality audio.

### Don't Try To Always Go Viral

Videos go viral on their own when viewers push it to others, but not all video ads are viral material, nor do they need to be created with going viral in mind. Instead, focus on generating conversions.

### Don't Focus On Number Of Views

The most important metric to look at when it comes to video ads is "User Engagement" related to your advertising objective. Conversions such as click-

throughs and new subscribers are way more relevant to your ad spend than number of views.

### **Don't Overuse Annotations**

Annotations are great for driving actions and increasing traffic to your site, but do not overpopulate your video ads with them. They will only clutter your video real estate and annoy your viewers.

### **Don't Use Outdated Assets**

Make sure to constantly update visuals such as your banners and buttons, even your logo! This will keep your brand fresh and will show your brand's history to new leads!

### **Don't Neglect Your Channel**

Some viewers will be tempted to visit your channel before clicking through to your website to see what's in there, so make sure to use your channel as another marketing asset!

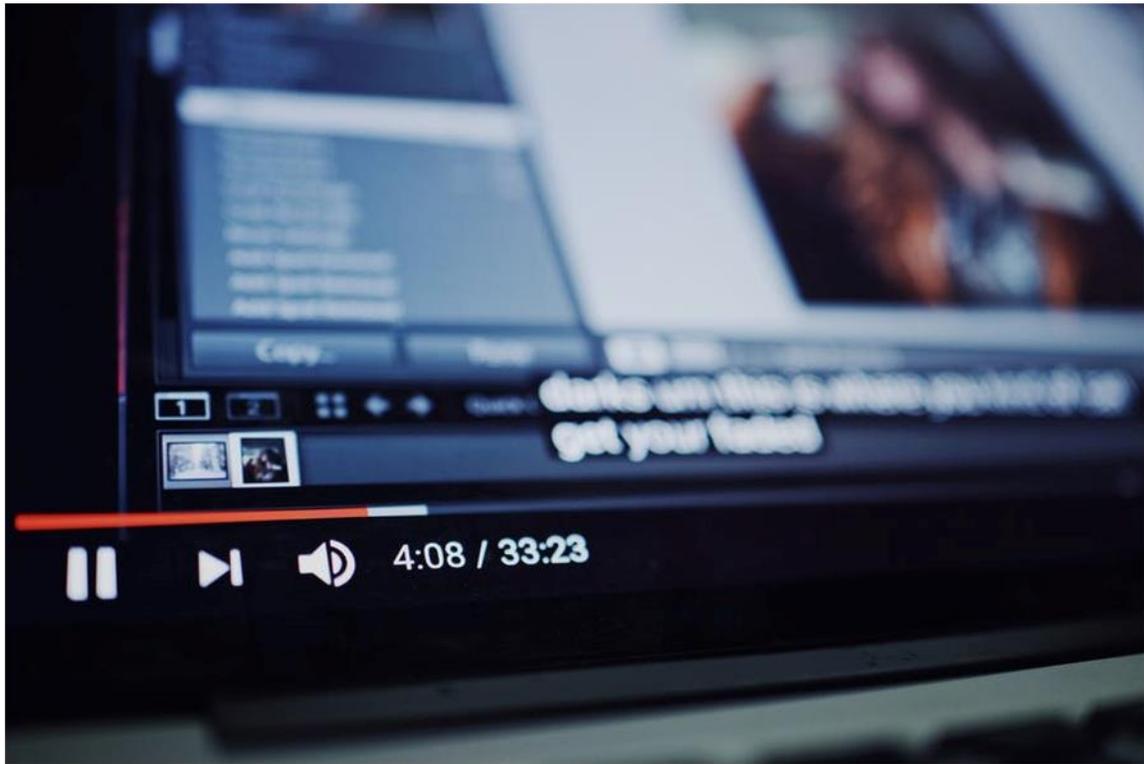
### **Don't Target Too Broadly Or Too Narrowly**

If you target too broad of an audience you risk losing some of your advertising money to uninterested leads, and if you target too narrowly you risk missing on qualified leads, so make sure to maintain a balance.

### **Don't Buy Engagement**

You are already paying to get your video ad out there, so if you are confident in your video you won't need to also pay for likes and comments. Simply focus on creating great advertising content and the engagement will come from ad views!

# Chapter 18: Premium Tools And Services To Consider



## [Google Preferred](#)

“Google Preferred” is a service offered by Google to YouTube brand advertisers in the form of easy-to-buy packages that give brand advertisers ad space access on YouTube’s top content as well as to ad space access on YouTube videos popular among 18 to 34 year old consumers!

### [Veeroll](#)

“Veeroll” is a video advertising platform that allows YouTube advertisers to generate awesome video ads without the need of video production or design skills as well as access to highly targeted traffic from the most qualified sources.

