**PROJECT**

**NM – DIGITAL MARKETING**

**Title – How To Create A YouTube Ad Campaign**

**Project Team Members:**

**Team Leader: J.Marishaprasanna**

**Team Member:**

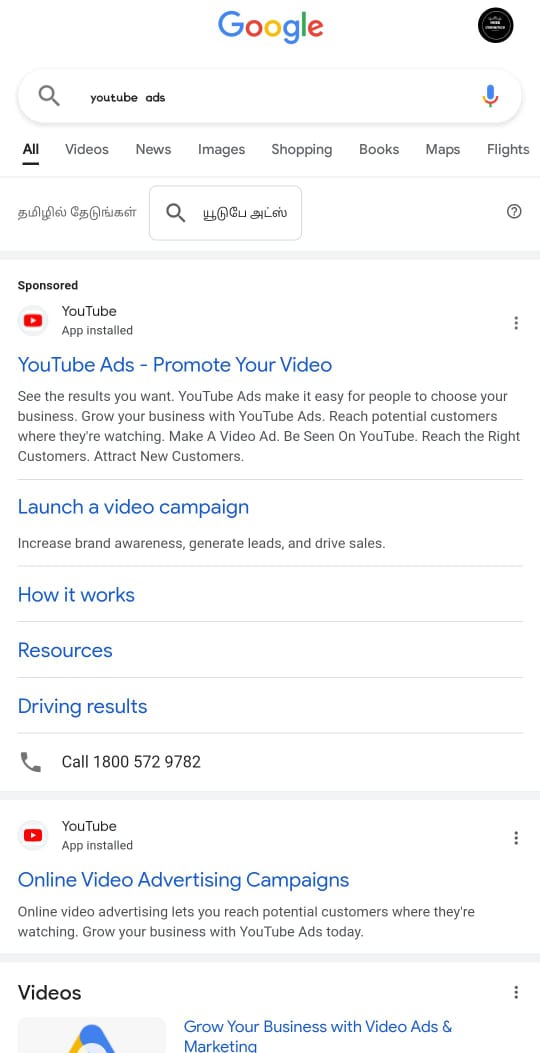
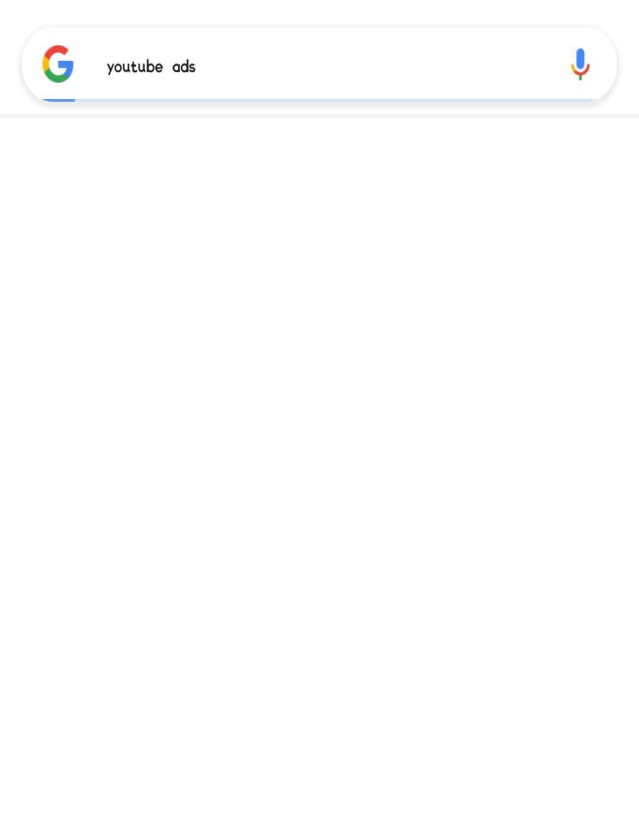
1. **E.Kaviya**
2. **S.Keerthika**
3. **A.Madheskumar**

Project Processing Steps:

Step 1: Step 2:

