

# Setting Up Your YouTube Advertising Campaign In AdWords

For those of you who wouldn't even know where to begin when it comes to placing a YouTube ad, let's start by going into your AdWords account. On the left you will see the tab that says "All video campaigns". Click it, and click the little red button that says "+CAMPAIGN". If you are still lost follow the image...

The screenshot shows the Google AdWords interface. On the left sidebar, the 'All video campaigns' tab is highlighted with a red box. A red arrow points from this tab to the 'All video campaigns' section in the main content area. In the main content area, there is a line graph showing 'Views' for the period 'Nov 6, 2014 - Nov 12, 2014', with a total of 302 views. Below the graph, a red button labeled '+ CAMPAIGN' is circled in green, with a green arrow pointing to it. Below the button is a table with columns for Campaign, Status, Budget, Impressions, Views, Avg. CPV, and Total cost.

Campaign	Status	Budget	Impressions	Views	Avg. CPV	Total cost
			0	0	\$0.00	\$0.00
			0	0	\$0.00	\$0.00
			0	0	\$0.00	\$0.00
			0	0	\$0.00	\$0.00

You will be taken to a General Settings page for your campaign. I want to go through each section of this set up with you. That way your campaign doesn't get set up for failure.

## General YouTube Advertising Campaign Settings

General

Campaign name  **BE SPECIFIC**

Budget  per day (Format: 100.00) **START SMALL & SCALE**  
Daily budget represents your average spend over the month, actual spend on a given day may vary.

Delivery method (advanced)  
Delivery method  Standard: Show ads evenly over time **KEEP ON STANDARD**  
 Accelerated: Show ads as quickly as possible

Networks  YouTube Search **NO GDN**  
 YouTube Videos  
 Include the Google Display Network

Your name should be very specific and reflect the campaign's goals. It should also state if it is an In-Display or In-Stream campaign, but we will get more into those later. It will be easier to compare to other campaigns you will make in the future.

Your budget should start small. Somewhere between 25-50 dollars a day; enough to test, but not enough to waste a lot of money. Your targeting groups, your ads, and your funnels will have holes at the beginning and you will waste money. Once you fill those holes you can scale that budget.

Finally, in the Advanced Settings, turn off the Google Display Network. You should also select to have your ads play out evenly over time. If your ads are all playing at the same time of day, that's money wasted.

## Location

## Locations and languages

Locations <sup>?</sup> In what geographical locations do you want your ads to appear?

- All countries and territories
- United States, Canada
- United States
- Let me choose...

Targeted locations	Reach <sup>?</sup>	Remove all
84606, Utah, United States - postal code	28,000	Remove   Nearby
Salt Lake County, Utah, United States - county	2,650,000	Remove   Nearby

Enter a location to target or exclude. [Advanced search](#)

For example, a country, city, region, or postal code.

Languages <sup>?</sup>

Based on your targeted locations, you may want to target pages that use these interface languages:

- English

[Target suggested languages](#)

What languages do your customers speak?

English [Edit](#)

Where do you want your campaign to play? You can get as specific as zip code, city, and state. You can also get as large as national and multinational campaigns.

## Advanced Settings

### Advanced settings

[Schedule: start date, end date, ad scheduling](#)

[Ad delivery: frequency capping](#)

Ad rotation <sup>?</sup>

- Optimize for conversions: Show ads expected to provide more conversions
- Rotate evenly: Show ads more evenly for each enabled in-view format (in-stream and display)

Frequency capping <sup>?</sup>

- No cap on impressions
- Limit this campaign to  impressions  to each unique user

[Device targeting](#)

Devices <sup>?</sup> Ads will show on all types of devices by default.

[Advanced mobile and tablet options](#)

Mobile bid adj. <sup>?</sup>   %

Example: A \$10.00 bid will become \$0.00.

The last place you'll want to check out in General Settings is your Advanced Settings. Here is a checklist for what you want to do in there:

- Optimize your ads for conversions, views, clicks, or traffic.

- Limit how often a person can see your ad. We do around 3-5 times a week. You want people to be customers, they won't do that if they are annoyed of your ads.
- Decrease your mobile bid by 100%. Mobile doesn't convert nearly as well as desktop because the ads aren't clickable. You end up paying for views. Not conversions.

## YouTube Advertising Campaign Videos

You will be asked to add a video ad right away when setting up your campaign. It is optional, but whether you do it now or later the process is the same. You're going to want to link your YouTube channel to your AdWords account. Then, to add your video simply copy and paste the YouTube URL into this box...

Video ad (optional)

Your video

Search for a video or paste the URL from [YouTube](#).