### [Webimax](#)

“Webimax” is a digital advertising agency that offers business YouTube advertising services that include video ad scripting, transcription, production and editing, YouTube channel optimizations and AdWords for Video management services.

### [Zero One](#)

“Zero One” is a video marketing and SEO agency that offers affordable YouTube advertising services such as free consultations, YouTube campaign optimizations and video reporting!

### [Blue Corona](#)

“Blue Corona” is a digital advertising agency that offers measurable marketing services to business owners eager to advertise on YouTube that include online video ad productions, YouTube video ad optimizations and YouTube advertising campaign management!

### [Micro Pyramid](#)

“Micro Pyramid” is a US based digital marketing company that offers YouTube advertising services that encompass the entire YouTube advertising journey, including content strategy, planning, optimization, distribution, community building, video advertising tactics, conversions and continual optimizations.

### [Animoto](#)

“Animoto” is a web-based video creation tool that will allow you to create awesome looking video ads full of color and life.

You will simply need to pick a style for your video ad, to select the photos and video clips to insert on your video ad, to add text, music and sounds, and then to produce and launch!

### [Camtasia Studio](#)

“Camtasia Studio” is an advanced video recorder and editor software that will allow you to record and edit smooth looking video ads with powerful features such as “SmartFocus” for zooming in and out!

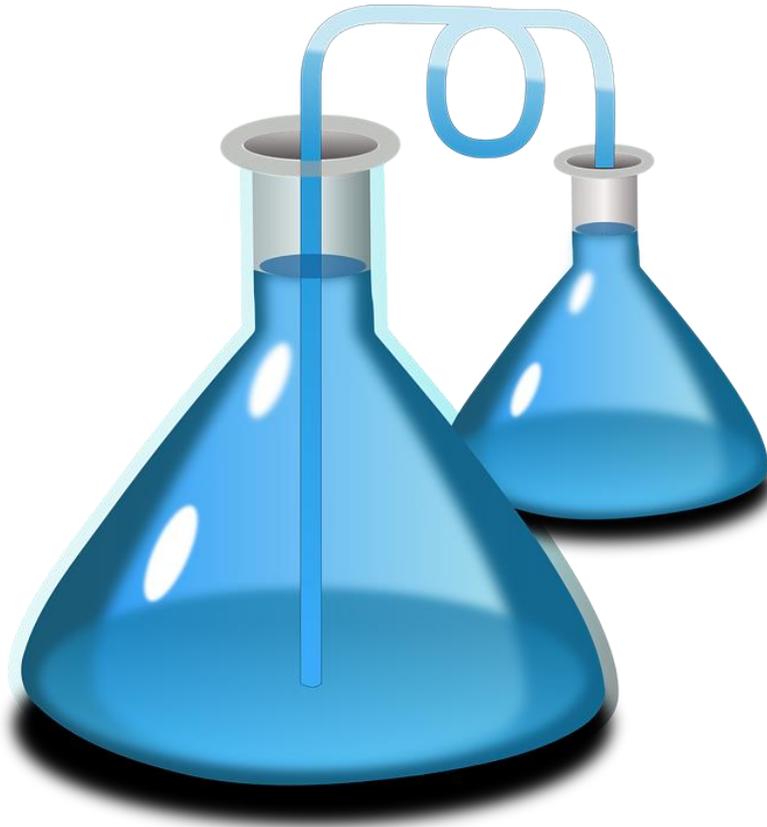
### [Snagit](#)

“Snagit” is a cost effective, easy to use video editing and screen recording alternative that will allow you to insert customizable elements, mark-up options and trimming on your video ads!

### [Fuse](#)

“Fuse” is an image and video capturing application for mobile devices that will allow you to capture footage on your mobile device and to export it to your computer, from where you will be able to edit it.

## Chapter 19: Shocking Case Studies



### Whiskas

“Whiskas” is a popular pet food brand that specializes in food for kittens and grown cats alike.

**Objective:** The company’s objective was to expand its influence across the kitten food category.

**Strategy:** The company’s strategy was to capitalize on the popularity of the “cat video” niche by launching their own educational video ad campaign for cat lovers.

**Results:** The campaign achieved 39 million views and a 47% increase in ad recall!

### Snickers

“Snickers” is a brand of chocolate bars produced by the “Mars” company.

**Objective:** The brand’s objective was to test a mix of TV and online promotional videos in order to drive more in-store sales.

**Strategy:** The brand launched a variation of their popular “You’re not you when you’re hungry” video ad campaign featuring Mr. Bean to target main household shoppers, based on consumer data obtained from a 17,000 household study panel.

