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ABSTRACT

The purpose of this paper is to examine the effectiveness of the online advertising techniques through the social network Facebook Instagram, as a broadcasting and promotion tool to disseminate information of companies. By means of two different case studies, we present the findings on two different teaching centers belonging to the public and the private sector. Results show that these techniques are able to get a large number of impressions and clicks, which impacts (in terms of awareness and recognition) go beyond the initial targeted group. Although the results are based on a single country and therefore they cannot be used to make generalizations, the conclusions of the study show the cost-effective effect relationship of these innovative techniques when promoting businesses among the online community. Consequently, these methods represent an important supporting point on the organizations' marketing strategies when addressing the challenges of this new, digital society. The term media advertising means advertising one's own popularity or it could also be termed as popularizing oneself. This is done in order to induce the public's attention on one's product or brand or service. YouTube is a wide network used to channelize any information. In today's world social media plays a vital role, where YouTube is well-liked social media favoured by all people of different age groups. This study focuses on creating awareness to the public through memes, dubsmash, videos, critics, informative talks, sharing some political views or passing comments to others post etc., These are the forms of media advertising to make people turn towards a particular video adopting YouTube as a medium to universalize one's reputation. The study was conducted by distributing a questionnaire to different age group in different locality. The results revealed that media advertising through YouTube is easily exposed to public. It has also established that People can advertise their own videos and become popular, more than conventional mode. The research has proven that media-advertising through YouTube is more faster and cost effective in posting their own videos to project once talent and creativity.

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INTRODUCTION

In today's digital age, video content has become one of the most effective ways to engage with consumers and convey our brand message. YouTube, being the world's second-largest search engine and the largest video-sharing platform, offers us a tremendous opportunity to connect with millions of viewers across the globe.

Our ad campaign on YouTube aims to create awareness, generate leads, and drive conversions for our products/services. With a variety of ad formats available, including skippable ads, non-skippable ads, bumper ads, and more, we have carefully crafted a strategy that aligns with our marketing objectives and resonates with our target audience.

Throughout this campaign, we will be leveraging YouTube's targeting capabilities to ensure our ads are seen by the right people at the right time. By utilizing demographic, interest-based, and behavioral targeting, we can maximize the relevance and impact of our ads, ultimately driving higher engagement and conversion rates.

Furthermore, we understand the importance of measuring the success of our ad campaign. YouTube provides robust analytics and reporting tools that allow us to track key metrics such as views, impressions, click-through rates, and conversions. These insights will enable us to optimize our campaign in real-time, making data-driven decisions to improve performance and ROI.

We are confident that this YouTube ad campaign will not only enhance our brand visibility but also create a lasting impression on our target audience. By delivering captivating and informative content, we aim to build trust, loyalty, and ultimately drive growth for our business.

What is you tube Ads Campaign

YouTube ad campaign is a marketing strategy that involves creating and running advertisements on the YouTube platform. It utilizes the power of video content to engage and captivate the target audience. The campaign aims to increase brand awareness, drive conversions, and boost sales by strategically placing ads before, during, or alongside YouTube videos. The campaign leverages YouTube's advanced targeting options and data

analytics to optimize messaging and deliver desired results. The goal is to create a memorable and immersive experience for viewers, compelling them to take action and connect with the brand on a deeper level

Why is YouTube advertising so powerful?

MASSIVE REACH:

YouTube is the second-largest search engine and the second most visited website globally, with over 2 billion logged-in monthly users. This vast user base provides advertisers with an opportunity to reach a wide audience.

TARGETING OPTIONS:

YouTube offers various targeting options to help advertisers reach their desired audience. Advertisers can target based on demographics, interests, keywords, topics, and even specific videos or channels. This level of targeting ensures that ads are shown to relevant viewers, increasing the chances of engagement and conversion.

VISUAL AND AUDIO IMPACT:

YouTube advertisements have the advantage of combining visuals and audio, making them more engaging and memorable than traditional text-based ads. The combination of sight and sound allows advertisers to create compelling narratives, showcase products, and evoke emotions, resulting in a more powerful impact on viewers.

