

# NAAN MUDHAVAN

## PROJECT DOCUMENT

**COURSE TITLE** : DIGITAL MARKETING

**COLLEGE CODE** : 1105

**COLLEGE NAME** : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

**PROJECT TITLE** : CREATE A YOUTUBE AD CAMPAIGN

**PROJECT TEAM ID** : [NM2023TMID05713](#)

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**PASSWORD** :dreamphotography@123

**SOCIAL MEDIA LINK** :

<https://www.facebook.com/profile.php?id=61551896501987>

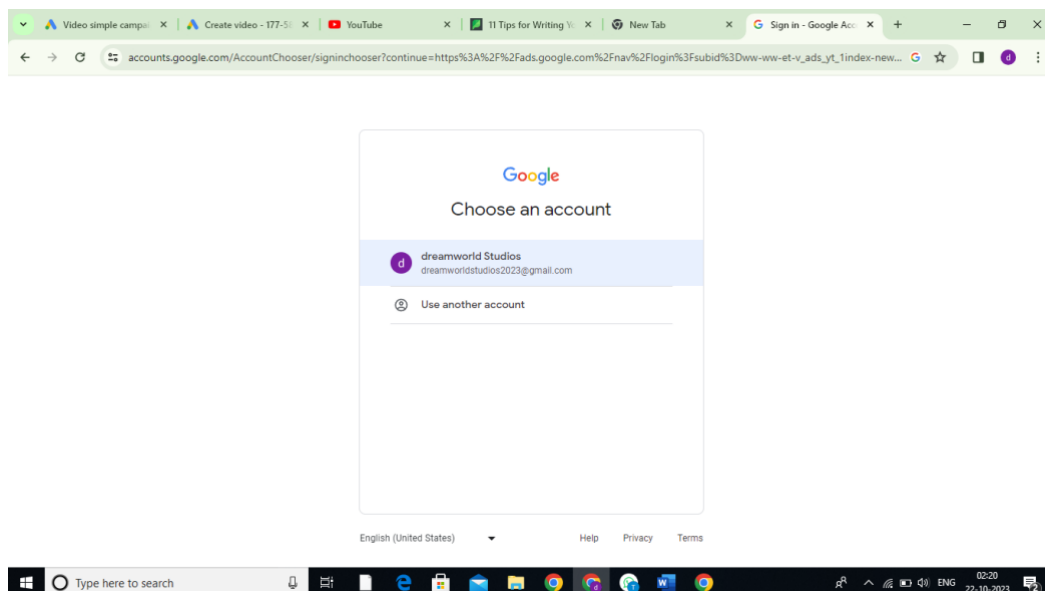
**DRIVE LINK** : [https://drive.google.com/file/d/1-zMJCczAGnydHy1H3KKMGjly-\\_LJ4s\\_R/view?usp=share\\_link](https://drive.google.com/file/d/1-zMJCczAGnydHy1H3KKMGjly-_LJ4s_R/view?usp=share_link)

# HOW TO CREATE A YOUTUBE AD CAMPAIGN

## 1. Create a Google Ads Account:

If you don't already have one, you'll need a Google Ads account to run YouTube ads. You can sign up for one at [ads.google.com](https://ads.google.com).

1. \*Go to the Google Ads Website:\* Visit the Google Ads website at [\[https://ads.google.com\]\(https://ads.google.com\)](https://ads.google.com).



2. \*Sign In or Sign Up:\* If you have a Google Account, sign in. If you don't have one, you'll need to create a Google Account first.

3. \*Start Creating Your Google Ads Account:\* Once you're signed in, you can begin creating your Google Ads account. Click on "Start Now" or "Get Started."

4. **\*Choose Your Advertising Goals:\*** Google will ask you about your advertising goals. Select the goal that best matches what you want to achieve with your ads.

5. **\*Select Your Business Type:\*** Specify the type of business you have, and click "Next."

