



THE ULTIMATE GUIDE TO YOUTUBE ADVERTISING



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**WHY VIDEO
ADVERTISING IS
DOMINATING**

Brands are looking for ways to cut through the abundance of content online to get their message heard, attract qualified prospects, and fuel higher revenues. Between website content, blogging, case studies, paid advertising, social media, email, and mobile—the demand for quality content continues to rise, while the time to create high-impact content feels like it’s shrinking.

So what’s the answer? How do you continue to produce valuable content at a rapid pace when time is of the essence? Well, if you’re reading this guide, chances are you already know the answer: video.

Video continues to capture more attention year after year than any other type of content. This medium can (and will) impact every aspect of your marketing strategy. From better rankings on Google to better conversion rates for your paid advertising—video is dominating the public’s attention.

How Powerful Is Video Advertising?

The proof is in the numbers:

- 5 billion videos are watched on YouTube every day.
- 65% of executives will visit a website and nearly 40% will call a vendor after viewing a video.
- 90% of customers say that product videos help in their decision-making process.

Do people still enjoy a good reaction video or cat compilation video? Of course. But more and more buyers are using YouTube to learn and gain the knowledge needed to make purchase decisions. In fact (as this is being written), YouTube stands as the #2 search engine in the world.

What Kind of Video Dominates?

With there being so much video content out there—and so many types—where do **you** begin?

The abundance of search traffic means two things:

1. A profound opportunity to create content for your audience
2. The ability to increase your brand’s visibility at scale

Now, you might be asking yourself—what kind of video is driving all this advertising opportunity? Here’s a quick look at some of the top most-searched types of videos:

- **Product Reviews** (#1 type of content)
- **How-Tos/Tutorials** (DIY info for your audience)
- **Educational** (Teach your audience from anywhere, anytime)
- **Q&As** (i.e., “10 questions we always get about X”)
- **Vlogs** (Give your audience a behind-the-scenes look)

As you can see from this breakdown, video does one thing really well: it gives us knowledge faster! Our time is precious—and video is fast, effective, and above all, a convenient way to find the info we need.

A Grip on Mobile Attention

One of the biggest drivers of video domination is in your (and everyone's) pocket right now: the mobile device. Your customers use their devices to **find your business**, look for products, shop, make reservations, and—you guessed it—consume a lot of video content. Just how much? As of 2019, nearly 80% of the world's mobile traffic comes from video views.

Not convinced yet? Let's keep digging:

- Mobile viewers watch over 40 minutes of video every day.
- 62% of customers watch product review videos before making a purchase.
- 84% of customers were convinced to make a purchase after watching a brand's video.
- 55% of shoppers do research on their mobile devices.
- YouTube reports that video consumption is rising at a rate of 100% year over year!

If we told you five years ago that you would have the power to put your latest product, service, or promotion directly into the hands of your most valuable prospects, you would have called us liars. Then, you would have asked us how. This is now the reality we live in.

There is competition, but there is also opportunity—and mobile video content gives us one of the best paths to capture the attention of our customers.

Video Is Attention (At Scale)

Guess how much money was spent on TV advertising last year? How does nearly 20 billion sound? It should sound...wrong. The number is actually nearly 70 billion dollars! Follow-up question: Is cable TV really still your go-to? Or do you use platforms like Netflix, Hulu, and Amazon to watch what you want, when you want?

Here is the hard truth—traditional TV viewing has dropped more than 20%, while those of us using streaming services and switching to OTT (over-the-top) accounts make up over 51% of the US population. OTT is basically media content that is distributed online, which includes every entertainment streaming service.

As more and more viewers “tune out” of the traditional TV experience, the effectiveness of TV advertising plummets. What was once the crown jewel of advertising is losing its luster, and attributing marketing success to TV ads continues to dwindle. But—there is a **big** silver lining.

YouTube vs. Traditional TV Ads:

- 8 in 10 studies found YouTube had a **greater ROI**.
- Advertisers pay for **actual views** on YouTube—not time slots.
- Advertisers get **better access** to target audience on YouTube.
- Better data and **performance tracking** is available on YouTube.
- YouTube **mobile ads** receive viewer attention 83% of the time.

Shifting your video advertising to a platform like YouTube is going to give you the ability to target your audience, test quickly, and attribute success faster and cheaper than any traditional TV ad. How? In a word: Google. With YouTube being attached to Google Analytics and powered through the Google Ads platform—you will have access to all the data you need to measure your success.

Don't worry if you don't know what to measure—we will show what *and* how later in this guide.

The Big Question – Should You Use Video?

At this point your eyes should be opened and the value that video can give your brand should be clear. When it comes down to it—video is where the attention is, it is where the eyeballs are, and it is where you should be focusing your efforts. Beyond YouTube itself, video content lets you build better relationships and connect with your customers on an unmatched level. From brand awareness to nurturing to the final purchase, video can influence all of it—in overdrive.

Our goal is to help you create, use, and make a bigger impact with video. From a small local business just getting off the ground to the established enterprise breaking into new territory—this guide is for you. In a nutshell, video levels the playing field when it comes to marketing and advertising your brand. Engaging video content and well-designed campaigns on YouTube can help you dominate your competition and set your brand apart like nothing else.

So should you use video? Yes. And we hope you are ready—because it's time to get started.



YOUTUBE ADVERTISING SETUP

(Almost) Everything You Need

Getting Started — Required Setup

Creating video content and launching your campaign requires a good foundation for a few reasons. You need a home for your content, and you need to be able to target your customers and run your campaign. You also need to be able to track your progress. This last one is the most important—tracking your progress. If you are going to invest the time and money to advertise on YouTube, you want to make sure you are getting the biggest bang for your buck.

Here are the three things you need to get going:

- **YouTube channel**
- **Google Analytics account** (for tracking)
- **Google Ads account**

Just like a tricycle needs three wheels so you don't fall flat on your face, having these three tools from day one will give you the stability you need to get your best ROI. Don't worry if you don't know how to use each tool yet, the important thing is that you start—and start smart. We will give you the complete blueprint, starting with your YouTube channel.

1: Your YouTube Channel

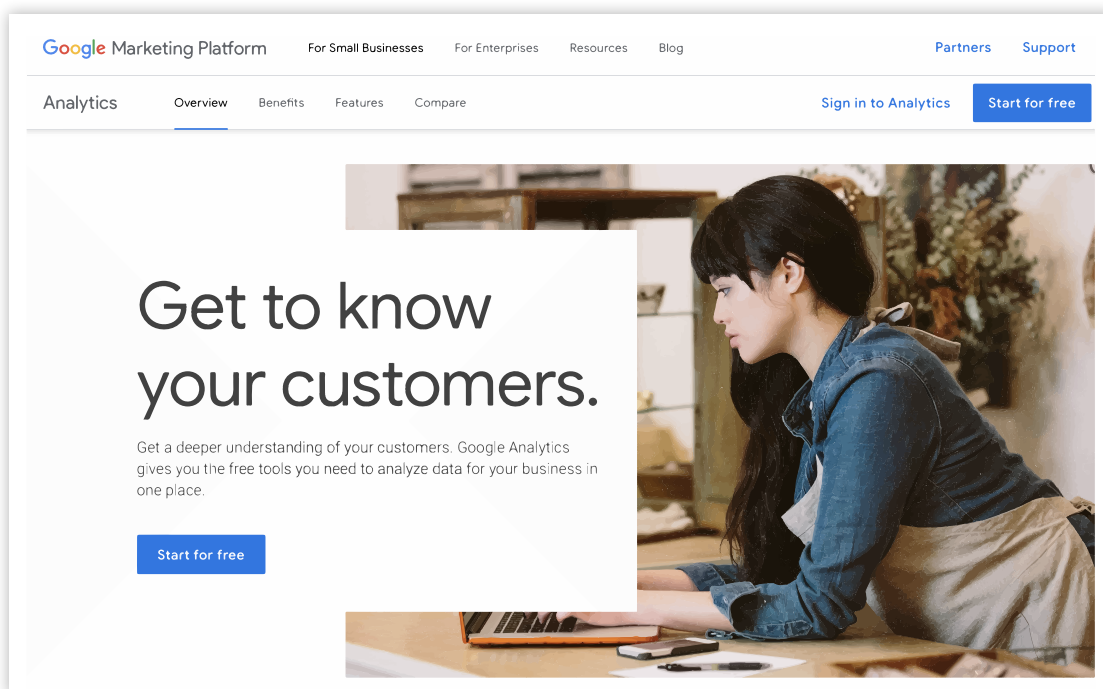
All your content videos and video ads need a place to live—that home is YouTube. You can store all your videos in one place for easy access, and if you want to run an ad, embed a product video on your site, or share a video on social media, it will be there waiting for you. So the first thing you need to do is create your channel.



NOTE If you are planning to have multiple users being able to access the account for video uploads or just want several people to have access, you can create a [brand account](#).

To create your first YouTube channel, head over to [YouTube.com](#) and follow these steps:

- Sign in to YouTube on a computer or using the mobile site with your Gmail account information.
- Try any action that requires a channel, such as uploading a video, posting a comment, or creating a playlist.
- If you don't yet have a channel, you'll see a prompt to create a channel.
- Check the details (with your [Google account name and photo](#)) and confirm to create your new channel.



2. Setting Up Google Analytics

Want to know the real impact your content is having? It's all in the numbers. YouTube itself has analytics that shows you watch times and number of views, and connecting your channel to Google Analytics (GA) will help you uncover even more data.

How are people interacting with your channel? What are people searching for to find your channel? Where is your traffic coming from? GA brings this information and more into full view, including:

- Traffic Sources
- Viewing Devices
- Viewers' Countries
- Keyword Searches
- Viewer Loyalty (i.e., repeat viewers)
- And more

What it really comes down to is knowing what makes your audience tick, understanding how they interact with your content, and what content they prefer. For example, knowing what they are searching for, what devices they are using, and the highest volume locations provides valuable insights for running your ad campaigns.

Getting Started with Google Analytics:

- Head over to google.com/analytics.
- Get your account by clicking ***Start for free***.

2.2 Linking YouTube with Google Analytics

Once you have both your YouTube channel and your Google Analytics account, you will want to connect them together so you can capture all that rich viewing data. So take a deep breath because we are going to connect everything together right now:

- ➔ Log in to Google Analytics.
- ➔ Set up your web property.
 - Enter your website name.
 - Enter your YouTube channel URL (copy and paste from YouTube).
 - Choose a category.
 - Enter a time zone.
 - Give your account a name.
- ➔ Click the blue **Get Tracking ID** button.
 - Accept Terms of Service.

The screenshot shows the 'Setting up your account' form in Google Analytics. It includes sections for 'Account Name', 'Setting up your property' (with fields for Website Name, Website URL, and Industry Category), 'Reporting Time Zone', and 'Data Sharing Settings'. The 'Get Tracking ID' button is highlighted at the bottom.

- ➔ Copy your Tracking ID (Starting with **UA-XXXXXXXX-X**).
- ➔ Go to your YouTube channel and click **Advanced** under channel settings.

