

17

YouTube Ad Secrets For Outrageous Success



How To Use The World's Second Biggest Search Engine To Dramatically Scale Your Sales

One of the cardinal rules of marketing is “get people where they already are.” And these days, there’s no denying that when it comes to a huge percentage of the population, “where they already are” is on YouTube.

Since launching its first video back in the ice age of the internet (2005), YouTube has gone on to become the world’s second largest search engine with over 3 billion searches per month, which is more than AOL, Yahoo, Bing, and Ask... combined.

And as YouTube has grown in popularity (last count was 1.3 billion users), it’s changed the way we experience entertainment and is steadily kicking traditional media to the curb; YouTube reaches more of the swooned-after millennial demographic than ANY cable network and a whopping 80% of people between the ages of 18 and 49 watch YouTube during the average month.

THE 2nd LARGEST SEARCH ENGINE



YouTube is **TRANSFORMING** the way we discover **INFORMATION** via the web



It processes more than **3 billion** searches a month



Founded in **2005** by three former **PayPal employees**

Google

Bought in **2006** by **Google** for **\$1.65 billion**



Fastest growing video sharing website in the world at the moment
Bigger than **Bing, Yahoo, Ask** and **AOL** combined



100 hours of **video** are uploaded every minute



1 billion unique monthly visitors
Nearly 1 out of every internet users are on YouTube



100 hours of **video uploaded** every minute



6 billion hours of video are viewed every month, **50% increase** in one year



YouTube reaches **US adults ages 18-34** than any cable network



Mobile makes up more than **25%** of **YouTube's global watch time** with more than **1 billion views a day**



If YouTube were a **country** it would be the **largest** in the world after **China and India**

RANKINGS: While the official formula to how rankings are made is unknown, these **4 factors** seem to have impacts:



NUMBER OF VIEWS



VIDEO DESCRIPTION



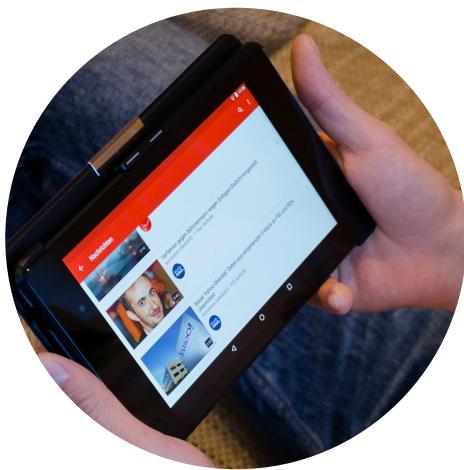
VIDEO TITLE



VIDEO RATINGS



**Making Searching More Visual
and Engaging**



With all this awesome activity, YouTube is basically Mecca for advertisers. And if you're not already on board the YouTube train, now would be a good time to hop on. Google recently made a commitment to their advertisers to spruce up their programmatic advertising strategies and give brands more control than ever over how, when, and to who their ads appear.

So, NOW is the time to rock your YouTube advertising. But in a sea of cat videos, DIY how-to's, and everyone and their mom's (and probably their grandma's) daily vlogs, how exactly do you DO that?

Here are 17 YouTube Ad secrets for outrageous success:

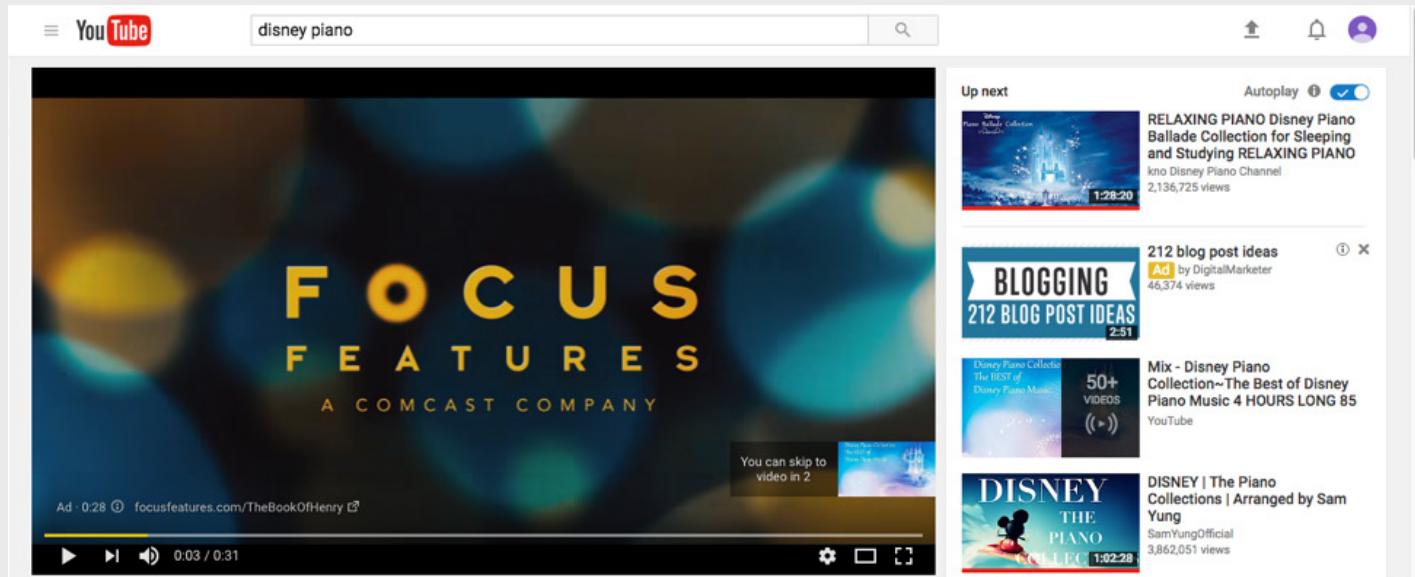
1

Know Your Ad Types...

The first part of finding outrageous success on YouTube is knowing what you're working with.

First off, ad types.

There are two types of YouTube ad types: In-stream, which are ads that play before or during a YouTube video and Discovery (also known as In-display), which show up next to videos during a YouTube search.



In-stream ad from Focus Features AND Discovery ad from Digital Marketer (screenshot)

In-stream and In-display ads are two completely different beasts, and if you try to lump the strategy for both into one, you're going to be disappointed. Each has its own benefits and limitations, and what KILLS for a sidebar ad might fall totally flat for an ad that plays midway through a long YouTube video.

If you want outrageous YouTube success, use both ad types, but use them well.

2.

Your Ad Formats...

Next, ad formats.

In addition to the two types of ads, there's a flurry of different formats that change the way your end user interacts with your ad. And when we say "flurry" we mean six: display, overlay, skippable, non-skippable, bumper and sponsored cards.

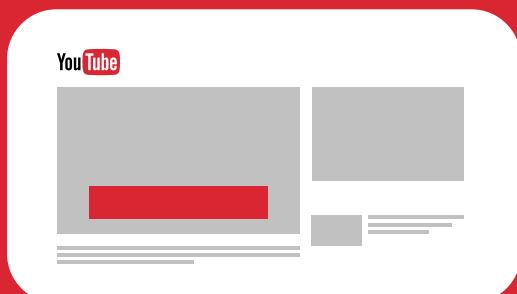


DISPLAY ADS

Appears to the right of the feature video and above the suggestions list. For larger players, this ad may appear below the player.

PLATFORM: Desktop

SPECS: 300x250 or 300x60

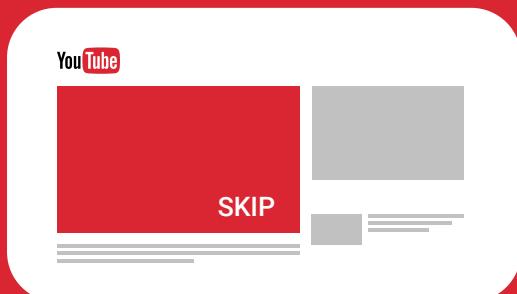


OVERLAY ADS

Semi-transparent overlay ads that appear on the lower 20% portion of your video.

