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TEAM ID : NM2023TMID00209

PROJECT TITLE : HOW TO CREATE A YOUTUBE AD CAMPAIGN

EMAIL : sunlightcoffee94@gmail.com

BRAND NAME : SUNLIGHT COFFEE HOUSE

CATEGORY : SNACKS AND DRINKS

PLATFORM : WWW.YOUTUBE.COM



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INTRODUCTION

Even though it can be understood that YouTube Ads are the new commercials, the video advertising part is something different that is presented to the visitors. YouTube advertising is a way of promoting the business mostly in the video format and reach out to potential customers in a very short time. The growing prominence of YouTube Ads excites campaigns to present their products or services on the YouTube Google Ads and reach out to a greater number of customers. The Google Ads YouTube strategy is also now taken into account by campaigns and thus is put to action before they work on YouTube advertising.

Since YouTube is owned by Google, YouTube advertising shares many of the features of Google except the big difference that they are videos. There are many ads that are displayed on the Google search engine whenever a search query is made in the Google search bar, but most of them are in text format whereas YouTube presents the ads in the video format. YouTube Ads can be played at the starting, in between the video, and at the end of the video. Some YouTube Ads can be skipped by viewers after the ad is played for few seconds, while others are non-skippable. This depends on the type of YouTube ad posted by the business which we will discuss further in the blog. YouTube advertising can be PPC ads depending on their length and placement.

YouTube advertising is video promotions that appear on the channel's website or app, as well as on its partner sites known as the Google display network (GDN). The Google Ads YouTube advertising displays results from the viewer's search history and their YouTube viewing habit. Target ability is what makes YouTube advertising so compelling since the company's video promotion can be featured alongside relevant YouTube videos that millions of people choose to watch for education or entertainment purposes..

1.CREATE AN YOUTUBE CHANNEL IN BRAND NAME

Google has introduced various algorithms and made necessary changes on YouTube to make your YouTube ads campaign leveraging and investment-worthy. Here are a few highlighting changes Google made in recent years.