The screenshot shows the 'Advanced' settings page in YouTube Creator Studio. It includes sections for 'Account Information', 'Advertisements', 'AdWords account linking', and 'Associated website'. The 'Get Tracking ID' button is highlighted at the bottom.

- ➔ Paste your Tracking ID into the Google Analytics account ID box.
- ➔ Click the blue **Save** button on the top of the page.
- ➔ Congratulations, you're done!

The screenshot shows the 'Channel recommendations' settings page in YouTube. It includes sections for 'Channel recommendations', 'Subscriber counts', and 'Google Analytics property tracking ID'. The 'Save' button is highlighted at the bottom.

3. Google Ads Account

So you have your YouTube channel and you are ready to track analytics, but there is one last piece to the puzzle: your Google Ads account. Google owns YouTube and runs its YouTube ads through its Google Ads platform. What can we say? The world (really) runs on Google.

To upload your video ad, target your audience, and build your campaign, you will need to set up your Google Ads account. **Click [this link](#) and use your Google account information to sign up and get started.**

Once you have all three of your accounts set up you will be able to start building your campaigns for your YouTube ads.





YOUTUBE VIDEO ADS

*Ad Types, Pricing, and the Best
Place to Begin...*

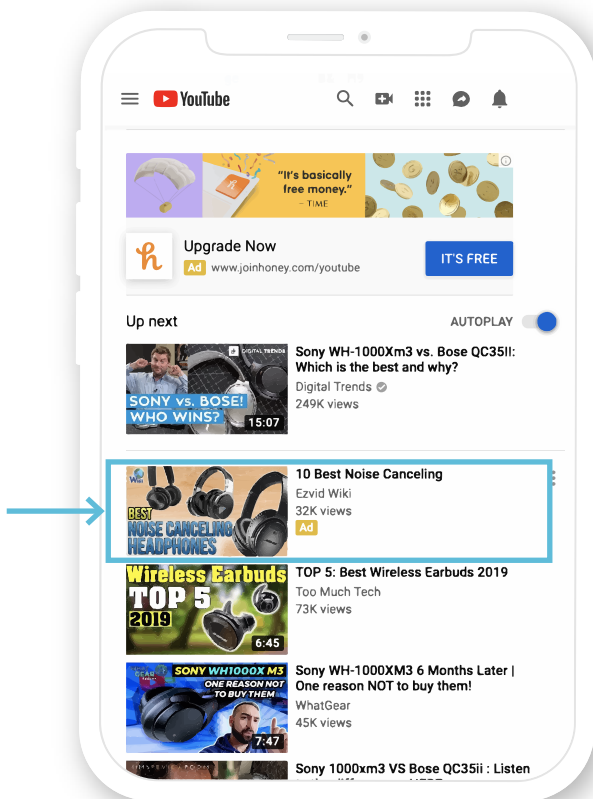
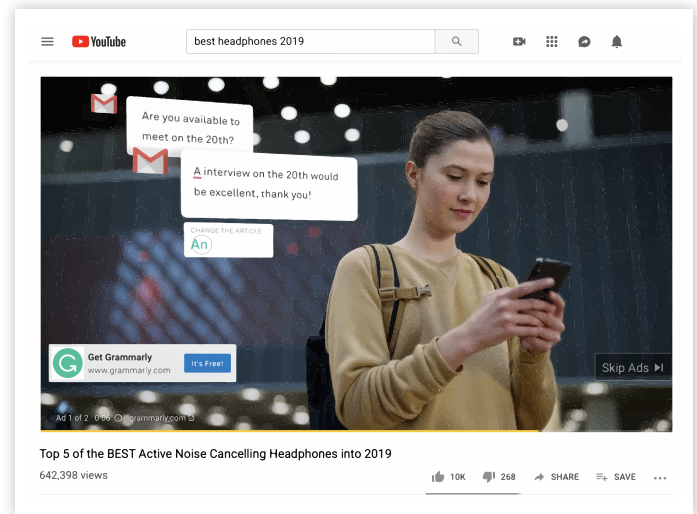
YouTube Ads — Knowing Your Options

There are so many ways to advertise on YouTube—TrueView in-stream ads, TrueView discovery ads, pre-roll ads, bumper ads, and the list goes on. Sounds exciting—and overwhelming, right? Well, the truth is, they are not ALL going to work for your brand from day one. So don't worry about how you are going to use every type of ad. Let's just focus on finding you the **right** type of ad.

TrueView In-Stream Ads

Have you ever clicked a YouTube video and been greeted with a short (or long) ad before your video? If you have, then you were watching a TrueView in-stream ad.

These ads **automatically** run before, during, or after videos watched on YouTube. Viewers have the option to skip the ad after 5 seconds if the ad content does not apply to them. These ads are usually intended to drive awareness for brands, products, and services.



TrueView Discovery Ads

When searching for a video on YouTube for something like "MacBook Pro," you may find an iPhone video with a little yellow "ad" box next to it at the top of the results. This is just one type of discovery ad.

These appear in places like the YouTube search results, next to related videos, as well as the YouTube mobile homepage. Users can click the thumbnail to watch your video ad and help put more of your videos in front of the right audience. One big difference between in-stream and discovery is that in-stream is automatic and discovery needs to be clicked by the user.

Pre-Roll Ads

You know those ads that pop up in the middle of a video? The ones you've tried to skip but aren't able to? Well, you just experienced one of two types of YouTube ads that you can't skip—so enjoy!

Pre-roll—despite its name—can play not only before, but also during or after a YouTube video, and can be up to 20 seconds long. This type of ad can offer you some flexibility when it comes to placement (before or after a video plays), ad run time, and placement of direct calls to action for the viewer. Does this ring a bell? “Click today to save 15% or more on your car insurance.” Yep, that was a call to action in a pre-roll ad.

Bumper Ads

If you've ever come across a really short ad at the beginning of a YouTube video that you couldn't skip—congratulations! That was a real-world bumper ad—the second type of ad you can't fast-forward through.

Bumper ads are similar to in-stream ads, except they are “non-skippable.” Why? Because these video ads must be 6 seconds or shorter, so they need to be attention-grabbing, brief, and memorable. But don't be fooled by their six-second lifespan—brands like Bounce, Airbnb, and Under Armour have all made a big impact with bumper ads. **Sometimes less really is more.**

YouTube Dollars and Cents (Pricing)

One of the great things about YouTube advertising is that, generally, it is very cost-effective—taking into account your ability to target your key customer and the exponentially higher ROI you can achieve as opposed to other forms of advertising. But—all that being said—there are some smart ways to get the most out of your YouTube ad investment.

How YouTube charges for advertising:

Cost-Per-View or CPV

This is exactly how it sounds. You are charged for every view of your ad. If you are running a non-skippable ad, every view counts. If you are running a skippable ad that is skipped before the 10-second mark, you will not be charged for a view (average CPV is \$0.10 - \$0.30).

Cost-Per-Thousand or CPM

This cost model means cost per 1,000 video impressions. For every thousand sets of eyeballs that your ad comes across—regardless of action—you are charged. However, this is not as scary as it might sound. The median CPM in Q3 of 2018 was just over \$12—a very cost-effective way to push your message to a thousand potential buyers.

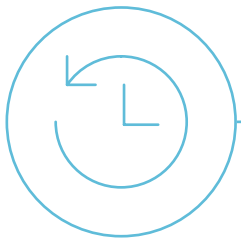
Cost-Per-Click or CPC

While this model is usually specific to traditional Google Ads, this is a factor when it comes to something like YouTube discovery ads. If someone clicks on a video ad thumbnail to watch your video, or interacts with a call-to-action overlay, cards or companion banners, you are charged for the click. Google blurs the lines of this metric with their cost-per-view metric.

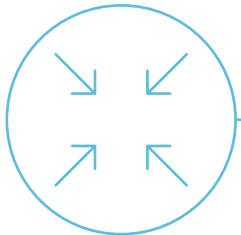
TrueView In-Stream — Your First Campaign

For the majority of this guide we will be focusing our attention on **TrueView in-stream** advertising campaigns. Because of the flexibility and capabilities with this ad format, it's a great place for new advertisers to start.

Why **TrueView** ads are a perfect first stop:



Ad Lengths: There are no limits—any ad length is okay. Any ad longer than 15 seconds will need to be skippable, and Google recommends keeping these ads under the 3-minute mark. For most advertisers they will want to aim for a length of 5 to 15 seconds for the best brand recall.



Placement: You can have the option to place your ad before, during, or after a video—unlike bumper ads.



Calls to Action (CTA): You can add more prominent headlines and CTAs that will let your viewers take action and engage with your ad and your offer more directly.



Engagement Focused: YouTube wants to track engagement from viewers, and TrueView ads are their tool for doing just that. Google calls these TrueView for action campaigns, with the end goal of driving more leads and higher conversion.



Beyond Awareness: The goal of YouTube ads used to be more focused on branding and awareness. These TrueView ads are built with the idea of converting users who are in the middle or bottom of their buyer journey (i.e., hotter or more qualified customers).



PLANNING FOR SUCCESS WITH YOUTUBE ADS

*Goals, Expectations,
and Targeting Basics*

Setting Goals and Expectations

To get the most out of your campaigns and to help your ads make the biggest impact, you want to lock down what your end goal is. It's true that your end goal may be more customers, more leads, more sales, etc., but how are your YouTube ads going to help you meet those goals?

Do you want to:

- Drive more website traffic?
- Send traffic to a landing page?
- Generate more downloads of your app?
- Boost your brand awareness?
- Promote an event happening in 30 days?

The point is, you need to know what you want out of the viewer (what you need them to do) in order to drive more leads and higher revenues.

The Customer Journey

Just because someone sees your name on a video doesn't mean they will know what to do with that information. Knowing your goal will help you build a better video ad and let you track the actions people are taking—so you can get a better idea if you're meeting that goal or not.

If you think of the journey your customer takes when purchasing your product or service, you can create TrueView ads that match up with your goals. Consider the typical buyer funnel below.





Top of the Funnel (Branding & Awareness)

Maybe you are a new brand advertising on Instagram, Google Ads, banners, etc. You may need to make sure you are covering all your bases to keep your brand top of mind. If that is the case, a powerful 10-second ad for your app with a “find us on Google Play to join the fun” message may be all you need. Building brand awareness and recall is your goal here.

Example: “There is a better way to beat the heat this summer—come to Six Flags!”

Middle of the Funnel (Nurturing & Education)

What problem are you solving? What is your differentiator? What do viewers need to know? This is where the buyer is researching, considering, and looking for a solution. For this, you may be doing a remarketing campaign. If you have ever watched product reviews and then the next day started seeing ads for the products you were looking at—that’s remarketing in action. Your goal here is to make the viewer consider your solutions above all others.

Example: “Did you know that you can build a website in less than 1 hour on Wix?!”

Bottom of the Funnel (Lead Generation & Direct Selling)

Getting the viewer to take action is the name of the game at the bottom of the funnel. Set an appointment, fill out a form on your landing page, click to download your app on their device, enter code “video34” to get free shipping for the next 48 hours—you are striving for action, the direct lead, the conversion, the sale.