**Results:** The campaign reached over 20 million people, while also proving that, on average, YouTube impressions delivered more than double the return on investment compared to impressions on TV.

### Ford

“Ford” is an American automobile manufacturer based in Detroit.

**Objective:** The company’s objective was to connect with new potential customers in the European market.

**Strategy:** Ford partnered with Google, YouTube and its advertising agency to identify the concerns of consumers in the market for a car, then produced a series of films in video ad format targeted to those consumers.

**Results:** The films generated a significant increase in brand consideration, putting the Ford brand at a 25% best in class improvement in ad recall.

### Ted Baker

“Ted Baker” is a British luxury clothing and online retail company.

**Objective:** The brand's objective was to launch its autumn/winter 2016 collection by offering shoppers a deep media experience that could help it expand its customer reach.

**Strategy:** The brand used YouTube to promote spy-themed trailers and video ads to launch its collection-oriented campaign.

**Results:** The film and trailer got a combined 5.9 million views, with a 60% increase in ad recall from those exposed to the ad, an 8% increase in brand consideration and a 9% increase in organic searches for the brand's name!

### [KitKat](#)

“KitKat” is a brand of delicious chocolate bars produced and distributed around the world by “Nestle”.

**Objective:** The brand's objective was to engage with the ever-growing gaming community.

**Strategy:** The brand commissioned the production of a video ad emulating the popular “Crossy Roads” mobile game in real life to two popular gaming YouTubers.

**Results:** The video quickly got over 10 million views, a 44% lift in ad recall and a 9% increase in brand consideration!

### [Mountain Dew](#)

“Mountain Dew” is a carbonated soft drink brand produced by the Pepsi Cola Company.

**Objective:** The brand’s objective was to produce an attention-grabbing video for the super bowl to promote its new flavor lineup.

**Strategy:** The brand commissioned the creation of a unique video ad that could span digital, social and out-of-home advertising.

**Results:** The video ad in question, titled "Puppybabymonkey", got close to 28 million views across all the target placements for the season it was intended to.

## Nike

“Nike” is an American multinational company that specializes in the development, manufacturing, marketing and sales of footwear and sportswear.

**Objective:** The company wanted to celebrate the “Chicago Cubs” winning of the 2016 world series with an emotional, engaging video ad to let the world know about it.

**Strategy:** “Nike” produced an emotional video ad with subtle product placements to leverage the news of the “Chicago Cubs” winning a world series for the first time in 108 years!

**Results:** The emotional video ad got 1 million YouTube views during a single day, with 1.5 million views in less than a week, and ample coverage on different sports-centric channels!

## Gillette

“Gillette” is a brand of personal care products for men and women, mostly popular for its line of shaving razors. It is owned by “Procter and Gamble”.

**Objective:** The brand’s objective was to improve its then poor-performing “search engine optimization” efforts.

**Strategy:** The brand produced a video encouraging teenagers to “ask dad” for advice such as how to shave instead of using Google to find out. That way the video ad could be found on search results by teenagers using the “how to” keywords ranked by Gillette.

**Results:** The “ask dad” video ad campaign was a giant success, getting 6 million views on YouTube!

## BMW

“BMW” is a popular company from Germany that produces automobiles and motorcycles.

**Objective:** The company’s objective was to generate hype for its latest car series by reaching the right type of customers at the right time.

**Strategy:** The company turned to YouTube to launch teaser video ads to showcase their new car lineup to specific users in specific environments. The company used engagement and response data to build audience segments likely to engage with their videos.

**Results:** The combination of video ads delivered on desktop and mobile devices alongside TV ads resulted in the largest impression delivery for the company to date, with 7.5 million views!

## Volvo

“Volvo” is a Swedish company that specializes in the manufacturing of trucks, buses, and construction equipment.

**Objective:** The objective of the company was to demonstrate the durability of its latest “FMX” truck, the toughest they had built to date.

**Strategy:** The company produced a video ad where they let a 4 year old child remote-control one “FMX” truck, which was the perfect blend of entertainment and proper product placement.

**Results:** The video ad got a whopping 11.5 million YouTube views!

# Chapter 20: Frequently Asked Questions



## What Type Of Ad Formats Work Best On YouTube?

Although there are several types of ad formats available on YouTube, our recommendation is to go for the “in-stream” ads and “in-slate” ads, mainly the short-form skippable ones. Overlay ads also work well when they match the content in the video that they are served on.

## **Are YouTube Ads Shown To All People On YouTube?**

YouTube ads are shown to people that are watching videos on channels that have monetization enabled. Also, ads are only shown on videos with advertiser-friendly content.