← sunlightcoffee



sunlightcoffee

@sunlightcoffee

No subscribers • 1 video

More about this channel >

Manage videos



Home

Videos

Playlists

Channels

About

Uploads



sunlightcoffee house@sunlightcoffee

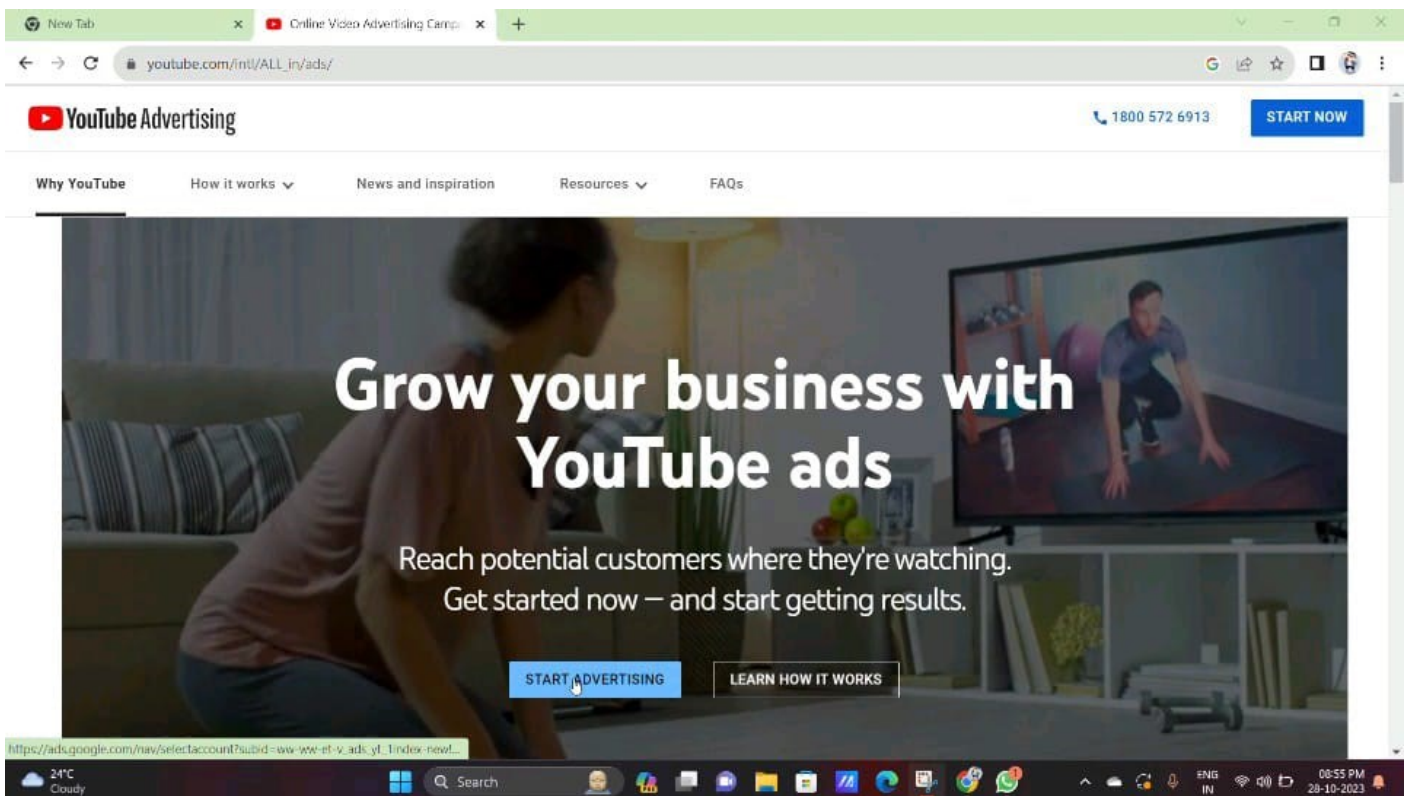


12 views • 11 days ago

2.CREATE A WEBSITE IN YOUTUBE.COM

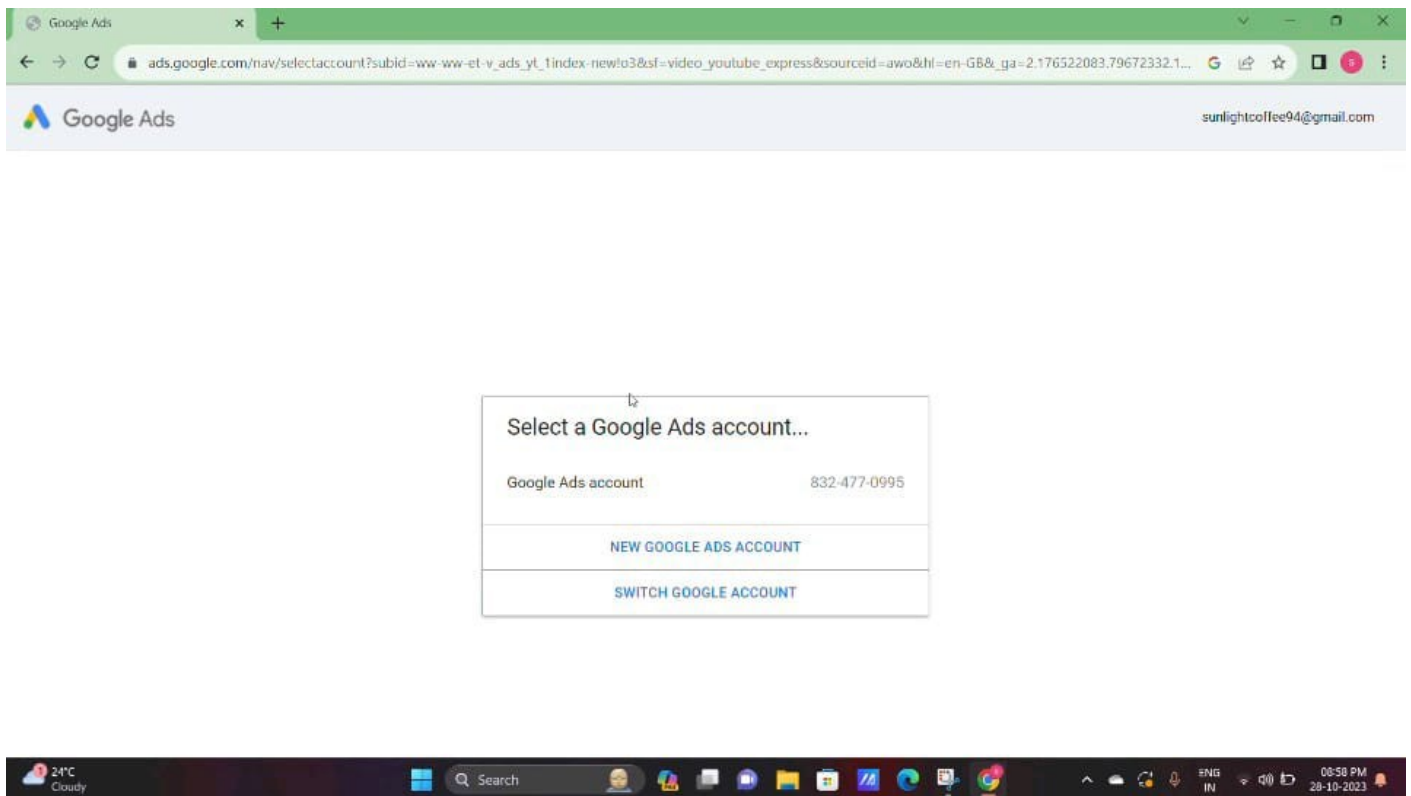
Step1: START NOW

For create a website In youtube.com .Accessing the youtube platform click on “start advertising” or “Sign now”.