Example: “Ready to test drive the new Mazda3? We have a dealer near you!”

Pinpointing Your Audience (Targeting)

If you could only take one strategy away from this guide, picking the right audience should be it. You could have the most dynamic and amazing looking ad in the world, but you need to show it to the right audience for it to be effective. Proper targeting will impact the return on your investment far more than any other factor.

So what are some of the most common targeting mistakes we want you to avoid?

- Targeting the wrong demographics (**Millennials vs. Retirees**)
- Targeting the wrong geography (**Local vs. National**)
- Targeting the wrong keywords (**Investment vs. Stock Investing vs. Angel Investing**)
- Targeting the wrong content (**Gamers vs. IT**)
- Targeting the wrong devices (**Mac vs. PC vs. Desktops vs. Mobile Devices**)

The concept of targeting is simple but can be (a bit) overwhelming. However, we are ready to demystify the process and help you make the most out of your targeting on YouTube.

Basics of Targeting on YouTube

Keywords and Phrases

Using keywords to target is exactly what it sounds like. Depending on the format of your video ad, users can find your ad based on the actual words or phrases used to search, as they relate to a YouTube video. This use of keywords can extend beyond video search results to include YouTube channels or websites your viewers have searched.

Example: If you wanted to run an ad for a new line of yoga pants, keywords like “yoga workout,” “yoga pants,” and “yoga clothing” are effective—but keywords/phrases like “what are the best yoga pants” or “yoga pants review” may also be great to consider and test.

Interests and Topics

Using interests and topics let you dig deeper. Now you are not limited by the keywords—instead you are targeting the type of video topics that match up with your target customer. Targeting interests lets you pick from all types of audience categories that may relate to your brand. The great thing about this is that now you can pick the topics people might be interested in from their YouTube or Google searches.

Example: You are still a yoga clothing brand. You want to target topics or interests that revolve around yoga, yoga gurus, meditation, holistic medicine, or those searching Google for yoga classes and downloading yoga apps. You can put your video ad directly in front of customers who match up with these interests or topics.

Using Videos and Channels

Targeting videos and channels lets you get even more specific when it comes to the placement of your video ad. With this type of targeting you can specify certain lists of channels and videos that you would like to have your video ad placed near. The fact is, you know your market the best, so if you know the top 10 channels on YouTube for your industry, you can use these to your targeting advantage.

*Example: Yep—still rocking the yoga pants! You know (because you are a yoga superstar) that one of the biggest yoga channels on YouTube is **Yoga With Adriene**, and those who watch this type of content would absolutely love a pair of your yoga pants. Along with all your other targeting, you can add this channel as the key delivery vehicle for your video ad.*

But Wait, There's More!

Are there **more options** for targeting your audience? **Yes.** YouTube gives you a long list of targeting capabilities like affinity audiences, custom affinity audiences, specific life events, and remarketing audiences. Breaking down all of these options and combinations could be a book in itself, so if you want to do a deep dive, you can read all about these **options here** to get the rundown from Google.

Right now we are going to move on and show you how to hack your way to targeting greatness!



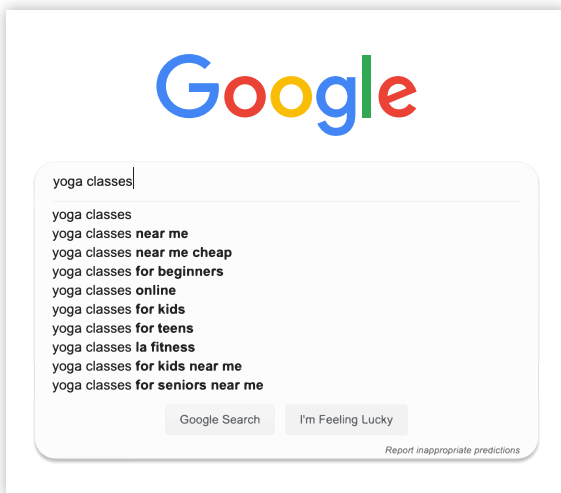
AD TARGETING HACKS FOR YOUTUBE SUCCESS

For Fun and Profit!

Keyword Hacking With Autofill

When it comes down to it, Google and YouTube's main focus is providing relevant content in their search results. You have probably had the experience of typing a search and halfway through Google is giving you suggestions. These autofill suggestions are based off of billions of other searches that others have done for the same subject. The higher up the list the autofill suggestions are, the higher the search volume or relevancy for that search term is.

For example, searching “**yoga class**” on Google auto-fills these results:



A similar search for “**women's yoga pants**” provides these suggestions:



It is easy to overlook how useful this information can be when it comes to building your campaigns. However, if these search terms are valuable enough for Google to suggest, then they're worth considering for your own campaign.

Quick Terminology Tip: You probably noticed how long these autofill suggestions are—these lengthier keywords are called **long-tail keywords** or **key phrases**.

The longer the key phrase is, the more specific it is—and therefore the more valuable it can be in your targeting. Start working through your keywords from Google to see what kind of suggestions are auto-filled for you, and pick the best ones that match up to your brand for use in your campaign.

Hacking Your YouTube Ad Audience

We have a simple 86-point system to target your perfect audience. **KIDDING!**

Your perfect audience is out there and we want to get you closer to it in less time. **Let's get hacking**—starting with your customers. You want to outline your best customer (as close as you can): how they look and act, their interests, likes and dislikes—everything that makes them tick.

Let's start building a sample buyer persona using these questions:

- What is your buyer's job title or career level?
- How old is your buyer? (age range)
- Where does your buyer live? (city, state, etc.)
- What is your buyer's lifestyle like? (married, single, parent)
- What are your buyer's interests?
- Who does your buyer follow on social media?
- What YouTube videos does your buyer watch?
- What authors does your buyer like?
- How does your buyer shop? (in-store, online, using mobile)
- What websites does your buyer like the most?
- What kind of mobile device does your buyer use?

You can always dig deeper, but this is plenty to **get you started**. Again the idea is to create a picture of your ideal buyer so you have a blueprint to base your campaigns on. Once you have this picture painted, you will have an easier time building your targeting in YouTube. This will also help keep you from getting buried in all the targeting options you will find.

To make things simple, think of targeting in terms of these 3 levels:

BASIC

Who are they? Where are they? **(Demographics & Geographics)**

INTERMEDIATE

What are they looking for?
Where will they find it? **(Topics, Interests & Placement)**

ADVANCED

How do they act? What actions will they take? **(Audience Types & Intent)**

Here is a look at how each question in your buyer persona can help hone your targeting:

Buyer Persona	Assumed Customer Info	Targeting Aspects
What is your buyer's job title or career level?	<ul style="list-style-type: none">ProfessionalEstablished career	<ul style="list-style-type: none">Demographics - household incomeLife Events - college graduation
How old is your buyer? (age range)	<ul style="list-style-type: none">35-45	<ul style="list-style-type: none">Demographics - household income
Where does your buyer live? (city, state, etc.)	<ul style="list-style-type: none">Los Angeles, CA	<ul style="list-style-type: none">Location Settings - cities, zip codes, and languages
What is your buyer's lifestyle like? (married, single, parent)	<ul style="list-style-type: none">MotherMarriedEngaged	<ul style="list-style-type: none">Demographics - parental statusLife Events - getting married, having children
What are your buyer's interests?	<ul style="list-style-type: none">HealthVeganFitnessKetogenicsOrganic lifestyle	<ul style="list-style-type: none">Affinity Audiences - interest in relevant topicsCustom Affinities - targeting specific fitness typesInterests - specific subject interest (Keto)Keywords - custom intent keywords
Who does your buyer follow on social media?	<ul style="list-style-type: none">Kaisa KeranenShauna Harrison, Ph.D.Anna Victoria	<ul style="list-style-type: none">Keywords - focusing on influencer searchVideos & Channels - target content they have on YouTubeCustom Affinities - targeting the specific content type (organic cooking, crossfit, etc.)
What YouTube videos does your buyer watch?	<ul style="list-style-type: none">Fashion tutorialsYoga instructionReviewsDIY cooking	<ul style="list-style-type: none">Videos - specific high-volume videosChannels - specific high-influence content producersKeywords - how-to and educational content in your category

Buyer Persona

Assumed Customer Info

Targeting Aspects

What authors does your buyer like?

- Angela Liddon
- Bob Harper
- Sarah Wilson

- **Custom Affinities** - targeting preferred authors
- **Affinity audiences** - interest in relevant topics
- **Videos & Channels** - target content they have on YouTube

How does your buyer shop? (in-store, online, using mobile)

- Mobile
- In-store

- **Video Ad Type** - how will the viewer take action? "TrueView campaign for Action"

What websites does your buyer like the most?

- verywellhealth.com
- nutritiontwins.com
- sarahfit.com

- **Affinity Audiences** - interest in relevant topics
- **Videos & Channels** - target content they have on YouTube

What kind of mobile device does your buyer use?

- iPhone

- **Device Targeting** - targeting Apple products

Without doing anything else—**just building out your buyer persona**—gives you a lot of direction as to how you can start targeting your perfect customer.

So what is the punchline to all of this? Better return on ad spend—or as we marketers like to call it—**ROAS**.

Proper targeting is going to put your message in front of a higher-value audience from the get-go. Your ad investment will be focused on the customers who will benefit the most from your product or service. You can think as far and wide as you want—as long as you are targeting appropriately. **Accuracy is your biggest asset.**

Ad “Placement” Hacking

Knowing where your ads are going to show up, believe it or not, is something you can control. We are not just talking about before, during, or after a video—but the actual video itself. What kind of content do you want your ad being associated with?

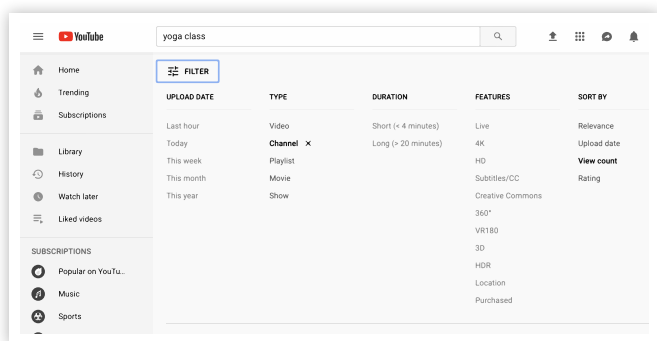
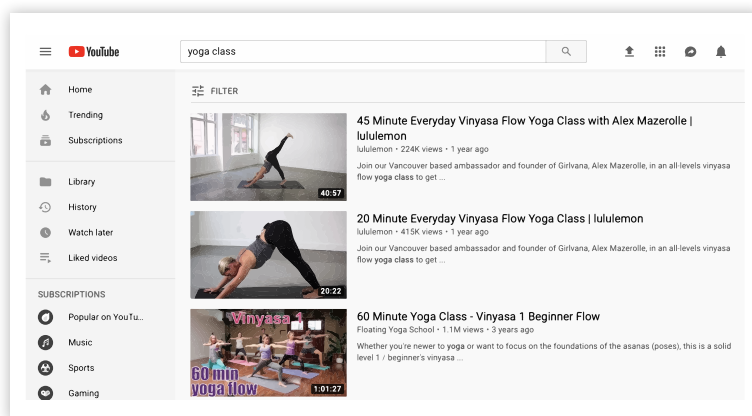
If you sell custom car rims, maybe you want to show up before a vehicle review or a “How to change your rims” DIY video. If you are a health and wellness brand, maybe organic cooking videos are where you will find your audience.