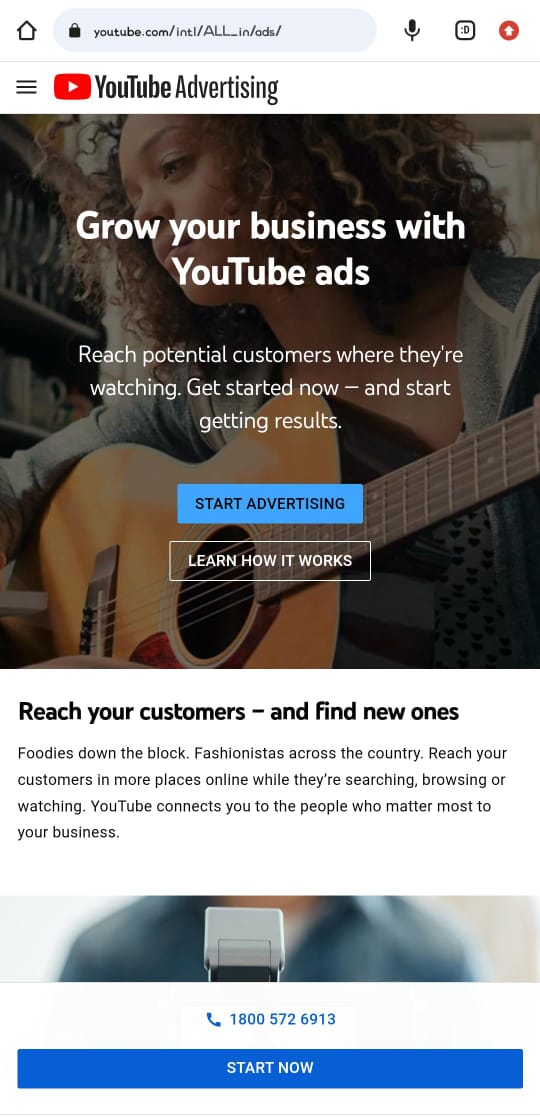
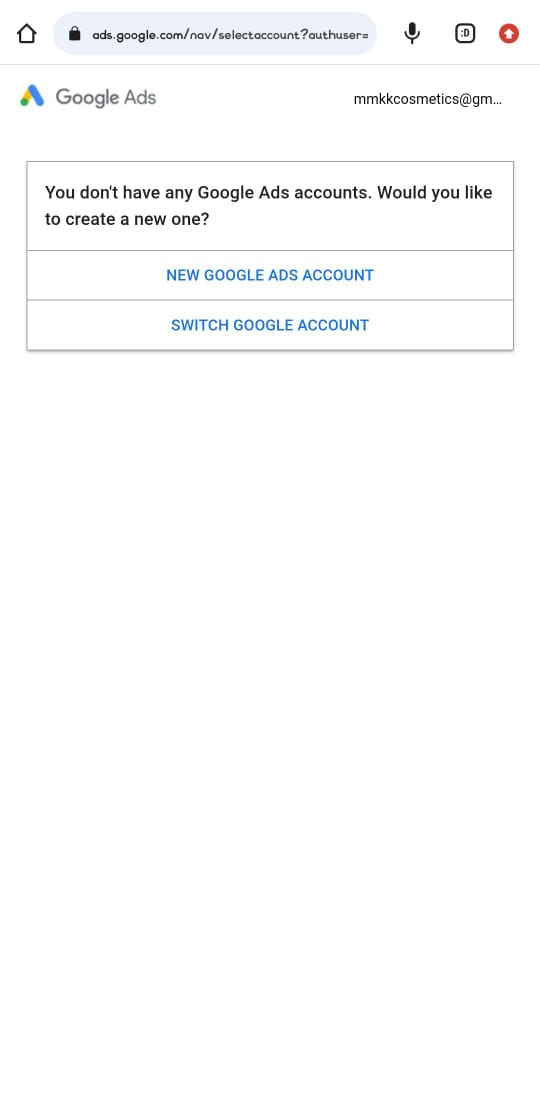
Search “YouTube Ads” Select “Online Video Advertising

Campaigns”



Step 3: Step 4:

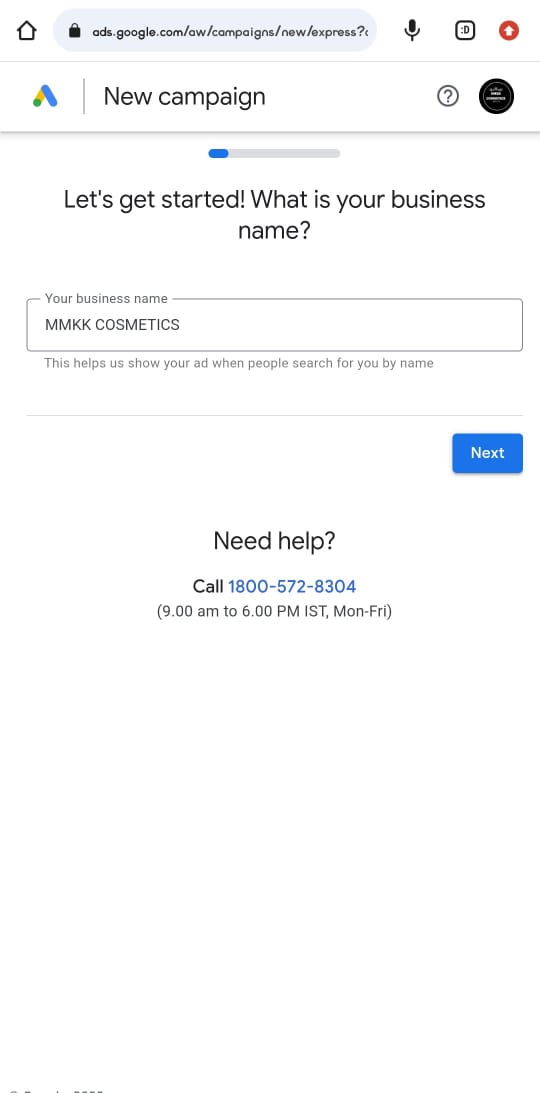
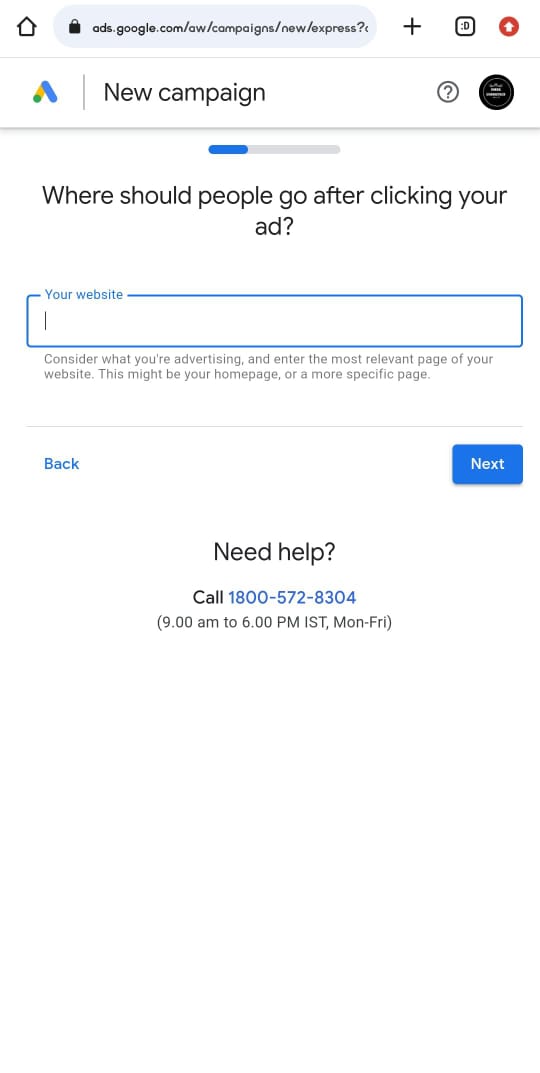
Click “ Start Now” Click “Google Ads Account”