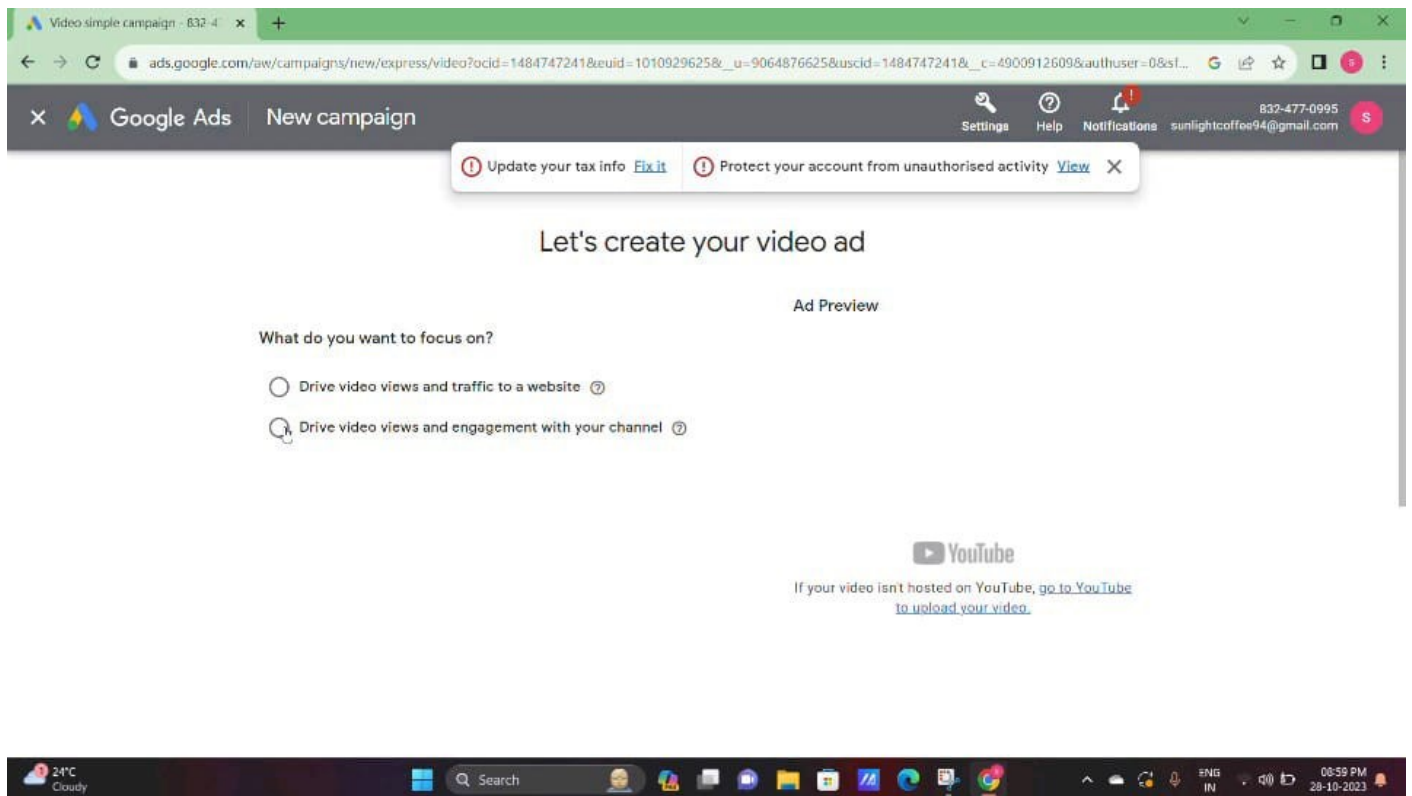
Step 2: Create a Google ads account

Create a new account or you have already an account sign in with your google ads account



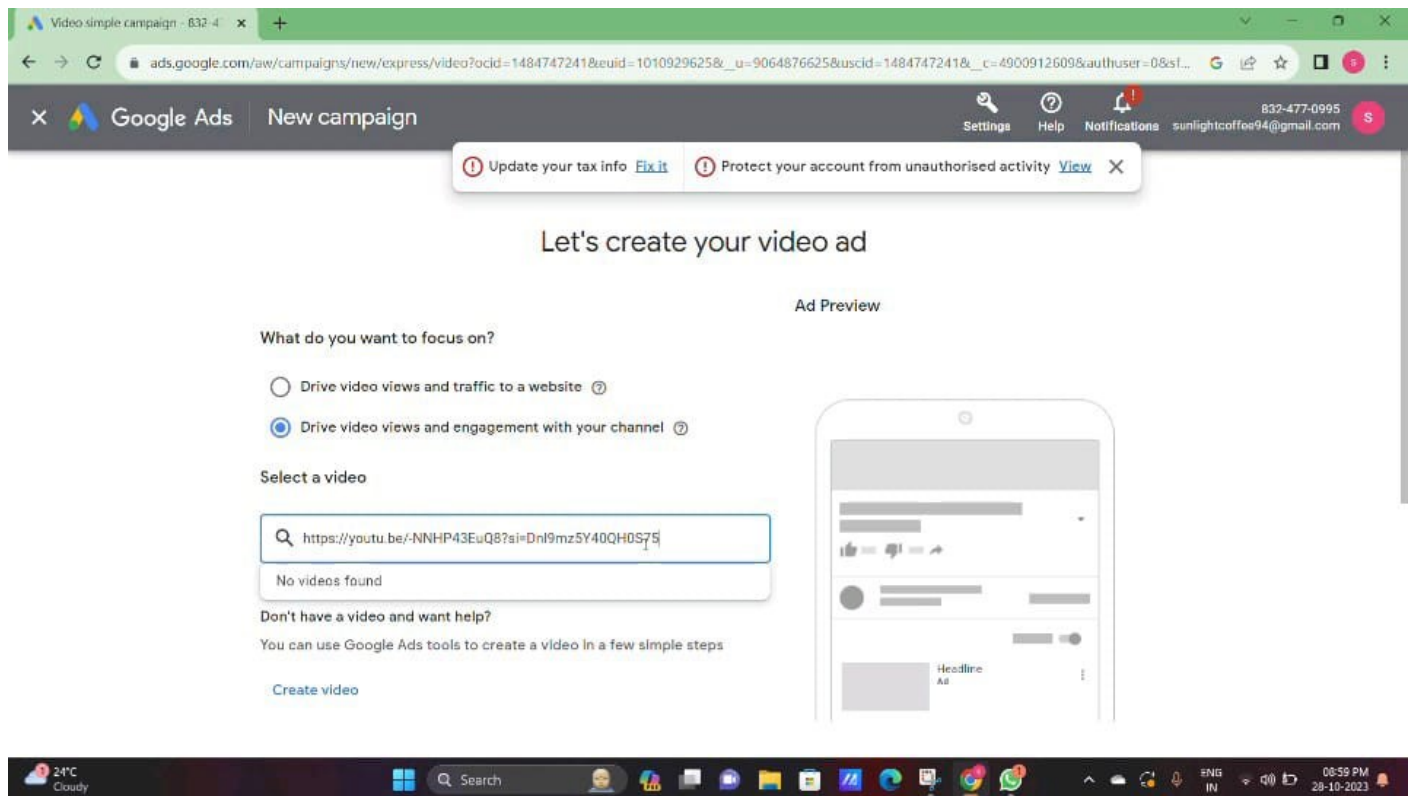
Step 3: Choose According to your requirement

