

## **HOW TO CREATE A YOUTUBE AD CAMPAIGN**

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### **ABSTRACT:**

Creating a YouTube ad campaign is a multi-step process that allows businesses to promote their products or services to a vast online audience. Here are the key steps:

**Google Ads Account Setup:** Begin by setting up a Google Ads account if you don't have one. This is the platform through which you'll create and manage your YouTube ad campaigns.

**Campaign Goals:** Define clear objectives for your campaign. Decide if you want to increase website traffic, generate leads, boost brand awareness, or drive sales. Your goals will determine your campaign's structure and settings.

**Audience Targeting:** Identify your target audience based on demographics, interests, and behaviors. YouTube offers precise targeting options to ensure your ads reach the right viewers.

**Ad Creation:** Develop compelling video ads that capture viewers' attention within the first few seconds. Ensure your ad's message aligns with your campaign goals and audience.

**Budget and Bidding:** Set a daily or lifetime budget for your campaign. You can choose between different bidding strategies, such as cost-per-view (CPV) or cost-per-click (CPC), depending on your goals.

**Ad Placement:** Specify where your ads will appear on YouTube, including in-stream ads that play before or during videos, or video discovery ads that appear in search results and related videos.

**Ad Scheduling:** Decide when your ads will run to maximize their effectiveness. You can schedule them to run at specific times or continuously.

**Monitoring and Optimization:** Regularly review your campaign's performance metrics, like click-through rate (CTR) and conversion rate. Make adjustments to improve results, such as refining targeting or adjusting bids.

**Testing and Experimentation:** Test different ad variations to see which ones perform best. A/B testing can help you refine your messaging and creative elements.

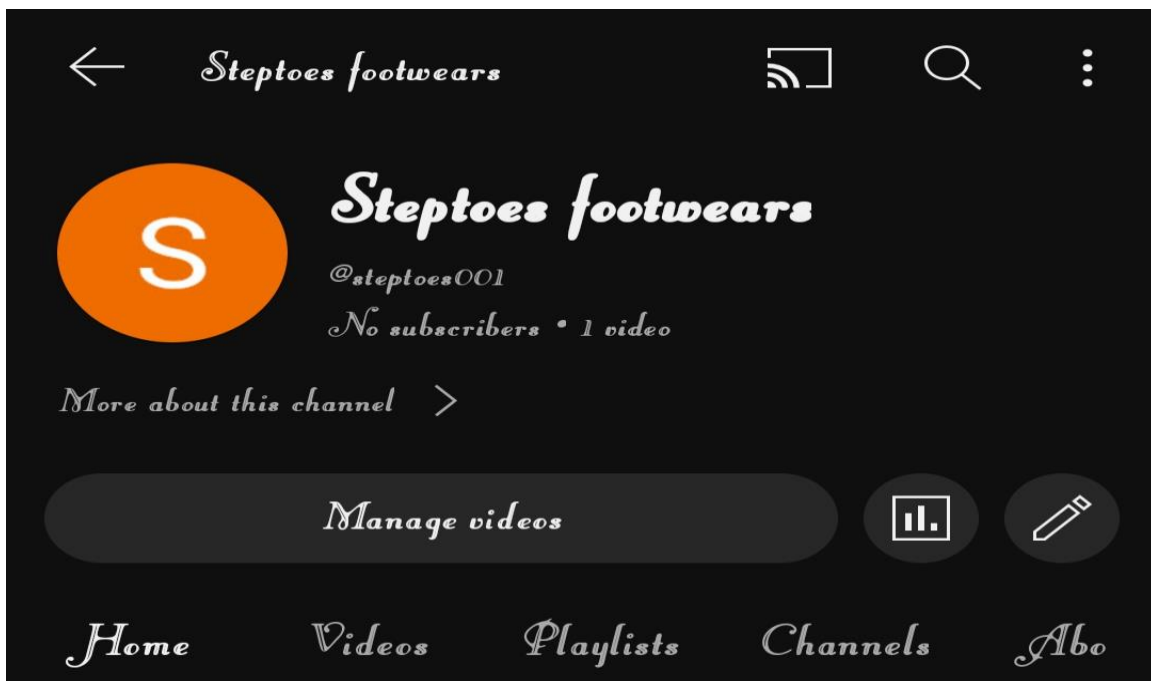
**Campaign Launch:** Finally, launch your YouTube ad campaign, and monitor it closely. Continuously refine your strategy to achieve your advertising goals and reach your target audience effectively.

