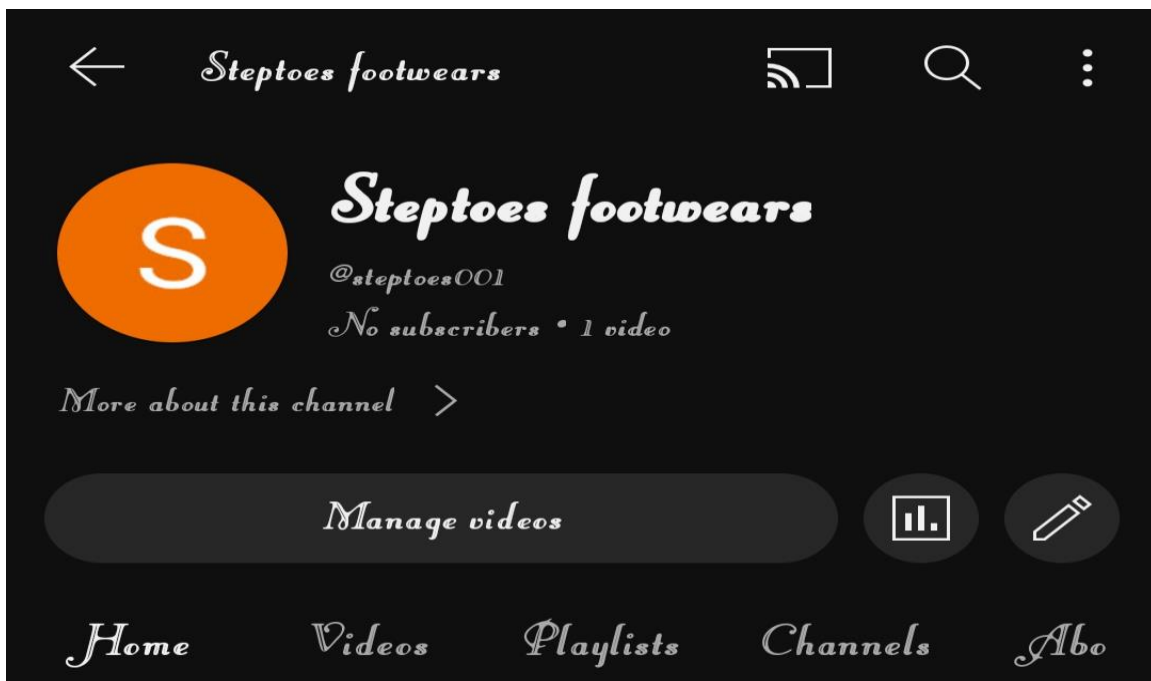


YOUTUBE ADVERTISEMENT

STEP1:CREATE A VIDEO FOR AD ABOUT YOUR BRAND OR COMPANYOPEN




STEP2:UPLOAD THAT VIDEO ON YOUR YOUTUBE CHANNEL YOUTUBE




STEP3.GOOGLE ADS IN YOUR MOBILE OR PC

Sponsored

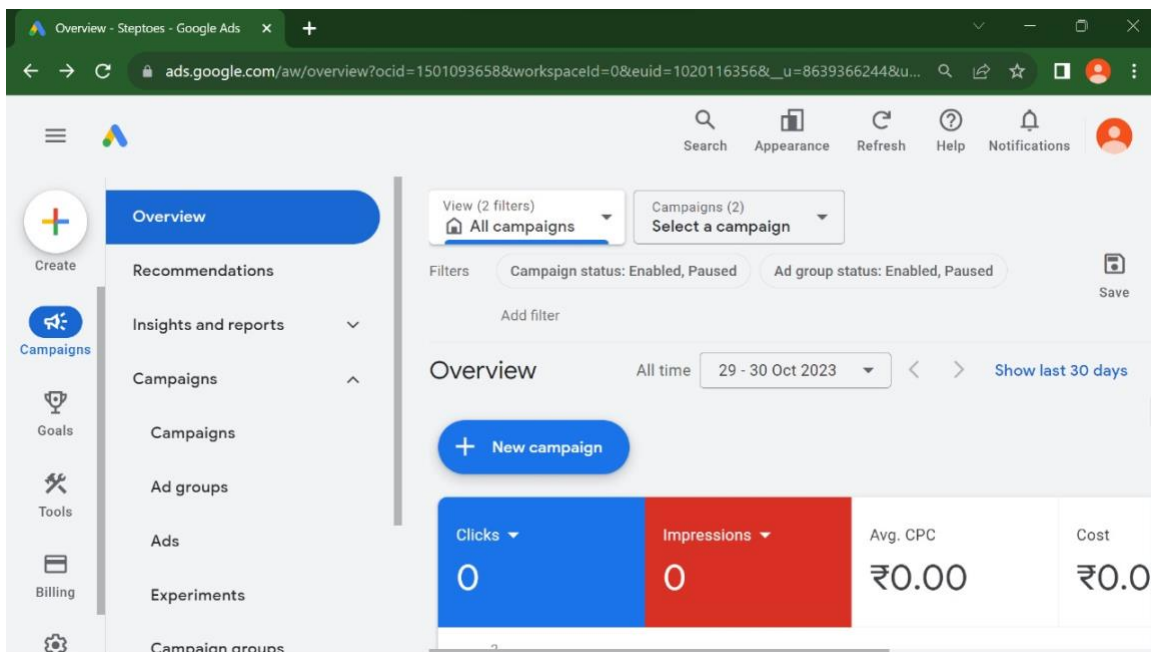
 **ads.google.com**
<https://ads.google.com>

