

# YOUTUBE

## ADS EXCELLENCE



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# CHAPTER 1

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## AN INTRODUCTION TO YOUTUBE ADVERTISING

## Chapter 1: An Introduction to YouTube Advertising

YouTube is one of the most under-utilized platforms by many digital marketers. Despite many statistics *clearly* showing the profitability of video marketing, even many of the web's pre-eminent digital marketers are shy to get involved.

Why is this? Simple: many marketers who are working from home lack the resources, the know-how or the confidence to get involved with video marketing.

But you know what? That's *exactly* why you need to get involved and why you need to learn to use this critical tool.

Leaving the statistics to one side for a moment, video marketing is incredibly valuable simply because it allows you to change the way that others perceive your business. When you create a great video with high production values, you make your organization appear far more professional, stable and resourceful. Instead of looking like you're 'some guy' writing articles from his Mum's basement, you'll now look like a real business complete with high production values and a professional sheen that inspires trust and confidence in your brand.

At the same time, video marketing also has some other advantages. For example: it's highly engaging beyond what you can achieve with a written advert or even a blog post. Think about how often you have sat up all night watching TV programs that you weren't really interested in *simply* because it was too difficult to turn off and turn your attention away from them.

Videos combine sound, music, image and clever editing and they let us speak *directly* to the audience. If you're a digital marketer with a personal brand and you're trying to gain the trust and familiarity with your audience, then going on video and letting them 'meet' you that way is incredibly valuable. Likewise, though,

if you're a large a corporation and you want to show off your products, then being able to put them on the screen and show them being used will make it much easier for your audience to understand them and to see the appeal and the value proposition.

Think about what you'd be more likely to buy: something you heard described in a piece of text, or something you could see being held up to the camera, being used and shot in dynamic, flattering lighting. Add in some great music to underscore the value of the item and a great, persuasive sales script and you can make anything seem incredibly desirable.

## **YouTube Advertising**

And one of the most effective forms of video marketing available to any internet marketer is YouTube advertising. YouTube is a *massive* platform and provides incredible reach to a vast range of different users across the world. The only downside is that it is also very difficult to get noticed through YouTube. As with running a blog, creating a YouTube channel means competing with millions of other content creators and saturation in almost every niche imaginable.

This is where YouTube advertising comes in. Using a YouTube advertising campaign, you can ensure that millions of people see your video *instantly*. This can then be used to directly sell a product, to drive traffic to your website, or even to drive traffic to a YouTube channel.

In other words, YouTube advertising allows you to quickly 'skip' the hard work normally associated with building your channel and instead get straight to the part where you begin getting huge exposure and building your brand.



## Some Statistics

In case you're not yet convinced that YouTube is the platform for you, it may help to look at some of the incredible statistics surrounding the video sharing site.

For instance, did you know that YouTube has over *one billion* users. That makes it absolutely massive and to put it in perspective, is nearly a third of everyone on the internet.

Every single day, these users together watch hundreds of millions of hours of video on the channel and on mobile alone, YouTube manages to reach more 18-34 year olds and 18-49 year olds than any cable network in the US.

So in other words, if you were thinking of spending money on a video advertising campaign, then your money would actually be *much* better spent on YouTube advertising. This is especially true too considering that YouTube advertising is far more affordable.

Think these numbers are impressive now? Then you'll be even more impressed to learn that the user base is still growing exponentially. In fact, it grows by more than *three times* year on year. That means that there will likely be three times as many

users by the end of next year. Between March 2014 and January 2016, the number of users on YouTube increased by a whopping 40%.

These users are also spread throughout the world, which is great if you have an international product. 80% of YouTube's viewers come from outside the US in fact and the channel is available in over 76 different languages.

More than half of YouTube's views are from mobile devices but it's also worth taking into consideration just how popular YouTube is across a range of other devices as well. YouTube can be enjoyed on TVs and even on games consoles, so it's available even in households without computers or smartphones.

People don't just use YouTube for entertainment either – they likewise use it for looking up information and getting answers to questions. YouTube is commonly used just like Google as a search engine and is in fact the *second largest* search engine after Google in terms of the number of searches.

For all these reasons, YouTube actually controls the flow of 17% of all internet traffic.

## **Advertising**

And advertisers and creators are profiting greatly from all this success. Partner revenue has been increasing by 50% year on year and channels earning six figures a year from YouTube have also increased by the same amount.

Adoption of YouTube advertising is growing too. The number of advertisers using YouTube has increased by 40% each year and the average spend for the top 100 advertisers has increased by 60%.

What does this tell us? Well for now, it tells us that YouTube advertising still isn't oversaturated. There's still space here and especially for internet marketers. If you

use YouTube marketing to show videos of your new eBook or your self-development blog, then you will be one of the few marketers using it that way currently. This in turn means you can stand out and get attention and you can get great prices and excellent ROI for your campaign.

Similarly though, it also shows you that companies already using YouTube advertising are profiting from it and are thus reinvesting *more* money into it. Did you know that every single one of the top 100 global brands have run YouTube adverts in the last year? TrueView adoption is growing too – and it grew by 45% over 2014.

This is the *perfect* time to set up an account and to start reaching bigger audience.

### **What You Will Learn in This Book**

So without a doubt, YouTube advertising is one of the absolute *best* ways to engage with your audience, to drive traffic, to generate profit and to grow your brand.

But you may still be feeling apprehensive. Perhaps you're unsure as to whether you have what it takes to create videos of a professional quality, or maybe you don't know how to go about using the platform. Perhaps you're concerned about the amount of money you'd need to spend.

Don't be.

This is where this book will come in handy and will show you the ropes and *everything* you need to learn in order to start making the most from YouTube advertising. Throughout the course of this tome, you'll learn how to create stunning videos that have a professional quality without spending a huge amount of money. At the same time, you'll learn about key phrases and how to get maximum exposure with minimum spend. You'll learn the ins and outs of the different options



available for creating YouTube ads and you'll learn how to integrate your advertising campaign with a great YouTube channel for maximum exposure.



## CHAPTER 2

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### GETTING STARTED WITH YOUTUBE ADVERTISING

## Chapter 2: Getting Started With YouTube Advertising

While the number of internet marketers currently using YouTube to its fullest is still quite slim, there are nevertheless some great examples of people who *are* making a lot of money from it. One example is the very 'visible' Mike Chang from Six Pack Shortcuts who uses a ton of advertising to drive visitors to his channel and to his information products. One of his most recent videos involved him stuffing his face as much as he could to demonstrate how his training methods don't require you to starve yourself.