## 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*

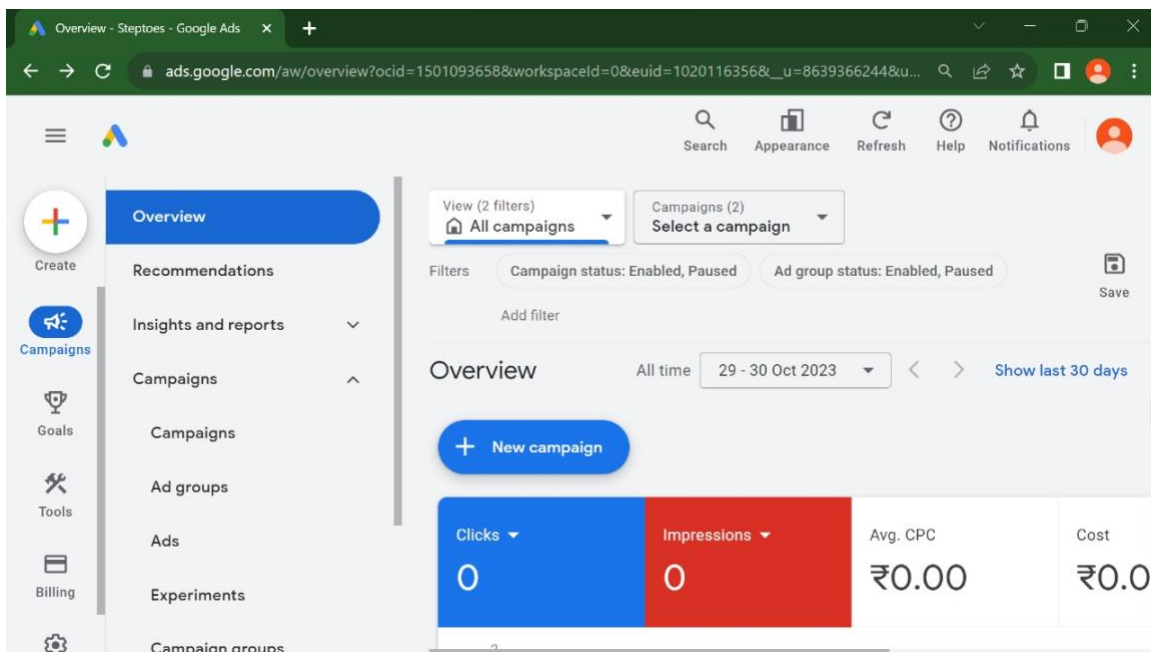
 **ads.google.com**  
<https://ads.google.com>

**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*

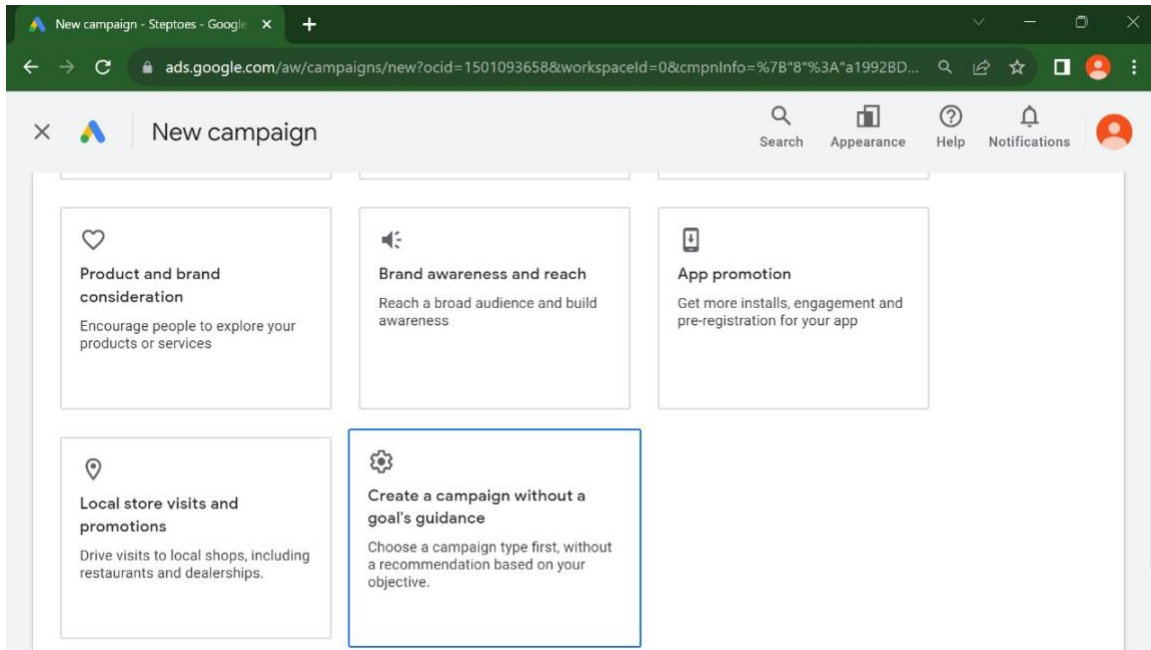
### STEP4.open new campaign in the website