6. **\*Enter Account Information:\*** You'll need to provide information about your business, such as the business name, website, and location. Follow the on-screen instructions to complete this step.

7. **\*Set Up Your Billing:\*** You'll need to enter your billing information to pay for your ads. You can choose to set up automatic payments or manual payments based on your preference.

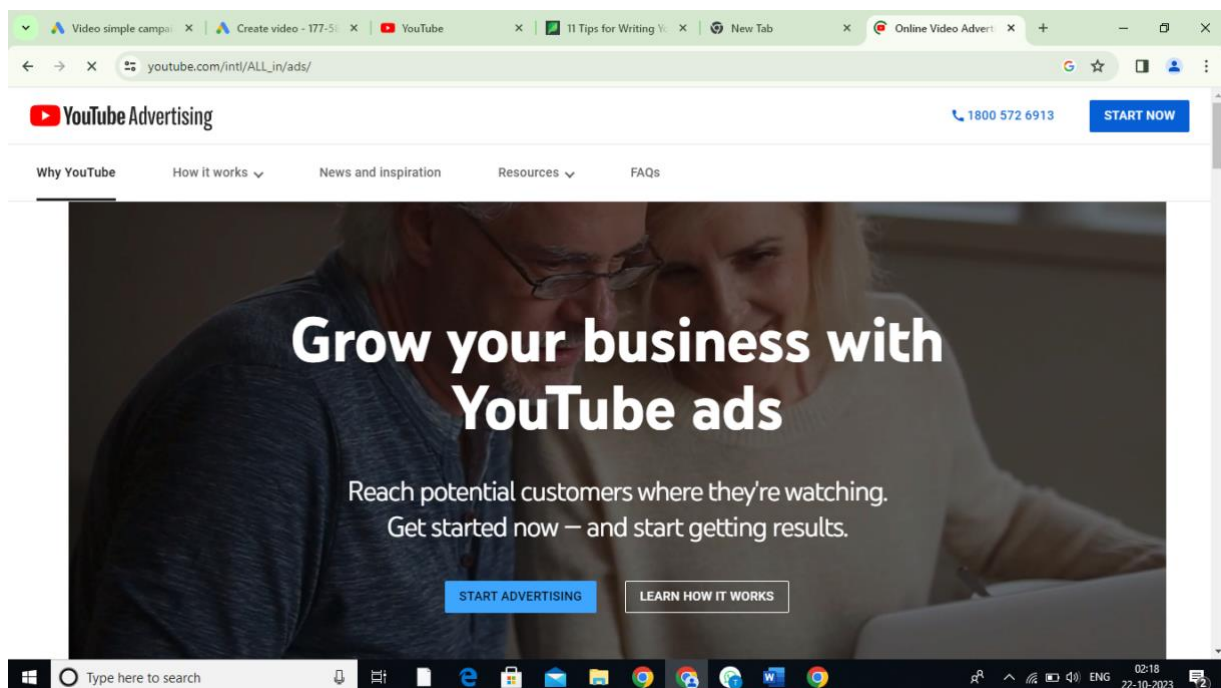
8. **\*Create Your First Campaign:\*** After setting up your billing, you can start creating your first ad campaign. You'll need to specify the campaign type, budget, targeting options, ad format, and more.

9. **\*Review and Launch:\*** Review your campaign settings and make sure everything is set up as you want. Then, click "Launch" to start running your ads.