PLATFORM: Desktop

SPECS: 468x60 or 728x90, image ads or text



SKIPPABLE VIDEO ADS

Skippable video ads allow viewers to skip ads after 5 seconds, if they chose. Inserted before, during or after the main video.

PLATFORM: Desktop, Mobile, Tablet, TV, Game consoles

SPECS: plays in video player

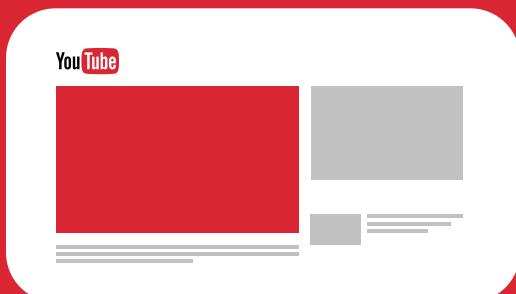


NON-SKIPPABLE VIDEO ADS AND LONG, NON-SKIPPABLE VIDEO ADS

Non-skippable video ads must be watched before your video can be viewed. These ads can appear before, during or after the main video.

PLATFORM: Desktop, Mobile

SPECS: Plays in video player. 15 or 20 seconds in length, depending on regional standards. Long, non-skippable video ads can be up to 30 seconds in length.

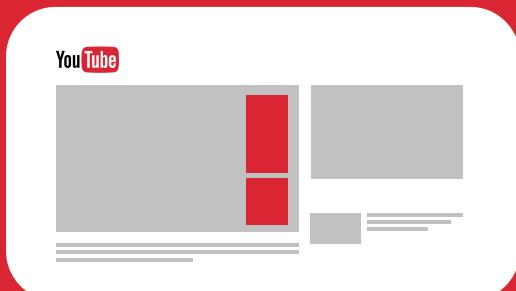


BUMPER ADS

Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed.

PLATFORM: Desktop, Mobile

SPECS: Plays in video player, up to 6 seconds



SPONSORED CARDS

Sponsored cards display content that may be relevant to your video, such as products featured in the video. Viewers will see the teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.

PLATFORM: Desktop

SPECS: Card sizes vary

So, for example, if you wanted to be sure that your entire ad is seen by your users, you'd want to go with a non-skippable video ad, which means if people want to get to the video content, they need to go through your ad - your ENTIRE ad - first. If you can keep your ad straight and to the point, you can go for skippable (just make sure you get your marketing message out in the first 5 seconds of content before users are able to skip your ad and get to the video).

3

...And when to use them

So there's ad types, there's ad formats, and there's knowing when to use them. Each ad type and format has different pros and cons, and you need to weigh them before you decide which is the right fit for your strategy.

So, let's take non-skippable in-stream ads which, to review, are video ads of up to 30 seconds that are played before or during a YouTube video and can't be skipped or fast-forwarded through by the user.

Pro: You get the chance to get your entire message to your audience and they can't skip over the good stuff to get to their video. Con: 30 seconds is a long time for the tragically short attention span of the average YouTube user, so you run the risk of them either a) clicking out of the video entirely or b) going into the other room to get a snack while your ad plays.

There's no right or wrong answer when it comes to when to use different ad types and formats on YouTube; just assess the situation, run your pros and cons, and choose the ad that's going to give you the best chance of connecting with your audience.

4

Conversions = Clicks

Listen and repeat: your only goal for a YouTube advertisement is to generate clicks.
Clicks = conversions.

Include a call to action in your ad (like a box overlay that says “click here now”... also known as a YouTube Annotation) that lets your viewers know a click is what you’re after, then use that click to drive them to where you want them to go, whether it’s an opt-in form, a sales-page, a Rick Astley music video (if Rickrolling is your thing)... whatever.



Via James Wedmore's Channel



Via Veeroll

Once you've gotten that click and drove your users where you want them to go, THAT'S your opportunity to push them further along in your funnel and get your real conversions on.

5

It's All About Knowing Who Your Customer Is

The brands who have the most success with YouTube ads are the ones who know exactly who their customer is - and what they're watching.

Being the good marketer you are, we know you already have an ideal customer avatar. But if you want to kick your YouTube success into high gear, you need to take that a step further and flesh out the YouTube centric details.

