

A Step-by-Step Checklist For a Successful YouTube Ad Campaign

By 2019, 80% of traffic on the Internet will come through video. That's a tremendous amount of traffic —which you can tap into in order to help promote your brand.



Create a YouTube Channel

- ☐ Just as you need to walk before you can run, you need to create a YouTube channel before you can run any ads. Take the following steps to create your new channel in under 10 minutes:
- ☐ Sign Into Your YouTube Account
- ☐ Go to "All My Channels" Page
- ☐ Create Your Channel
- ☐ Provide Details on Your Account
- ☐ Create and Upload Your Videos
- ☐ Link Your AdWords Account to Your Channel - Log in to your YouTube channel, Click the "My Channel" tab after clicking on the channel icon, Click "Advanced" under the channel page, You will see a "Link an AdWords Account" button on the page, Click this link to finish the process.

Come Up With a Bidding Strategy

- ☐ Now that your YouTube channel is up and running, it's time to start creating some ads. This process is going to be fairly extensive and require a bit of testing. But the devil's in the details, so make sure that you follow these steps carefully to get the most out of your video ads.
- ☐ Understand the YouTube Bidding Process : Most AdWords users create campaigns using a CPC (cost-per-click) bidding strategy. Although you also have the option to create CPV (cost-per-view) campaigns, most people feel that CPC ads are

less risky and easier to optimize.

☐ Choose Your Bid

Set Your Targeting Options

☐ Choose Topics

☐ Target User Interests

☐ Consider Targeting Specific YouTube Videos

☐ Target Search Phrases

Construct Your Ad

☐ Get to Know Your Ad Options

☐ Discovery Ads (formerly In-Display Ads)

☐ Choose a Video for Your Ad

☐ Set the Destination for Your Ad

Final Words

☐ YouTube remains the most popular video sharing site on the Internet—and for good reason. The site has over 1 billion users, which means that you won't have any difficulty setting your ads to target the people who are most likely to be interested in your products and services.

☐ However, succeeding with this marketing method still requires a lot of work. You'll need to create high-quality videos and invest in both testing and targeting on an ongoing basis to run a successful YouTube campaign.

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