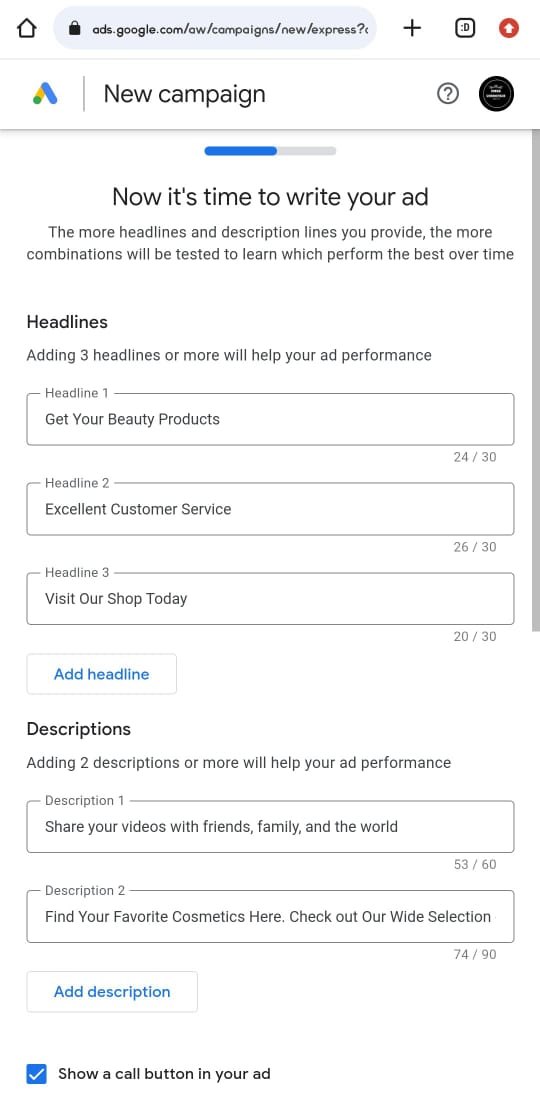
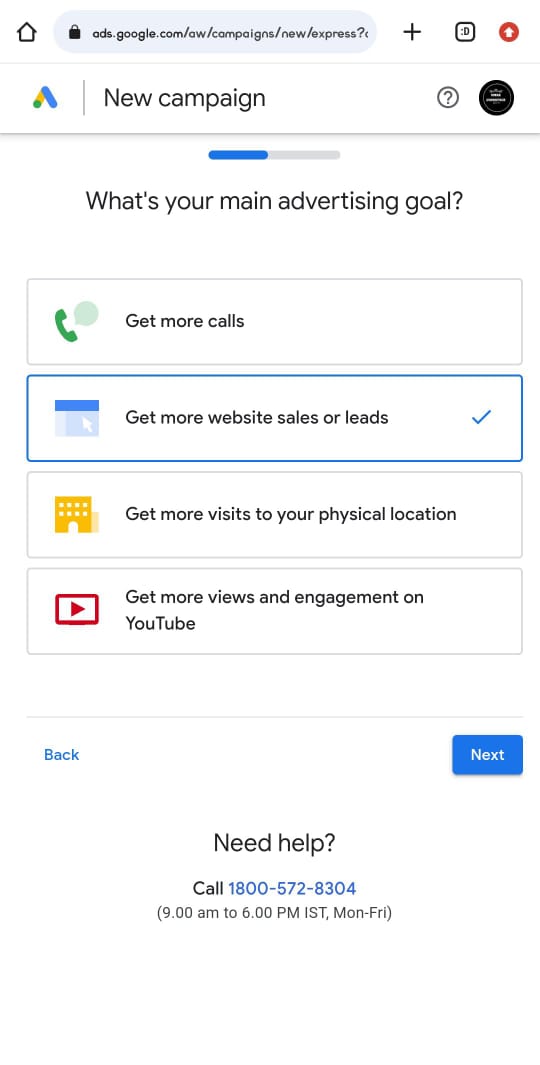
Step 5: Step 6:

What is your business name? Where should people go after clicking your MMKK COSMETICS ad?