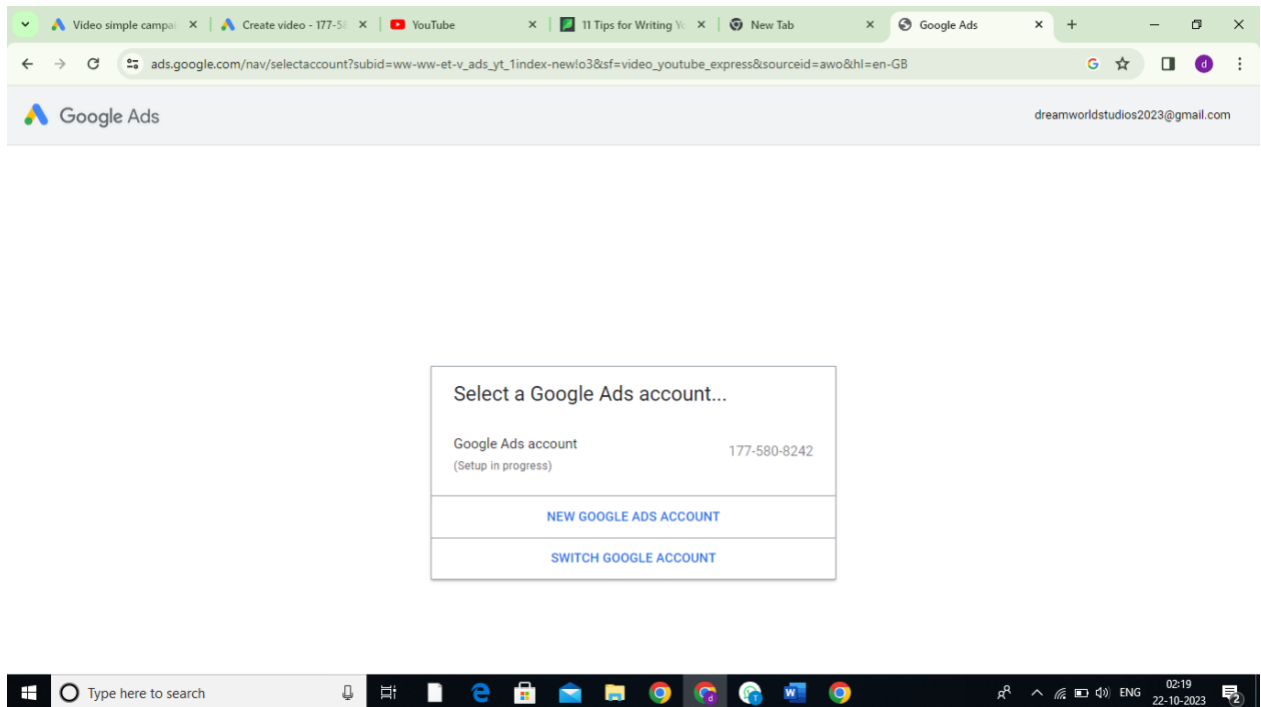
10. **\*Ad Creation:\*** After launching your campaign, you'll need to create ads within the campaign, specifying ad copy, keywords, and other details.

That's it! You've now created a Google Ads account and launched your first ad campaign. Make sure to monitor your campaigns regularly and make adjustments as needed to optimize their performance.