What kinds of videos are they watching? Do they spend their time watching Epic Fail compilations? Branded entertainment? How-to videos? Or reruns of 80's sitcoms?

How engaged are they with YouTube? Do they have a list of YouTubers they follow and watch religiously? Or they a casual user who only watches on their phone when they have a free minute at work?

And how do they engage with ads? Do they look to YouTube as a resource to discover new brands? Or are they only clicking on ads from brands they know and trust?

Once you know who your customer is and how they're behaving on YouTube, you can use YouTube's targeting features to niche down your audience and make sure that your ads are getting shown to the people they'll impact most.

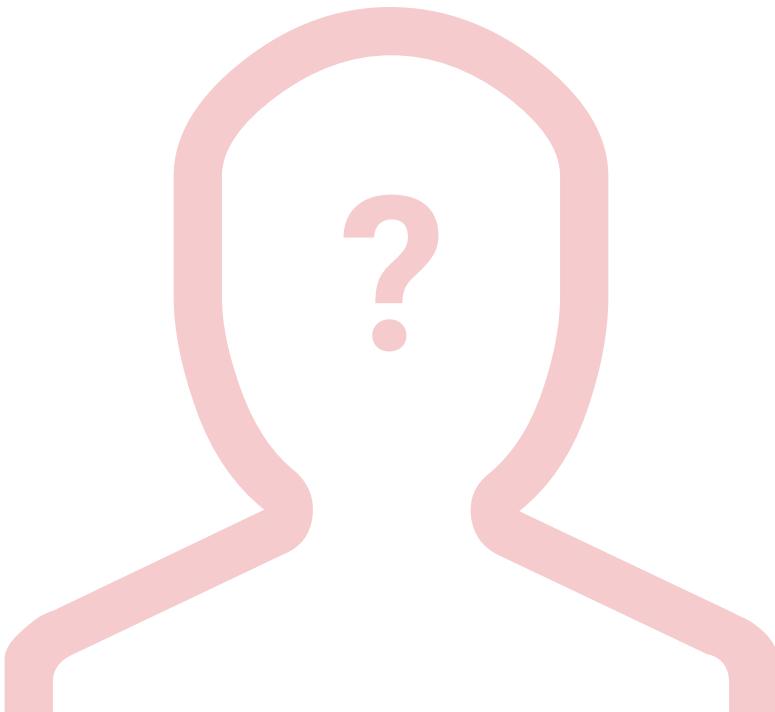
Bottom line: the more you know about your ideal customer - and how they behave on YouTube - the more explosive your results will be.

6

...And Who They're Not

It's just as important to know who's NOT your ideal customer as who IS. Think of them as your anti-customer; the person you want to avoid showing your ads at all costs.

Maybe your anti-customer is the YouTube troll who leaves a trail of nasty comments wherever they go or the chronic ad-skippers who wouldn't partner with a brand they found on YouTube if their life depended on it. Whoever your anti-customer is, it's important to identify them so you can build your campaigns in a way that avoids them like the plague.



7

Not All CTAs Are Created Equal

If you have one generic CTA that you use for every ad, no matter the content, type, or format, you're going to be disappointed.

Not all CTAs are created equal and 100% of the time different audiences will have different reactions to the same CTAs. So if you have a CTA that performs solidly in one format or with one audience, you can't count on it to perform at the same level with a different audience or a different ad type.

If you want outrageous results on YouTube, you need to ABT: always be testing. Split testing your CTAs will allow you to continually optimize your results. You can test your lead magnet, the landing page your CTA drives to, your messaging, your "click me" button color... literally everything. Keep testing with each audience until you have a CTA that's converting like crazy.

8

If You Don't Have Your Own Channel, You Need To Get On That...

If you don't have your own YouTube channel where you're consistently putting out awesome content, you need to get on that... like, yesterday.

YouTube videos are a great way to build a real, organic relationship with your audience. It's a HUGE branding opportunity, and putting yourself out there and making engaging content on the regular will build an audience of loyal YouTube followers, which will do wonders for your conversions.

Also, YouTube is a great place to showcase your branded content, which is essentially an ad masquerading as entertainment and an awesome way to sell yourself without being too "sales-y."

