



# Digital Marketing

Creation Guide For YouTube Ads

Focussed On eBooks

# THE ULTIMATE GUIDE TO YOUTUBE AD CREATION FOR BEGINNERS



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# YouTube Ad Formats

There are various ad formats that you can choose from to display your ad. All the formats that Youtube offer are listed below.

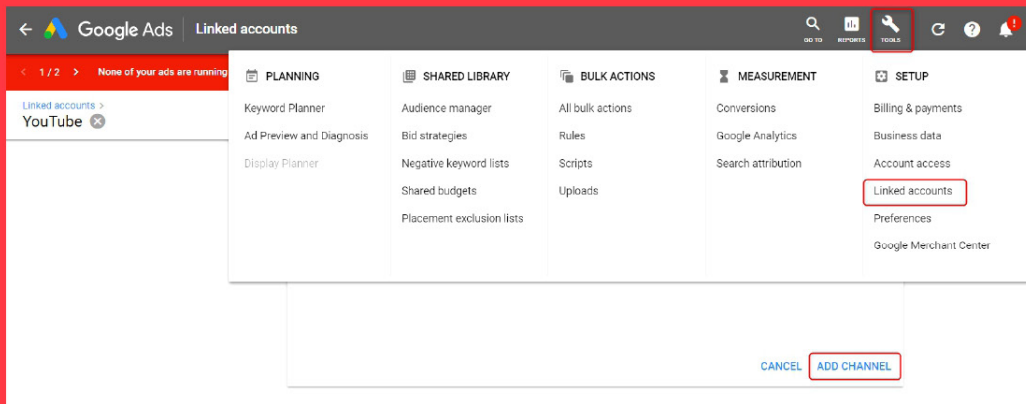
Ad format	Placement	Platform	Specs
<b>Display ads</b> 	Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.	Desktop	300x250 or 300x60
<b>Overlay ads</b> 	Semi-transparent overlay ads that appear on the lower 20% portion of your video.	Desktop	468x60 or 728x90 image ads or text
<b>Skippable video ads</b> 	Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video.  If you turn on this option, you may see a combination of skippable and bumper ads play back to back.	Desktop, mobile devices, TV, and game consoles	Plays in video player.
<b>Non-skippable video ads</b> 	Non-skippable video ads must be watched before your video can be viewed.  These ads can appear before, during, or after the main video.	Desktop and mobile devices	Plays in video player.  15 or 20 seconds in length, depending on regional standards.
<b>Bumper ads</b> 	Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed.  If you turn on this option, you may see a combination of skippable and bumper ads play back to back.	Desktop and mobile devices	Plays in video player, up to 6 seconds long
<b>Sponsored cards</b> 	Sponsored cards display content that may be relevant to your video, such as products featured in the video.  Viewers will see a teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.	Desktop and mobile devices	Card sizes vary

## 1) Create a Google AdWords Account

Youtube ads are created using the google adwords platform. So if you don't have an adwords account then create one. Else head to the dashboard.

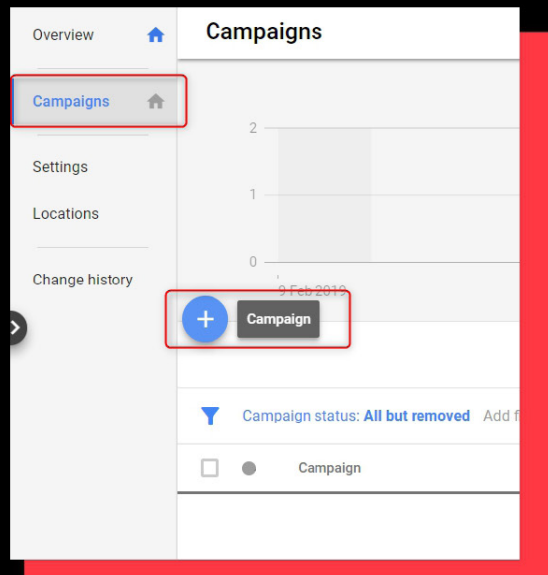
## 2) Link YouTube account to AdWords

Make sure your YouTube and adwords account are connected together. If you have yet not connected them follow the steps shown below.