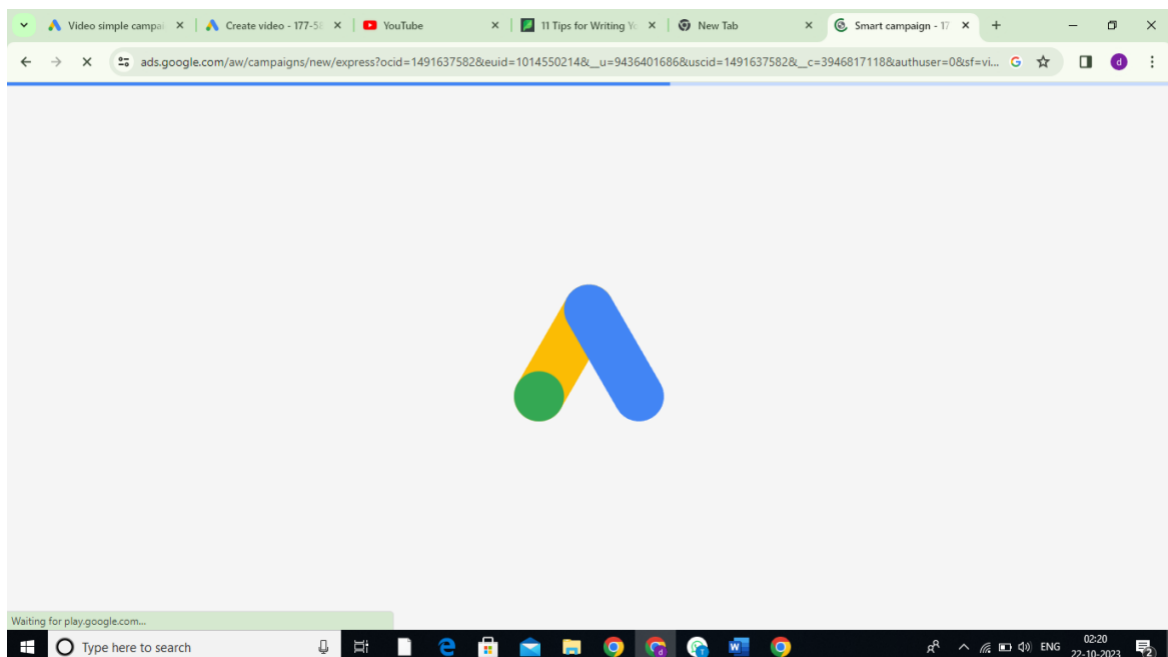
## **2.selecting -online video advertisting:**



### 3.Google Ads Account:



### 4.Selecting Traffic To Website Or Engangement To Channel:



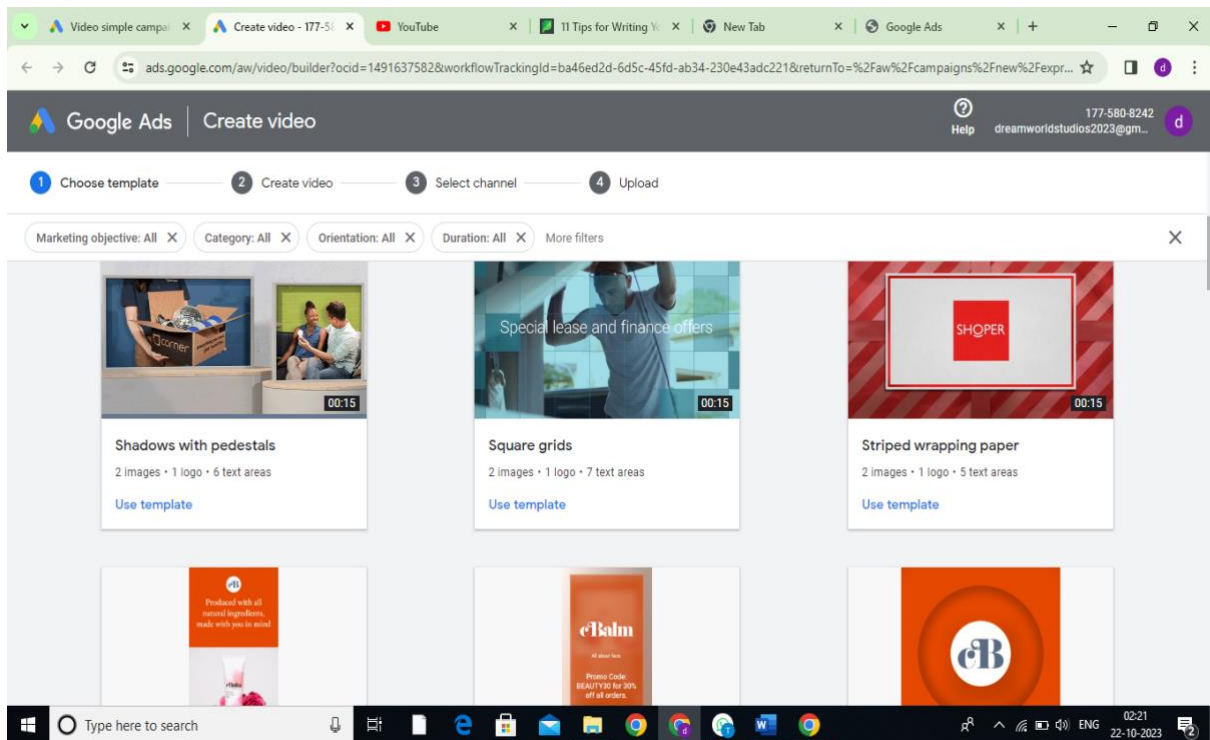
1. **\*Traffic to Website:\*** Choose this if your primary goal is to increase website visits, conversions, or sales. It's effective when you have a website with valuable content or products you want to promote.
2. **\*Engagement to Channel:\*** Opt for this if you want to build a loyal online community, strengthen brand awareness, or encourage interaction on a particular social media platform or channel.