The point is, if you know what you are looking for, you can tell YouTube exactly where you would like your ads to be placed. From high-ranking channels to specific videos—it’s time to bookmark the content you want to integrate into your next campaign.

The 60-Second Channel Hack

Let’s start with what might be the easiest “hack”—finding channels on YouTube that your audience is watching in less than 60 seconds. It really will be that easy. Feel free to grab your computer and follow along.

For this example, we will keep with our yoga clothing company. We want to find some channels dedicated to yoga workouts that would be good for our ad. From YouTube we are going to search for some basic terms like “yoga class” or “yoga instruction.”

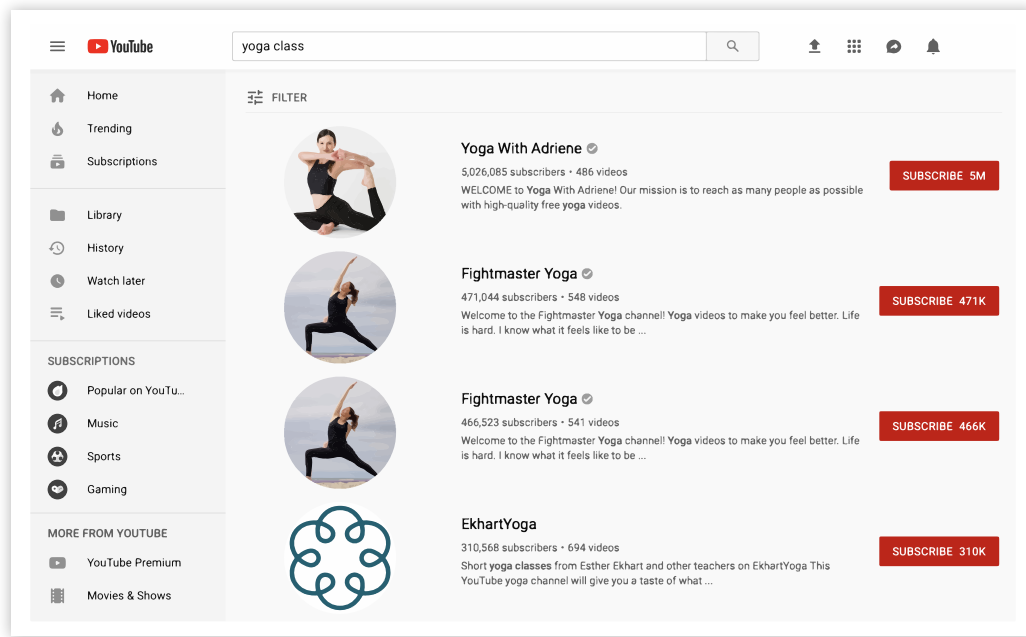


You have basically just told YouTube, “Take that search I did and only show me channels with lots of people watching them.”

The results are going to be mixed, but we don’t have time to look at each video, do we? We need to **quickly filter** the most popular and relevant content for our campaign. Luckily, we can do that—and **with only 3 clicks**.

- ➔ Under the search bar, click **Filter**.
- ➔ Under **Type**, click **Channel**.
- ➔ Under **Sort By**, click **View count**.

The results? We can now see the top-viewed channels that relate to the “yoga class” search term, with our top result having nearly 5 million subscribers. Do you think this might be a good place to put our video ad for yoga pants? *We hope you said yes.*



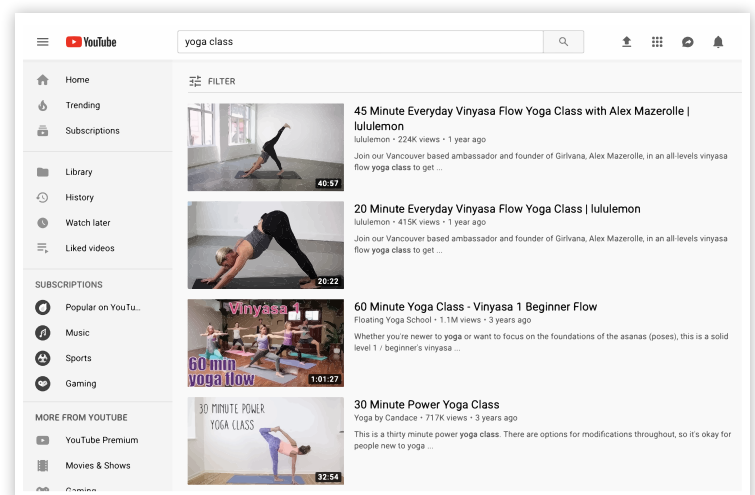
The benefit of these specific channels is the loyalty that YouTube channels and influencers bring along with them. When users subscribe to a YouTube channel, they are likely to return to this channel over and over. And channels that keep up-to-date content are far more likely to have more repeat traffic.

So that’s it! In 60 seconds, you can add a **ton** of value to your targeting. Now, make a note of the highest-viewed channels you want to target because in the next section we will *show you how to add these to your campaign*.

Targeting the “Perfect Video” Hack

This hack—while not as simple—can again bring your targeting to another level. We are moving beyond channels now and targeting specific videos. Have you ever watched a video and thought, “This would be the perfect place for my product”?

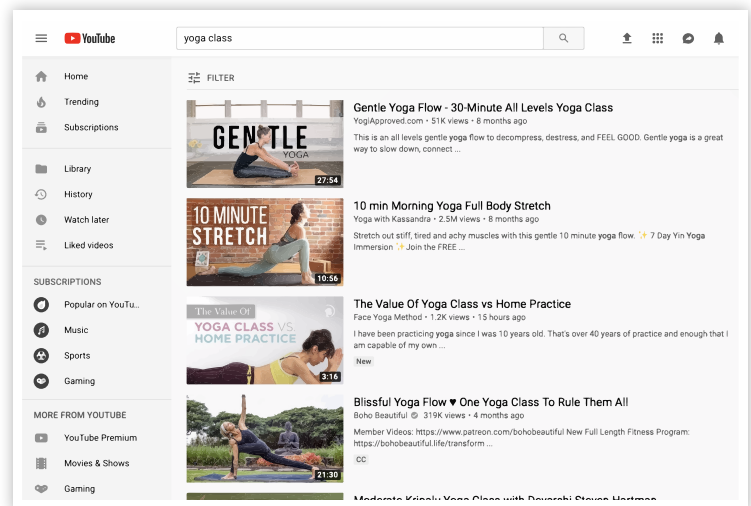
We are going to begin this hack the same way, by heading over to YouTube and searching for a term like “yoga class.”



With a general search like this you will get endless results, so once again we are going to use our filters to find the most recent videos with the highest relevance. You can also experiment with the most recent and the highest view counts; however, the “relevance” of this content may not be such a great match.

Here is how you find what you are looking for:

- ➔ Under the search bar, click **Filter**.
- ➔ Under **Upload Date**, click **This year**.
- ➔ Under **Sort By**, click **Relevance**.

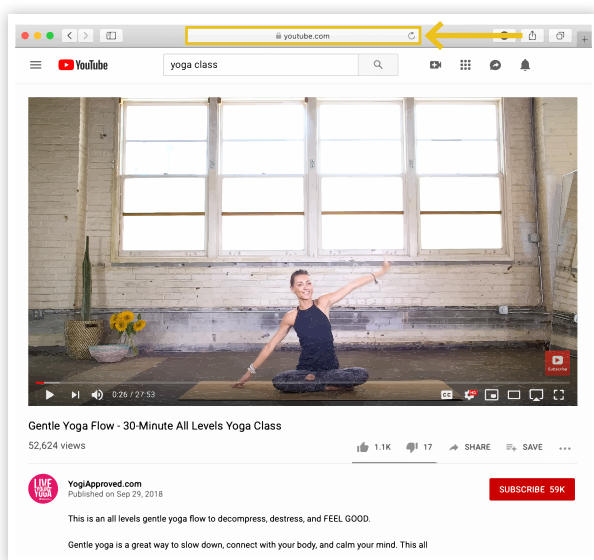


You will now have a set of results more suited to the audience you are looking for. Now, the question is, how can you target these videos? The answer is by using the video URL. Every video on YouTube has a specific URL assigned to it. By collecting these URLs you can tell Google which videos you want your ads to appear in.

Here is how you capture a video's URL:

- ➔ Click your desired video.
- ➔ Highlight the URL in the search bar.
- ➔ Copy and paste the URL into a spreadsheet.

Repeat this process for as many videos as you wish. Just using a handful of videos will not be enough, so take some time and build a decent list of URLs for a greater impact. Once you have created your list, save it to use when you are ready to assign placements for your campaign.



UPGRADED “Perfect Video” Hack 2.0

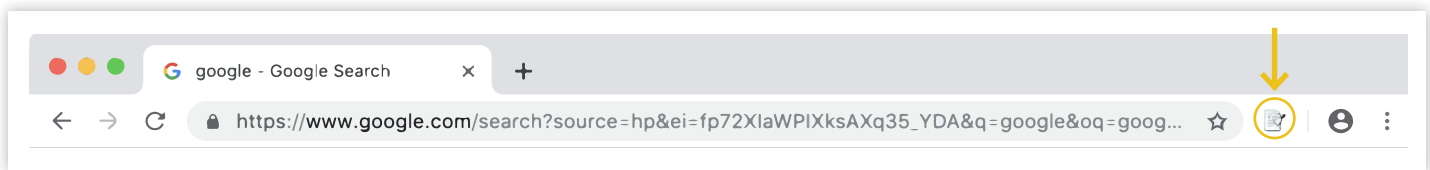
If you liked that hack for targeting specific videos, you are going to love this. How would you like to target a lot more specific videos—only much, much faster?

We are going to break down how you can target hundreds—or even thousands—of videos so they’re ready for your campaign in less than 5 minutes!

You are going to need 3 things:

- This tool called **Scraper** (free Chrome extension)
- An Excel spreadsheet or Google Sheets spreadsheet (free and free)
- YouTube (also free)

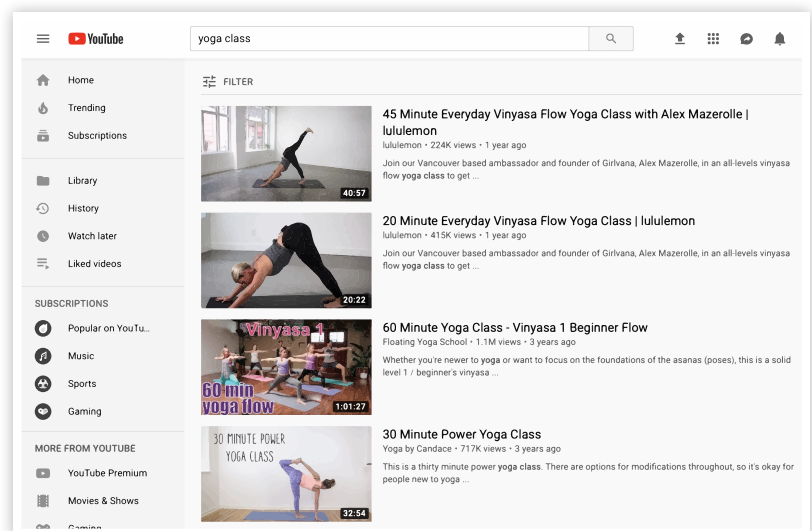
Step 1: We are going to assume that you have downloaded and installed Scraper so you can follow along. Once you have done this you will see the Scraper extension in your web browser.