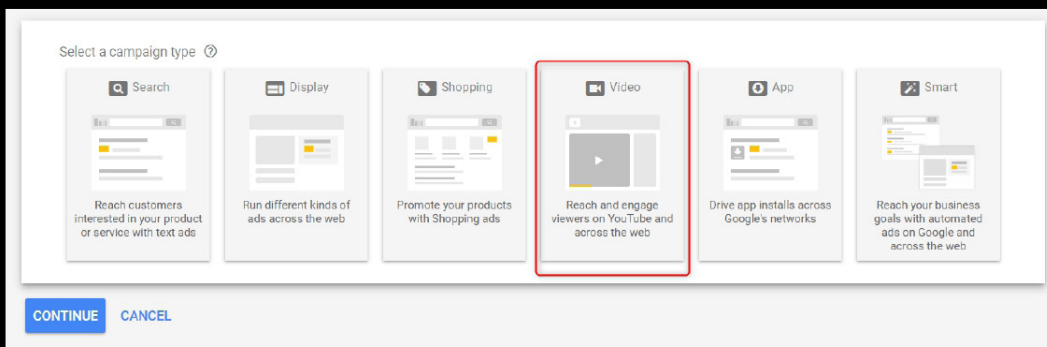


### 3) Create Your Campaign

After you have connected your account, you are set to create a new campaign.

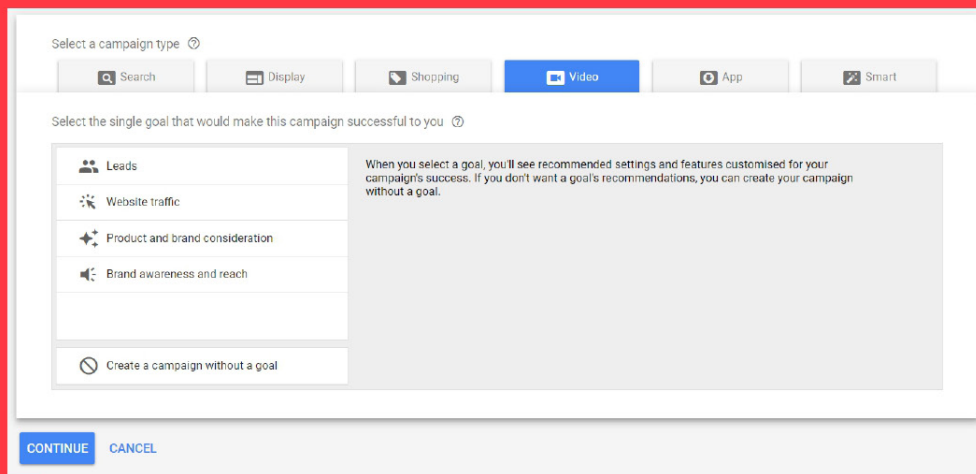


To advertise on YouTube must choose the 'Video' campaign type.



## 4) Choose your objective

What is it that you want to achieve from the campaign? What is your main goal? You get variety of objectives to choose from. Shown below are the types from which you can select the one which is most aligned to your goal.



## 5) Set your bid and budget

Here you have to name your campaign. Then, set up the right initial budget and mention how much you want to spend on daily basis. Also select the duration for which you want to run the ad.

The screenshot displays the 'Confirmation' step of the YouTube Ads creation process. It features a progress bar at the top with two steps: '1 Create your campaign' and '2 Confirmation'. The main form is divided into several sections:

- Campaign name:** A text input field with a character count of '0 / 120'.
- Budget:** A section with a 'Type' dropdown set to 'Daily'. Below it is a text input field for the average daily spend, followed by a 'Delivery method' dropdown.
- Start and end dates:** A section with 'Start date: Start as soon as possible' and 'End date: Not set'.
- Bidding strategy:** A section with a 'Select your bid strategy' dropdown set to 'Maximise conversions'. A help box on the right explains that Google Ads automatically sets bids to help get the most conversions within the budget, with a 'Learn more' link.