You can use it to emphasize that something is being done as requested.



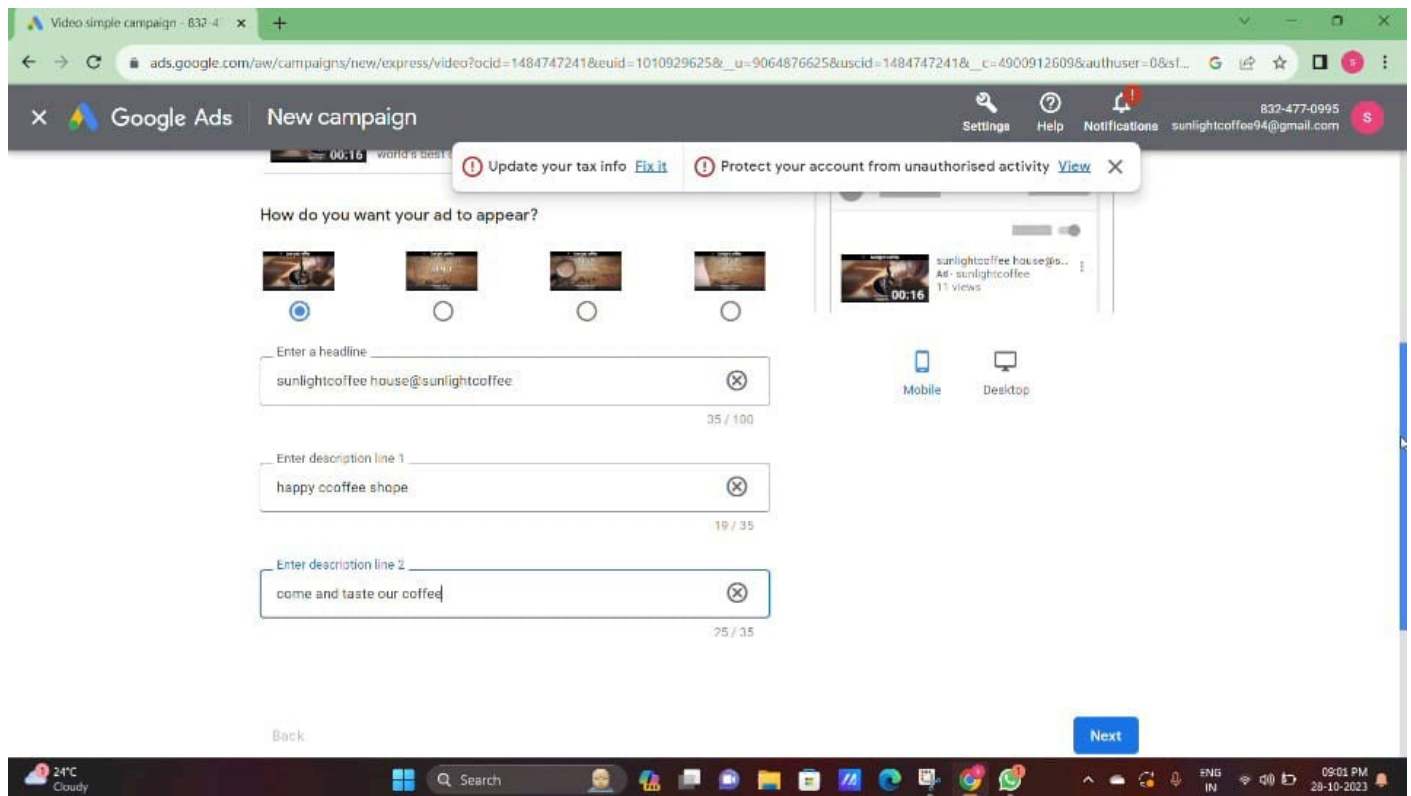
Step 4: YouTube video URL

Go to the video in the YouTube .Tap the arrow icon below the video and select "Copy Link. To paste the URL, tap and hold the typing area, then tap "Paste."



