

CREATE A YOUTUBE AD CAMPAIGN

Brand Name : It's Learning Time

Category : Learning

Target Audience: All (Men, Women and Kids)

Email : itslearningtime.in@gmail.com



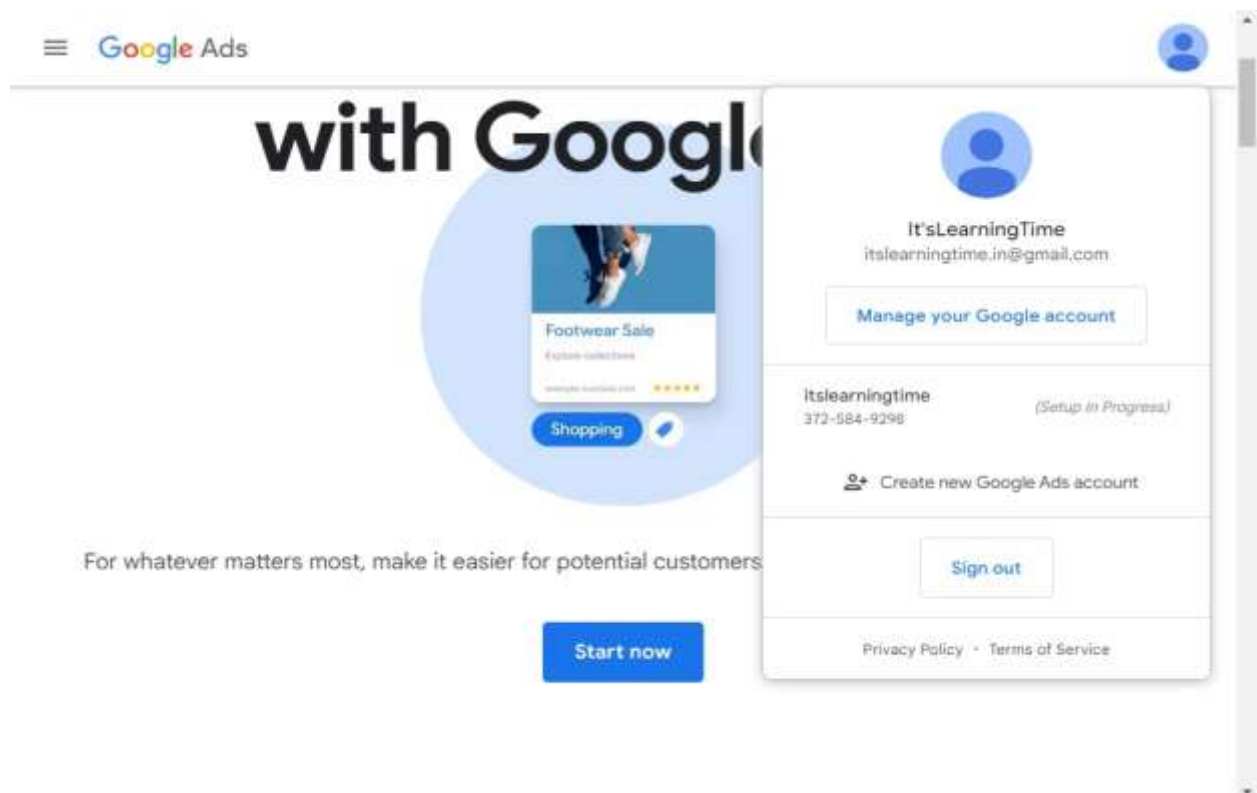
Documentation –With Attached Screenshots for Ad Campaign

INTRODUCTION:

Creating a social media ad campaign on Youtube involves a strategic process. Begin by defining clear campaign objectives, pinpoint your target audience using Youtube's robust targeting options, set a budget, and design compelling ad creatives with strong calls to action. Choose the appropriate ad format and placement, select a bidding strategy, and implement tracking tools for measurement. Launch your campaign, monitor performance, and regularly optimize based on data insights. Adherence to Youtube's advertising policies is essential, and reporting through Youtube Ads Manager will help gauge campaign success, ensuring that your campaign achieves its intended goals and maximizes return on investment.