## **Are YouTube Ads Good For Driving Direct Sales?**

YouTube Ads work better at generating conversions such as website visits and engagement. In fact, YouTube ads, especially short-form skippable video ads, are mostly used as a storytelling medium to drive leads to click through a sales funnel which often starts by taking leads to a longer video which then takes them to a landing page, then to a subscription and then to a sale.

## **How Much Should You Spend on YouTube Ads?**

In the beginning, you should be spending no more than \$10 to \$30 daily. Take the time to know your audiences, target them efficiently, and you will be able to get click-throughs as well as costs per mile for as cheap as \$0.11!

## **How Fast Do YouTube Ads Work?**

It depends on factors such as the size of your target audience, how engaging your content is, how much you invest in your ads daily, how well your ads match the content in the videos they are being served alongside of, and how well they are retargeting people based on their watch history.

Also, if you are using video ads, it will depend on how likely the promoted videos are of going viral. YouTube ads work as fast as 1 day for some marketers, and as fast as 1 week for others. Your mileage may vary depending on all the mentioned factors as well as your marketing objective!

## **Do Shorter Video Ads Convert Better?**

While it is true that shorter videos are more effective at engaging most viewers within the first 6 to 10 seconds, videos that are over 30 seconds and close to the 60 second mark are pretty effective at converting truly qualified leads, which means that you will be getting your return on investment and will most likely profit from them as well.

## **Will You Pay For Ads Even When They're Monetized By A Channel?**

Yes! That is why you have to pay special attention to your targeting criteria and ad placements. Instances in which you will pay for your ads even when they're not monetized by a channel include when people see some of your ads from a smart TV or gaming console and when your ads show on videos from channels with disabled monetization.

## **Do YouTube Ads Work Only For Businesses?**

While the main reason why marketers advertise on YouTube is to build brand awareness for their clients and to promote product launches, it is not uncommon to find personalities with a passion or hobby such as musicians or graphic designers using video ads to reach a larger audience, which wouldn't be as easily achievable as with video advertising.

## **What Metrics Are Unique To YouTube That You Should Be Aware Of?**

Two metrics that are important to understand that are relative to each other are "views" and "view rates". "Views" is the net amount of people that have watched your video for 10 seconds or more, and "view rates" is the percentage of people that have interacted with your videos in one way or another.

“Earned views” is also an important metric to look at because it represents the number of times that a lead watches other videos on your channels 7 days after watching or having interacted with your video ads.

## **Do YouTube Ads Show Somewhere Other Than On The YouTube Network?**

YouTube Ads are also shown on the Google Display Network when you target the display network with your campaigns, as well as when you set up YouTube Ad campaigns using the “AdWords for Video” option on Google AdWords.

## Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take your YouTube Ads Efforts even farther, we invite you to get the most out of it by getting access to our Live Video Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from YouTube Ads.

YouTube Ads have come to stay in the market forever.

To Your Success,

**Your Name**

# Top Resources



## Videos

<https://www.youtube.com/watch?v=iosITGgxIJU>  
<https://www.youtube.com/watch?v=qTIp3lUGBCI>

## Tools & Services

<http://www.techradar.com/news/best-youtube-to-mp3-converter>  
<https://www.adwordindia.in/>

## Training Courses

<https://lennysnetmarket.com/reviews/youtube-ads-mastery-best-youtube-ads-training-course-online/>  
<https://www.udemy.com/how-to-make-videos-and-start-a-youtube-channel/>

## Blogs

<https://youtube.googleblog.com/>  
[https://www.reddit.com/r/youtube/comments/7hmyzz/youtube\\_creator\\_blog\\_protecting\\_our\\_community/](https://www.reddit.com/r/youtube/comments/7hmyzz/youtube_creator_blog_protecting_our_community/)

## Forums

<http://sharree.com/Feed-Shares>  
<https://community.tubebuddy.com/index.php?forums/youtube-discussion.13/>

## Affiliate Programs

<https://www.jvzoo.com/>  
<http://www.jvshare.com/>

## Webinars

<https://www.youtube.com/watch?v=ctnIUJibzNo>  
<https://zapier.com/apps/youtube/integrations/zoom>

## Infographics

<https://www.socialmediatoday.com/social-business/mind-blowing-youtube-stats-facts-and-figures-2017-infographic>  
<http://www.skillzme.com/youtube-ads-today-infographic/>

## Case Studies

<http://mediakix.com/2017/11/fashion-advertising-youtube-influencers-case-study/#gs.Fp8c9dE>  
<https://www.youtube.com/yt/advertise/success-stories/>

## Facts

<https://fortunelords.com/youtube-statistics/>  
<https://expandedramblings.com/index.php/youtube-statistics/>

# Limited Special Offer

## YouTube Ads 2.0 Made Easy

(Video Training)



**Click Here to Download Your Video Training!**

**(Insert your Upsell Offer URL)**