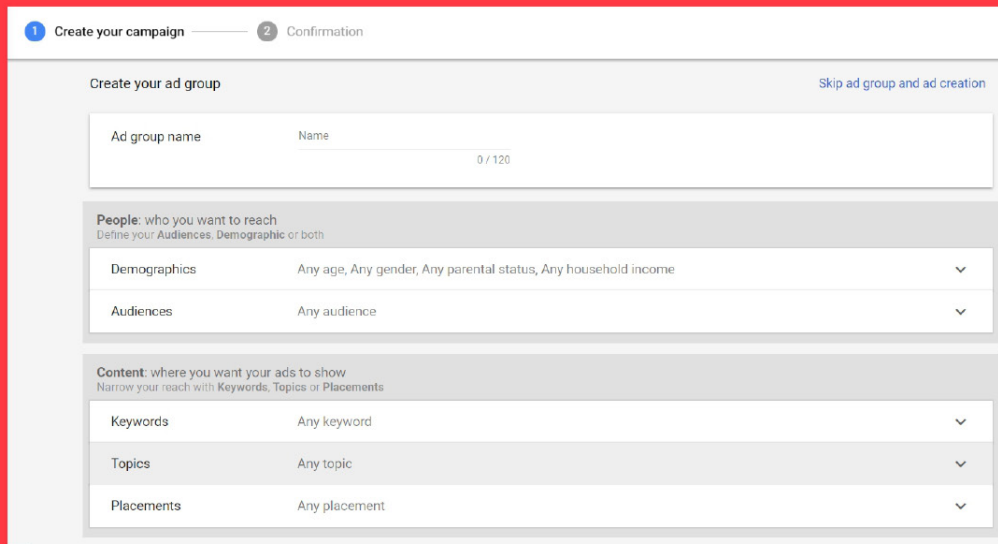
## 6) Build your target audience

Next, you have to name your ad group and choose your target audience. Audience targeting methods let you define who you want to reach. Audiences are groups of people with specific interests, intents, and demographics.

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# Creation Guide For YouTube Ads



The screenshot shows the 'Create your ad group' step in the YouTube Ads creation process. It features a progress indicator at the top with '1 Create your campaign' and '2 Confirmation'. The main section is titled 'Create your ad group' and includes a 'Skip ad group and ad creation' link. Below this, there are three main sections for targeting:

- Ad group name:** A text input field with a 'Name' label and a character count of '0 / 120'.
- People: who you want to reach:** A section with the subtitle 'Define your Audiences, Demographic or both'. It contains two rows:
  - Demographics:** A dropdown menu with the text 'Any age, Any gender, Any parental status, Any household income' and a downward arrow.
  - Audiences:** A dropdown menu with the text 'Any audience' and a downward arrow.
- Content: where you want your ads to show:** A section with the subtitle 'Narrow your reach with Keywords, Topics or Placements'. It contains three rows:
  - Keywords:** A dropdown menu with the text 'Any keyword' and a downward arrow.
  - Topics:** A dropdown menu with the text 'Any topic' and a downward arrow.
  - Placements:** A dropdown menu with the text 'Any placement' and a downward arrow.

These are some of the targeting options that are offered to reach your potential audience on Youtube:

- Demographic groups
- Detailed demographics
- Interests
- Affinity audiences
- Life events
- In-market audiences
- Custom intent audiences
- Custom affinity audiences

Demographics Any age, Any gender, Any parental status, Any household income

Audiences

Select audiences to define who should see your ads ⓘ

BROWSE	IDEAS (0)	None selected
Search and filter by term, phrase or URL <input type="text"/>		Select one or more audiences
Who they are (Detailed demographics) >		
What their interests and habits are (Affinity and custom affinity) >		
What they're actively researching or planning (In-market, life events and custom intent) >		
How they've interacted with your business (Remarketing and similar audiences) >		

## 7) Create your ad

The last step in the campaign creation is creating the ad the you want to show to your audience. For this you have to upload the video to your YouTube channel and paste it's URL into the space provided. Give your headline and Call to action. Now you are all set to launch your YouTube ad campaign.

# Creation Guide For YouTube Ads

The image shows a split-screen view of a YouTube Ad creation interface. The left side is a configuration panel, and the right side is a preview window.

**Left Panel (Configuration):**

- Your YouTube video:** Shows a video thumbnail with the title "Will You Be Rich or Poor? True Persona..." by BRIGHT SIDE, 6,613,237 views, and a duration of 09:41.
- Video ad format:** "In-stream ad" is selected.
- Final URL:** A text field containing "http://".
- Display URL:** A text field with a character count of "0 / 255".
- Call-to-action:** A text field with a character count of "0 / 10".
- Headline:** A text field with a character count of "0 / 15".
- Ad URL options (advanced):** A dropdown menu.

**Right Panel (Preview):**

- ON YOUTUBE:** Shows a preview of the ad on a YouTube page.
- Video Player:** Displays the video thumbnail with the title "RICH POOR" and the channel name "BRIGHT SIDE". A "Call to action" button is overlaid on the video.
- Mobile/Desktop View:** A toggle at the bottom allows switching between "Mobile" and "Desktop" views.

# Why You Should Engage With Social Media Marketing Tools

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, SnapChat and YouTube.

YouTube content creators generate more and more different types of content every day! To advertisers, both small and big time, this means that it is becoming extra challenging to distribute and get their content in front of their target audience if they depend solely on organic reach.

YouTube ads keep your audience engaged. It also helps your marketing strategy reach a new audience or market you never knew existed.