The image displays three separate screenshots of YouTube channel pages, each featuring a prominent brand logo and a professional video thumbnail.

- Pepsi Refresh Project:** The header features the Pepsi logo and the "pepsi refresh project" text. Below the header, a video thumbnail shows a man in a restaurant kitchen. To the right of the video, there is a sidebar with several smaller video thumbnails and the text "Date Added | Most Viewed | Top Rated".
- Old Spice:** The header features the Old Spice logo and the slogan "I'M ON AN INTERNET". Below the header, a video thumbnail shows a shirtless man on a beach holding a bottle of Old Spice. To the right of the video, there is a sidebar with several smaller video thumbnails and the text "Old Spice | Responses", "Old Spice | Questions", "Old Spice | Boat", "Old Spice | The Man Your Man", and "Old Spice | Odor Blocker".
- Disney Parks:** The header features the Disney Parks logo and the slogan "THE ADVENTURES CONTINUE". Below the header, a video thumbnail shows a yellow balloon against a blue background. To the right of the video, there is a sidebar with several smaller video thumbnails and the text "World of Color Red Show: Los Angeles", "Attraction Insider: Disney Dream", "Disney California Adventure Park", and "Celebration Showdown: Wall".

A few examples of well-branded YouTube channels via Corporate Eye

9

...Because You Can Target People Who Are Already Watching

If the chance to build a connection with your audience is reason enough for you to start building your YouTube channel, how about you try this one on for size: you can retarget your YouTube viewers and serve them with the kind of ads you KNOW they want to see based on their viewing history.

All you have to do is connect your YouTube account to your Adwords account and build retargeting lists based on your YouTube channel viewers. You can create different lists based on different types of videos so your ads are super-targeted and to the point.

So, for example, if you mainly push out two types of videos, like extreme sports and cooking (which sounds like an AWESOME channel, by the way), you can segment your viewers based on who's watching each type of video and then serve them up with ads based on whichever they're into: sports or cooking.

So, not only are you getting viewers to engage with your brand by watching your videos, you can also use retargeting to get those viewers and serve them with targeted messaging AFTER they've watched your videos. It's pretty awesome.

10.

If No One's Watching, Target People Who Already Know You

Now, if for whatever reason you're completely opposed to creating a YouTube channel with your own content, no worries: retargeting isn't out of your reach.

You can set up YouTube ad retargeting based on people who have already visited your website and deliver targeted ads based on their behavior on your website, like if they looked at a certain product or hit a sales page and didn't complete the transaction. By hitting people who have visited your website with a targeted YouTube ad that encourages them to reengage, you can boost your conversions and drive more customers.

(Bonus: As mentioned, YouTube ads are run from your AdWords platform, which directly connects to Google Display Network, so you can retarget people who engage with your ad with video, text AND display ads and attack them from all angles. Win!

11

Use The Right Tools

If you want to be successful at anything, you need the right set of tools. And YouTube advertising is no different.

There are essential tools you need in order to successfully run a YouTube ad campaign, including:



A VIDEO EDITING TOOL



A KEYWORD RESEARCH
TOOL (TO KNOW WHICH
KEYWORDS TO TARGET
WITH YOUR VIDEOS)



A YOUTUBE ANALYTICS TOOL

There are also additional tools, like Directr, which acts as a digital director for your ad campaigns and uploads them directly to YouTube, or VeeRoll, which helps video-novices create professional looking ads that drive targeted traffic, that you can add on as your campaign needs grow.

12.

It's All About The Content...

YouTube is for all intents and purposes an entertainment platform. And, as such, your ads should be entertaining, engaging, and exciting.

Potentially the most important factor in having advertising success on YouTube is... MAKING GREAT ADS. Shocking, we know. If you want your ads to convert, you need to focus on the content and create ads that are memorable, engaging, and create the personal connection your audience needs in order to want to learn more about your brand.

If you don't hook your audience immediately with your ad content, you're going to lose them; if they can, they'll skip your ad. If they can't, they'll open up another tab and do something more interesting than watching your snooze of an advertisement.

If you want your ads to succeed, make sure your content is something that people actually want to watch.