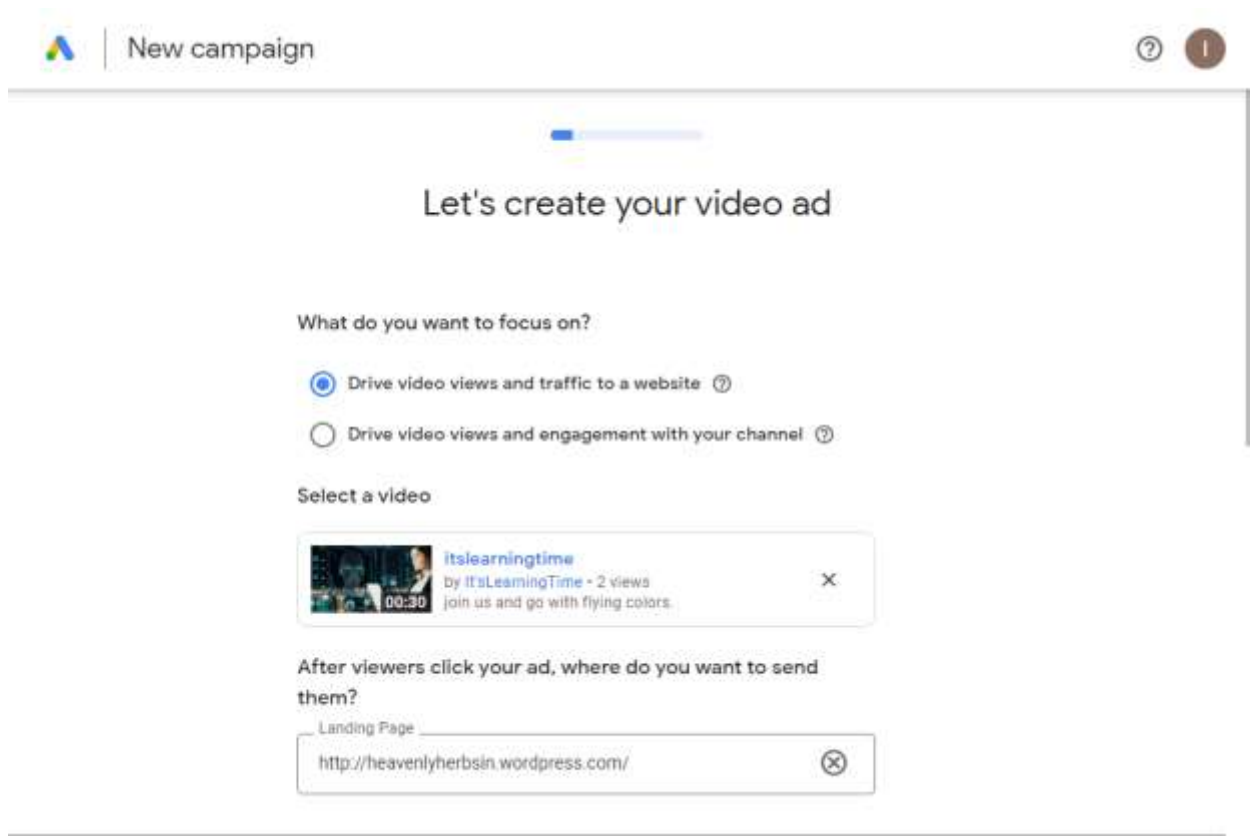
STEP 1: Sign up 'google ads' account.

Click Sign up and create account using email id created for our brand in google ads account.



STEP 2: Create a new campaign

Click new campaign and click **“Drive video views and traffic to a website”** and Select **video URL** uploaded in Youtube and provide the **website** to send the viewers after clicking the ad.