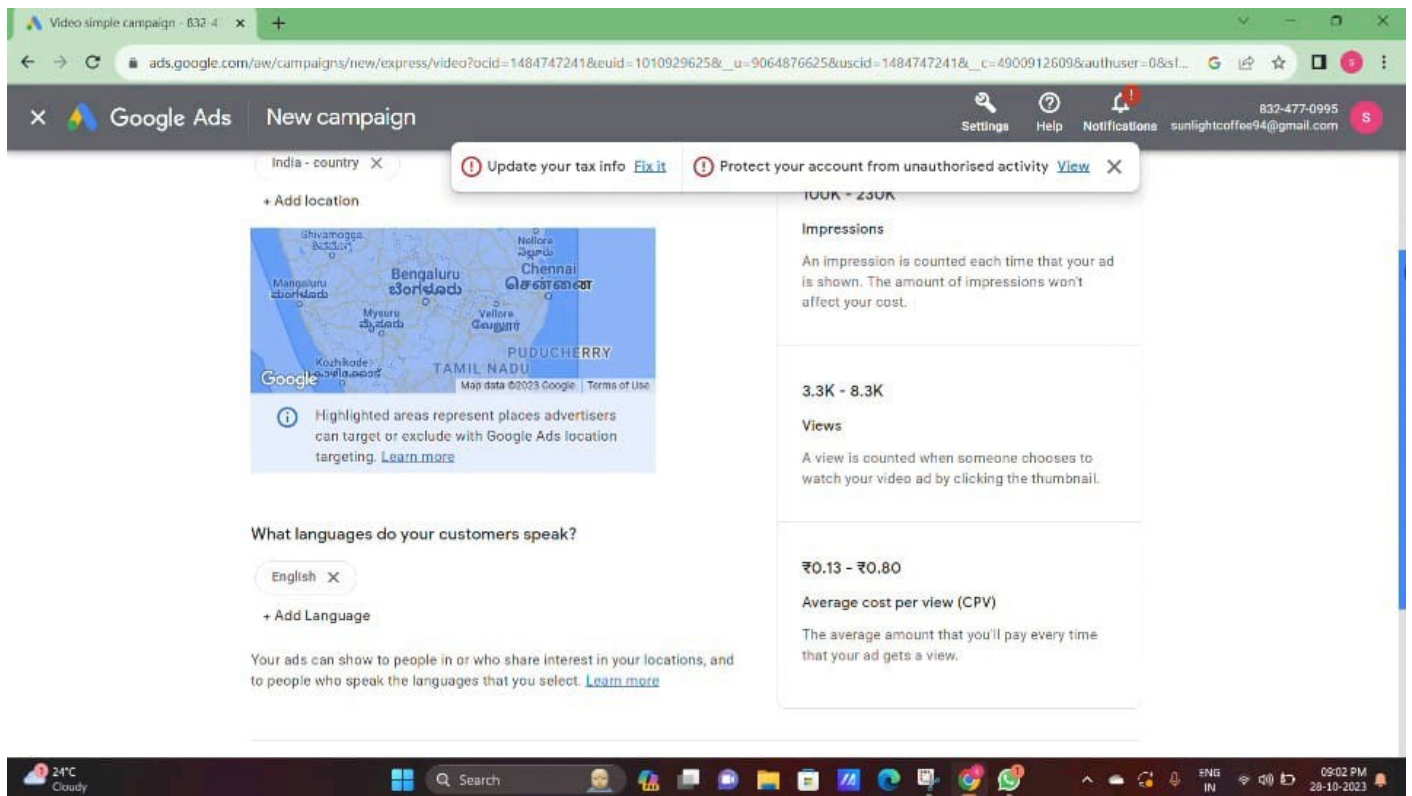
Step 5:,Description Headline

Be sure that each video has a unique description; this makes it easier to find through search, and helps it stand out from similar videos..



Step 6: Locations, Languages

- Locations – Mention the location of your target audience, i.e., viewers who will watch the ad. In this section, you can also exclude certain areas or locations.
- Language – Lastly, select the preferred language. We recommend choosing the one that your target audience is familiar with.



Step 7: Demographics and Audience

Here is where you have to define the type of audience you want your ad to notice. You have the option of defining your viewer's gender, age, parental status, and household income. Next, select an audience segment to define who should see your YouTube ad.

Video simple campaign - 832-4

ads.google.com/aw/campaigns/new/express/video?ocid=1484747241&euclid=1010929625&_u=9064876625&uscld=1484747241&_c=4900912609&authuser=0&st...