The video is actually quite unpleasant to watch and is certainly fairly controversial. Both these things work in Mike's favour however, as both these things mean people are more likely to watch and to click through to see what the channel is all about. Remember: these videos will normally show just before fitness and bodybuilding videos that the user has clicked on and this is a great way for them to grab attention.

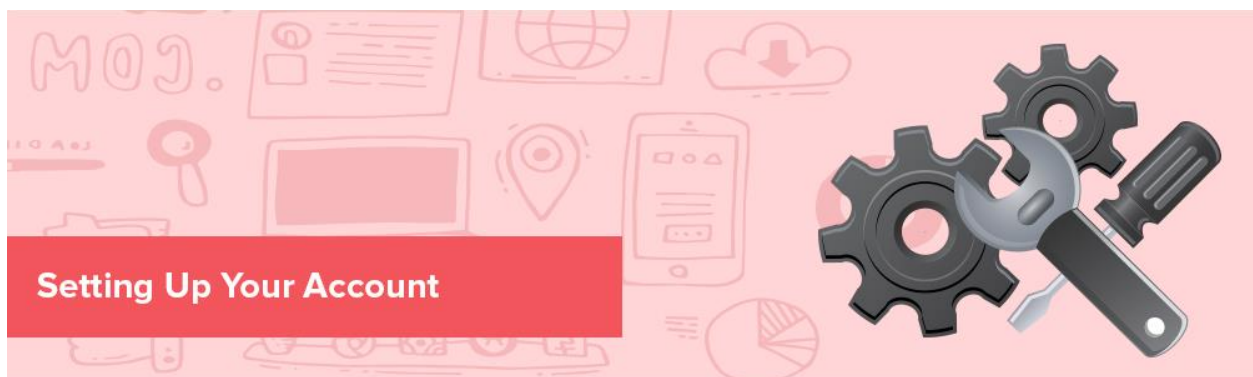
In some of his other YouTube ads, Mike will talk about free techniques that you can use as a reader to lose weight or build muscle. To see the free technique, you need to click on the ad to get directed to another video. This brings people to the Six Pack Shortcuts brand and is what is known as a 'sales funnel'. Gradually, viewers engage more and more with the brand until eventually they are willing to pay for the product.

Another example is Tai Lopez. If you spend much time on YouTube, then you'll no doubt have seen him talking about how he earned his Lamborghini in his garage. Once again, the video is fairly ostentatious and controversial and some people will be put off by it. Either way though, viewers end up watching and this technique has allowed Tai to very quickly grow his channel to 406,000 viewers plus.

It's actually doubtful though whether that Lamborghini is even his...

You don't need to be so on-the-nose, controversial or deceptive to make a splash though. Equally successful is the fitness channel 'Athlean-X' which promotes 'training like an athlete'. In the advertising campaign for this channel, owner Jeff Cavaliere actually actively challenges the methods of advertisers like Mike Chang and positions himself as the more grounded and scientific alternative.

The techniques you'll learn here will enable you to emulate the success these content creators have had and even to surpass them with your own products and channels.



## Setting Up Your Account

### Step 1: Creating Your YouTube Account

To get started with your advertising, you'll first need to create your account.

These days, YouTube is integrated very closely with Google and with Google+. That means that the easiest way to sign in, is just to log in with your standard Google account. From here, you will then have the option to create a specific YouTube account.

To create your channel, head over to 'All My Channels' and then find the dialogue box that says 'Create a New Channel'. So far, so self-explanatory!

Once you've created your channels coincidentally, you'll be able to find them all situated here. At the same time, you'll also be able to see your Google+ accounts underneath. If you want to create a new channel for your Google+ page, then you can do so by clicking on these.

This means that if you have a business on Google Plus, you can easily create a channel for that business and have your accounts linked. Either way, you need to be on Google Plus in order to use YouTube and in order to be able to add comments etc.

When you click to create your channel, you'll either use the name associated with your Google+ account, or you'll create a new name that's relevant to your brand and that's easy for your visitors to find and to understand. You may choose to create multiple channels – one for your brand and one for yourself as a personal user. Alternatively, you might choose to create multiple channels for each of your products. For instance, you may want to create one channel for your brand and another for your app – Microsoft for instance has a Microsoft account, as well as a Surface account and a Windows account etc.

Take a look over the terms and conditions and once you're happy with the name of the channel you can click 'done' to go ahead and publish the channel.

## Step 2: Building Your Channel

Once you have created your channel, the next step is to create some content for it and to add some information.

In case you were wondering, your YouTube channel and your advertising campaign are going to be intimately linked so that when users click on your ads, they will very often be taken to your account page. This means you should make sure that your page is ready to receive said visitors before you start creating your ads.

When people visit your channel, they'll see a number of different headings and features that will tell them about your brand. One of the most important things here for instance is your description which will simply explain what your channel is all about and why people should stick around. This is also important for SEO or 'Search Engine Optimization'. In other words, the text that you include in this description will be at least partly responsible for helping you to achieve more visibility in searches both on Google and through YouTube itself. Make sure then to think about what the most relevant 'keywords' are for your topic and what you can include to encourage more people to find your channel.

Likewise, you can also link to your social media and your website and you can feature some other channels you like. All of this will help your brand to grow. By linking to your website for instance, you'll be able to drive traffic that way and thereby increase the number of people engaging with your brand.

Meanwhile, linking to your website and confirming it as yours will also allow you to link to products etc. directly from videos. As we will see later on, this is a rather useful feature for any marketer!

At the same time, linking to your social media will help you to drive more traffic still and will make it easier for you to build a cohesive brand across multiple platforms. One of the adages you most commonly hear with regards to internet marketing and social media marketing is to 'be everywhere'. Make sure you are in as many

places as possible by creating a consistent brand on every platform you can find online.

This branding should extend as well to your cover image and your profile picture. The profile picture here is going to be the same as it is for your Google+ account, so make sure that this is something that accurately reflects your brand and your niche and that looks the part for your channel. The cover image meanwhile can be anything you choose, but a good bet is to put a logo of some sort front and to make sure this logo is the same across all of your channels (social media etc.).

