



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



How To Create A Youtube Ad Campaign

headline  
should  
entice  
viewers

write  
compelling  
ad

an attention-  
grabbing  
video  
thumbnail

headline should  
entice viewers to  
click.

"see" in your  
ads to  
address their  
pain points  
and desires

Ensure your  
ad leads to  
a relevant

The landing  
page should  
deliver on the  
promises made  
in your ad

Ensure your ad leads  
to a relevant and  
user-friendly landing  
page. The landing  
page should deliver  
on the promises  
made in your ad

Your thumbnail  
and headline  
should entice  
viewers to  
click.

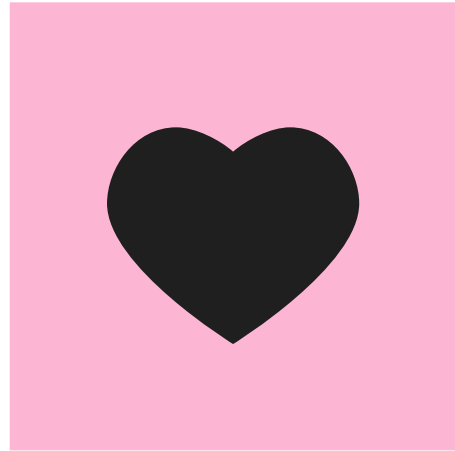
What do they  
need to "hear"  
and "see" in your  
ads to address  
their pain points  
and desires?

Create an  
attention-  
grabbing video  
thumbnail and  
write compelling  
ad copy.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

 [See an example](#)