The screenshot shows the 'New campaign' setup page in Google Ads. At the top, there's a header with the Google Ads logo and the text 'New campaign'. Below this, a progress bar indicates the current step. The main heading is 'Let's create your video ad'. The first section, 'What do you want to focus on?', has two radio button options: 'Drive video views and traffic to a website' (selected) and 'Drive video views and engagement with your channel'. The second section, 'Select a video', shows a video thumbnail from 'itslearningtime' with a duration of 00:30. The third section, 'After viewers click your ad, where do you want to send them?', has a 'Landing Page' field containing the URL 'http://heavenlyherbsin.wordpress.com/'.

New campaign


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

 **itslearningtime**
by itsLearningTime · 2 views
join us and go with flying colors.


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

Landing Page

Step 3: Choose locations and languages of customers.

Choose “where are your customers located?”.

And “what languages do the customers speak?”


 New campaign

Next, choose the locations and languages of your customers

Where are your customers located?

India - country X

+ Add location




Estimated impressions

28K - 80K per week

Estimated views

11K - 35K per week

 New campaign

What languages do your customers speak?

English X Hindi X Tamil X + 1 more

+ 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

28K - 80K per week

Estimated views

11K - 35K per week

Back

Next

Need help?

Call 1800-572-8304

(9.00 am to 6.00 PM IST, Mon-Fri)

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Step 4: Select the gender,age and parental status of our customers.

Choose the Gender: All (female,male,unknown) ,age and the parental status.