**Grow your business with Google -
Help with Google Ads?**

*Advertise on Google Search, Video & Display ads. Spend Rs.20,000, get Rs.20,000
ad credit. Contact our Google Ads specialist for free 1-1 support to launch your first
campaign.*

 *This is a website*

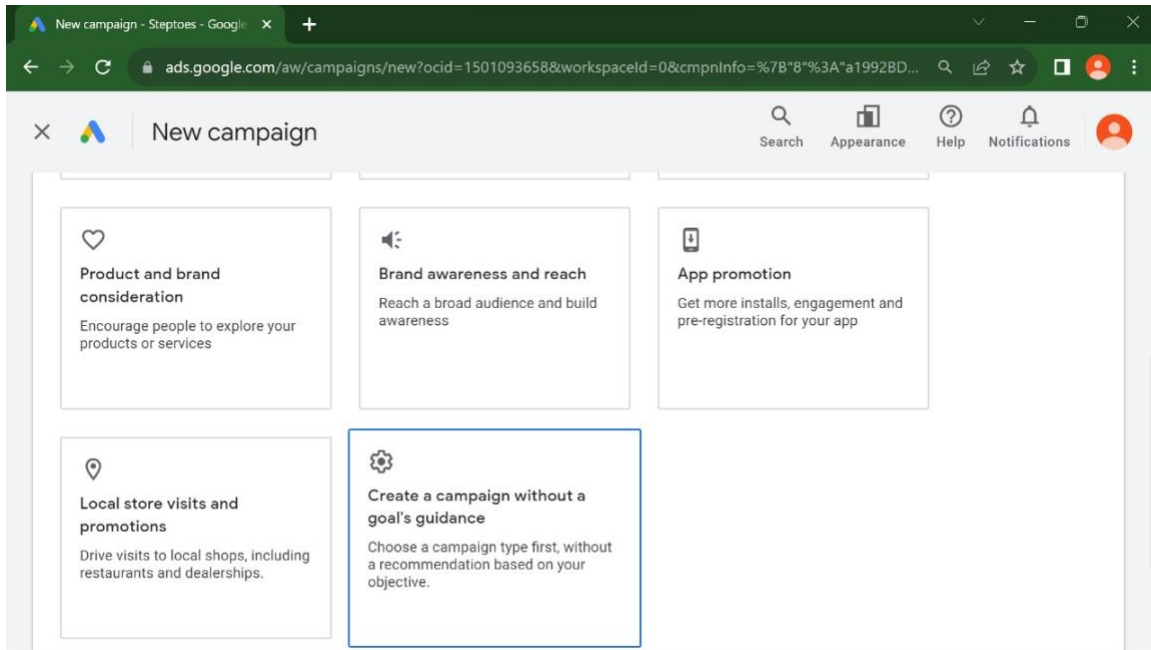
STEP4.open new campaign in the website



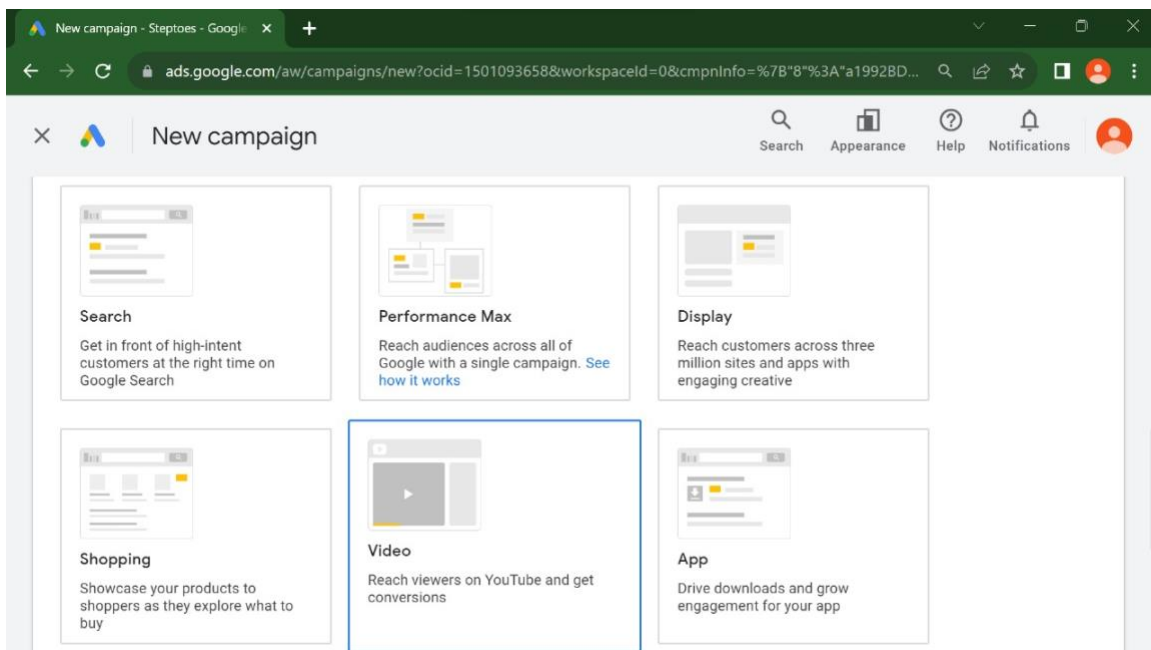
The screenshot shows the Google Ads Overview page in a web browser. The page has a dark green header with the Google Ads logo and navigation icons. The main content area is light gray and features a sidebar on the left with a 'Create' button and a list of campaign types: Campaigns, Goals, Tools, Billing, and Campaign groups. The main area displays the 'Overview' tab, which includes a 'View (2 filters)' dropdown set to 'All campaigns', a 'Campaigns (2)' dropdown set to 'Select a campaign', and a 'Filters' section with 'Campaign status: Enabled, Paused' and 'Ad group status: Enabled, Paused'. Below this is a 'New campaign' button and a table with the following data:

Clicks	Impressions	Avg. CPC	Cost
0	0	₹0.00	₹0.0

STEP5:Choose a campaign without goals guidance



STEP6:Choose reach viewers on youtube



STEP7: Fill up the necessary requirements like brand name, budget, bid

Video campaign - Steptoes - Google

ads.google.com/aw/campaigns/new/video?ocid=1501093658&workspaceId=0&cmpnInfo=%7B%22%3A4%...

New campaign

Bid strategy Target CPV

Budget and dates

Enter budget type and amount

Campaign total ₹ Required

Start date 30 Oct 2023

End date Ends in 2 weeks

Campaign estimates

Available impressions

To see your available impressions, enter an end date

End date

Your estimated performance

To see your estimated performance, enter the following settings:

Budget

End date

Bid

Video ad

STEP8:paste the youtube video link which you have to promote to the ad in the youtube

New campaign - Steptoes - Google