Step 2: Use the same setup from our previous example by heading over to YouTube and searching for a term like “yoga class.” Then, apply the same filtering we used before to find the most relevant videos.

Here is how you find what you are looking for:

- Under the search bar, click **Filter**.
- Under Upload Date, click **This year**.
- Under Sort By, click **Relevance**.

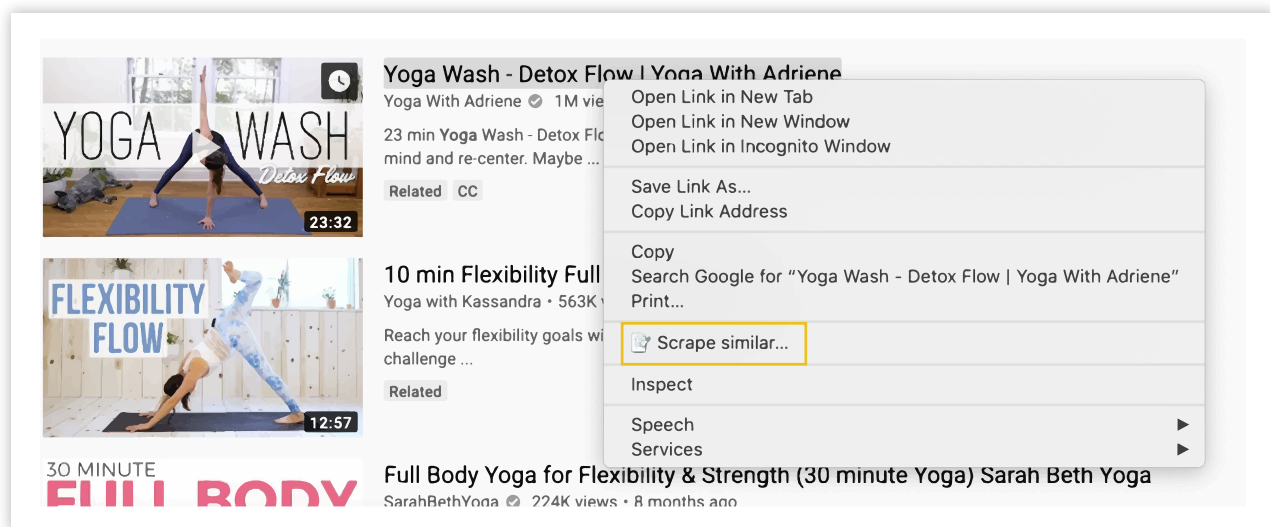


Step 3: Now things are going to get interesting. From here, you want to scroll down to the final result until YouTube needs to populate more videos. You can do this as many times as you want, but for our example, we are going to repeat this process about 10 times.

By the time you are done you should have a long list of videos on your YouTube search page. Now it's time to use Scraper to collect all these videos at once. **Yes, you read that right**—all at once.

Here is how you do it:

- ➔ Right-click on the title of one video.
- ➔ Select **Scrape similar...** from your options.
- ➔ Scraper will open a pop-up window showing you all the video URLs it has captured.
- ➔ Select **Copy to clipboard** on the bottom right-hand corner.



- ➔ Open your Google Sheets spreadsheet (or Excel spreadsheet).
- ➔ Paste your Scraper.
- ➔ What you will have will look something like this:

A screenshot of a Google Sheets spreadsheet titled "My Ad Videos". The spreadsheet has columns A, B, C, and D. Column A contains video titles, Column B contains video IDs, and Column C contains full YouTube URLs. An orange arrow points from the text "something like this:" to the spreadsheet.

	A	B	C	D
1	Link	URL		
2	Gentle Yoga Flow - 30-Minute All Levels Yoga Class	/watch?v=g13nVd7OLys	www.youtube.com/watch?v=g13nVd7OLys	
3	HATHA INTERMEDIATE YOGA CLASS PART-1 Weight loss Praveen y	/watch?v=5R6cfp-1Itg	www.youtube.com/watch?v=5R6cfp-1Itg	
4	Power and weight lose yoga flow with Master Ajay verma	/watch?v=RFxyX3AT2n8	www.youtube.com/watch?v=RFxyX3AT2n8	
5	Blissful Yoga Flow ♥ One Yoga Class To Rule Them All	/watch?v=LM-E6HeuG3l	www.youtube.com/watch?v=LM-E6HeuG3l	
6	Sivananda Yoga Class - 90 min	/watch?v=iUKjuni-6i8	www.youtube.com/watch?v=iUKjuni-6i8	
7	HATHA INTERMEDIATE YOGA CLASS PART-2 Weight loss Praveen y	/watch?v=EF08hRB5nUU	www.youtube.com/watch?v=EF08hRB5nUU	
8	Morning Yoga Class Part -1 Beginner Master Praveen	/watch?v=-Erh8zm6fPg	www.youtube.com/watch?v=-Erh8zm6fPg	
9	Yoga Flow with Spine Strength Yoga Class - Five Parks Yoga	/watch?v=yq26hCh6DFM	www.youtube.com/watch?v=yq26hCh6DFM	
10	1 Hour Yin Yoga Class Without Props	/watch?v=mzI2kFN8Yw	www.youtube.com/watch?v=mzI2kFN8Yw	
11	15 Minute Beginners Yoga Class Fightmaster Yoga Videos	/watch?v=YkDHMB8wePs	www.youtube.com/watch?v=YkDHMB8wePs	
12	Relax + Restore - 38-Minute Relaxing Restorative Yoga Class	/watch?v=9OLpDgOA4n4	www.youtube.com/watch?v=9OLpDgOA4n4	
13	DISNEY PRINCESS YOGA CLASS WITH MALEFICENT. (With Elisa, Ar	/watch?v=c5A6-PdyHz8	www.youtube.com/watch?v=c5A6-PdyHz8	

Progress check! What you have just done is put every video from your search into a spreadsheet. You can see that the URLs all begin with “/watch,” but we need to make all of them start with “www.youtube.com” to make this list usable. Just a few clicks and we are done.

- Select the empty cell to the right of your first video link.
- Type the following formula =“www.youtube.com”&
- Now click the first video URL (the first cell to the left).
- Press **Enter**!
- Your results should look like this:

Link	URL	
Gentle Yoga Flow - 30-Minute All Levels Yoga Class	/watch?v=g13nVd7OLys	www.youtube.com/watch?v=g13nVd7OLys

- To repeat the formula with all of your video URLs: *Hover over the bottom right of the cell—you will see a black + symbol pop up—just click and drag down.*

Link	URL	
Gentle Yoga Flow - 30-Minute All Levels Yoga Class	/watch?v=g13nVd7OLys	www.youtube.com/watch?v=g13nVd7OLys
HATHA INTERMEDIATE YOGA CLASS PART-1 Weight loss Praveen y	/watch?v=5R6cfp-1ltg	www.youtube.com/watch?v=5R6cfp-1ltg
Power and weight lose yoga flow with Master Ajay verma	/watch?v=RFxyX3AT2n8	www.youtube.com/watch?v=RFxyX3AT2n8
Blissful Yoga Flow ♥ One Yoga Class To Rule Them All	/watch?v=LM-E6HeuG3I	www.youtube.com/watch?v=LM-E6HeuG3I
Sivananda Yoga Class - 90 min	/watch?v=iUKjuni-6l8	www.youtube.com/watch?v=iUKjuni-6l8
HATHA INTERMEDIATE YOGA CLASS PART-2 Weight loss Praveen y	/watch?v=EF08hRB5nUU	www.youtube.com/watch?v=EF08hRB5nUU
Morning Yoga Class Part -1 Beginner Master Praveen	/watch?v=-Erh8zm6fPg	www.youtube.com/watch?v=-Erh8zm6fPg
Yoga Flow with Spine Strength Yoga Class - Five Parks Yoga	/watch?v=yq26hCh6DFM	www.youtube.com/watch?v=yq26hCh6DFM
1 Hour Yin Yoga Class Without Props	/watch?v=mzf2kFNf8Yw	www.youtube.com/watch?v=mzf2kFNf8Yw
15 Minute Beginners Yoga Class Fightmaster Yoga Videos	/watch?v=YkDHMb8wePs	www.youtube.com/watch?v=YkDHMb8wePs
Relax + Restore - 38-Minute Relaxing Restorative Yoga Class	/watch?v=9OLpDgOA4n4	www.youtube.com/watch?v=9OLpDgOA4n4

Final Step: Save this spreadsheet to use this list of videos in ad targeting later!

Once you perform this process a couple of times you will see how simple it really is—and when it comes to targeting a lot of content quickly, this may be your best option.

Better Targeting = Higher Value

When it comes down to it, proper targeting is going to be the most valuable asset outside of creating your ad. The better you can target your key customer, the higher the chances are that you will be able to provide them with the right ad at the right time.

It is far better to have a highly targeted campaign with a potential audience of 100K than to target 10 million people who have no interest. Better targeting brings more value to your campaigns, the metrics you get, and the returns you can achieve.



ALL YOUTUBE CLICKS HAVE LED TO THIS

*Setting Up Your First TrueView Ad
Campaign...Finally!*

Setting Up Your TrueView Campaign

The time has come. You know your audience, you have done your research, and you are ready to launch your campaign. Congratulations!

To keep things simple, we are going to stick with building a **TrueView ads** campaign. You are going to have a lot of options when you log in to Google Ads to start your YouTube campaign, but don't feel overwhelmed—the finish line is close!

Your campaign will need 3 things to get started:

- **Your Campaign Setup**
- **Your Ad Group Setup**
- **Your Video Ad** (created and uploaded to YouTube)

Your YouTube Campaign Setup

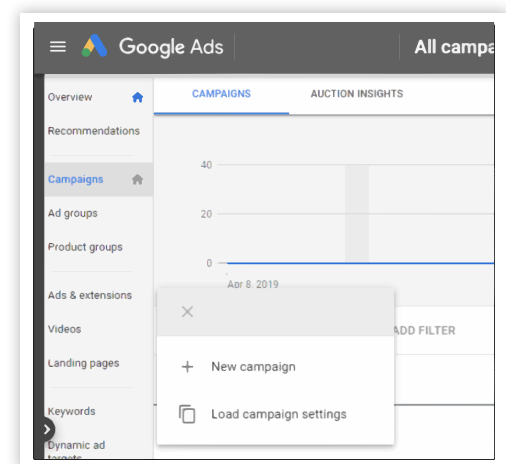
Once your ad is created and uploaded to your YouTube channel, you will need to “link” your YouTube channel and your Google Ads account. You can read the in-depth process from Google [here](#), but for now, we'll go through “Linking 101.”