Consider your business objectives, target audience, and the content you have in mind to make the best decision. In many cases, a combination of both strategies can be beneficial.

#### **4.Choose According To Your Requirement:**

1. **\*Clear Campaign Goals:\*** Define the specific objectives of your YouTube campaign. Are you aiming for brand awareness, lead generation, website traffic, or something else?
2. **\*Compelling Content:\*** Create high-quality video content that resonates with your target audience. This can include ads, tutorials, reviews, or entertaining videos.

#### **Selecting Template :**



3. **\*Target Audience:\*** Understand your target audience and use YouTube's targeting options to reach them effectively. Consider demographics, interests, and behavior.

4. **\*Budget:\*** Set a clear budget for your campaign. YouTube offers different pricing models, including cost per view (CPV) or cost per click (CPC).

5. **\*Ad Formats:\*** Choose the appropriate ad format, whether it's in-stream ads, video discovery ads, or bumper ads, based on your campaign goals.



6. **\*Ad Creatives:**\* Create engaging video ads with compelling visuals and a clear call to action. Make sure they comply with YouTube's ad policies.

7. **\*Keywords and Targeting:**\* Use relevant keywords and targeting options to reach your desired audience. You can use Google Ads for precise targeting.

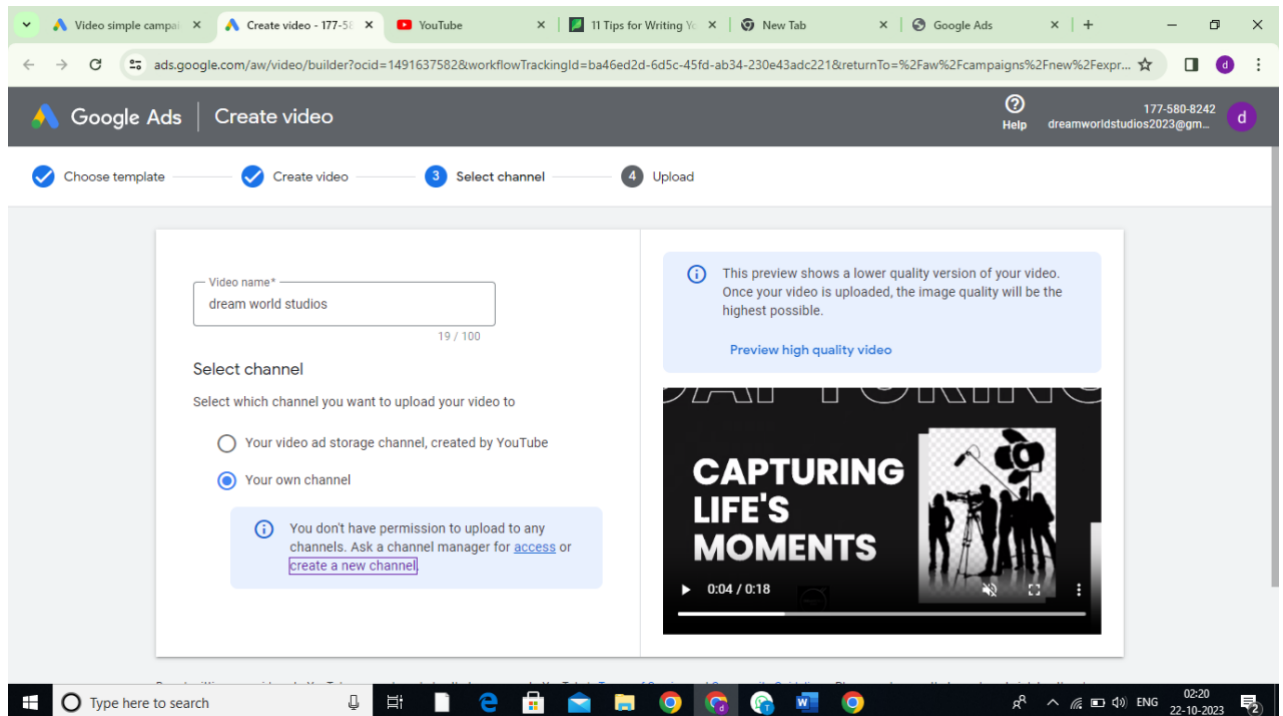
8. **\*Landing Page:**\* If your goal is to drive website traffic or conversions, ensure that your landing page is optimized and relevant to the ad.

