

# **UNIVERSITY COLLEGE OF ENGINEERING TINDIVANAM**

(A Constituent College of Anna University)



## **Electronics and Communication Engineering**

### **NAAN MUDHALVAN DIGITAL MARKETING PROJECT**

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**PROJECT NAME: How to Create a YouTube Ad Campaign**

## **STEP 1:** Open GoogleAds to post your ad in Google.

Video simple campaign - 631-01 x Create video - 631-909-8156 - x +

ads.google.com/aw/campaigns/new/express/video?campaignId=206851029398&ocid=14907254048&subid=in-en-ha-yt-bk-c-bmmf921a3-CjwKCAjw7c2pBhAZEwA88pOF450bodvFe9...

Google Ads | New campaign

Help 631-909-8156 praveenluma@kalo03@gmail...

What do you want to focus on?

☐ Drive video views and traffic to a website ⓘ

☒ Drive video views and engagement with your channel ⓘ

Select a video

Q https://youtu.be/8MEQmWTJZQ

You can use Google Ads tools to create a video in a few simple steps

Create video

Headline Ad

Mobile Desktop

Back Next

## **STEP 2:** Select the Template.

Video simple campaign - 631-01 x Create video - 631-909-8156 - x +

ads.google.com/aw/campaigns/new/express/video?campaignId=206851029398&ocid=14907254048&subid=in-en-ha-yt-bk-c-bmmf921a3-CjwKCAjw7c2pBhAZEwA88pOF450bodvFe9...

Google Ads | New campaign

Help 631-909-8156 praveenluma@kalo03@gmail...

What do you want to focus on?

☐ Drive video views and traffic to a website ⓘ

☒ Drive video views and engagement with your channel ⓘ

Select a video

Fabrics Clothing  
by Video ad upload channel for 631-909-8156 - 1 views

How do you want your ad to appear?

Fabrics Clothing

Enter a headline

Fabrics Clothing

16 / 100

Enter description line 1

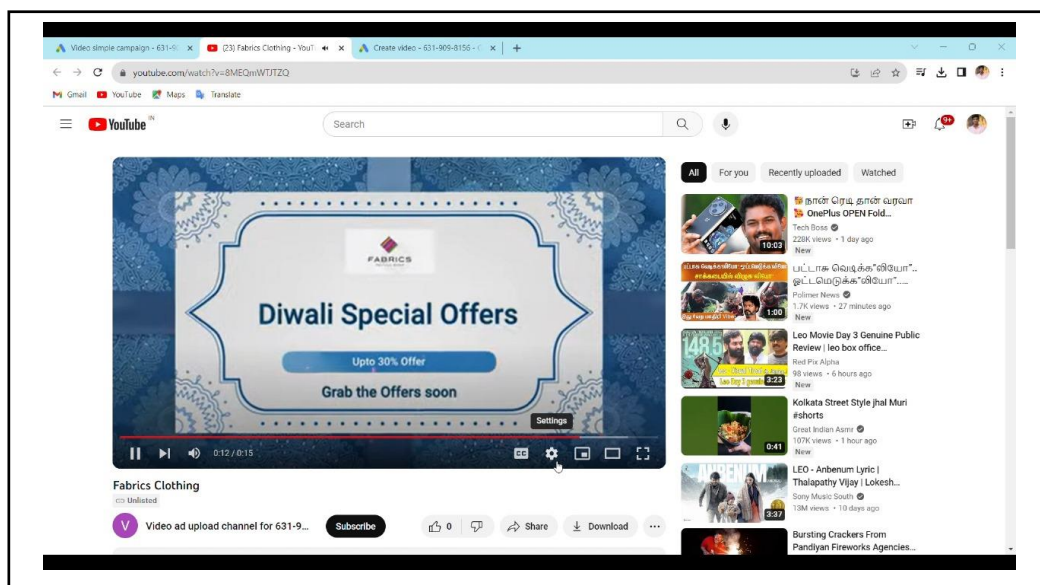
Required 0 / 35

Mobile Desktop

## **STEP 3:** Give the headline of the project & description.

The screenshot shows the Google Ads 'New campaign' setup page for a video campaign. The page is titled 'New campaign' and has a sub-header 'Video simple campaign - 631-909-8156'. The main content area has three input fields for text: 'Enter a headline' with the value 'Fabrics Clothing', 'Enter description line 1' with the value 'NO.1 Clothing Brand in Tamilnadu', and 'Enter description line 2' with the value 'Variety of Designs'. Each field has a character count (16/100, 32/35, and 18/35 respectively). To the right of these fields are icons for 'Mobile' and 'Desktop'. At the bottom, there are 'Back' and 'Next' buttons. A note at the bottom says 'To use advanced features such as keyword or placement targeting, switch to Expert Mode'.