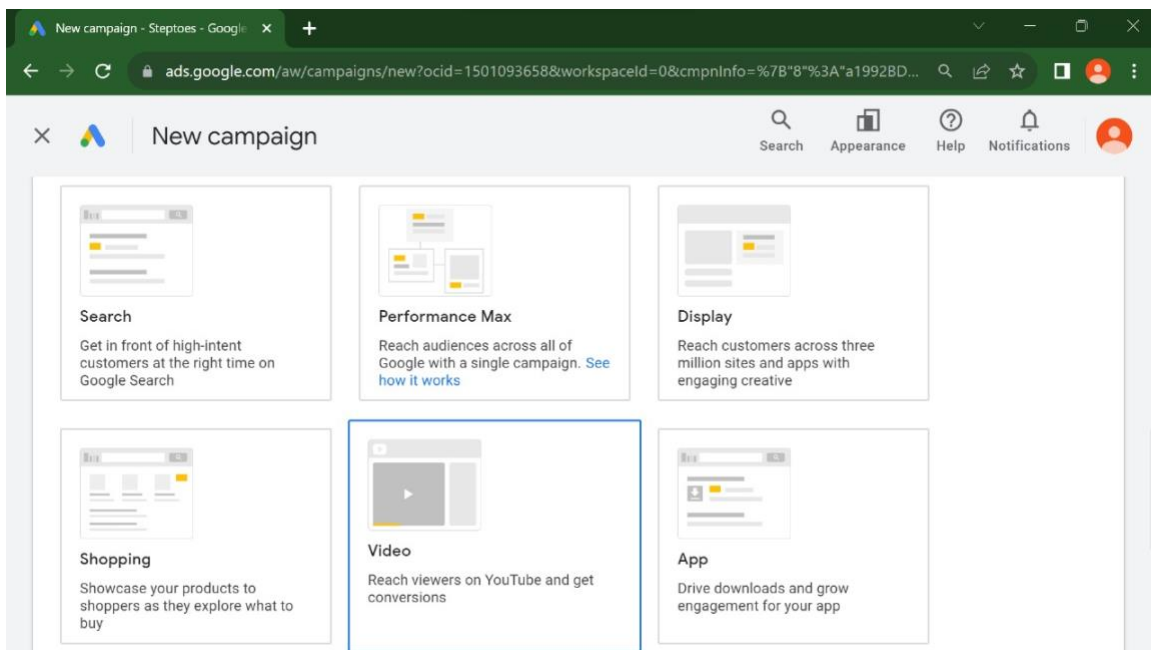
The screenshot shows the Google Ads Overview page in a web browser. The page has a dark green header with the Google Ads logo and navigation icons. The main content area is light gray and features a sidebar on the left with a menu. The sidebar includes a 'Create' button, 'Campaigns' (with a sub-menu), 'Goals', 'Tools', 'Billing', and 'Campaign groups'. The main content area has a top navigation bar with 'Search', 'Appearance', 'Refresh', 'Help', 'Notifications', and a user profile icon. Below this, there are filters for 'View (2 filters)' and 'Campaigns (2)'. The 'View (2 filters)' dropdown is set to 'All campaigns'. The 'Campaigns (2)' dropdown is set to 'Select a campaign'. There are also filters for 'Campaign status: Enabled, Paused' and 'Ad group status: Enabled, Paused'. The main content area displays the 'Overview' section for the selected campaign, showing a date range of '29 - 30 Oct 2023' and a 'Show last 30 days' link. Below this, there is a '+ New campaign' button and a table with four columns: 'Clicks', 'Impressions', 'Avg. CPC', and 'Cost'. The 'Clicks' and 'Impressions' columns are highlighted in blue and red respectively, and both show a value of '0'. The 'Avg. CPC' column shows '₹0.00' and the 'Cost' column shows '₹0.0'.

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 total: your total spend over the campaign end date for this campaign. [Learn more](#)

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 creation

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

Your YouTube video

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

This doesn't meet editorial guidelines

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

What you can do

Edit your ad so it complies with Google Ads policies, it will be reviewed.

What happens next

After you save your ad, it will be reviewed. After review, it will be approved or disapproved.

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