Google Ads New campaign

Settings Help Notifications 832-477-0995 sunlightcoffee94@gmail.com

Update your tax info [Fix it](#) Protect your account from unauthorised activity [View](#) X

☒ Female
☒ Male
☒ Unknown ⓘ

☒ 25 - 34
☒ 35 - 44
☒ 45 - 54
☒ 55 - 64
☒ 65+
☒ Unknown ⓘ

☒ Parent
☒ Unknown ⓘ

100K - 230K

Impressions

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

3.3K - 8.3K

Views

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

₹0.13 - ₹0.80

Average cost per view (CPV)

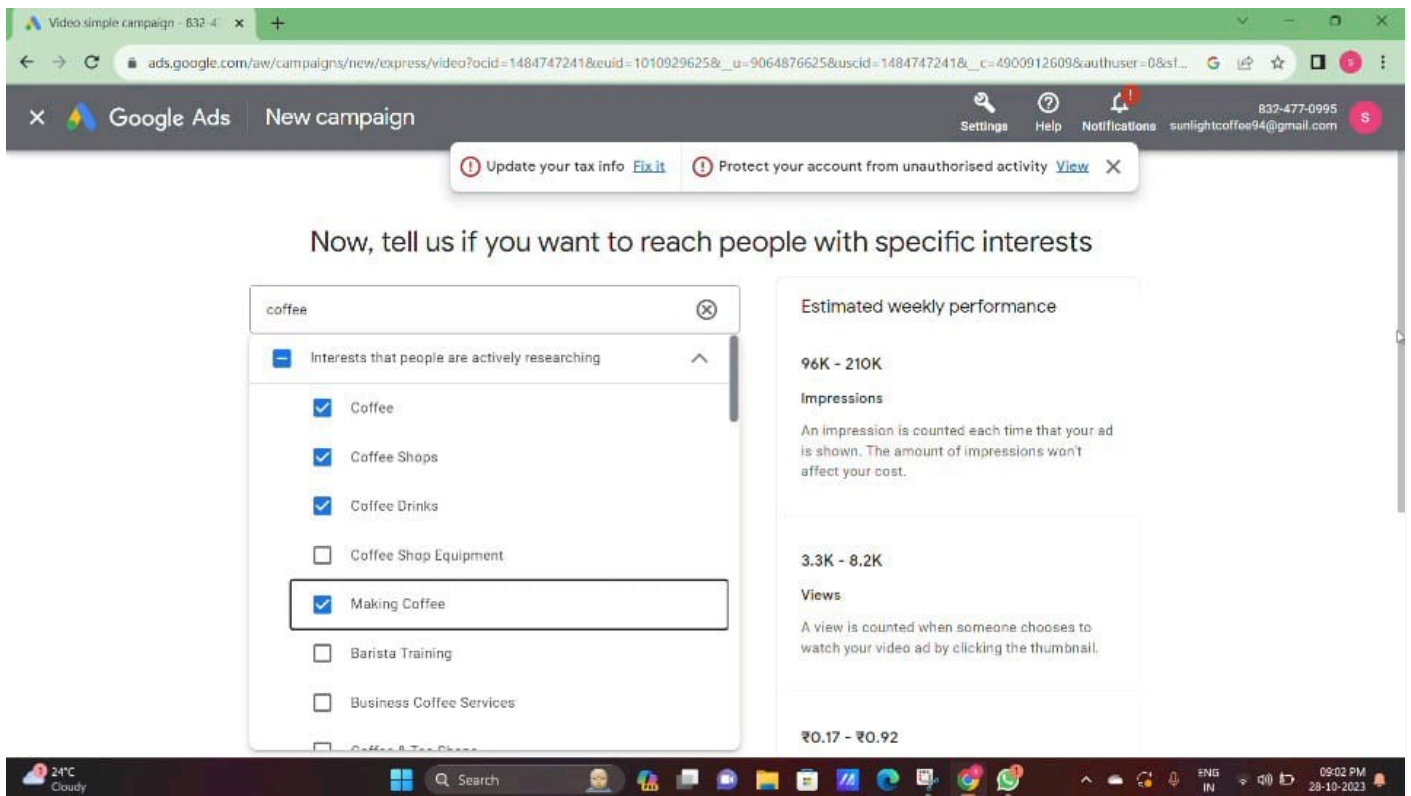
The average amount that you'll pay every time that your ad gets a view.

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](#)

24°C Cloudy Search 09:02 PM 28-10-2023

Step 8: Interest

Ensure you target your audience by their interests. For instance, if you have written a cookbook with various recipes, you might want to target cooking enthusiasts who skim through every must-try recipe. To discover the best engagement rate, you can run multiple YouTube ad campaigns with various audience segments.



Step 9: Enter daily budget & End date

Here is where you can set your budget for the YouTube ad campaign. You can decide to set the budget on a daily basis or pay for the entire campaign together. Both options have their pros & cons.

Setting a particular daily budget will allow you to maintain the daily cost and ensure you don't run out of money quickly.

Setting up the budget of your entire campaign will help maintain a fixed amount for ads and allow Google to avoid going over the investment.

Regardless of the choice, you will be asked to set a start and end date for your YouTube ad campaign.

Video simple campaign - 832-4

ads.google.com/aw/campaigns/new/express/video?ocid=1484747241&euid=1010929625&_u=9064876625&uscid=1484747241&_c=4900912609&authuser=0&st...

Google Ads New campaign

Update your tax info [Fix it](#) Protect your account from unauthorised activity [View](#) X

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

How much you want to spend

Currency: INR

Enter a daily budget

₹ 350.00

How long will your ads run?

☒ Run continuously

☐ Select an end date

How does it work?