13

... And All About The Metrics

Just like with any other marketing or advertising strategy, it's also important to know and understand your metrics in order to maximize your campaign's effectiveness.

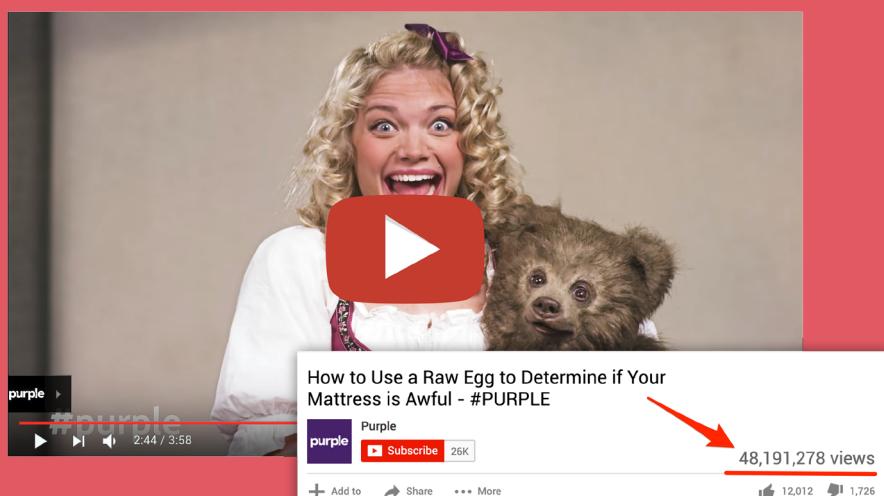
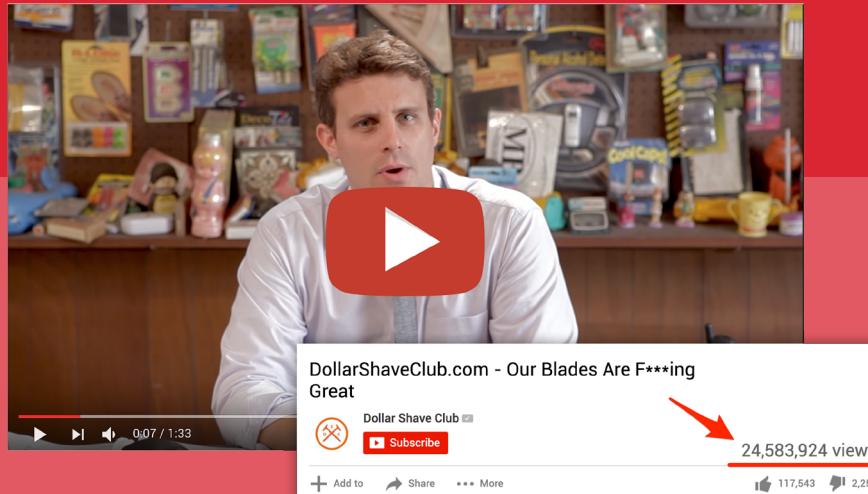
But YouTube isn't as cut and dry as some other advertising channels when it comes to metrics, so it's important you not only understand what you're measuring but what it actually means for your campaigns.

So, for example, watch time is a common metric for YouTube ads; it measures, as you might have guessed, how long people watch your ad.

But what does that metric actually MEAN? Well, if you notice that the majority of your audience is dropping off after seven seconds, you know there's something happening at the seven second mark that's causing people to lose interest and click out of your ad, which means you need to adjust your content.

There's a whole list of YouTube metrics that can help you measure effectiveness. Just make sure you dig a little deeper and understand what each of those metrics means - and how you can capitalize on your data to increase your campaign success.

Outrageously Successful YouTube Ad Examples



14.

If You Want Your Ad To Perform, Put In A Little Effort

Slapping up a shaky iPhone video that makes people feel dizzy and calling it an ad does not equal a successful YouTube strategy.

Remember: the person viewing your ad is really just waiting for their video to start, and they're already WAY more excited about their upcoming cat video than they are for your ad. The odds are already stacked against you, and if you serve them an ad that looks unprofessional, sloppily done, or just all around terrible, they have zero incentive to engage with it.