Linking accounts from YouTube:

- Sign in to your YouTube channel.
- Click your channel icon or name in the upper right-hand corner of the page.
- Click **Creator Studio**.
- Click **Channel** on the left, then click **Advanced**.
- Under **Google Ads account** linking, click **Link a Google Ads account**.
- Follow the instructions, then click **Finish**.
- Once the Google Ads account approves your request, your YouTube channel will be linked to that Google Ads account.

Creating Your New Campaign

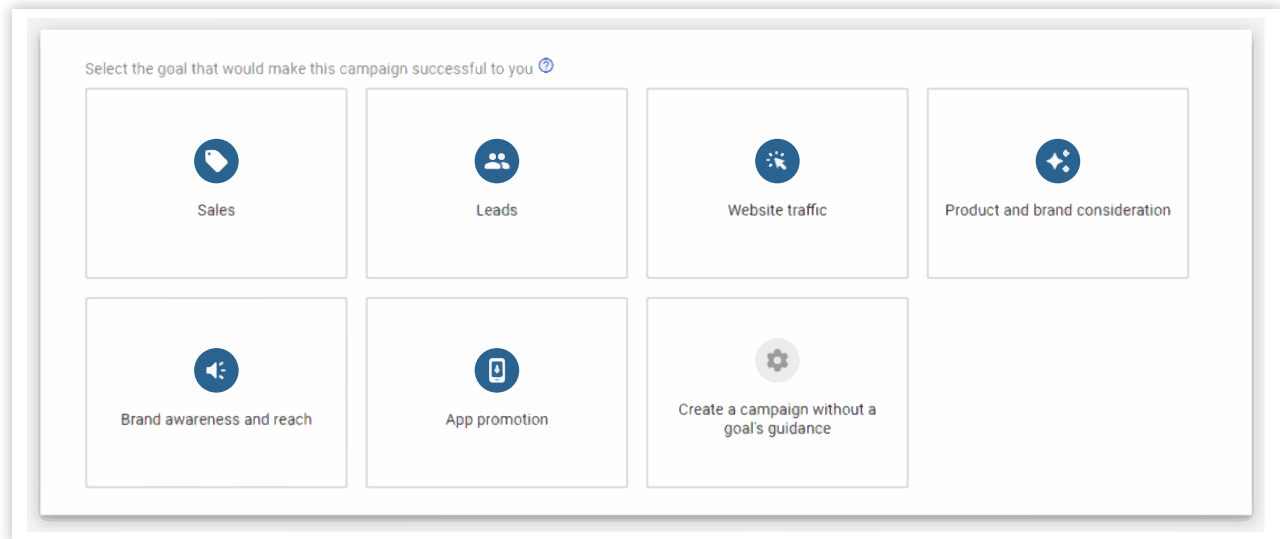
Once your accounts are linked you can start creating your first campaign, which will set the foundation for your YouTube ads. Start by going to your Google Ads dashboard, find the **Campaigns** tab on the left, click the **+ button** and pick **New campaign**.



Picking Your Goal

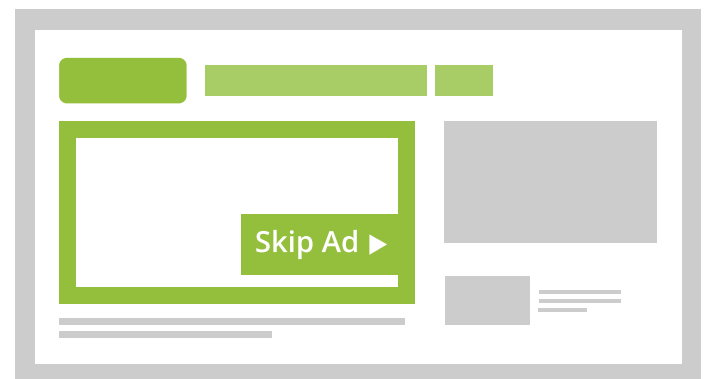
Since we are building a TrueView ad (for this example) and our goal is driving leads, we want to share this goal with Google Ads. Google gives us the ability to **pick our campaign goal** from a list of options—**Leads** and **Website traffic** are the best fit for us, but to keep it simple for now, let's just pick **Leads**.

Advanced Option: You can also start from scratch with **Create a campaign without a goal's guidance** if you want more control and flexibility.



Choosing Your YouTube Ad Format

Now you will be able to choose the **TrueView in-stream ad** type for your campaign. As discussed previously, these ads will show before, during, or after a YouTube video view and give the viewer the option to skip the ad after 5 seconds. **TrueView in-stream ads** are generally going to be better for driving action.

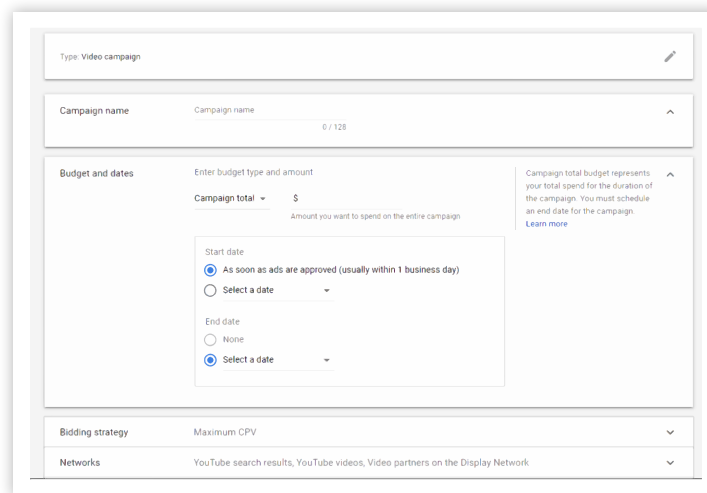


Your Campaign Details

After creating your new campaign, selecting your goal, and picking your ad type, you will need to apply a few final details to your campaign. These will apply to your upcoming ad groups, so even if you are testing different audiences or placements, these details will still apply to all of them—like the capstone at the top of a pyramid.

Here is what you will need to get going:

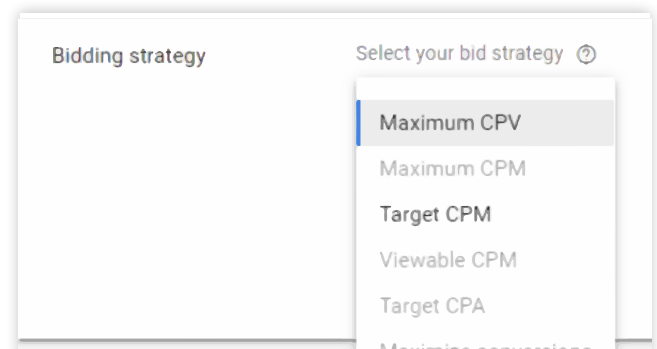
- **Campaign name** (Give it a name you will remember and that's fitting)
- **Budget** (How much you are ready to invest)
- **Start and end dates** (When your campaign will start and stop)
- **Networks** (Where you want your ads to show)
- **Languages** (The language of your target market)
- **Locations** (Where you want your ads to be seen)
- **Bidding strategy** (How you will be charged for ad views)



The screenshot shows the 'Type: Video campaign' setup form. It includes fields for 'Campaign name' (0 / 128), 'Budget and dates' (with options for 'Campaign total' and 'Start date'), 'Bidding strategy' (set to 'Maximum CPV'), and 'Networks' (set to 'YouTube search results, YouTube videos, Video partners on the Display Network').

A Note on Bidding Strategy: When using TrueView ads, the bidding strategy you will be using is Maximum Cost-Per-View (CPV).

With this bidding strategy you are telling Google how much you are willing to pay for each view of your ad. If your ad is skipped after the 5-second mark, you won't be charged for your ad. To get all the details about TrueView ads from Google, [click here](#).



The screenshot shows the 'Bidding strategy' dropdown menu with the following options: Maximum CPV (selected), Maximum CPM, Target CPM, Viewable CPM, Target CPA, and Maximize conversions.

Ad Groups and Testing

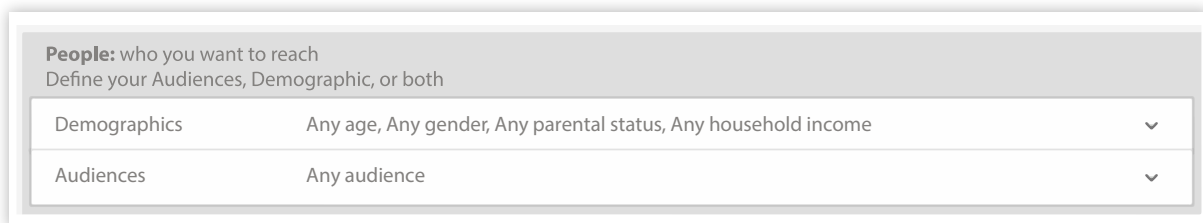
With your core campaign ready to go, it's time to use all that fantastic targeting information we discussed earlier to pinpoint who you want to see your ad. You created your buyer persona, and you have your keywords, key phrases, channel placements, video placements, etc. The goal is to figure out which targeting works best. So at the ad group level, we can create different "groups" to target in order to gauge the impact of our ad.

To keep things simple, we are just going to pick two examples for our ad groups: **People** and **Content**.

Ad Group Target 1: People

Under the option for **People** is where you can add all the demographic targeting information you have gathered, such as age ranges, income levels, life events, etc. You can also use various types of audiences such as affinity, in-market, similar, or remarketing. Each has their own unique advantages. (Read more about these [audiences from Google](#).)

Simply click the dropdown on the right to get started with your demographics targeting.



The screenshot shows a dropdown menu for 'People' targeting. The header reads 'People: who you want to reach' and 'Define your Audiences, Demographic, or both'. There are two options: 'Demographics' with the description 'Any age, Any gender, Any parental status, Any household income' and 'Audiences' with the description 'Any audience'. Both options have a downward arrow on the right.

People: who you want to reach	
Define your Audiences, Demographic, or both	
Demographics	Any age, Any gender, Any parental status, Any household income
Audiences	Any audience


Ad Group Target 2: Content

The **Content** targeting option lets you specify where you want your ads to show based on keywords, topics, interests, or specific placements.

Note The channel and video hacks discussed earlier (built into a spreadsheet) would be applied in this section of your targeting.

High-level content-targeting overview:

- **Keywords:** Keywords and phrases related to your offer, channel, or video ad content
- **Topics:** Subject matter related to your ad content
- **Placements:** Apps, related websites, specific YouTube videos, or specific channels



The screenshot shows a dropdown menu for 'Content' targeting. The header reads 'Content: where you want your ads to show' and 'Narrow your reach with Keywords, Topics, or Placements'. There are three options: 'Keywords' with the description 'Any keyword', 'Topics' with the description 'Any topic', and 'Placements' with the description 'Any placement'. Each option has a downward arrow on the right.