Estimated weekly performance

96K - 210K

Impressions

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

3.3K - 8.2K

Views

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

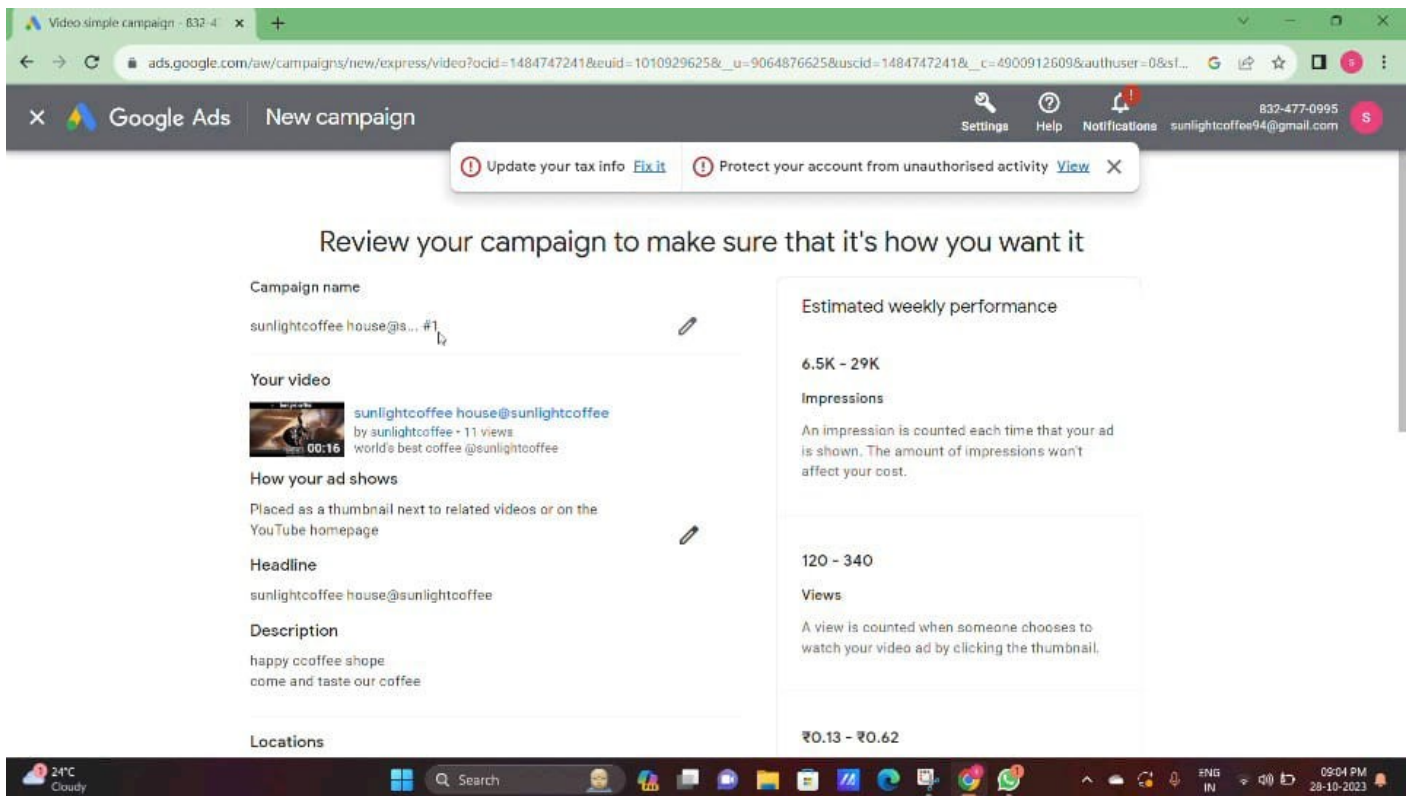
₹0.17 - ₹0.92

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Step 10: Finalise your Ads

After you create or edit an ad or asset, the review process begins automatically. The content in your ad will be reviewed, including your headline, description, keywords, destination, and any images and video.

If your ad passes the review, its status will change to "Eligible", and it will start to run. If the review indicates that your ad violates a policy, its status will change to "Disapproved", which means it can't show anywhere. You'll be notified of the policy violation and informed what you can do next.



Step 11: Ad payment and Start ad

When your earnings reach the payment method selection threshold, you can select your form of payment. Depending on your payment address, the following options may be available to you:

How to set up your form of payment

Sign in to your AdSense account.

Click Payments and then Payments info.

Click Add payment method.

In the "Add a payment method" section, enter your bank account information.

If you want this to be your primary form of payment, select the Set as primary payment method checkbox.

Click Save.

Overview - 832-477-0995 - Google

ads.google.com/aw/overview?ocid=1484747241&euid=1010929625&_u=9064876625&uscid=1484747241&_c=4900912609&authuser=0

Google Ads All campaigns

Settings Refresh Help Notifications 832-477-0995 sunlightcoffee94@gmail.com

Overview

Update your tax info [Fix it](#) Protect your account from unauthorised activity [View](#) X Show last 30 days

sunlightcoffee house@s... ₹1 ₹0.00 0 0.00%

All campaigns < 1 / 1 >

Learn more about Google Ads

Explore your account overview

Billing

Available funds as of 28 Oct 2023

₹0.00

Add funds

Last payment

You haven't made any payments yet

View billing View statements and tax documents

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Overview - 832-477-0995 - Google

ads.google.com/aw/overview?ocid=1484747241&euid=1010929625&_u=9064876625&uscid=1484747241&_c=4900912609&authuser=0