## **STEP 4:** Now Create a video on YouTube.



## **STEP 4:** Select the location so that your ad will run accordingly.

The screenshot shows the 'New campaign' setup page on the Google Ads platform. The browser address bar shows the URL: `ads.google.com/new/campaigns/new/express/video?campaignId=20685102939&ocid=1490725404&subid=in-en-ha-yt-bk-c-bmmf621u3-CjwKCAjw7C2pBIAZEwA88yOF450buc0Fe9...`. The page title is 'Google Ads | New campaign'. The user's email address, 'praveenkumarkale03@gmail...', is visible in the top right corner.

The main section is titled 'Where are your customers located?'. It includes a map of India with a highlighted region in the south. Below the map, there is a note: 'Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. [Learn more](#)'. There are buttons for 'India - country' and '+ Add location'.

Below the map, there is a section titled 'What languages do your customers speak?'. It includes buttons for 'English' and 'Tamil', and a '+ Add Language' button. A note below states: 'Your ads can show to people in or who share interest in your locations, and to people who speak the languages that you select. [Learn more](#)'.

On the right side, there is a box titled 'Estimated weekly performance'. It shows the following metrics:

- 1K - 5.6K Impressions
- 30 - 90 Views
- ₹0.06 - ₹0.35 Average cost per view (CPV)

Below these metrics, there are explanatory notes for 'Impressions', 'Views', and 'Average cost per view (CPV)'.

## **STEP 5:** Select Gender, age, parental status.

The screenshot shows the 'New campaign' setup page on the Google Ads platform, specifically the 'Select the gender, age and parental status of your customers' section. The browser address bar shows the same URL as the previous screenshot. The page title is 'Google Ads | New campaign'. The user's email address, 'praveenkumarkale03@gmail...', is visible in the top right corner.

The main section is titled 'Select the gender, age and parental status of your customers'. It includes three columns of checkboxes for selection:

- Gender:** ☒ Female, ☒ Male, ☐ Unknown
- Age:** ☒ 18 - 24, ☒ 25 - 34, ☒ 35 - 44, ☒ 45 - 54, ☒ 55 - 64, ☒ 65+, ☒ Unknown
- Parental status:** ☒ Not a parent, ☒ Parent, ☒ Unknown

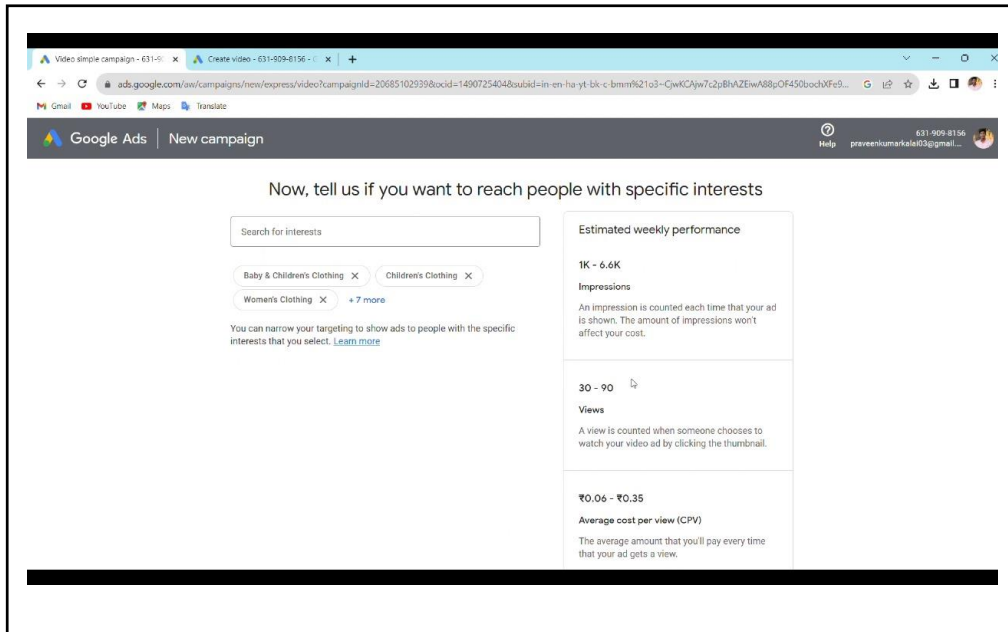
Below these columns, there is a note: 'Your ads can show to a specific set of potential customers who are likely to be within a particular age range, gender or parental status. [Learn more](#)'.