AD FORMAT:

YouTube offers different ad formats, including skippable ads, non-skippable ads, bumper ads, overlay ads, and more. This variety allows advertisers to choose the format that best suits their campaign goals and audience preferences.

ANALYTICS AND MEASUREMENT:

YouTube provides detailed analytics and measurement tools for advertisers to track the performance of their ads. Advertisers can access data on views, engagement, click-through rates, conversions, and more. This data helps advertisers optimize their campaigns and make informed decisions based on real-time insights.

INFLUENCER MARKETING:

YouTube is home to numerous influential content creators who have built loyal fan bases. Collaborating with these influencers through sponsored content or product placements in their videos can significantly boost brand exposure and credibility.

Overall, the combination of YouTube's massive reach, targeting options, visual and audio impact, ad formats, analytics, and influencer marketing opportunities make YouTube advertisements a powerful tool for brands to connect with their target audience and drive results

Need for the Study:

In today's society, most of the people are influenced through you tube everyone are much interested in popularizing or socializing themselves in several social media like You Tube.by updating their status or posting stories. This sort of culture has induced people to channelize themselves by posting videos like dub smash, songs, dance or posting any social information. This has been popular nowadays in You Tube. where people let out their own videos through media advertising. This may be done for sake of name, fame, to derive monetary benefits or even giving awareness to people through social message. This study focuses, on how YouTube benefits people in media and what is the role of YouTube in such media advertising.

Objectives of the Study :

- To find out the factors leading to you tube advertising.
- To analyze the level of popularity of promoting your brand in you tube advertising
- To know the benefits in you tube advertising.

Types of Youtube ads:

Pre-roll ads:

These are ads that play before a YouTube video starts. They can be skippable or non skippable and typically range from a few seconds to a minute in length.

In-stream ads:

These are ads that play during a YouTube video. They can be skippable or non-skippable and can appear at different points within the video, such as before, during, or after the main content.

Bumper ads

These are short, non-skippable ads that are limited to 6 seconds in length. They are designed to quickly convey a message or brand awareness.

Overlay ads:

These are semi-transparent ads that appear on the lower portion of a video. They can include text, images, or interactive elements and can be clicked on to redirect viewers to a website or landing page.

Display ads:

These are ads that appear alongside the YouTube video player, usually in the form of banners or sidebar ads. They can be static or interactive and can be clicked on to redirect viewers to a website or landing page.

Sponsored cards:

These are small, rectangular ads that appear within a YouTube video. They provide additional information, such as related products or links to external websites.

Sponsored content:

This refers to ads that are integrated into creators' videos. These can be product placements, endorsements, or sponsored segments within the video content.

Discovery ads:

These are ads that appear in YouTube search results or as suggested videos on the homepage or watch page. They are designed to promote content and encourage viewers to click and watch the advertised video.

Non-video ads:

These are ads that appear on YouTube but are not video-based. They can include text ads, image ads, or interactive elements.

Masthead ads:

These are large banner ads that appear at the top of the YouTube homepage for 24 hours. They are highly visible and can generate significant reach and brand awareness.

Five Benefits of You tube Advertising

You tube advertising helps marketers drive brand awareness, engage their audience, and drive conversions. One of the biggest advantages of you tube advertising is the precise audience targeting. Here are five other benefits of you tube advertising:

1. More Control Over Your Ads

The problem with traditional advertising is that you can't control the outcome once your ad goes live. With you tube advertising, you have control over the campaign on a granular level. You can tweak the budget, targeting, creatives, and delivery on the go. This

gives marketers a higher sense of control and provides multiple opportunities to optimize the campaign on the fly.

2. Innovative Ad Formats

You tube advertising landscape is constantly evolving. New targeting capabilities and ad formats are frequently introduced. Carousel ads, lead gen ads, canvas ads, etc. were non-existent a few years back, but brands now largely rely on these ad formats. This innovation allows marketers to experiment and iterate.