As you create more content for your channel, you'll find that you're also able to add playlists of your videos, which will make it easier for visitors to find the type of information they're looking for. Another useful feature, is the ability to create a video that will promote your channel and this will play whenever anyone visits the page. Here you can create a montage of your best content or just talk to your visitors and explain what they can stand to learn by visiting your channel and why they should keep coming back.

Until you do this though, visitors will simply see a list of your recently added videos.

Depending on the strategy you intend to employ with your YouTube advertising, you will also need to create some content and start uploading videos. The ads you create are likely going to drive visitors to your channel and so you want to have some great content here waiting for them when they arrive.

We'll go into depth on how to create high quality videos on a shoestring budget later in this book. For now though, all you need to know is that your videos need to be high quality and they need to provide *value*. Don't worry about trying to sell or monetize just yet – what's most important is that you build a following and you gain the trust of your visitors. The best way to do *that* is to fill yourself with interesting

and unique content that people will want to view and that will encourage them to subscribe. The more quality and value you provide, the more people will be interested in buying from you when you eventually come to sell something.

### Step 3: Linking Your AdWords Account

Next you need to link your AdWords account to your YouTube account. This is the crucial step for YouTube advertising specifically and until you do this, your advertising and your YouTube will be separate entities from one another. Once you link the two, you'll not only be able to take part in YouTube advertising but you'll also have the option to see more statistics for your video such as 'earned videos'. You'll be able to control features like CTA overlays (more on this later) and remarketing.

In order to link these two accounts, you need to head over to your YouTube channel and then click the 'My Channel' tab after the channel icon. Now look for the 'Advanced' option and from here you should be able to find a tab that says 'Link an AdWords for Video Account'. This should have a 'Link an AdWords Account' link and when you click this, you'll be walked through the process of linking your AdWords account.

Of course, before you do this, you'll need to sign up to AdWords and create an account. You can also alternatively link your YouTube channel from within AdWords. To do this, you need to sign into your AdWords account and then find the cog icon for settings. In here, you'll find an option that says 'Linked Accounts' and in there, you'll be able to find 'Link a YouTube Channel'. Click the channel you want to link and then search for the video you want to link to begin with.





# CHAPTER 3

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## CREATING YOUR FIRST VIDEO CAMPAIGN

## Chapter 3: Creating Your First Video Campaign

Okay, now you've done all that, you're ready to start creating your first campaign and to start promoting a video of your choosing.

Read the following steps in order to learn how easy it is to start promoting your brand with YouTube advertising but don't do any of it just yet. We're going through this process as a learning curve for now and so that you understand how to get started. You'll want to read the rest of the book before you get to work though in order to ensure that your video ad is going to be as effective as possible and to ensure that you understand the precise workings of how the adverts work.

So with this all linked, you'll need to come up with a 'bidding strategy'. Most AdWords campaigns use a CPC or 'Cost Per Click' process which means that you only pay once the ad has been clicked. With YouTube though, you'll need to use something else called 'CPV'. That means 'cost per view' and in turn means that you only pay once the video is viewed all the way through.

We'll talk about this more in a moment but for now, all you need to know is that the amount you bid, is the amount you'll pay for each view. Your bid is your CPV, so it needs to be tied closely to your budget.

So why not just offer the very lowest CPV possible and that way get your ads at a very low price? Simple: because there are too many people trying to do the exact same thing and the amount you pay will directly impact on how visible your image is.

This is called 'bidding' because that's exactly how it works. You'll select the kind of content that you want your videos to appear on and once you do that, you'll be

going up against all the other advertisers in your niche. YouTube will decide *which* advert to show based upon which of you is paying the most.

So this means that you can pay very little and get your adverts shown cheaply but not very often, or you can pay more and have your adverts seen much more frequently by a bigger audience. Of course the amount you're able to pay is likely to be dictated closely by the amount that you stand to earn from each video and how effective your campaign is at driving sales and profits.

Something else to recognize about the bidding process is that you won't always pay the maximum amount that you're willing to pay. As with bidding on eBay or at an auction, you're only required to *beat* the next highest bid. This means that you can set your CPV at \$0.25 but if the next highest bid is \$0.10, you'll only pay \$0.11.

You'll also be able to set a budget that you won't go over. This is particularly useful if you have a limited budget as it guarantees that you won't spend more than you can afford. It also means you're capped out at a certain amount though – so if your daily spend is \$10 and your CPV is \$0.50, then there's a chance that you'll only get 20 views before your pool runs dry.

Unfortunately, there is no golden rule or ideal number to refer to when choosing your ad spend and ultimately the amount you bid will need to come down to your goals and objectives as well as your budget and cash flow.

You can of course set different bidding amounts for different campaigns though and this means that you can compare how two different campaigns are performing and try different strategies for each. What you also need to do is to generally track the performance of each of your campaigns and to look at how much they're earning and how much you're actually paying per click. You can then tweak the variables in order to make sure you have optimized your strategy.

This all means you need to think carefully about how to get the most out of your campaign and to get the most for your money. Another important factor to that end is your targeting.

Targeting refers to the way in which your ads will be aimed at a very specific group. Most advertising campaigns will have a particular target audience in mind and your job is to make sure that you're only paying for those specific people to see your ads.

## **Targeting**

If you are a video game developer and the digital product you are selling is an action platform game, then of course you're probably not going to want your adverts to show on videos aimed at hair and makeup. While there may be some overlap, these two interests are very different and generally appeal to different demographics. If you pay for your ad to appear in front of a makeup tutorial, then chances are you'll be wasting your money.

So instead, you want your video to appear only on relevant content and in this case that means you want it to turn up on videos like 'top 10 games' countdowns, on 'let's play' videos or on video game reviews. Someone watching a review of one video game is much more likely to click on your ad and buy *your* game.

On the other hand, if you are selling an eBook on how to do your makeup perfectly, then you want your videos to appear before makeup tutorials and *not* before let's plays.

Targeting helps you to reach your specific target audience and in turn, this helps you to make more conversions and get a better ROI. But there is more to it than that as well; targeting also helps you to avoid facing so much competition and this in turn helps you to win more bids while spending less.

Put it this way: if your video is targeting a massive niche like bodybuilding, then you'll be going up against Mike Chang and Jeff Cavaliere, as well as countless other massive brands. This means you'll need to set a very high CPV and your budget will likely run out quickly.