On the right side, there is a box titled 'Estimated weekly performance'. It shows the following metrics:

- 1K - 5.6K Impressions
- 30 - 90 Views
- ₹0.06 - ₹0.35 Average cost per view (CPV)

Below these metrics, there are explanatory notes for 'Impressions', 'Views', and 'Average cost per view (CPV)'.

## STEP 6: Now you have to choose for the interest.



Now, tell us if you want to reach people with specific interests

Search for interests

Baby & Children's Clothing X Children's Clothing X Women's Clothing X + 7 more

You can narrow your targeting to show ads to people with the specific interests that you select. [Learn more](#)

**Estimated weekly performance**

1K - 6.6K

**Impressions**

An impression is counted each time that your ad is shown. The amount of impressions won't affect your cost.

30 - 90

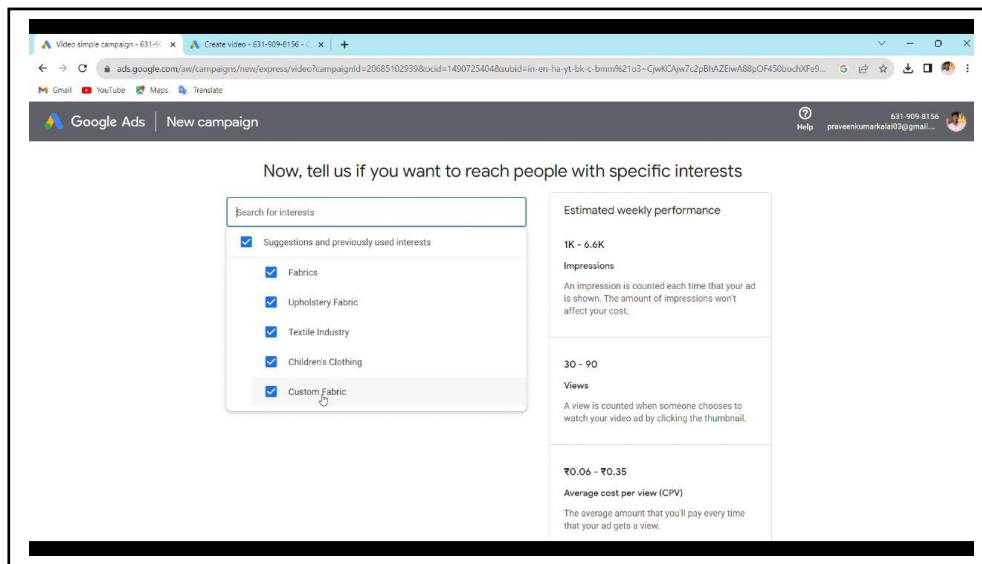
**Views**

A view is counted when someone chooses to watch your video ad by clicking the thumbnail.

₹0.06 - ₹0.35

**Average cost per view (CPV)**

The average amount that you'll pay every time that your ad gets a view.



Now, tell us if you want to reach people with specific interests

Search for interests

☒ Suggestions and previously used interests

- ☒ Fabrics
- ☒ Upholstery Fabric
- ☒ Textile Industry
- ☒ Children's Clothing
- ☒ Custom Fabric

**Estimated weekly performance**

1K - 6.6K

**Impressions**

An impression is counted each time that your ad is shown. The amount of impressions won't affect your cost.

30 - 90

**Views**

A view is counted when someone chooses to watch your video ad by clicking the thumbnail.

₹0.06 - ₹0.35

**Average cost per view (CPV)**

The average amount that you'll pay every time that your ad gets a view.

## STEP 7: Now set the budget for your ad.

Video simple campaign - 631-909-8156 - Create video - 631-909-8156 -

ads.google.com/aw/campaigns/new/express/video?campaignId=20685102939&ocid=1490725404&subid=in-en-ha-yt-bk-c-bmmf921o3-CjwKCApw7c2p8hVAZEwA88pOF450boc0F9...

Google Ads | New campaign

Almost done! Set a budget that's right for you

How much you want to spend

Currency: INR

Enter a daily budget

₹1.00

How long will your ads run?

☐ Run continuously

☒ Select an end date

29 Oct 2023

How does it work?