Also, different ad formats support different goals. For instance, carousel ads are useful in the brand awareness stage, while lead generation ads are effective to gauge the receptiveness of a lead.

3. Reach Qualified Customers

You know who your buyers are. It's not feasible for brands operating on a shoestring budget to spend an exorbitant amount of money on running paid campaigns. Although social media is not exactly cost-effective as many claim, it certainly allows you to run ads to a specific segment of your audience. Using features such as custom audience or remarketing, you can run ads that are visible exclusively to users that are aware of your brand and need only a nudge to buy from you. Oftentimes, social media advertising is that nudge.

4. Boost Conversion Rates

Every business is trying to optimize its conversion rate. They implement various growth hacks to do just that. A surefire alternative to boosting conversion rates is you tube advertising. Designing social media ads that tell users what to expect on the following landing page is proven to increase conversion rates.

5. Sophisticated Tracking Mechanism

You tube advertising tracks every single impression, click, and conversion on your ads. This tracking mechanism quashes the need for the spray-and-pray approach, where your actions are often based on your intuition. You tube advertising thrives on data; therefore, the decisions are guided by what's working and not by your gut feelings.

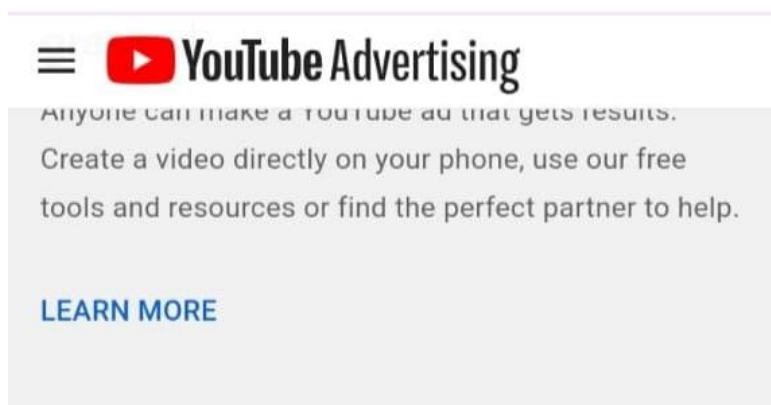
Closing Words you tube advertising is a rapidly evolving field, with newer and more effective ways to target and influence your audience. There is no doubt that it is one of the most impactful ways to drive genuine engagement and conversions.

The majority of your customers are on social media, and that allows you to adopt a more nuanced approach to advertising – one that tailors the content based on individual preferences, interests, and behavioral traits.

How to create you tube ads

To get started creating your first you tube ad. Follow this steps:

Step1. Go To Google And Search You tube Ads:

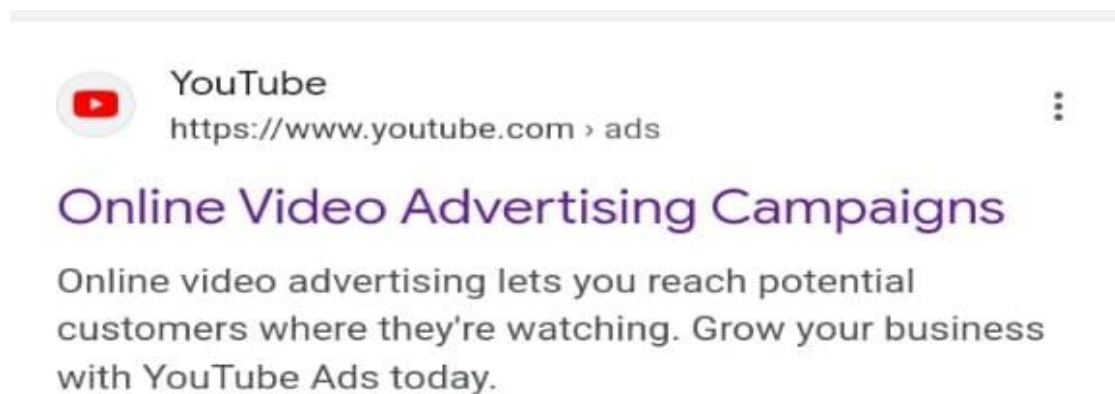


Get started with YouTube Ads

START NOW

First go to Google and search you tube ads. Then click on start now which is present On your display.