But if your video ad is targeting something a lot more specific and niche – let's say 'food truck businesses' – then you can set your budget much lower and set your CPV much lower and still get seen by a lot of people. What's more, is that this smaller audience is much more likely to be interested in your product and thus convert into paying customers.

To set up topics, you simply choose from a couple of thousand different topics. This is somewhat limited when compared to regular AdWords that let you choose any keyphrases you want – however in some ways it also gives you more precise control and saves time.

Some of these categories are going to be very broad. These include the likes of 'Beauty and Fitness' or 'Face and Body Care'. These give you the most exposure but cost the most. But if you dig a little deeper into the sub categories then you can get more niche by choosing things like Face & Body Care, or Hygiene & Toiletries.

Another thing to think about when choosing your niche, is just which type of content is most abundant and most successful on YouTube. Some video topics like makeup tutorials and 'let's play' videos come up time and time again, meaning there are more videos for you to appear on and those videos are likely to be higher profile. On the other hand, if you choose something that lends itself less well to videos – like programming – then you will be appearing on fewer videos.



## Choosing Your Ad

Once you've done all this, you'll then have the option to choose your advert and set it up. The first thing you need to consider here, is which *type* of advert you're going to use. There's actually multiple options in this regard and some will even allow you to earn money without creating an advert at all.

If you want to use traditional text ads, then you can have these appear on top of videos as they play. These look very similar to AdSense adverts (the ads that appear on websites) but are long and horizontal. These only show up on desktop mind, which means they won't be visible to the 50%+ of users who view on mobile (then again, desktop users may be more likely to convert for your specific type of content).

Overlay ads are a useful way to stand out from the pack and to reach a specific target audience without competing for the overcrowded space on Google's search engine results pages (SERPS). That said though, they also don't quite function in the same way as true video ads and don't have the same amount of engagement.

There are also ads called 'in-display ads' which show not *over* the video but next to it. These will appear right next to the feature video.

The more common type of ad though is the 'video ad' and that is what this book is mainly focussed on. There are many different types of video ad and these are charged differently – but we'll look at this in more detail later on.

For now, we'll focus on how you select your ad and set it up. To do this, you're basically going to upload the video to your YouTube channel (you can make it unlisted or private so that your subscribers don't get shown it) and then you're just going to select it as the video to go with that campaign.

This means you can actually use *any* video on your channel as your advert. If you want to, you can have a let's play as your ad! Of course this isn't going to drive many customers to your products though and it will likely be a waste of money. So *instead* you're better off creating a unique video that exists for the sole purpose of being an advert and generating revenue.

You'll also need to select the type of video ad, which in turn will dictate the behaviour of the video – you can learn more about this in the next chapter.

### **Setting a Destination**

If someone clicks your advert, or if they click the branding that appears around it, then they're going to be taken to a specific destination which should encourage sales and engagement with your brand. It's up to you to choose what this destination is and it can either be your YouTube channel itself, or it can be another one of your videos. In other cases, you can link with a call to action, which means that you can send them straight to a landing page or site where they can then buy your product.

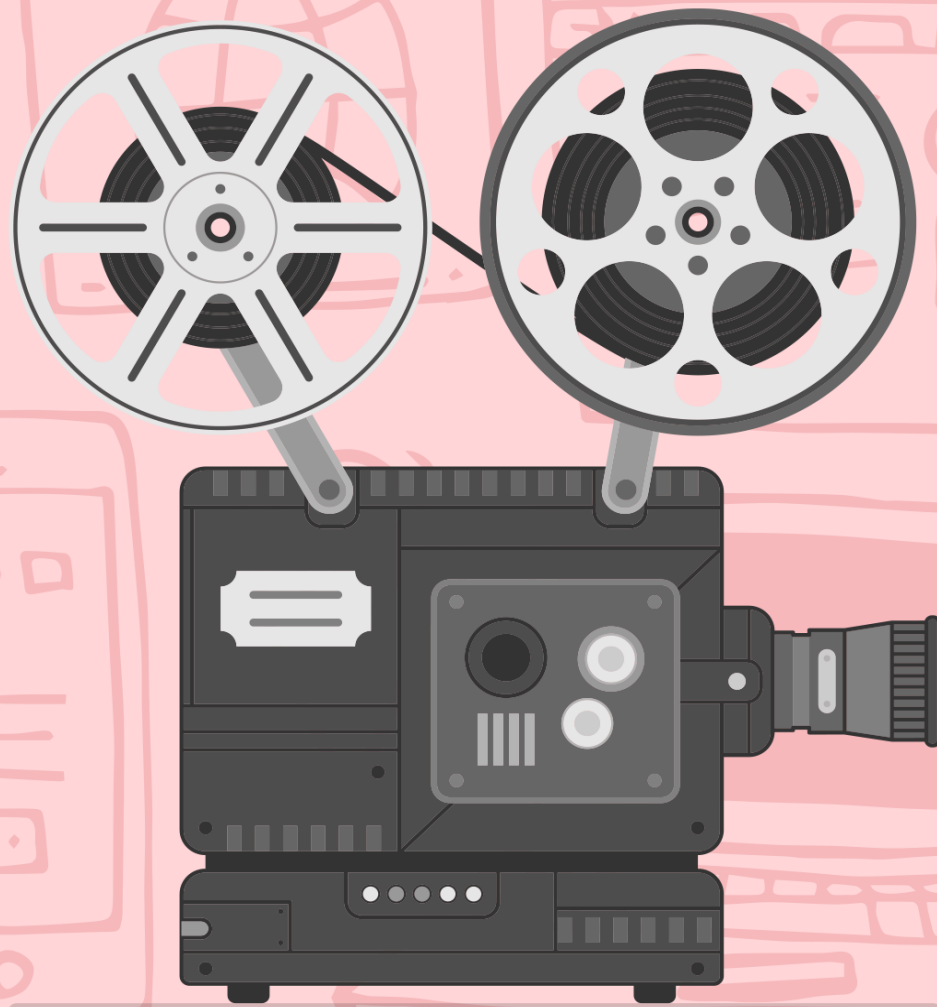
It's up to you how you want to set this up. If your aim is to increase engagement and to get more viewers and followers for long-term monetization, then linking

them straight to your channel will give them the opportunity to see more of your content and to hopefully become fans/subscribers who will be more likely to buy from you in future. This is advantageous, as it can be somewhat difficult to convince people to buy products 'cold' if they've never heard of your brand before.