 New campaign ? 1

Select the gender, age and parental status of your customers

Gender

☒ Female

☒ Male

☒ Unknown 

Age

☒ 18 - 24

☒ 25 - 34

☒ 35 - 44

☒ 45 - 54

☒ 55 - 64

☒ 65+

☒ Unknown 

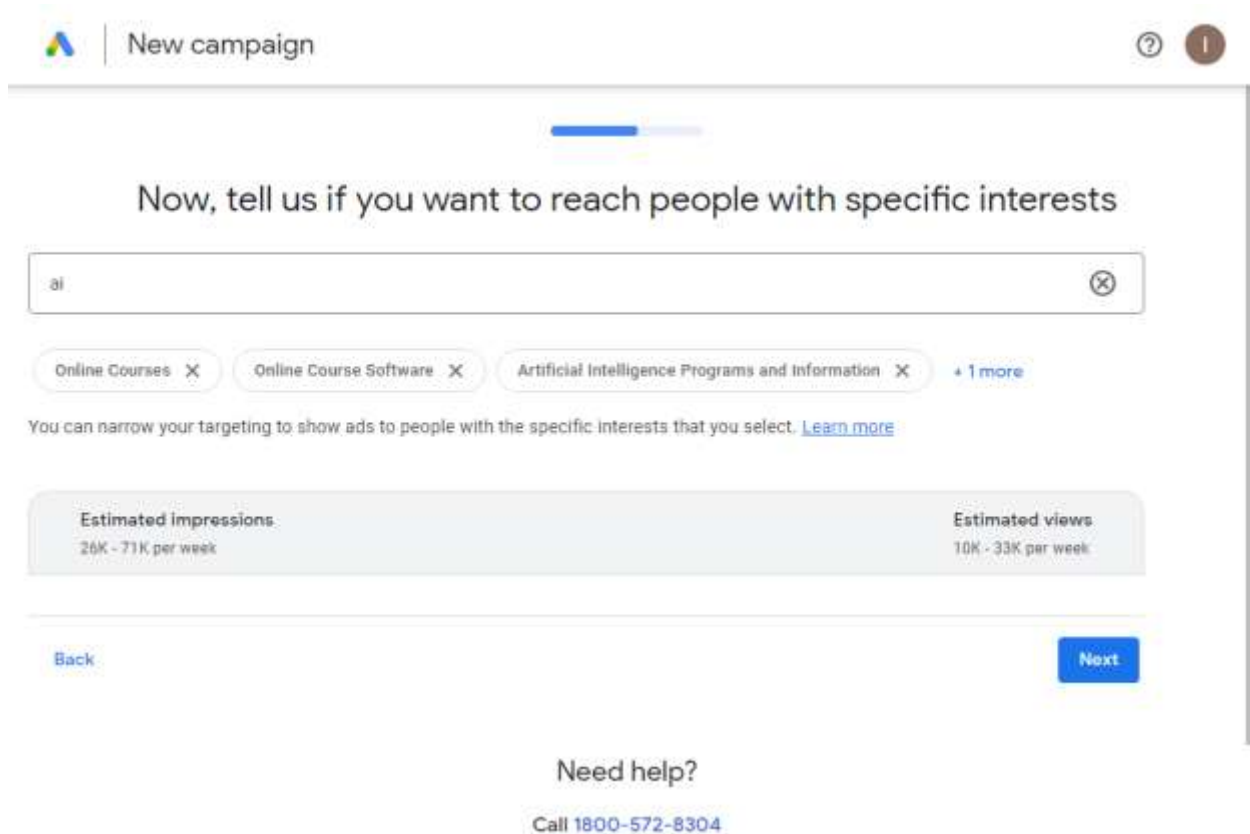
Parental status

Estimated impressions
28K - 80K per week

Estimated views
11K - 35K per week

Step 5: Provide some keywords that can reach the customers with specific interests.

According to the brand tell them about some labels so that we reach the customers with specific interests that we select such as 'online courses', 'artificial intelligence'.



The screenshot shows the 'New campaign' setup screen in Google Ads. At the top, there's a header with the Google logo, 'New campaign', and help/info icons. Below the header is a progress bar. The main heading is 'Now, tell us if you want to reach people with specific interests'. There's a search bar containing 'ai'. Below the search bar are three selected interest tags: 'Online Courses', 'Online Course Software', and 'Artificial Intelligence Programs and Information', each with a close button. To the right of these tags is a '+ 1 more' link. Below the tags, a message states: 'You can narrow your targeting to show ads to people with the specific interests that you select. [Learn more](#)'. At the bottom of this section, there are two boxes: 'Estimated impressions: 26K - 71K per week' and 'Estimated views: 10K - 33K per week'. At the very bottom, there are 'Back' and 'Next' buttons, and a 'Need help?' section with the text 'Call 1800-572-8304'.

New campaign

Now, tell us if you want to reach people with specific interests

ai

Online Courses X Online Course Software X Artificial Intelligence Programs and Information X + 1 more

You can narrow your targeting to show ads to people with the specific interests that you select. [Learn more](#)

Estimated impressions
26K - 71K per week


Estimated views
10K - 33K per week

Back Next

Need help?
Call 1800-572-8304

Step 6: Set budget.

Now set the budget that is right for us.

 New campaign ? 1

Almost done! Set a budget that's right for you

How much you want to spend

Currency: INR ▼

Enter a daily budget

₹ 350.00

✕

How long will your ads run?

☒ Run continuously

☐ Select an end date

▼ How does it work?




Estimated impressions

26K - 71K per week

Estimated views


10K - 33K per week

Step 7: Review campaign.


 New campaign  

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

Campaign name

itslearningtime 

Your video




itslearningtime

by itsLearningTime · 2 views

join us and go with flying colors.

How your ad shows

Automatically played before, during or after other YouTube videos 

Landing page

http://heavenlyherbsin.wordpress.com/

Button label




Visit

Estimated impressions


26K - 71K per week

Estimated views

10K - 33K per week

 New campaign  


Locations

India 


Languages

English, Hindi, Tamil, Telugu


Demographics

Any age, Any gender, Any parental status 

Interests

Online Courses, Online Course Software, Artificial Intelligence Programs and Information, Machine Learning 

Daily budget

₹350.00 

Estimated impressions

26K - 71K per week

Estimated views

10K - 33K per week

Back

Go to Billing

Step 8: Confirm payment information.



Start reaching more people



Confirm payment info

India

(GMT+05:30) India Time

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

Spend ₹20,000.00, Get ₹20,000.00 - Offer will be applied following successful billing setup. To receive ₹20,000.00 in credit, you must meet all eligibility requirements (e.g. be a new or currently inactive advertiser) and spend ₹20,000.00 by 27 December 2023. [Terms and conditions](#) apply.



Payments profile

Create new payments profile



Payment method