Content: where you want your ads to show	
Narrow your reach with Keywords, Topics, or Placements	
Keywords	Any keyword
Topics	Any topic
Placements	Any placement

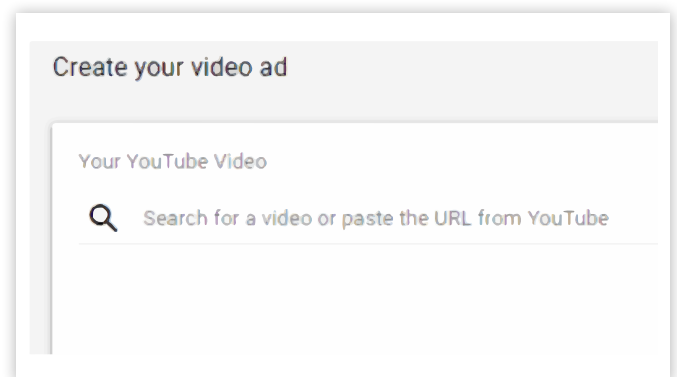
Campaign + Ad Group Checkpoint

Don't worry about getting your targeting perfect—you will always have the option to make edits. At this point your campaign should be structured as seen below with the overall campaign targeting at the top and our two ad groups below it. On one side we are targeting our key buyer demographic (**People**) and on the other we have specific ad placement (**Content**).



Selecting Your Ad Video

The last piece of the puzzle is choosing the video you want to use for your ad. Assuming you have uploaded your finished video ad to your YouTube channel ([click here to learn how](#)), you can use the search box under **Create your video ad** to locate it, or simply copy and paste your video's URL.



Adding a Call to Action

Your call to action (CTA) is your final ask of the viewer. What do you want them to do next? *Schedule an appointment? Buy now? Download your app?* It is the often-overlooked final step for your YouTube ad. While it may seem obvious that by putting your website on the screen you want them to go there, we assume nothing and test everything.

http:// Final URL ⓘ

Display URL ⓘ 0 / 255

☒ Call-to-Action (optional) ⓘ

Call-to-action ⓘ 0 / 10

Headline ⓘ 0 / 15

▼ Ad URL options (advanced)

Companion banner (computers only) ⓘ

☒ Autogenerate using your channel banner (recommended)

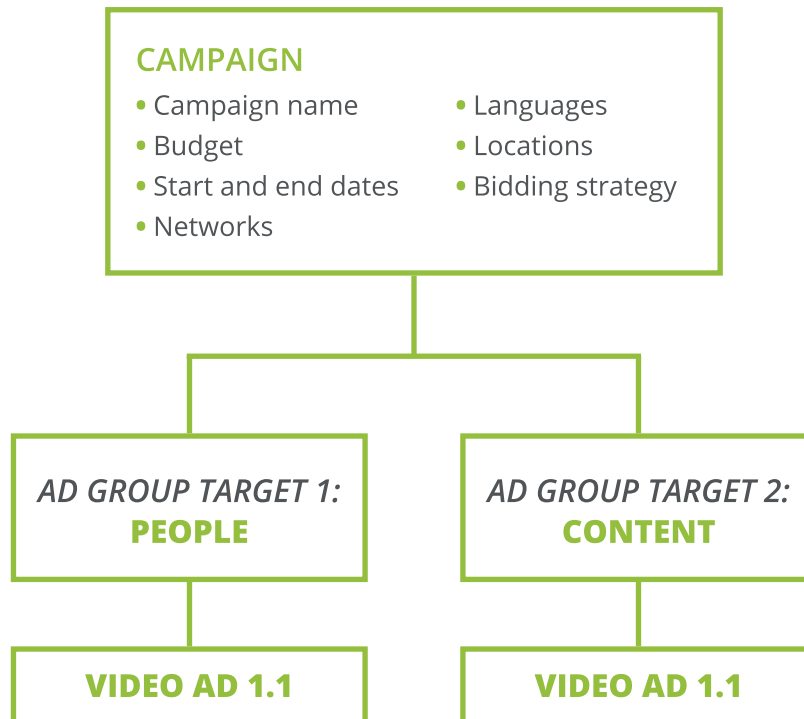
☐ Upload an image

Adding a ***call-to-action*** overlay to your ad that is clickable and can send the viewer to your lead page offer or product page can make a huge difference when it comes to measuring the impact of your ad. Once your ad is attached to your campaign, you will have the option to create a call-to-action overlay ***directly from YouTube***.

The Finished Product

Your campaign is built, your ad groups are created, and your ad is ready to be seen! Your campaign will look similar to what is shown below, with your campaign at the top, your targeted ad groups ready for testing, and your video ad ready to be tested with each ad group.

Now you have a clear way to test your video ad with different targeted audiences to see which gains better results!





YOUTUBE DATA SPEAKS LOUDER THAN WORDS

Ad Performance Tracking 101

Data, Numbers, and Tracking Impact

Getting your first campaign off the ground is a great feeling. It takes a lot of time and effort to ensure you have set up your campaign correctly. Keep in mind, the more campaigns you run, the more you will learn and the easier targeting will become.

The #1 thing that will help you improve your campaign performance over time is understanding the data and the metrics found in Google Analytics and YouTube Analytics.

This basically means that you need to be able to measure how well your ads are doing. While we don't expect you to be a data scientist and eat pivot tables for breakfast, knowing some of your **key performance indicators (KPIs)** will help you understand your impact.

Here are some key metrics to keep an eye on:



Impressions: The total number of times your video ad has shown up to your targeted audience, regardless of view-throughs, clicks, or actions.



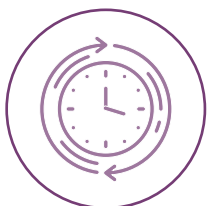
View Rate: The number of paid views your ad received, which is the number of views that counted toward your overall ad budget contributing to your total cost-per-view (CPV).



View-Through Rates: The number of times your ad was viewed in its totality (i.e., the viewer watched your entire ad without skipping).



Watch Times: The total amount of time people spend watching your video ads over a given time period, reported in seconds.



Average Watch Time/Impression: The average number of seconds someone watched your video per impressions.



Devices Used: The complete breakdown of the types of devices on which people are viewing your ad (desktop, mobile device, Android, iOS, etc.).



Call-to-Action Clicks: How many viewers are taking “action” after viewing your ad, such as clicking your “Buy Now” CTA overlay.



Inbound Calls: If you have call tracking set up with Google Analytics you can track incoming increases in call traffic that match with your YouTube ad campaign’s start and stop times.



Conversions: By using conversion tracking through Google Analytics and custom landing pages, you will know how your campaigns are converting on a deeper level.



Website Traffic: Tracking website traffic through Analytics can show you if you are gaining more traffic from your YouTube ad campaigns.

The Metrics Fuel Improvement

At the end of the day, this kind of data will tell you all the best parts of your campaign performance: how often your ads are showing up, if they are being watched, how they are being watched, and if they are having an impact. Look into this data at the ad group level (remember those?)—you may find that what is working well for one ad group might not be working for another.

If your data doesn’t seem right or if your ad is not performing the way you want, go back and make some adjustments. It could be your targeting, budget, video, or all three! If the data is looking good, keep it running and keep adjusting and testing to make it even better. In a nutshell, this is called **optimization**.



YOUR YOUTUBE AD VIDEO — THE ADVENTURE BEGINS

Structure of a Successful Video Ad

Anatomy of a Video Ad

When it comes to the creation of your YouTube ad, your options are endless. Do you do it yourself or hire an outside company? Do you have the skills to film and edit your video? Do you have the equipment needed to get the job done? And done well? No matter which path you choose for creating your video ad, the end goal will be the same: **you need to solve a problem, provide value, and inspire the viewer to take action.** And here's how you do it!

The structure for producing an effective video ad:



1. The Attention Hook

This is the moment of truth. Those crucial 5 seconds at the beginning of your ad when the viewer is deciding to skip...or keep watching. This is your one chance—give the viewer a reason to watch. Engage them from the get-go with a question, smile, or new information:

- **Call out to your audience:** “Are you a business owner that needs a simple web design solution?”
- **Humor:** “Most babies sleep 16 hours a day. Their parents...do not.”
- **“Did you know” statistics:** “Did you know that 89% of cats hate flying?”

Those first seconds have to be gold. If you don't grab the viewer's attention and hook them right away—it's over. You've lost them. This is not a TV ad. You don't have time to dilly-dally. Get to the point and do it quickly.

2. The Problem

Once they are hooked, you want to connect with your audience by identifying the problem. Focus on outlining the “problem” or “promise” that you are helping the viewer solve. Essentially, this is what you're selling—not your actual product or service—but the problem you're solving for your customer with your product or service. You are usually doing one of two things here: **showing the existing problem the viewer has experienced or showing the desired result the viewer wants.**

The Existing Problem Approach

“Car trouble can strike anywhere. Wherever you are, Allstate has your back.”

The Desired Result Approach

"The average commuter will breathe in the toxic equivalent of 20 packs of cigarettes—every year. This simple device gives you back your health!"

3. The Proof

It's time to prove you can provide results! You have their attention, you sold the problem, and now they need to trust you, your product, or your services. Remember that the proof is in the eye of the viewer and there are countless ways to show proof and build trust.

Here are just a few to get you thinking:

- **Your company credentials or longevity:** "Trusted for over 40 years!"
- **Notable publications:** "You have read about us in Forbes!"
- **Customer testimonials:** "John E. says, 'They are the best in the business!'"

4. The Product or Service Offer

Now it's time to introduce your core product or service—or more importantly—***your offer***. How will your product or service solve the problem? Start by branding your name with your product or service to build familiarity. You are not selling yoga pants, you are selling ***Sun Healing Advanced yoga pants***. Be sure your brand is clearly represented to start building recall.

When it comes to your offer, here are some things to remember:

- **Make your offer clear:** "Get 25% off your order with code stretch."
- **Restate the basics:** "High quality, 100% recycled, ultra lightweight, and proven to help reduce stress!"

5. The Call to Action

You have their attention and presented the solution. Now you need to tell them what to do. This cannot be overstated. If they need to call, tell them to call and show your number loud and proud. If they need to visit a link, show or tell them where the link is. This may vary depending on the device on which they are viewing your ad, so keep that in mind. It is much easier to simply click a link on a mobile device.

If you want them to take action, make it simple:

- Use clear CTA buttons (as available per your video ad type).
- Use **end screens** to make taking a "click action" simple (on every device).
- Clearly display coupon codes, phone numbers, and offers on your video—actual text will make brand and offer recall easier.

Now It's Your Turn!

Getting started is often the hardest part. Below you will find an outline to help you map out your video ad. Just writing a couple of sentences for each section should be enough to help get the creative juices flowing. To make things simpler you can even print out this page and share it with your team. Grab a pen and follow along!