On the other hand though, if you are advertising a vacuum cleaner then you may be able to say everything you have to say in the video. In that case, sending someone straight to your online store where they can click 'buy' might be the best strategy!

Note that you also pay for a click – if someone doesn't watch your video all the way through but they click on the ad, then you're still going to pay for that at the price that you bid.





# CHAPTER 4

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## HOW VIDEO ADS WORK

## Chapter 4: How Video Ads Work

Video ads are of course adverts that are videos in themselves and this means they can be integrated much more seamlessly into the way YouTube operates. These are the main types of adverts on YouTube and the ones we're focussing on.

Again though, there are actually multiple different types of video ads for YouTube. YouTube calls this 'TrueView' and aims to give both the user and the advertiser more control over their campaigns as a result.

Choose this wisely, as the type of video ad that you choose is also going to impact on the options available for you in terms of your destinations and the cost.

### **In-Stream Ads**

An in-stream advert for instance, is a video that will appear prior to the start of the target video. These pre-roll ads are like the adverts that play in a cinema before the main feature but there is one key difference that benefits both the advertisers *and* the users – which is that the videos are skippable.

As an advertiser, you can elect to make your video skippable after the first 5 seconds of the video. If the user clicks skip, then you don't pay for the view and the viewer isn't subjected to a message that doesn't relate to them. This makes your content *much* more targeted because people won't watch a long video all the way through if they're not at all interested in the subject matter and thus you'll avoid paying for those views!

If you're savvy though, you might now be thinking that perhaps there's a way for you to avoid ever paying – by making your video 100 minutes long so that no-one watched it through to the end. Nice try! But actually, so long as viewers stick around for 30 seconds, you will be paying for a view.

## **In-Slate Ads**

An in-slate ad is only a little different to an in-stream ad. The key differentiating factor here is that the advert will be interspersed throughout the video that the users are watching. This means that your video will appear at pre-set points during another video that the video creator has chosen. This lets the creator set-up 'ad breaks' in their content and it also means that your video is going to appear on longer content rather than on short 30 second videos.

## **In-Search Ads**

In-search ads meanwhile are adverts that appear in the search results above the 'organic results'. These ads normally have a yellow 'Ad' label next to them as well but they otherwise look like one of the videos on the channel with a little thumbnail.

In-search ads behave a little bit differently from other videos on YouTube and from other adverts. This is because clicking on one of them will actually take the user to your YouTube channel where the video will play automatically. You *can't* then link this to your landing page unfortunately, so it's less suitable for making direct sales but much more suitable for creating a large number of subscribers and helping to build trust and authority with your brand. This is your chance to demonstrate the kind of value and information that you're able to deliver and to show off all the other videos that you have on your channel.

You can alternatively set these videos to show simply as regular videos, in which case your visitor will just watch them as they would any other video. They'll be able to see more videos from you and your channel name (next to the 'ad' label) in the top right of the screen.

## More

When you create in-search video ads, there are a few more things to consider as well. For one, your advert can also appear in the sidebar of other videos and as 'suggested' videos. When someone clicks on your advert here, it will play just as any other video would and this is another opportunity for you to get more exposure.

Likewise, your videos can *also* appear over the top of video home pages. So if a user logs in and sees their recommended videos, your ad may appear above that in a similar manner to an in-search ad and they might then choose to visit it.

Another option to consider is that you can add captions and annotations to your videos, which can be a better way to link to external pages. This is actually a way you can circumvent the limitations of in-search ads as you can use these captions to link directly to landing pages or your website.

Of course this means that you can also blur the lines between your regular videos and your adverts. For instance, you could use an in-search video ad that takes visitors to your channel and from there they might watch your video and then see some of your *other* videos which include captions and annotations linking to your landing pages or ecommerce stores.



# CHAPTER 5

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## ADVANCED TECHNIQUES

## Chapter 5: Advanced Techniques

At this point, you may now be ready to pull your hair out. We've covered an *awful lot* and we still haven't finished explaining the ins-and-outs of your video ad campaign or all of the various different options. You have to think about AdWords, YouTube, account settings, advert types, destinations, bidding and much more – all of which is getting pretty complicated.

And now we're going to hit you with the advanced techniques which range from more advanced targeting, to thumbnail creation and ideal video length. That's before we've even touched on the best practices for making stunning videos with high production values.

Don't let all this scare you. It sounds like an awful lot but once you get stuck in and try it for yourself, you should find that it's actually surprisingly self-explanatory. The first and main tip then to begin with is just to dive in and start playing around with the different features – you know enough now to do that. Set a low budget and experiment with driving some traffic to your brand.

Once you've done that, make yourself a strong cup of coffee and head back here for some more advanced techniques you can use to squeeze a bit more profit and performance out of your ad campaign.



## Choosing a Length for Your Video

When creating your video ad, one of the most important factors to consider is how long you want to make it.

The general consensus here is that shorter tends to be better. Remember that you pay for a full view if your visitors last over 30 seconds, so there's no benefit in trying to make your videos tiresomely long. Getting viewers to watch to the end of your video will give you the best chance of engaging and of making an impression that leads to a sale and statistics *regularly* show that shorter videos stand the best chance of being watched through to the end.

Another consideration is that longer videos tend to cost you more. Now this might come as something of a surprise seeing as your views are supposed to be calculated via bidding but it all has to do with a new feature: Google's 'quality measure'.

You see, Google doesn't want advertisers to be able to ruin its search engine or video service by creating spammy videos that are poorly made and promote low quality products but they also don't have time to manually vet every advert that gets uploaded.

As such, the best strategy that Google has for ensuring *some* level of quality is to use an algorithm that attempts to gauge how good the content on your page is. To

do this, it uses something called a 'quality measure' which awards better quality content. That means you'll be rewarded with more views and lower CPV if your videos get watched all the way through and you'll *also* be rewarded for shorter videos.

There's nowhere in the official documentation where this is explicitly stated, however many prominent digital marketers have run experiments to test how much YouTube ads cost at different lengths and the results have repeatedly demonstrated that *longer videos cost more*.