Google Ads All campaigns

Settings Refresh Help Notifications 832-477-0995 sunlightcoffee94@gmail.com

Overview

Update your tax info [Fix it](#) Protect your account from unauthorised activity [View](#) X Show last 30 days

sunlightcoffee house@s... ₹1 ₹0.00 0 0.00%

All campaigns < 1 / 1 >

Learn more about Google Ads

Explore your account overview

Billing

Available funds as of 28 Oct 2023

₹0.00

Add funds

Last payment

You haven't made any payments yet

View billing View statements and tax documents

Change payment method

Available payment methods are based on your currency (INR) and payment setting. [Learn more about payment methods](#)

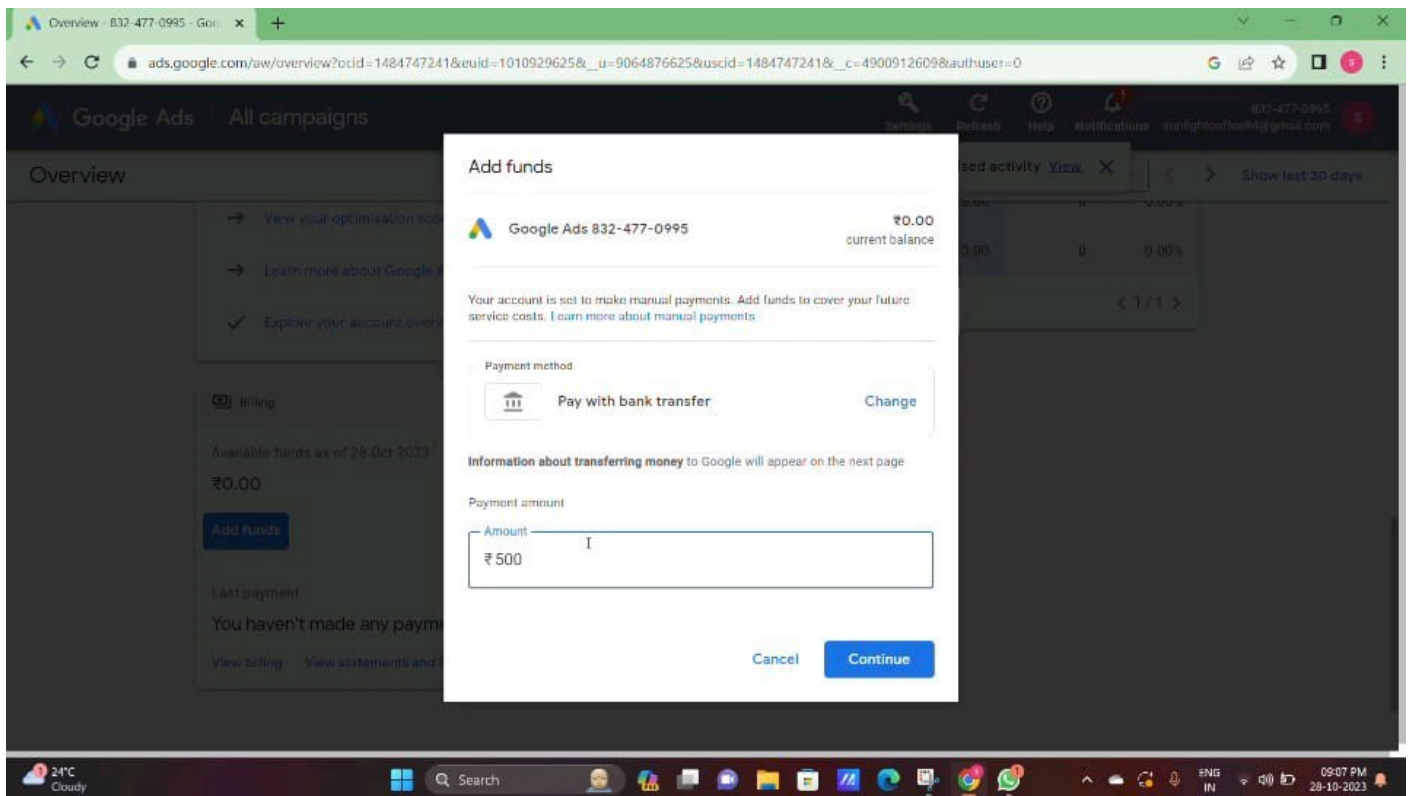
Pay with bank transfer

Add credit or debit card

Pay with NetBanking

Add Paytm wallet

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CONCLUSION

Advertising on Youtube gives you a chance to access the world's second-largest search engine and largest video-sharing platform out there to improve and diversify your online marketing strategy.

Ignoring the potential which Youtube and video content marketing have for every business shouldn't be overlooked. Utilizing the power of Youtube to reach new audiences, and audiences that are likely to convert can bring new avenues and increased results for your business.

With growing video content consumption online, investing in high-quality video content and advertising with it on Youtube is a method to include in your growth marketing strategy.

Like in other forms of online advertising and online marketing strategies, getting started with Youtube advertising can be overwhelming, but starting with lower budgets and through data and optimization, you can begin to build a new profitable marketing channel for your company.

PROJECT LINKS

YOUTUBE VIDEO LINK: <https://www.youtube.com/watch?v=-NNHP43EuQ8>

DEMOVIDEOLINK: https://drive.google.com/file/d/1fu0L-vDUMMP7OOJi_NSSvrtbA1faCsyy/view?usp=drivesdk