1. The Attention Hook

2. The Problem

3. The Proof

4. The Product or Service Offer

5. The Call to Action

The flow of your video may look something like this depending on the length of your ad. Keep in mind that you can always test versions of your ad without every one of these sections. This is especially important for 5- or 10-second ads. Don't be afraid to test multiple creatives and ad lengths to see which ones give you the best results.

Test, keep the best, and rework the rest!

What's your best combination?

You can follow the outline we just reviewed:

1	2	3	4	5	Ad Length
The Attention Hook	The Problem	The Proof	The Product or Service Offer	The Call to Action	
5 seconds	5-7 seconds	5 seconds	10 seconds	5 seconds	Around 30 seconds

Or you can also try different combinations based on time restrictions, like the 15-second version below:

1	4	5	Ad Length
The Attention Hook	The Product or Service Offer	The Call to Action	
5 seconds	5 seconds	5 seconds	Around 15 second

Or try a longer 45-second version featuring a customer testimonial about their experience with your product or service:

1+3	4	5	Ad Length
The Attention Hook and the Proof combined <i>*client testimonial telling their story*</i>	The Product or Service Offer	The Call to Action	
20 seconds	15 seconds	10 seconds	Around 45 seconds

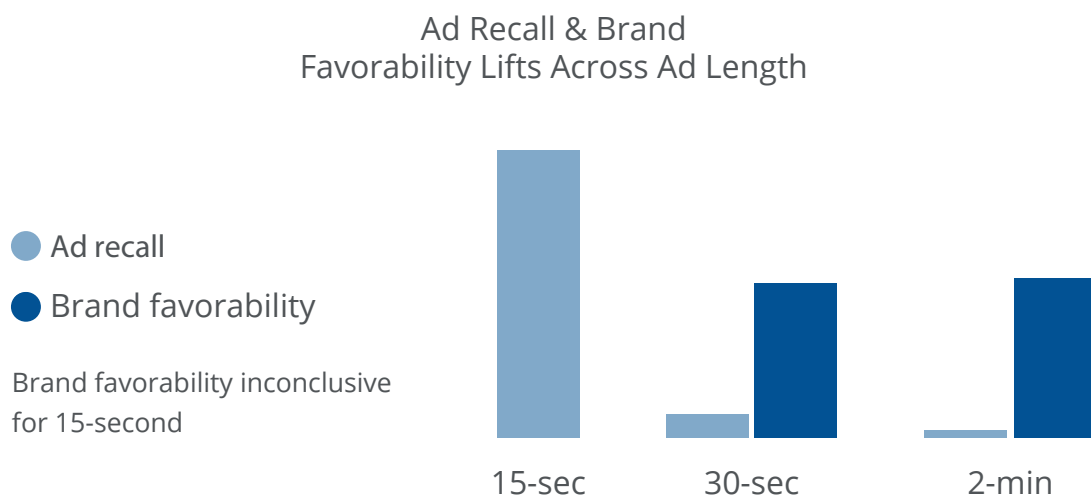
The “Perfect” Length Video Ad?

It is best to start shorter with your video ads whenever possible. While there are minimum and maximum ad lengths for your TrueView in-stream ads, what truly matters is how powerfully you can convey your message.

A shorter ad (around 15 seconds) may be skipped less, but it might not let you connect with customers on a deeper level like a longer ad could. **A longer ad** (around 1.5-2 minutes) will let you tell a better story, but it’s likely to receive fewer views from start to finish.

Google (and other professionals) will tell you that you need to “hook” your viewer in the first 5 seconds. After that, the “perfect video length” question gets a bit fuzzy. A brand selling a tangible product like a **water bottle** is going to have a different story and approach than a health insurance company. By testing different video lengths and changing up your messaging, you are more likely to find that sweet spot that works for your brand (and your customers).

Google examined this question with **Honey Maid** in a case study a few years ago, where they looked at the relationship between how long a video was and brand recall.



What matters most is that you are connecting the length of your video to the goals you have set out for your campaign. Getting a ton of views on your ad means nothing if viewers are not taking any actions that benefit your brand.

Another reason to make sure you have tangible goals set from day one? So you can truly measure the impact of your YouTube campaigns.



SO YOU WANT TO FILM YOUR YOUTUBE AD YOURSELF?

WHAT YOU NEED ON (ALMOST) ANY BUDGET

Going Gorilla — DIY Video Ads

When it comes to creating your ad, you have a lot of options—almost too many options. You can hire a digital marketing agency like National Positions to help plan and build your video ad. You can buy premade ad templates and drop in your assets. Or you can try filming them yourself. If you do want to go the route of shooting your own video, there are some basic things you will need to get the job done.

No matter which option you choose, creating a YouTube video ad can be expensive. It takes a lot of time, planning, creativity, and know-how—even for a short 15-second one. Knowing how to do it yourself will help you decide which production option makes the most sense for your time and your budget.

Shooting Video

Let's start with...well, video! Quality and availability are the main factors at play here. When it comes to quality, you could spend thousands on a DSLR that will have more features than you will know what to do with—or you might find that the phone in your pocket (your phone... hopefully) has a good enough camera to get the job done.

Quality and Options - DSLR Cameras

You can get a decent DSLR (digital single-lens reflex) camera for a few hundred on Amazon that will take high-quality video. Canon, Sony, Panasonic, and other trusted brands all make great quality DSLR cameras. Keep in mind that you may need different lenses to capture the shot you want—and paying a little extra to have external audio capabilities is highly recommended.

There is a point of diminishing returns when it comes to technology, so unless you are experienced, don't break the bank paying for options, gizmos, and add-ons that you won't be able to use.



Quality and Availability - Most Smartphones

Most mobile devices on the market can take remarkably good video. With HD and 4K video being available on many devices, capturing beautiful one-off videos with minimal setup is more accessible than ever. You will likely experience certain limitations when it comes to audio clarity, zoom capabilities, filters, and other DSLR features, but if you are in a pinch, your phone can be your best friend for making a video on the cheap.

Audio (Almost) Matters More

Ask anyone who is shooting video projects what is most important and many will tell you: **audio**. If what you see looks amazing but what you hear is scratchy or muffled, this can quickly turn off a viewer. So there are generally a few approaches to getting great quality audio to go with your video.

Using External Audio Devices

Most of the time the onboard microphones (especially on DSLRs) are...pretty bad. Cameras are made to capture the best possible image and video, first and foremost. Audio is not the priority but more of an afterthought. Chances are that unless you have some other way to capture the sound of someone speaking, that car starting up, or even that voiceover, your video might be unusable. But there are some basic cost-effective solutions that can get you some quality audio to go with your video.

DSLR Boom Mic

Pay the extra for a DSLR that has a plug for an external mic. This mic can be mounted on top of your camera and will sync with your video as you film, bringing the quality of your audio up a notch automatically. If you are planning to have anyone speaking live to the camera in your video, this mic is a must. To cut down or eliminate possible wind noise, you should get an additional “deadcat” mic cover.



External Audio - Phone Edition

Another way that you can capture spoken audio is by getting what is known as a lavalier mic, or lav for short. These handy little guys can clip onto a lapel, shirt—pretty much anywhere—and you can capture the audio file right on your phone. This is a great cheap solution—either for your main audio or as a backup. All you need is the mic and a sound recorder app for your phone. At National Positions we use these great [lav mics from Rode](#). (Not a sponsor. They just sell awesome mics.)

Completely Separate Audio - Voiceover

Sometimes the best option is to simply put a voice over your beautiful video. This is a very popular option as you have far more flexibility when editing your final video. Usually this process is done in front of your computer using a dedicated microphone. You will find about a million options on Amazon, but a good, solid, basic mic like Yeti from Blue can usually get the job done for around \$100.

Budget-Conscious Option

If you have a good quality phone, you can experiment with using a **sound recorder app** and speaking your dialogue directly into it. Better yet, if you have the aforementioned lavalier microphone—plug it in, clip it on, find a quiet place, and test your audio this way. You won't know until you try. Test them all and use your best quality option.

Putting It All Together - Editing

Editing is where the magic happens. It is where the story is told and your storyboard comes to life. It also can be the make or break to your video's effectiveness. When it comes to editing software there are some basic rules of thumb.

Cheaper editing software = Simpler to use with less editing flexibility

Tools like iMovie or Windows Movie Maker (that are often quite cheap or free with your operating system) will do their best to make things simple. You drop in your video clips and images and the program can stitch things together pretty easily.

However, if you are trying to overlay graphics, animate, or sync up different audio tracks, this is where things are going to get more difficult. Cheap might be just fine for those family vacation pictures, but not so great when you are trying to build a YouTube ad.



More expensive software = More difficult to use but maximum flexibility

When you need to have complete control, a more robust editing software like Final Cut Pro or Adobe Premiere is going to be your go-to. These tools are going to take more time to learn and figure out, but pretty much anything you can think of, these programs can make happen. If you plan on building your own videos and video ads, learning one of these programs will set you up for ad editing success.



**LIGHTS, CAMERA,
ACTION, AND SCENE...**

That's a Wrap!

It's Just That Simple!

In all seriousness, creating your own YouTube ad campaigns is completely possible with the right information and a great vision. There are a lot of pieces to the puzzle—between building your campaign, targeting your audience(s), and creating your video ad—but when it comes to powerful marketing, **nothing beats video**.

Success with YouTube video advertising takes more than hitting the play button—as this eBook has shown you.

Here's a little recap:

- Create Your YouTube Channel
- Set Up Your Google Analytics Account
- Create Your Google Ads Account
- Establish Your YouTube Ad Goals
- Build Your “Perfect” Customer Profile
- Plan, Produce, and Upload Your Ad to YouTube
- Create Your Campaign in Google Ads
- Choose Your Campaign Audience Targeting
- Launch, Test, and Optimize Your YouTube Ad Campaign

Like shoes, there is no one-size-fits-all approach for every brand when it comes to YouTube advertising. This is why planning and testing is so important. With every campaign, your knowledge will grow, as will the effectiveness of your YouTube ads. Getting started takes a little bit of time and a lot of work but as with all great things in marketing—**creativity and strategy can lead to monumental rewards**.

As a Google Premier Partner and 15-year veteran in the world of digital marketing, **the team at National Positions are experts in YouTube and Google Advertising**. From ad concept development and video creation to campaign creation, audience targeting, and optimization—our experts provide transparent management of your YouTube campaigns.

If you are ready to bring your marketing to the YouTube ecosystem we are ready to help you get results faster. Contact us for a complimentary consultation at info@nationalpositions.com or by calling (818) 852-0600.

All of us at National Positions wish you nothing but success as you dive into this great era of video marketing on YouTube. ***Remember, assume nothing and test everything.***

The best in your success,

Bernard May

Bernard May, CEO, National Positions

THE ULTIMATE GUIDE TO YOUTUBE ADVERTISING

For 15 years, National Positions has been at the forefront of the digital marketing industry, leveraging every aspect of the Google Ads ecosystem. With a performance-based approach to YouTube advertising, we give our clients the edge they need to drive more qualified leads. From production to promotion, all the way to performance, our hands-on approach lets us test and optimize campaigns faster and more effectively.

When you're ready to press play on your next campaign, we're ready to make your vision a reality.



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