Step2. Online video advertising campaigns:

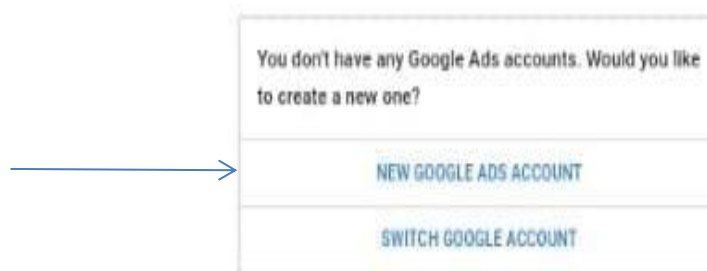


After selecting Google ads .Then lot of options will be displayed. now you

Select online video advertising campaigns. Go through it.

Step3. Google ad account:

Now, you can go to Google ad account and click on new Google ads account. if you don't have any old account.



Step4. Select traffic to website or engagement to channel:

After selecting new Google ads account then select traffic to website or engagement to channel.

In that there will be two steps. Select first option that is drive video views and traffic to a website.

Let's create your video ad

What do you want to focus on?

☒ Drive video views and traffic to a website

☐ Drive video views and engagement with your channel

Select a video

Search for your video or paste its URL

Required

Preview your ad

Back

Next

Step:5.Youtube video URL

Next, you have to copy the you tube URL whatever you have made for your business ads which was uploaded in your channel.

What do you want to focus on?

☒ Drive video views and traffic to a website

☐ Drive video views and engagement with your channel

Select a video

00:11

Fashion Club store
by Fashion Club · 1 views

After viewers click your ad, where do you want to send them?

Landing Page

Required

☒ Drive more website visits by adding a button

Button label

Visit

5 / 10

Headline

0 / 15

Preview your ad

Step:6 .Headline , Description:

After copy of you tube ads URL, then give headline and description based on your ads which you wanted to share a particular information about your ads.

After viewers click your ad, where do you want to send them?

Landing Page

Required

☒ Drive more website visits by adding a button

Button label

Visit

5 / 10

Headline

0 / 15

[Preview your ad](#)

Step:7. Location:


Now you can add your current location where your business has been established. Give exact location to identify easily.

Next, choose the locations and languages of your customers

Where are your customers located?

India - country X Salem, Tamil Nadu, India - city X

+ Add location



Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. [Learn more](#)

What languages do your customers speak?

English X

+ Add Language

Your ads can show to people in or who share interest in your locations, and to people who speak the languages that you select. [Learn more](#)

Estimated impressions	Estimated views
28K - 95K per week	11K - 36K per week

[Back](#) [Next](#)

STEP 8:GENDER,AGE,PARENTAL STATUS:

Now you can select the gender,age,parental status of your customer to whom the ads has to be receive and to whom it will be seen. Based on the above preference of your customers.

Select the gender, age and parental status of your customers

Gender

- ☒ Female
- ☒ Unknown ⓘ

- ☒ Male

Age

- ☒ 18 - 24
- ☒ 35 - 44
- ☒ 55 - 64
- ☒ Unknown ⓘ

- ☒ 25 - 34
- ☒ 45 - 54
- ☒ 65+

Parental status

- ☒ Not a parent
- ☒ Unknown ⓘ

- ☒ Parent

Your ads can show to a specific set of potential customers who are likely to be within a particular age range, gender or parental status.
[Learn more](#)

Estimated impressions
28K - 95K per week

Estimated views
11K - 30K per week

[Back](#)

[Next](#)

STEP 10: INTERESTS

Interests are key role which the customers are actively researching. Based on the interests of customer the ads should be prepared. When they will search activity it should be show on the top.