<https://www.youtube.com/@MMKKCosmetics>

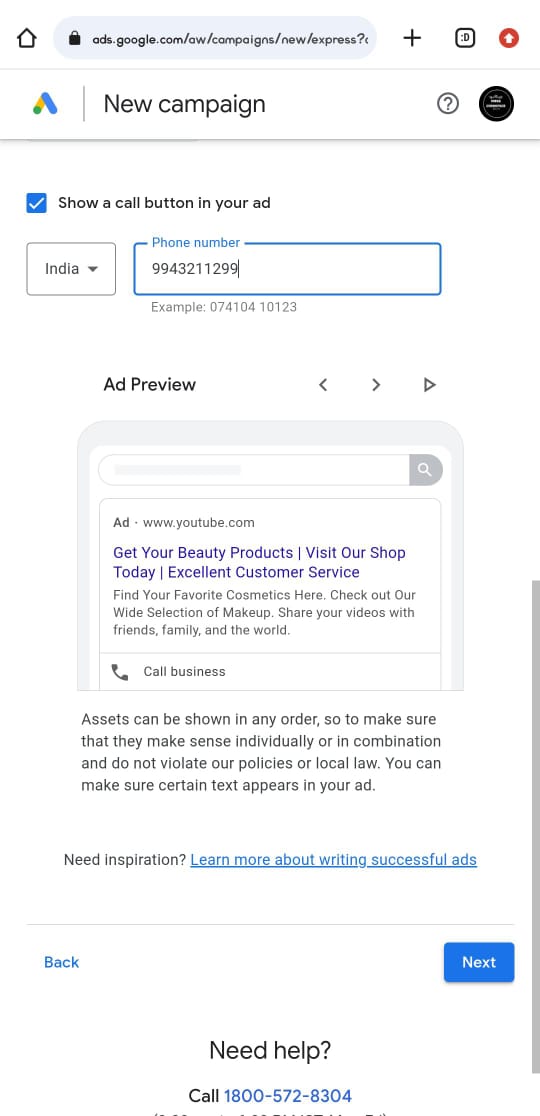
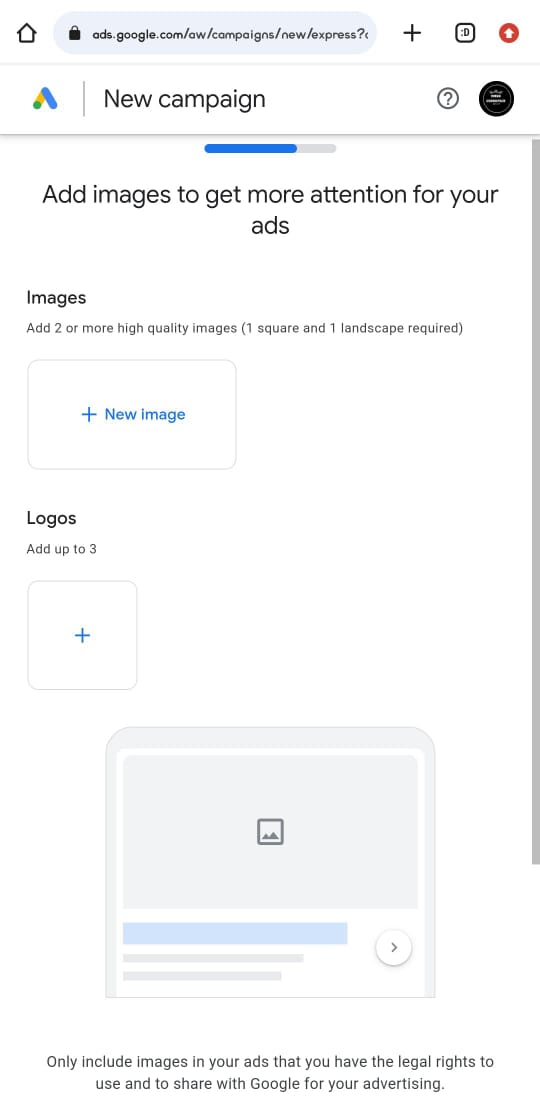


Step 7: Step 8:

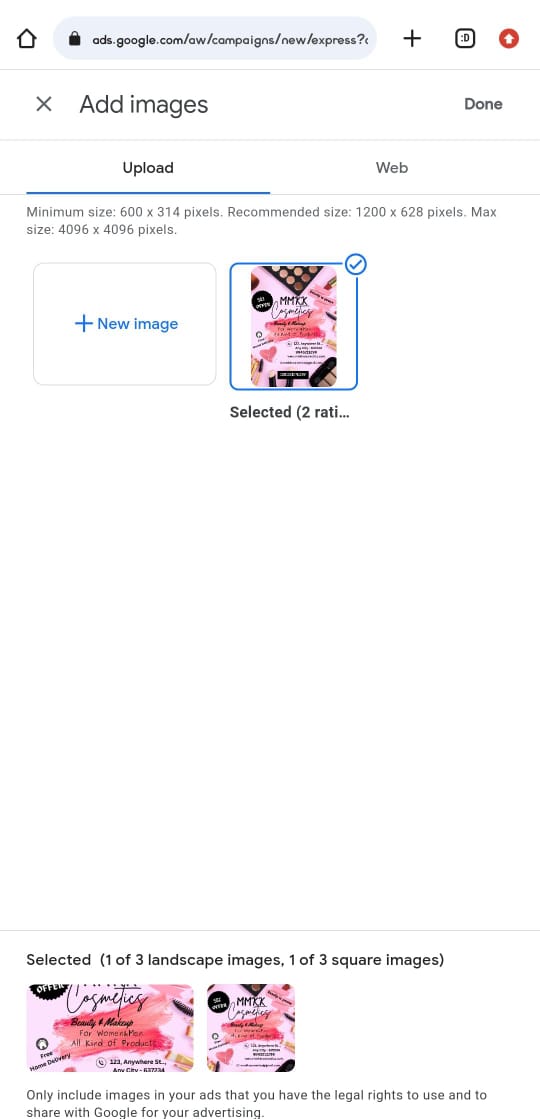
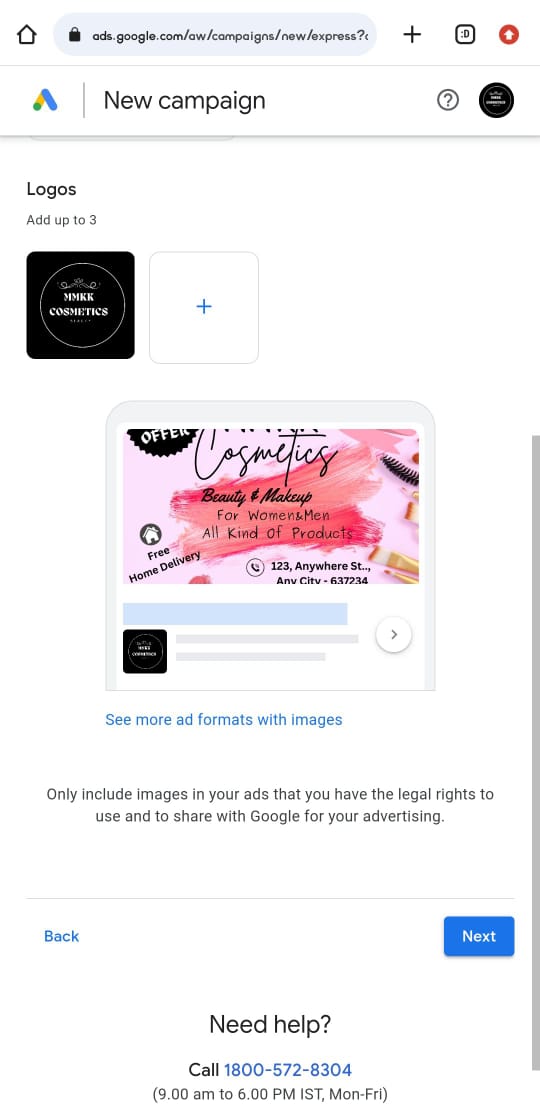
What’s your main advertising goal? Headlines & Descriptions

Step 9: Step 10:

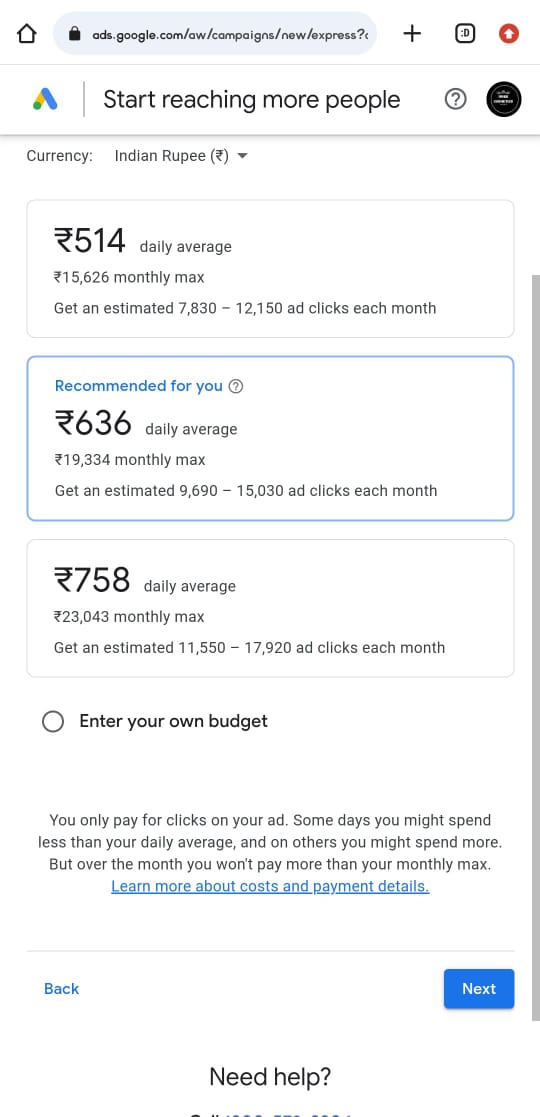
Show a call button in your ad then click “next” Add Image Get Attention