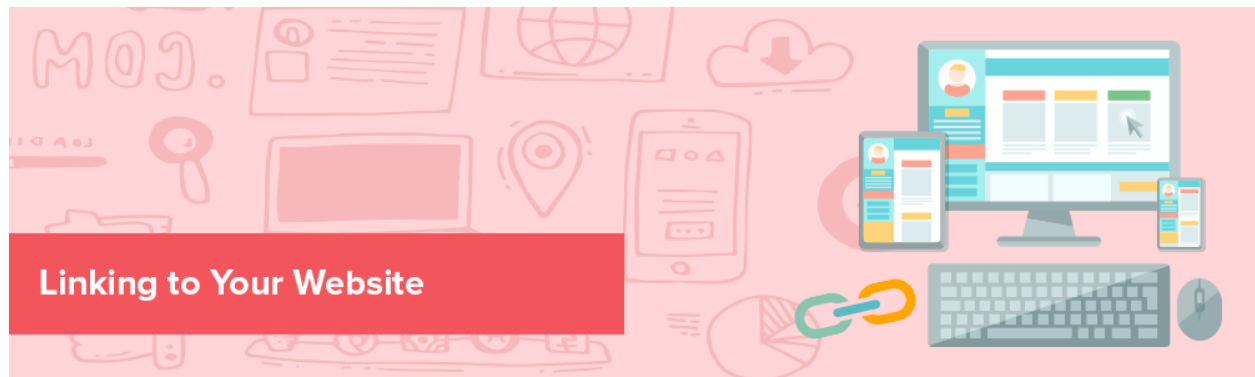
Then again, there are still some arguments in favor of longer videos. One is that longer videos might still prevent people from watching to the 30 second mark and thus get you some free brand awareness (this is a key point to bear in mind – even if someone skips your video, you can still show off your branding, so put it right at the start!). Think about it – if an ad starts playing and you notice that it is 20 minutes long, then you may be more inclined to hit skip even if you otherwise would have given it a chance. If your objective is to gain a little brand visibility and you're not bothered about direct conversions, then this can be a smart and effective strategy.

Another consideration is that you can use a longer video to quickly develop more trust and engagement and to demonstrate real value. In other words, rather than relying on the viewer finding your page and looking through your content, you can hit them right away with a big, definitive video explaining a topic or providing stellar entertainment that wouldn't fit into a shorter video.

Again, some of this will come down to experimentation and tweaking. Try different lengths and look at your metrics to see which videos are getting watched all the



way through, which are generating clicks and which are generally offering the very best ROI.



## Linking to Your Website

As mentioned, it is possible to link in-search ads to any page on your website such as a landing page or a link by using captions. You can also do this with the other videos on your channel and this is a great way to drive more traffic to your sales pages and to increase profits. It also makes a lot of sense from a long-term content marketing perspective. In other words, you can use video ads to promote your channel and gain subscriptions, then encourage people to buy from you in your regular videos after they've had a chance to familiarize themselves with your brand and the kind of value you're capable of delivering on a consistent basis.

To do this though, you need to first associate your website with your YouTube account. Before you do this, you won't be able to link to it – and this means you also can't link to other sites (such as using direct affiliate links).

To link your YouTube account to your website, you need to first verify your account, which you can do by going to [youtube.com/verify](https://youtube.com/verify).

You also need to ensure that your account is in good standing – that means that you mustn't have breached any of YouTube's terms and conditions, which relates in particular to the use of copyright footage and audio.

Now you need to go to 'Advanced Channel Settings', which can be found under Creator > Studio > Channel > Advanced (unfortunately, nothing is particularly intuitive with Google and it takes a lot of digging around to find the things you need).

Now look for the 'associated website' section and enter your URL. It will now say 'pending'. Under the URL box, click 'verify' and you'll then be taken to the search console. Here, you need to make sure you're logged in with the same Google Account and you'll need to follow the further instructions to add your site to the search console. You'll then be asked to choose a verification method, which in most cases will simply mean adding a snippet of code to your pages that Google can subsequently detect. Once the verification is complete, the status will go from pending to success and you can then use an annotation to take your visitors anywhere on your URL.

**Note:** When a viewer clicks on your annotation, playback will stop and this will impact on your watch-time metrics.

**Note 2:** If you *do* want to link to another destination, then you can always put the link in your video description which will appear underneath the video. This then means that you could in theory link straight to an affiliate product and you can even mention in the video that the link is 'down below' to draw attention to it. There are *tons* of options here.



## Advanced Targeting

### User Interests

Another way of targeting is to target a particular user interest which is a relatively new option from Google. This lets you target *people* rather than videos – for instance, you might choose to look for people who watch lots sports videos, who stay up-to-date with the news, or who like videos on technology.

In many ways, this option is actually *better* than targeting the topics of videos. That's because targeting user interests allows you to look more at the long term patterns and behaviors of visitors in order to get a better idea of who they are and even perhaps some of their statistics.

Look at it this way: you have probably watched Taylor Swift videos on YouTube at *some point* in your life, even though you might not be the biggest Taylor Swift fan. If you were shown adverts for the new Britney album at that time, then those ads will have been wasted. It may even have been at a party, in which case no one would have seen the adverts.

On the other hand though, if you are someone who *always* watches video reviews for smartphones, then even when you watch a Taylor Swift video as a one-off, you might *still* be shown the advert for the new iPhone. This makes much more sense in

the majority of cases and means that the ads will often be even more highly targeted.

You can even get tricky and try considering how user interests might reflect demographic. For instance, if you were a brand selling a car, then you might choose to look for viewers who look at travel videos. Why? Because travel videos suggest that the viewer has a bigger disposable income and thus may be more likely to afford a 'big ticket' item like a car. Conversely, you might look for someone who looks at style websites and show them videos on dating – again there could be some crossover in the demographics here.

### **Targeting Specific Videos**

Did you know that you can also target a *specific* YouTube video? If you have found content created by another user that you think is absolutely perfectly related to your subject matter, then you could use their video as a springboard to support your brand and your campaign.

All you have to do is to paste the URL of that video into the 'placement target' field.

The only risk here is that a single video will of course have significantly less traffic than multiple different videos spread out across an entire subject matter. Again though, this all depends on your strategy. If you want to be as targeted as possible and to really convert a very specific niche then you can find a video that's being watched *only* by the kind of person who might be interested in buying your products.



## YouTube Remarketing

Google remarketing is another advanced targeting technique which can be used with YouTube.

