



Says

List what your target audience says.
These could be direct quotes or paraphrased statements related to your product or service.



Thinks

What might be going on in their minds?
Their hopes, fears, or questions about your product.

To create a YouTube ad campaign, you'll need to use Google Ads, Google's advertising platform. Begin by logging into your Google Ads account or creating one if you don't have it. Once in your account, navigate to the "Campaigns" tab and click on "+ New Campaign."

Choose your campaign goal, such as brand awareness, product consideration, or conversions. Select "Video" as the campaign type, specifically for YouTube video ads.

Configure campaign settings, including the campaign name, daily budget, bidding strategy, and start/end dates.

Within your campaign, create an ad group to set specific targeting and budget for a group of ads. Create your YouTube video ad, choose the ad format, upload your video, and set a compelling call to action.

Define your target audience by demographics, interests, keywords, and placements. Schedule when your ads will run and set your budget and bidding strategy.

Review your settings, launch the campaign, and monitor its performance regularly. After the campaign concludes, analyze the results, and plan your next steps based on the insights gained.

You start by thinking about what you want to achieve with your YouTube ad campaign. Are you looking to increase brand awareness, drive website traffic, or boost product sales? You consider the goals that align with your business or marketing objectives.

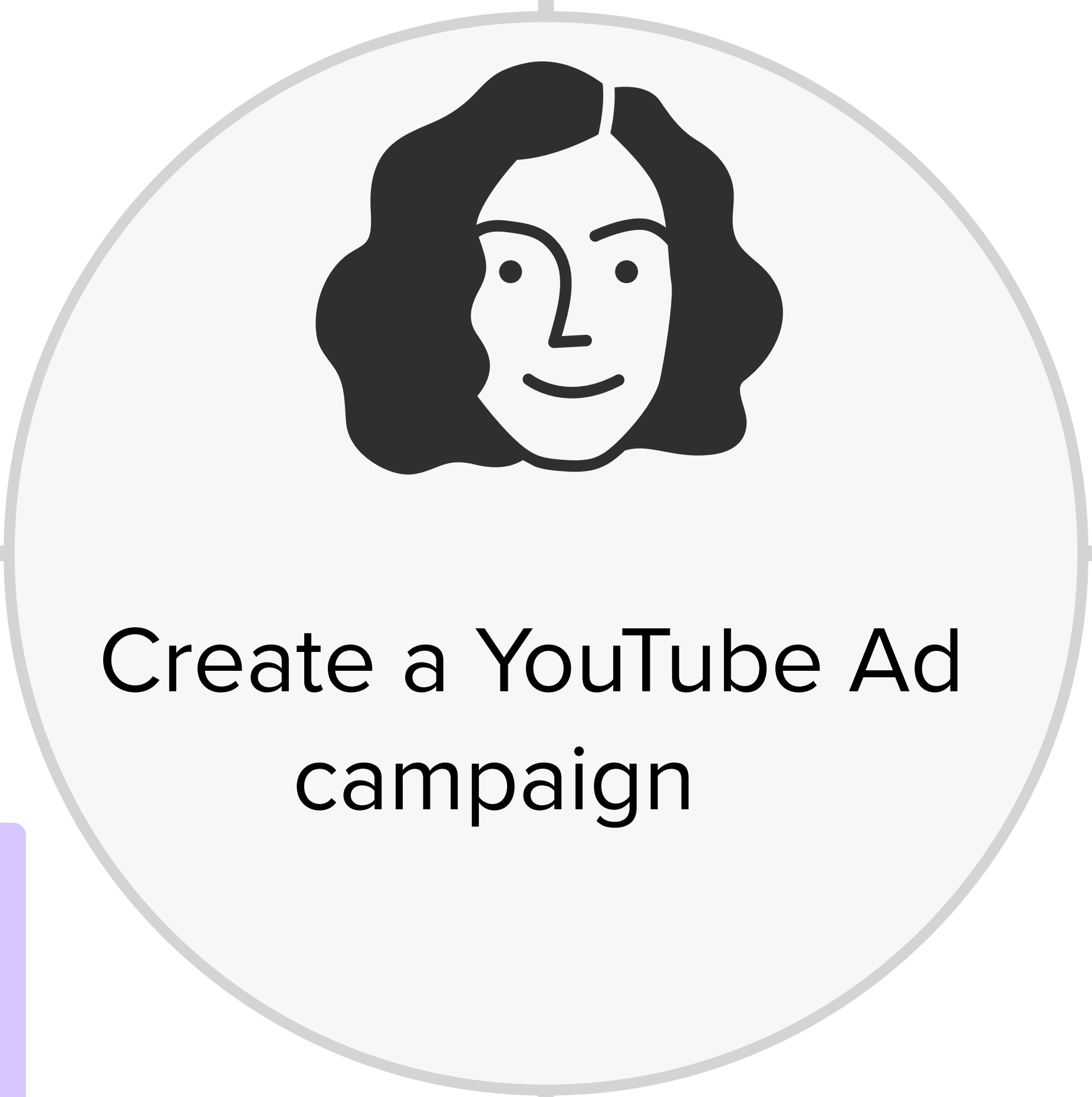
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You analyze the various ad formats available on YouTube and select the one that best suits your campaign objectives. Your choice is driven by how you want viewers to interact with your ad.

You think about your ideal customers and the characteristics that define your target audience. Demographics, interests, online behavior, and location play a key role in shaping your targeting strategy.

You ensure your video ad adheres to YouTube's advertising policies and best practices. You think about the visual and technical quality, as well as the message alignment with your campaign objectives.



Create a YouTube Ad campaign

Develop a video ad that aligns with your campaign objectives. Ensure the ad is engaging, informative, and visually appealing. It should capture the viewer's attention and convey your message effectively.

Decide on the type of ad format you want to use. YouTube offers various formats, including in-stream ads, non-skippable ads, bumper ads, and more. Select the format that best suits your campaign goals and target audience.

Use the insights gained from your campaign to inform your future advertising efforts. Continuously refine your strategies and tactics based on what you've learned.

Regardless of the campaign's outcome, you'll likely be filled with ideas and enthusiasm for your next steps. You'll learn from the experience and use that knowledge to refine future campaigns.

Once your campaign concludes, analyze the data to determine how well you achieved your objectives.

Assess key performance metrics, such as views, click-through rates, and conversions.

You start with excitement and a bit of nervousness about launching your ad campaign on a popular platform like YouTube. You're eager to see how it will perform.

You might feel focused and determined as you define your campaign objectives. Your goals could include increasing brand awareness, driving website traffic, or boosting product sales.

When the campaign concludes, you'll analyze the results. You might feel a combination of excitement if the campaign was successful and disappointment if it didn't meet your expectations.

You might feel a bit uncertain about which ad format to choose, such as in-stream, non-skippable, or bumper ads. Consider your goals and target audience to make the best choice.

While your campaign is running, you may feel a mix of curiosity and anxiety as you monitor key metrics like views, CTR, and conversion rates. You'll make adjustments based on the campaign's performance, constantly seeking to improve.

Regardless of the campaign's outcome, you'll likely be filled with ideas and enthusiasm for your next steps. You'll learn from the experience and use that knowledge to refine future campaigns.



Does

What actions does your audience take?
This could be related to their interaction with your ad or what they do before or after watching it.



Feels

Identify the emotions your audience might experience. Are they frustrated, excited, anxious, or happy?