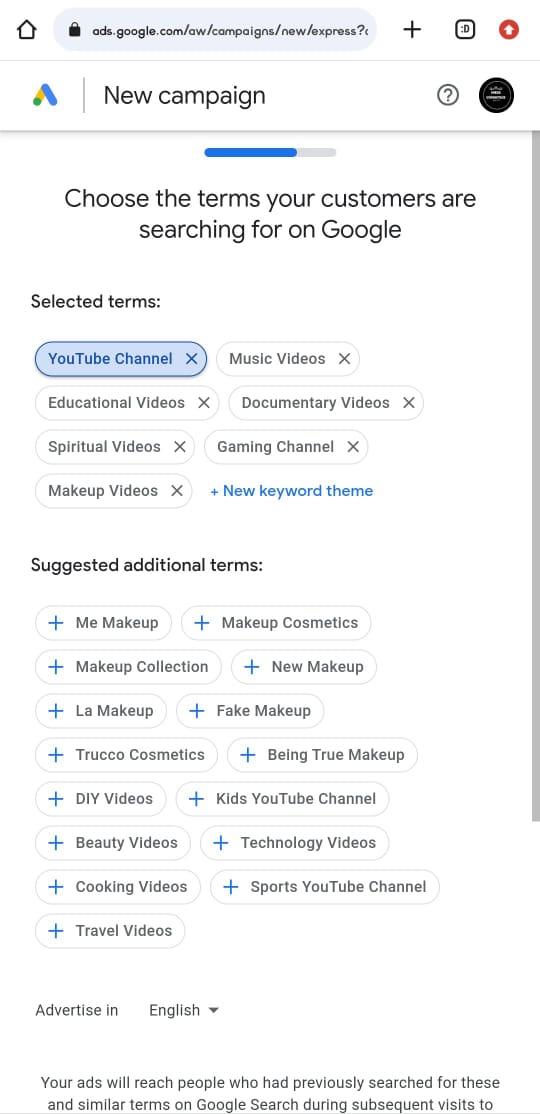


Add Image: Add Logo And Click Next :



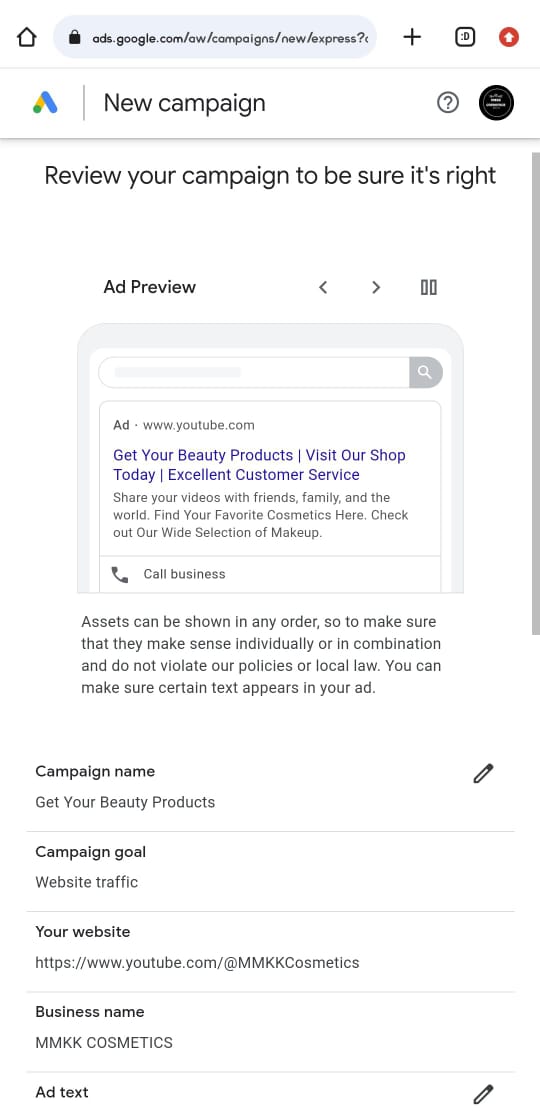
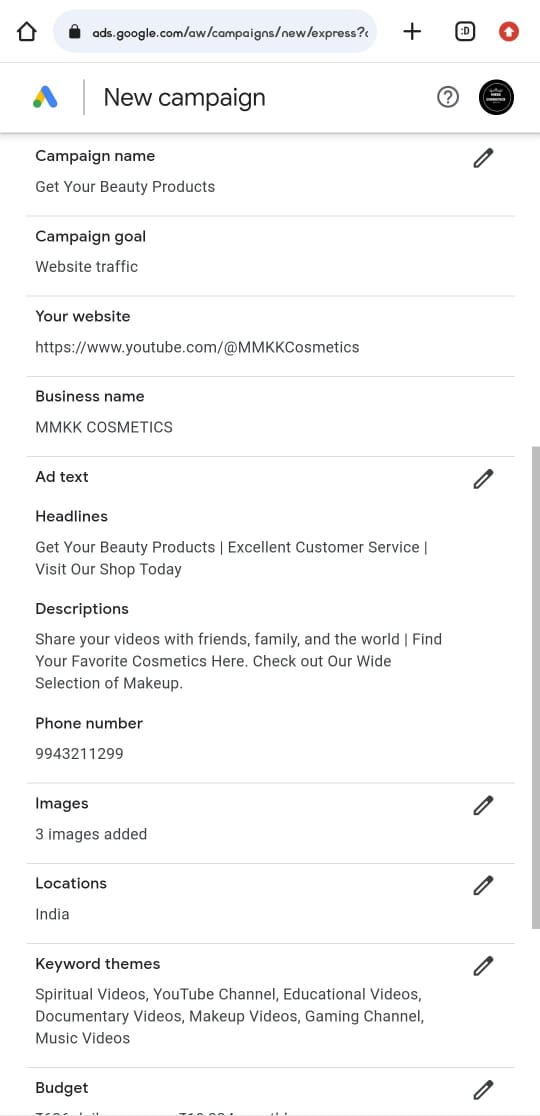
Step 11: Step 12:

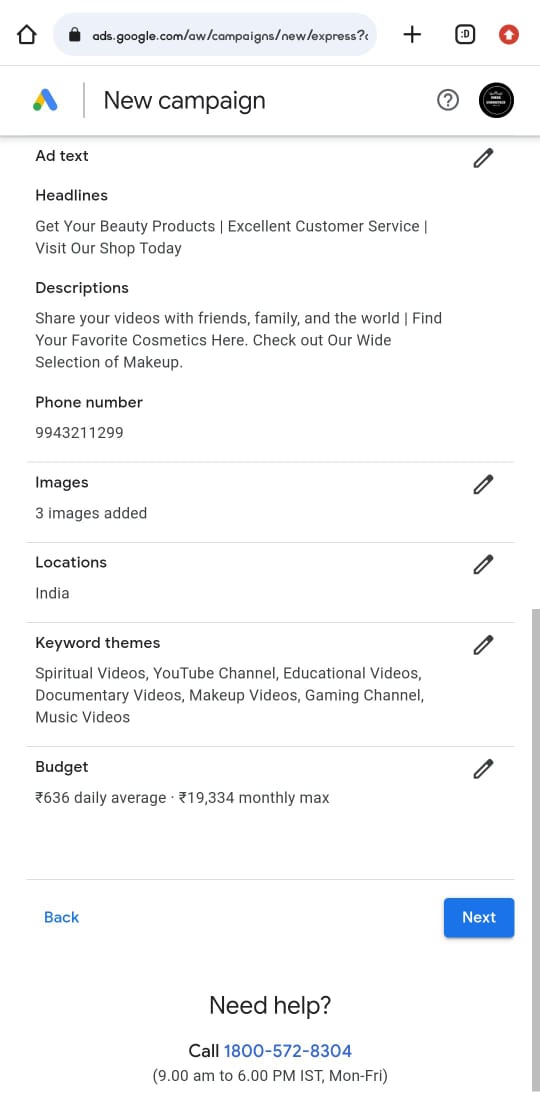
Choose the Terms and Click Next Set a Budget



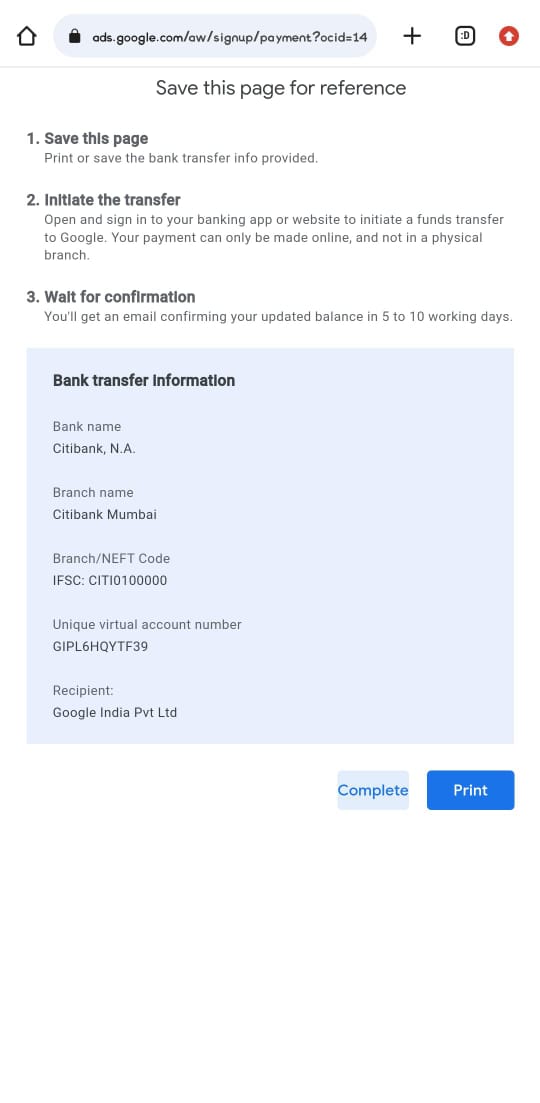
Step 13:

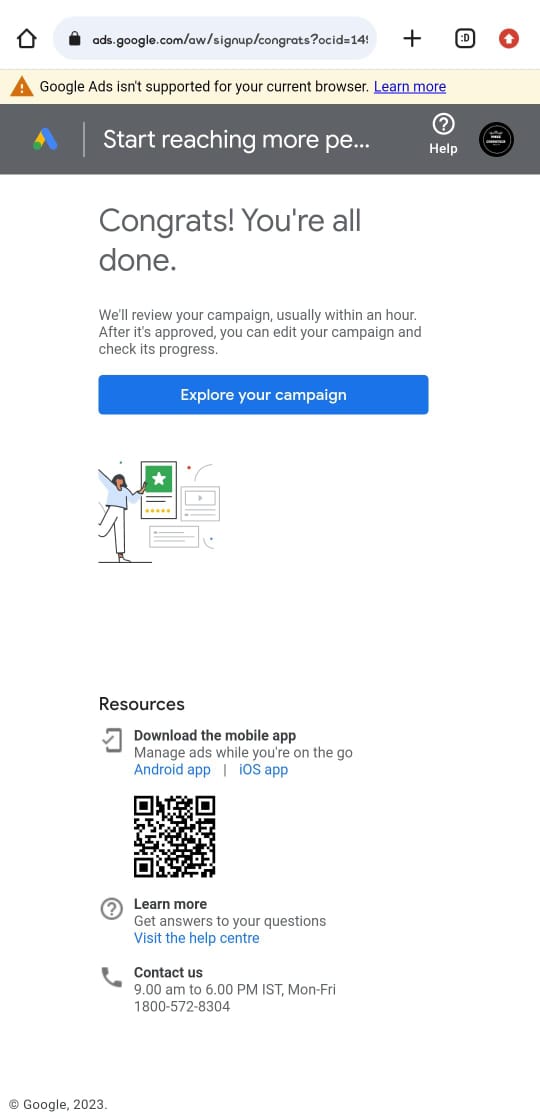
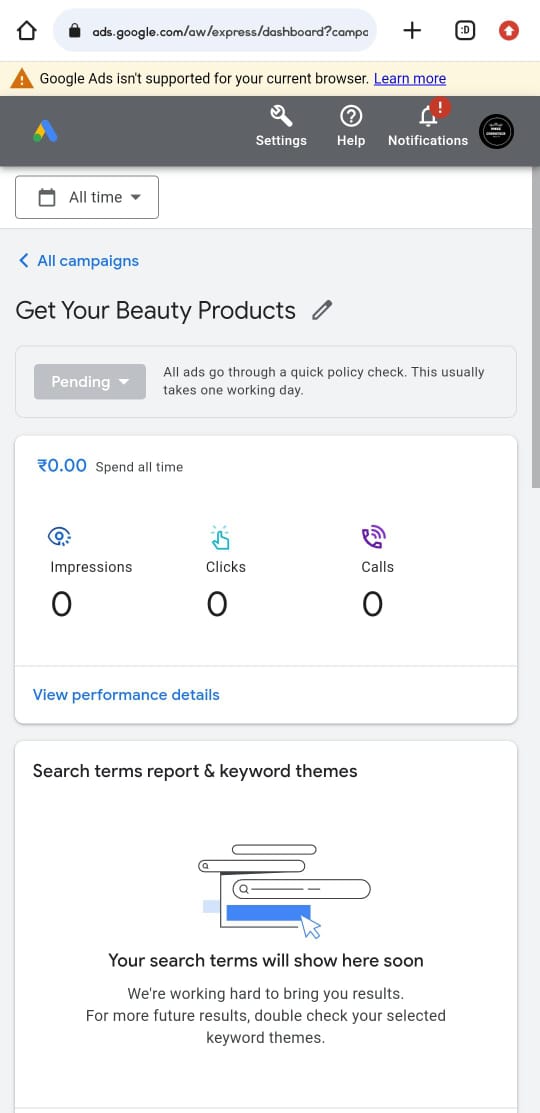
Campaign Review





Step 14: Step 15:

Ad Payment Finish



YouTube Ad Campaign Link:

<https://ads.google.com/aw/express/dashboard?campaignId=20692965774&ocid=1493971146&euid=1014928260&__u=2913392740&uscid=1493971146&__c=2633032954&authuser=1&sourceid=awo&workflowSessionId=aB7C82D01-B7ED-467B-A134-808C1EB877A3--1&enableAllBrowsers=1&mobile=1>

Business id: [mmkkcosmetics@gmail.com](mailto:mmkkcosmetics@gmail.com)

Password: MMKKCosmetics7373