Basically, remarketing means that you are showing adverts to people who have already shown an interest in your content. This works by storing cookies on their computers which YouTube can later use to identify them unless they clear the cookies out of their system and by looking at the user accounts of those users.

This is great because it allows you to once again avoid people who have no interest in your content and the options available here are also quite varied allowing you to pick very specific people to advertise to. The options here include:

- Users who have watched any of your videos before
- Users who have taken an action such as clicking 'like' or leaving a comment
- People who have previously viewed your videos in an in-stream ad
- People who have subscribed to your channel

All these options are great and again they vary in terms of their scope and how targeted they are. Going only for people who have liked or commented will significantly limit the number of people your ads are exposed to but these are key and critical people because they have shown a willingness to engage with your content, to actual *listen* to what you're saying and to follow links. It shows much

more engagement and trust if someone actually interacts with your brand, versus simply watching your video – which may even have been a mistake.

Obviously there's also nothing to stop you from using multiple different marketing strategies at once to reach a broad but highly targeted audience. For example, you could opt to use remarketing for people who have liked your content, to put your ads on some specific videos and to advertise to people with specific interests.



## Thumbnail

Your thumbnail is another highly crucial element of your campaigns and especially when it comes to in-search ads. Your thumbnail is essentially the small image that will show when your video appears in search results or suggested videos. This is also important for your general YouTube marketing strategy and for all the other videos on your account.

The aim of your thumbnail is to grab attention and to stand out among other videos. At the same time though, it should ideally match your *other* videos so that you have a consistent 'feel' across your whole channel. This means that you might use the same font on all your thumbnails for instance.

Either way, the ideal thumbnail image is going to be 1280x720 (make sure to at least use this ratio so that no part of your image is cropped) and should be designed to be as eye-catching and clickable as possible. Of course some things we find more eye catching and more clickable than others. People for instance catch our eye easily and especially if they look happy, successful or attractive. If your channel relates to fitness or bodybuilding, then a thumbnail featuring a guy in amazing shape might be appropriate and the more outlandish the physique, the more this will stand out.



# CHAPTER 6

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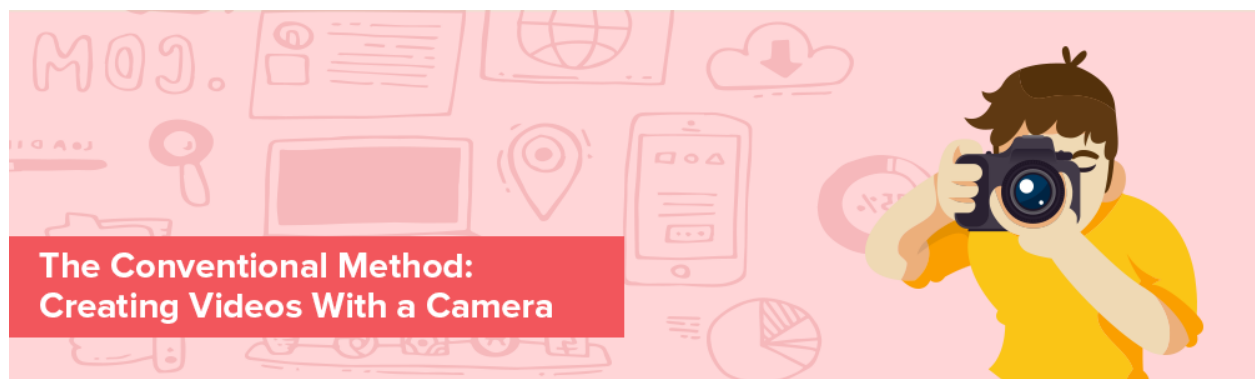
## CREATING STUNNING YOUTUBE VIDEO ADS



## Chapter 6: Creating Stunning YouTube Video Ads

Of course though, in order for your YouTube advertising campaign to be a success, you need to ensure that you have high quality videos comprising your channel and the adverts themselves. No matter how clever you are with your advanced optimization, your bidding strategy or your targeting, your videos need to be high quality if you're going to get people to actually watch them and maybe buy your products.

This is the part that can end up scaring off a lot of potential marketers – but as we'll see it's perfectly possible to create great videos without needing the help of Steven Spielberg. In fact, if you're concerned about creating videos that feature you in front of the camera, you can actually still be successful without having to even *own* a camera. But we'll get to that option in a bit...



### The Conventional Method: Creating Videos With a Camera

### The Conventional Method: Creating Videos With a Camera

Most people *are* going to want to create their own YouTube videos and this is going to mean going in front of the camera. So how do you go about this?

## Hardware

The first step is of course to invest in a decent camera if you can. Thankfully, most cameras these days will record in at least 1080p and you shouldn't have to spend too much to get a camera that does this. Some other features worth looking into though include wide angle lenses (which will enable you to include more inside the image) and the option to add a microphone for better audio. This latter feature is particularly important if your room has poor acoustics and your videos otherwise come out echoing or quiet.

Note as well, that a lot of displays these days are actually higher than 1080p and this is only going to be a trend that continues. If you want to future proof your tech and your videos themselves, then it might be worth investing in a 2K or even 4K camera.

Now you're looking at spending a fair amount of money though, which is why a good strategy for many marketers is actually to use a camera phone. Believe it or not, many camera phones actually rival dedicated camcorders these days. The excellent camera on the Galaxy S6 and Note5 phones for instance are actually capable of recording 4K *and* they have excellent video stabilization and other features.

Seeing as you also get a phone when you buy one of these cameras *and* you can get it on a monthly contract with no upfront expense, this is a great way to save money and to manage your cash flow as a solo entrepreneur.

## Video Editing Software

That's your hardware sorted out but from there you also need to get some good software. In this case, that means a video editing suit such as Adobe Premier or Sony Vegas. Now unfortunately, neither of these are cheap which is why some

people will choose to use the free Windows Movie Maker instead. Movie Maker is severely lacking in terms of what it's capable of though and so it's going to be worth the added investment for most people to get the right software. Fortunately, you can try Adobe Premier for one month free before you have to pay and there are also significant student discounts if you happen to know someone willing to share their student email address with you!

Good video editing software will let you add things like attractive transitions, video overlays, effects and more and there are a few things you can use here to really improve the look and feel of your videos.

### Editing

When editing your videos, the key is to record yourself speaking for longer takes but then to cut rapidly. Give yourself lots of footage to work with but then don't *linger* on shots – you want to keep a consistent momentum.