9. **\*Monitoring and Analytics:**\* Use YouTube Analytics and other tracking tools to measure the performance of your campaign. Adjust your strategy based on the results.

10. **\*Compliance:**\* Adhere to YouTube's policies and guidelines to avoid any issues with your campaign.

11. **\*Testing and Optimization:**\* Continuously test different elements of your campaign and optimize based on performance data.

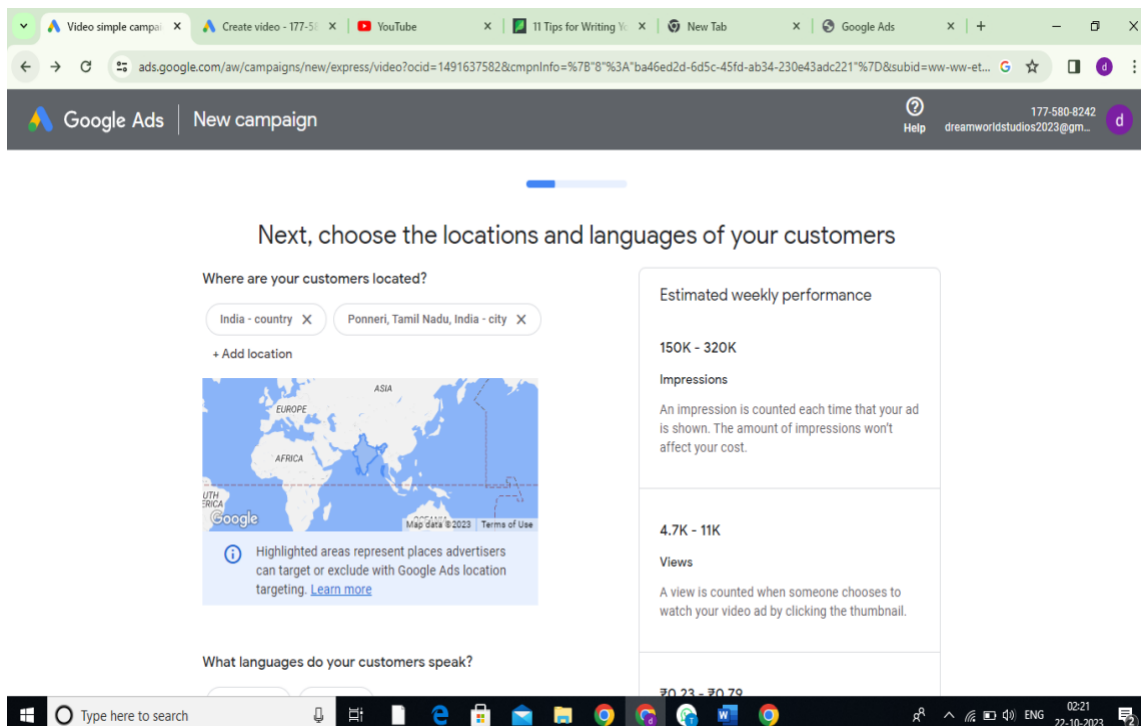
12. **\*Legal and Copyright Considerations:**\* Ensure that you have the necessary rights and permissions for any content used in your ads.