Estimated weekly performance

1K - 6.6K

Impressions

An impression is counted each time that your ad is shown. The amount of impressions won't affect your cost.

30 - 90

Views

A view is counted when someone chooses to watch your video ad by clicking the thumbnail.

₹0.06 - ₹0.35

Average cost per view (CPV)

The average amount that you'll pay every time.

Video simple campaign - 631-909-8156 - Create video - 631-909-8156 -

ads.google.com/aw/campaigns/new/express/video?campaignId=20685102939&ocid=1490725404&subid=in-en-ha-yt-bk-c-bmmf921o3-CjwKCApw7c2p8hVAZEwA88pOF450boc0F9...

Google Ads | New campaign

03:49 / 05:09

How much you want to spend

Currency: INR

Enter a daily budget

₹10.00

How long will your ads run?

☐ Run continuously

☒ Select an end date

24 Oct 2023

How does it work?

Pay only when someone chooses to watch your video ad by clicking the thumbnail. Some days you might spend less than an average of your daily budget, and on others you might spend more. But over a month you won't be charged more than 90.4 times your daily budget. [Learn more](#)

Estimated weekly performance

160K - 340K

Impressions

An impression is counted each time that your ad is shown. The amount of impressions won't affect your cost.

2.9K - 17K

Views

A view is counted when someone chooses to watch your video ad by clicking the thumbnail.

₹0.08 - ₹0.34

Average cost per view (CPV)

The average amount that you'll pay every time that your ad gets a view.

## **STEP 8:** Preview the entered details.

The screenshot shows the Google Ads 'New campaign' interface. The top navigation bar includes 'Google Ads' and 'New campaign'. The main content area is divided into two columns. The left column displays the ad details: 'Fabrics Clothing' by Video ad upload channel for 631-909-8156, with 1 view. It includes a thumbnail, headline, description, locations (India), languages (English, Tamil), demographics (Any age, Any parental status, Male, Female), and interests (Baby & Children's Clothing, Children's Clothing, Women's Clothing, Clothing & Accessories, Fabrics). The right column shows the 'Impressions' section, explaining that an impression is counted each time the ad is shown. It also displays the '30 - 90' view range, the 'Average cost per view (CPV)' of ₹0.06 - ₹0.35, and a note that the average amount paid per view is ₹0.06.

04:04 / 05:09

Google Ads | New campaign

Fabrics Clothing  
by Video ad upload channel for 631-909-8156 · 1 views

How your ad shows  
Placed as a thumbnail next to related videos or on the YouTube homepage

Headline  
Fabrics Clothing

Description  
NO.1 Clothing Brand in Tamilnadu  
Variety of Designs

Locations  
India

Languages  
English, Tamil

Demographics  
Any age, Any parental status, Male, Female

Interests  
Baby & Children's Clothing, Children's Clothing, Women's Clothing, Clothing & Accessories, Fabrics (and 5 more)

Impressions  
An impression is counted each time that your ad is shown. The amount of impressions won't affect your cost.

30 - 90  
Views  
A view is counted when someone chooses to watch your video ad by clicking the thumbnail.

₹0.06 - ₹0.35  
Average cost per view (CPV)  
The average amount that you'll pay every time that your ad gets a view.

## **STEP 9:** Pay the base payment & submit your ad

The screenshot shows the Google Ads 'Start reaching more people' payment page. The top navigation bar includes 'Google Ads' and 'Start reaching more people'. The main content area is divided into two columns. The left column contains a 'Promotional code' input field with an 'Apply' button. The right column contains the 'Payments profile' section, which includes a dropdown menu for 'Payments profile' (currently showing 'Pravinkumar') and a 'Payment method' section with a dropdown menu for 'Add credit or debit card' and a 'Card details' input field.

Google Ads | Start reaching more people

Time zone applies to your entire account and cannot be changed later.

Promotional code  Apply

Payments profile ⓘ  
Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.

Pravinkumar  
Individual profile for Play  
Payments profile ID: 2960-5888-0562

Payment method  
All the Google products that share this payments profile will be able to use this payment method. If that's not what you want, create a new payments profile.

Add credit or debit card

Card details

## Links

Video Drive Link:

[https://drive.google.com/drive/folders/1wLWjgNweE0Jr9JO2fEU3ooouDXpL5LgV?usp=share\\_link](https://drive.google.com/drive/folders/1wLWjgNweE0Jr9JO2fEU3ooouDXpL5LgV?usp=share_link)

YouTube Video Link:

<https://youtu.be/8MEQmWTJTZQ>