ads.google.com/aw/campaigns/new/video?ocid=1501093658&workspaceId=0&cmpnInfo=%7B%22%3A4%...

New campaign

Create your video ads

Skip ad c

Create one or more ads now, or skip this step and create them later. Your campaign won't run without at l

Your YouTube video

Add up to five videos. Improve your campaign performance by using videos with different orientations.

This doesn't meet editorial guidelines

Step toes footwears | All brand... by Steptoes footwears • 0 views

Add a vertical video. Vertical videos can get up to 100% more views on Shorts.

Policy details

Fix or request an exception

1. Unacceptable spacing — Contains

Remove excessive, gimmicky spacing adding extra spaces in the ad text.

What you can do

Edit your ad so it complies with Google exception above.

What happens next

After you save your ad, it will be reviewed against Google Ads policies, it will be disapproved if it doesn't meet the guidelines.

Campaign estimates

Available impressions 20B+ impressions

Your estimated performance

Based on your targeting, settings, total campaign budget of ₹100.00 and bid of ₹0.84

Views	Impressions
410-1.9K	9.9K-100K
Average CPV	Budget spend
₹0.03-₹0.25	95%-100%
Unique reach	
2.5K-22K	

STEP9:Check your ad reach in the google ads dashboard

Overview - Steptoes - Google Ads

ads.google.com/aw/overview?ocid=1501093658&workspaceId=0&euid=1020116356&_u=8639366244&u...

Search Appearance Refresh Help Notifications

Create

Campaigns

Goals

Tools

Billing

Overview

Recommendations

Insights and reports

Campaigns

Campaigns

Ad groups

Ads

Experiments

Campaign groups

View (2 filters)

All campaigns

Campaigns (2)

Select a campaign

Filters

Campaign status: Enabled, Paused

Ad group status: Enabled, Paused

Add filter

Save

Overview

All time

29 - 30 Oct 2023

Show last 30 days

+ New campaign

Clicks	Impressions	Avg. CPC	Cost
0	0	₹0.00	₹0.0