## 5.Youtube Vedio Url:

<https://youtu.be/UNDalsU2qk0>

## Ad budget and ad duration,location:

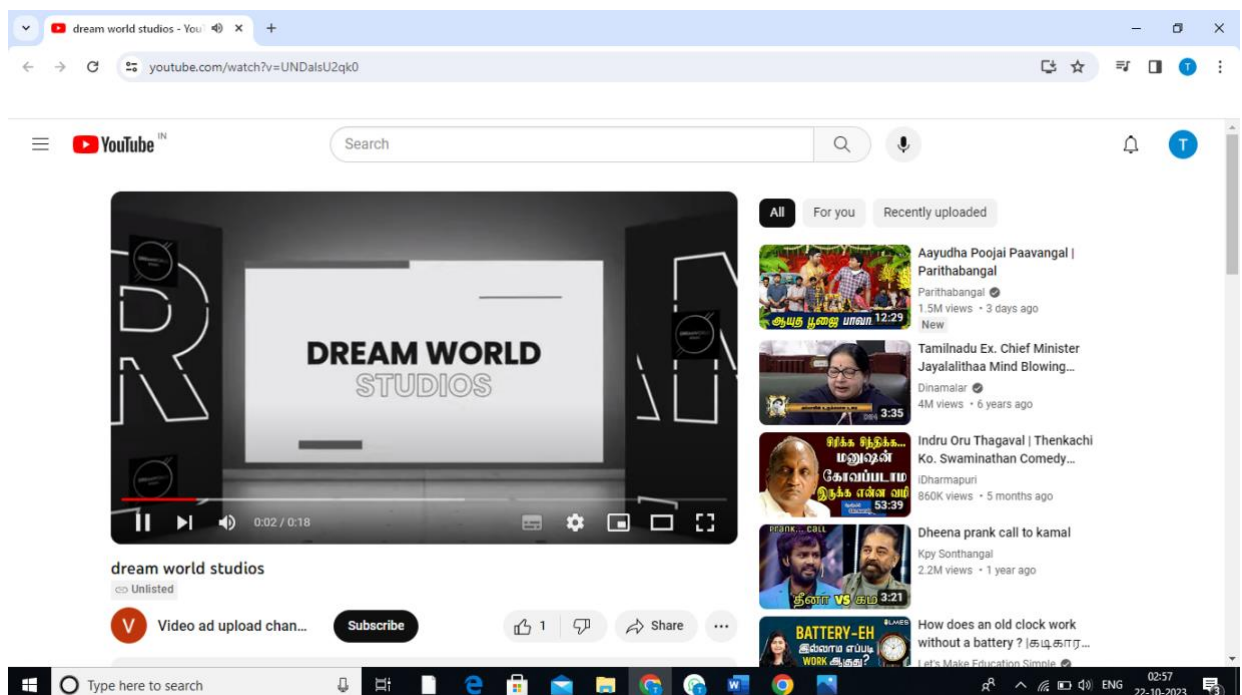
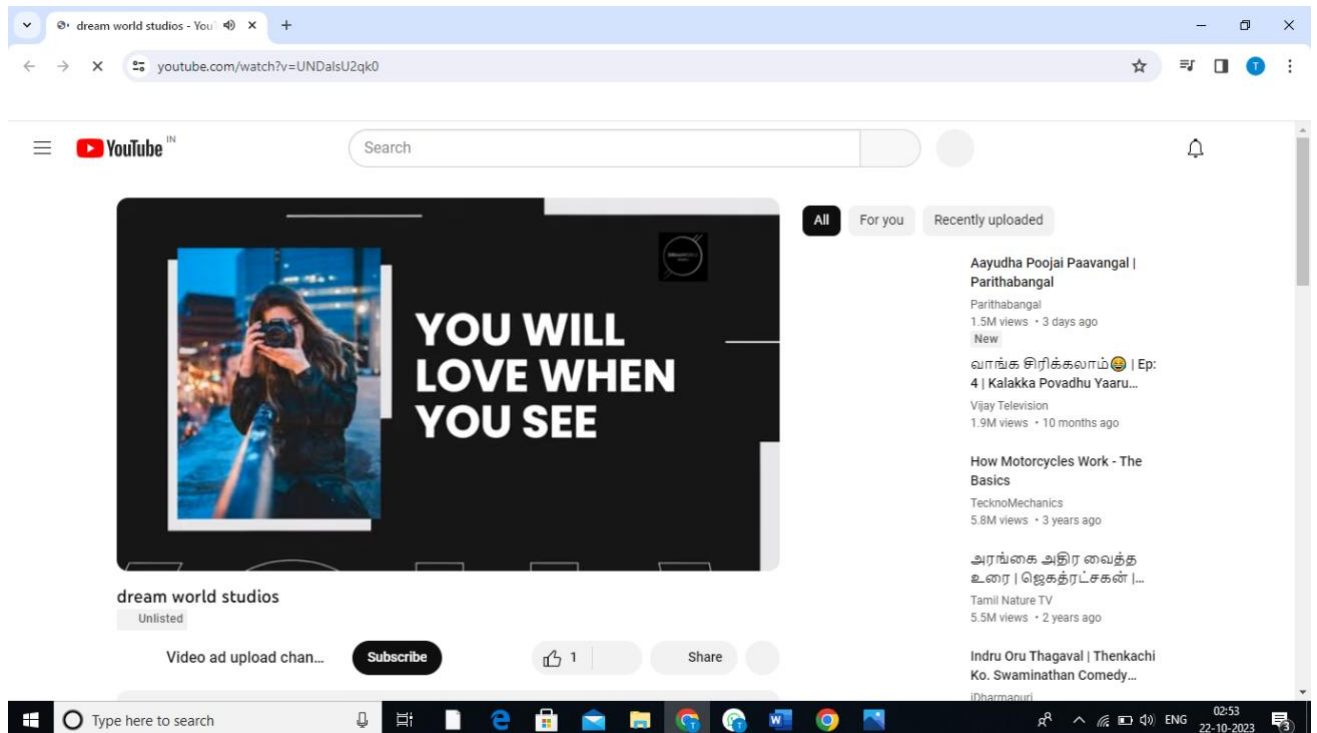


## 6.After Ad Payment And Start Ad

After Entering Payment Details Click Submit Button To Start The Ad:

Ad youtube link:

<https://youtu.be/UNDalsU2qk0>



A screenshot of a web browser displaying the YouTube channel page for 'dream world studios'. The browser's address bar shows the URL 'youtube.com/watch?v=UNDalsU2qk0'. The YouTube interface includes a search bar, navigation tabs for 'All', 'For you', and 'Recently uploaded', and a video player showing a thumbnail with the 'dream world studios' logo. Below the video, the channel name 'dream world studios' is listed as 'Unlisted'. There are buttons for 'Subscribe', 'Like' (1), and 'Share'. On the right side, there are recommendations for other videos, including 'Aayudha Poojai Paavangal | Parithabangal' and 'How Motorcycles Work - The Basics'.