Your YouTube ad is a visual extension of your brand. So put a little effort in and make sure it looks good.

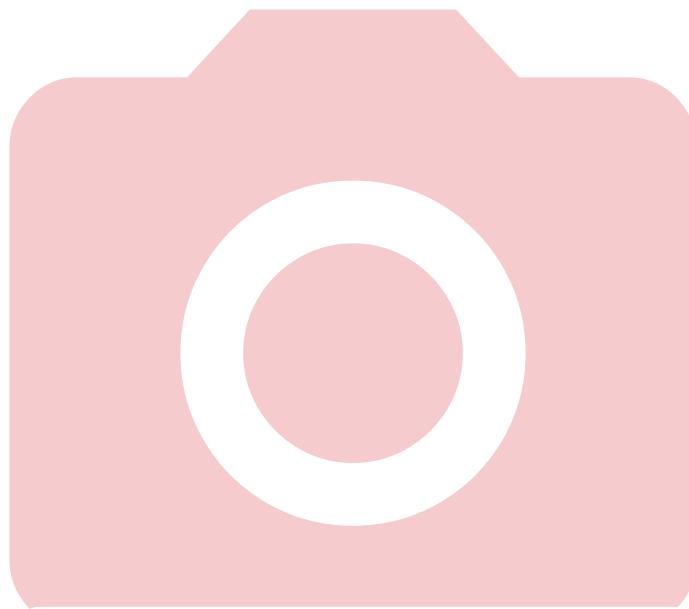
15.

You Don't Need Professional Equipment To Make A Professional Ad

That being said, you don't need to run to the closest video production shop and drop your entire budget on professional film equipment.

Use a tripod to steady your camera so there's no shakiness or movement to your video footage (or, if you want to use a phone or tablet, you can grab a tripod adapter). Make sure your filming location is properly lighted (check out this DIY guide to great lighting on the cheap). If you don't have a professional editor on your team, hire an affordable freelancer (you can find great talent on Upwork) to make sure your edits and transitions are smooth.

Point is: you don't need professional equipment or a professional budget to churn out a professional-looking video ad.



16

Get Over Your Stage Fright

If you have a personal brand, there's no way around it: eventually, you're going to have to get on camera. And for some people, that prospect is so frightening it makes them want to ditch this whole "business" thing and hide under a bed for the next 30 years.

Take a deep breath! Getting on camera isn't as scary as you think, and if you want to really succeed with YouTube advertising, you need to get over your stage fright and get comfortable and confident on the big screen.

Script out your videos and practice in front of the mirror. Check out body language expert Vanessa Van Edwards to learn about how to stand and what to do with your hands so you don't look awkward. But most important of all, remember: no one is expecting you to be Anthony Hopkins or Meryl Streep. You're not going for an Oscar. You're just making a video ad. You don't have to be perfect - you just have to be comfortable.

17.

Never Stop Evolving

The last secret to outrageous success on YouTube (and also a secret to outrageous success in life) is never stop evolving.

The YouTube landscape is always changing. They're constantly updating and shifting the way you can connect with your ideal customer, like the recent change which now allows advertisers to target based on user's Google search histories or the upcoming "see ya!" to 30 second unskippable ads.

As the YouTube landscape changes, you need to change along with it. And as your user changes (as people inevitably will do), you need to change to meet their needs and continue to serve them awesome ad content that makes them jump up and say "yes please!"

With these 17 secrets, you're well on your way to outrageous and unprecedented success on YouTube. So what are you waiting for? Start shooting!





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Here's how It works. First we'll review your business, spy on your competitors, analyse your target market, your sales processes and your goals with you. Then, based on what you tell us, we'll develop a custom digital marketing plan specifically for you ...free.

Everything we discuss is specifically tailored for your business after we've had a chance to ask you about your sales process, sales goals and your branding strategy. There is no charge for this and there is no catch.

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Please note this is not a sales call. We usually charge \$1,000 for this kind of comprehensive business analysis and planning. You'll be speaking with one of our highly trained digital strategists who will come up with a plan tailored to your business to maximise your leads and sales. There's no obligation for you to take up any of our services.

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