Interests that people are actively researching

☐

Special Deals

☐

coupon per acquisti online

☒

Discount Deals

☐

Coupons and Discount Codes

☐

coupons et codes promotionnels

☒

Coupons

☐

Black Friday Coupons

☐

India Coupon Offers

☒

Voucher Codes

☒

Beauty Coupons

☐

Black Friday Shopping

☐

In-Store Black Friday Shopping

☒

Online Black Friday Shopping

☐

After-Christmas Sale Shopping

☐

Mother's Day Shopping

☐

Seasonal Shopping

☐

Trips to Riyadh

☐

Trips to Jeddah

☐

Mother's Day Dining

☐

Back-to-School Clothing & Accessories

Review your campaign to make sure that it's how you want it. The ads will be visible according to your wish. How you want to reach this to the customers.

Review your campaign to make sure that it's how you want it

Campaign name

Fashion Club store

Your video

00:11

Fashion Club store

by Fashion Club • 1 views

How your ad shows

Automatically played before, during or after other YouTube videos

Landing page

https://youtu.be/lpkHYIK2HBE?si=NGA0orp4fF2h7iYb

Button label

Visit

Locations

India, Salem

Languages

English

Demographics

Any age, Any gender, Any parental status

Interests

Fashion Vlogs, Discount Deals, Coupons, Voucher Codes, Beauty Coupons, ... (and 1 more)

Daily budget

₹1.00

Estimated impressions

90 - 360 per week

Estimated views

30 - 110 per week

Back

Go to Billing

STEP11: AD BUDGET

The budget for ads will be decided by you tube based on your reach for the customer and also duration of that ads. Based on geometry of you tube they will be decide the budget then you will add budget. Go for payment option and click on it.

Confirm payment info

India

(GMT+05:30) India Time

Time zone applies to your entire account and cannot be changed later.

Promotional code

Apply

Payments profile

Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.



kalyan bhukya

Individual profile for Play

Payments profile ID: 1517-2968-5590



Payment method

All the Google products that share this payments profile will be able to use this payment method. If that's not what you want, create a new payments profile.



Add credit or debit card



Card details

How you pay

You pay for this service using your payments account balance. Each time a cost is incurred, the charge is deducted from this pre-paid balance. If this payments account runs out of funds, your service stops. Adding funds will automatically restart your service.

Due to Reserve Bank of India regulations, new account holders must temporarily make manual payments. [Learn more](#)

Specify your payment amount

Payment amount

₹

E.g. 10000.00

To make sure that taxes for this service are processed correctly, follow the instructions in the email that you'll receive from Google after you finish sign-up.

☐ I agree to the Google Ads [terms and conditions](#).

Want personalised campaign guidance from a Google Ads expert by phone? 

☐ Yes

☐ No

[Back](#)