Add your logo to the video to make it look more professional and to give it more of a professional feel and cut between shots of your speaking and other footage with your voice narrating it. Videos that consist of a single person speaking in their bedroom will generally just look low quality and possibly even embarrassing...

Adding music in the background can help you to give your video a more professional feel and at the same time to ramp up the emotion just how you want it to encourage a sale. Make sure when you do this, that you don't drown out your own voice and that you don't use music that you don't own the rights to. If you don't have any music to hand then one option is to consider using a site like Fiverr to commission someone to write you a score. Otherwise, you can use music from a band if you know anyone musical, or you can use music that's 'royalty free' which means you can use it without paying.

Either way, making sure that your music isn't copyright will help you to avoid getting into trouble and avoiding free music available through YouTube will prevent you from looking unprofessional.

### Set-Up

If you're going to be featuring in your video then of course it is important that you look the part. This doesn't mean that you have to be a super model, but if you want to inspire trust then you need to speak confidently and fluently and you need to be well dressed. If you don't come across on the screen as a charismatic presence then *find someone who does*. You can hone your presentation skills as well by filming yourself and watching it back and a general tip is to try speaking more slowly to avoid sounding nervous or stumbling over your words.

Also important is the correct lighting and ideal here is what is known as 'Rembrandt lighting' where you light your face from the side in order to create some contrasting shadows. You should also look into setting up your backdrop to look professional and you should choose somewhere with good acoustics unless you're using a mic.



# CHAPTER 7

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## THE SALES VIDEO

## Chapter 7: The Sales Video

While the previous explanation showed you how to create a more traditional video where you put yourself in front of the camera and then either ‘vlog’ or sell your product directly, you’ll find that many digital marketers actually don’t use this strategy at all. Instead, a lot of video marketing is based around videos that follow a simple script to outline the benefits of the product.

These can be *highly* effective and they don’t necessarily require you to go in front of a camera at all – or even own one!



### Creating Videos Without a Camera

But if all that sounds like hard work, you *can* make videos without a camera.

One option here is to create a slideshow in PowerPoint and it’s actually possible to simply save this as a video file. All you need to do is record your voice narrating the video – or to add in the voice of someone else (you can find people who do voiceovers once again on Fiverr).

Another option is to create an animation. This could be a whiteboard animation, a cartoon or even a stop-motion animation. Again, these can all be created yourself, using specialist software, or by outsourcing to a professional.



## Making Your Adverts Persuasive

Either way, what's most important is that your video is effective at grabbing attention, at holding attention and at persuading viewers to click through to your website, to subscribe to your channel or to buy your product.

There are several things you can do to accomplish this but most important is the script and storyboard. The first thing your video has to do is to shock the user and intrigue them so that they want to keep watching. If your advert is more traditionally aimed at selling a physical product like a TV ad, then you might do this with a narrative – we love stories and find it hard to look away. This story should capture the 'value proposition' of your product, showing how it improves the lives of your users and conveying what it *feels* like to use it. Do this in an efficient and entertaining manner with the right music and a strong call to action at the end and you have the makings of a great ad.

On the other hand, you can use a more modern 'digital marketing' approach which works like a script that gradually introduces the product, shows what it can do for the viewer and then encourages them to buy quickly. Again, this can start with a narrative structure ('I once struggled terribly with money/weight loss') or you can start by outlining a specific problem that the viewer can relate to ('Are you tired of going on diets that never seem to lead anywhere?').

Either way, your main goal is to introduce a problem and then to show the solution – your product. Meanwhile, you need to demonstrate the value proposition of your product and hopefully find a way to make it resonate emotionally with the viewer.

At the same time, you need to fully explain what your product is and this can follow a structure known as 'AIDA': Awareness, Interest, Desire, Action.

To really push that last part – the crucial 'action' element – you need to ensure that you create urgency which can mean alluding to scarcity ('buy now while stocks last!').





# CHAPTER 8

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## CONCLUSION, TIPS AND TRICKS

## Chapter 8: Conclusion, Tips and Tricks

And there you have it: everything you need to know to start creating a highly effective YouTube video advertising campaign. It's a lot to take in but once you get stuck in, you'll find that it's easy and actually quite fun to learn on the job.

So where do you go from here? After creating your account, the best thing to do is to try creating a simple video that sells a product by using people on Fiverr to create a whiteboard animation, or by making something in Excel. You can then set this up as a simple In-Stream advert and link it to a sales page selling your own information product or an affiliate product. This will very quickly teach you the basics of YouTube advertising and you'll be able to learn what works and how to get set up.

From here, you can then go about building your YouTube channel by adding more content, setting up your page and trying out different advanced targeting options etc.

Over time, you'll find that you grow and you're able to increase traffic to your channel and drive more conversions and profit.

And as you do, keep in mind these tips to help you get even more from your efforts:

### **Consistent Branding**

Keep your branding consistent across your videos and across your social media and website. Key to this is creating a great logo and again, it's worth commissioning someone to do this if you're unsure of your own skills in that department!

### **Make Your Videos Discoverable**

You can set your adverts to be unlisted to prevent them showing up in searches but it's not really the best move. It makes much more sense to let people discover your content and that way you can be seen by even more people!

### **Watch Your Metrics!**

Keeping an eye on your metrics is the number one way to see what's working and what's not. Watch your analytics closely and tweak your videos and targeting for the best possible outcome.

### **Match Your Strategy to Your Brand**

Don't create a brand and then try to market it – create a product with a vision for how you'll market it right at the start. This means researching niches, thinking about your current contacts and generally coming up with a synergistic plan.

### **And Your Video to Your Strategy**

Likewise, make sure that your video is right for its intended purpose. Decide which type of YouTube ad you'll be making *before* you create the video. This is important as you'll need your video to be the right length for it to be selectable for certain types of advertising campaign.

### **Watch the Competition**

Watching the competition closely is a great way to get an idea for what works and for the rhythm of good video ads.

### **Build Your Channel**

Don't think of your YouTube ads and your channel as separate entities – build them up together at the same time and one will support the other. Apart from anything

else, having only 100 subscribers somewhat undermines your point when you're talking about your amazing internet marketing skills!

There are many, many more tips and trips of course but you'll learn these as you go. Time to dive in and make a start on your journey to YouTube advertising excellence!