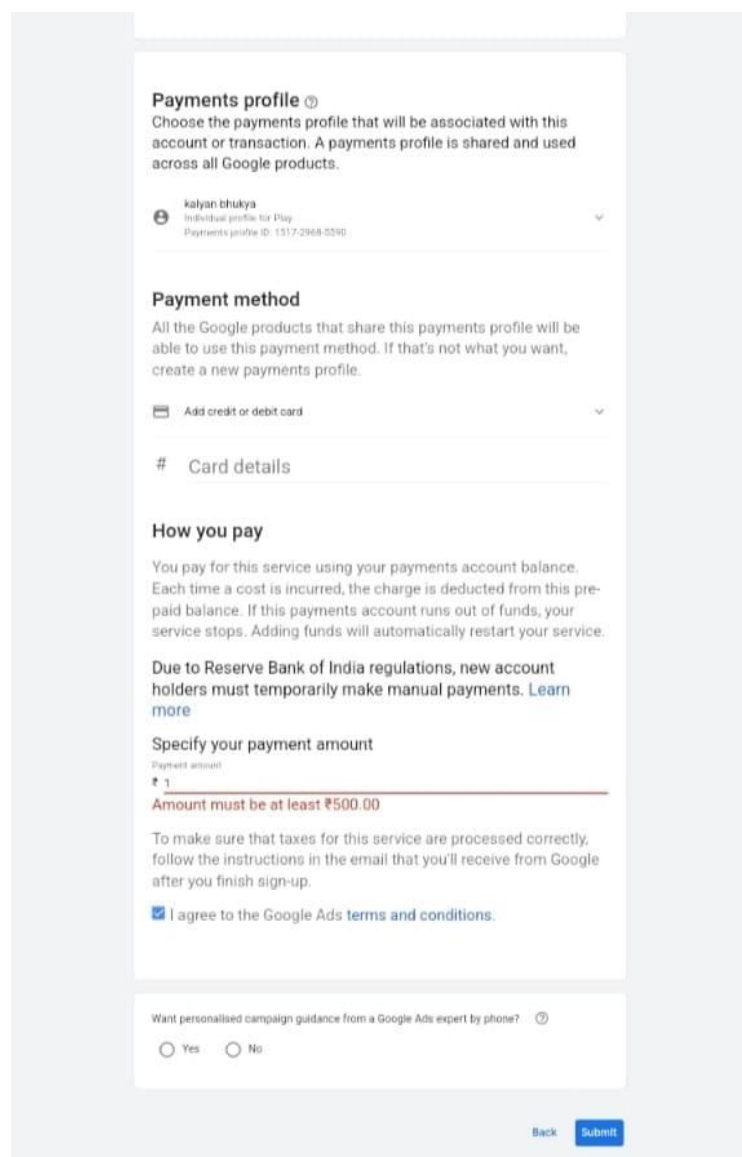
[Submit](#)

STEP12: FINALISE AND START

After adding the budget of ads in you tube. You can final and start the ad. You have to check all the steps thoroughly and carefully before making payment.


STEP13: AD PAYMENT AND START AD

After completion of all steps clearly then go to payments and start ad.




The screenshot shows the 'Payments profile' setup screen in Google Ads. It includes sections for 'Payments profile', 'Payment method', 'How you pay', and 'Specify your payment amount'. The 'Payments profile' section shows a profile for 'kalyan bhukya' with ID '1517-2968-0090'. The 'Payment method' section has a dropdown for 'Add credit or debit card'. The 'How you pay' section explains that payments are made from the account balance and mentions Reserve Bank of India regulations. The 'Specify your payment amount' section shows a payment amount of ₹ 1 and a minimum requirement of ₹500.00. At the bottom, there is a checkbox for 'I agree to the Google Ads terms and conditions' and a question about personalized campaign guidance.

Payments profile ⓘ
Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.

 **kalyan bhukya**
Individual profile for Play
Payments profile ID: 1517-2968-0090

Payment method
All the Google products that share this payments profile will be able to use this payment method. If that's not what you want, create a new payments profile.

 Add credit or debit card

Card details

How you pay
You pay for this service using your payments account balance. Each time a cost is incurred, the charge is deducted from this pre-paid balance. If this payments account runs out of funds, your service stops. Adding funds will automatically restart your service.

Due to Reserve Bank of India regulations, new account holders must temporarily make manual payments. [Learn more](#)

Specify your payment amount
Payment amount
₹ 1
Amount must be at least ₹500.00

To make sure that taxes for this service are processed correctly, follow the instructions in the email that you'll receive from Google after you finish sign-up.

☒ I agree to the Google Ads terms and conditions.

Want personalised campaign guidance from a Google Ads expert by phone? ⓘ
☐ Yes ☐ No

Back Submit

Note: if you want to boost up your ads and channel to increase subscribers. you have to make payment and boost up your channel.

CONCLUSION:

YouTube ads have become an integral part of digital marketing strategies. They offer a wide range of ad formats, targeting capabilities, and measurement tools, making it a versatile platform for advertisers. To succeed with YouTube ads, it's essential to create compelling and relevant content, understand your audience, and continually refine your ad campaigns based on performance data. As video consumption on the platform continues to grow, YouTube ads remain a valuable resource for businesses and content creators to connect with their audience and achieve their advertising goals.