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Remember, do not have In-Display ads and In-Stream in the same campaign. Separate them into two campaigns. They are two different strategies in terms of targeting and what videos you want to use. You also want to make it easier to compare the two. Un-click either In-Stream or In-Display depending on what kind of campaign you are building.

## In-stream

In-stream

Your in-stream video ad plays before another video on either the YouTube Videos or Google Display Network, depending on network settings. Viewers can choose to skip your ad after a few seconds. You pay only if a viewer watches for 30 seconds or to the end of the ad, whichever comes first.

Display URL

Destination URL

Companion banner:  Use auto generated image from videos in your channel (recommended)  Upload my own image

Preview in-stream ad

YouTube

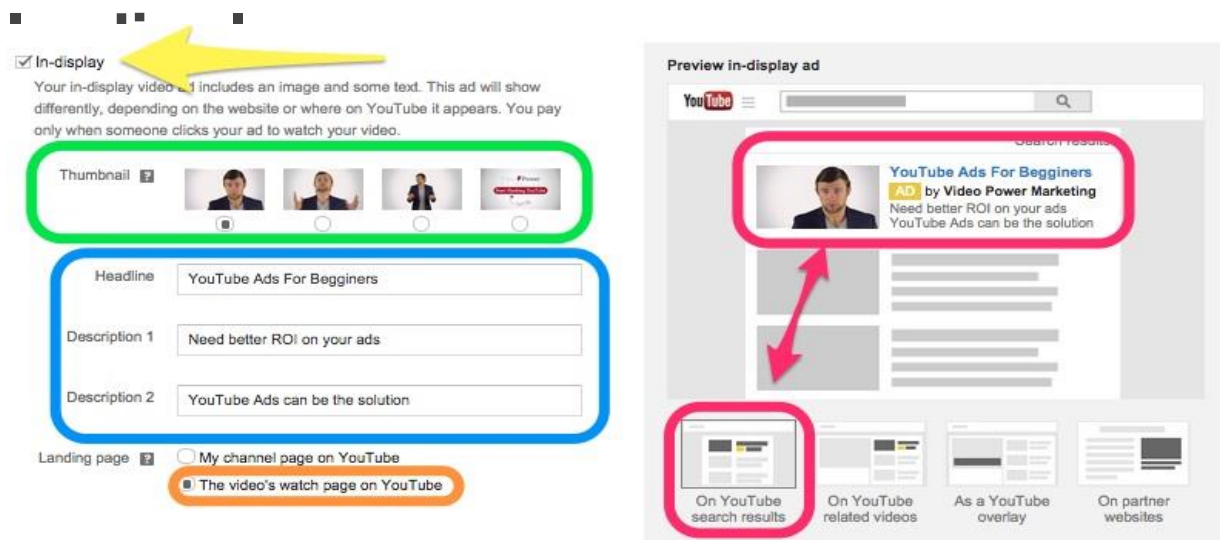
Skip Ad

Visit VideoPower.org

Companion banner

Adding your In-Stream video is very simple...as a side note, how great does Jake look in that picture? His eyes just seem to penetrate the soul.

- Your display URL will show up on the ad. It doesn't have to be your full landing page URL, it just needs to look pretty. We usually capitalize every word and keep it simple. For example VideoPower.org
- Your destination URL is your landing page; the specific page that you want people going to when they click on your ad.
- The companion banner will show up on the top right corner of the page while your ads playing. YouTube will make a default one for you, or you can upload one of your own that goes along with your offer.



If you decided to make an In-Display campaign, this is a little more work.

- Your Thumbnail is important. It should be eye-catching. It is the first thing people will notice and has the potential to make people stop and read your headline.
- Your headline and description are the most important parts of the In-Display ad. Write a headline and description that will make people click.
- Send people to the video. When a video is being used as an ad you have the option in YouTube to put a Call-To-Action button on the video. This will get the person off YouTube and onto your website. If you do send them to your channel, be sure your channel is linked to your site. You are creating a path for people to follow to become a customer.
- Choose to place your videos in search results. People pay more attention to videos when they pop up in search because they are not pre-occupied watching another video.

## YouTube Advertising Campaign Targeting

There are multiple types of targeting you can use for your campaigns. If you want a little more info on each one here is a blog post we wrote about the different targeting groups, or you can check out this infographic. Here is how we set up our targeting groups...

## Name and Budget



The screenshot shows the 'Create new targeting group' interface in Google Ads. It is divided into two main sections: 'Name' and 'Bidding'. The 'Name' section has a text input field containing 'Targeting group 1' and a dropdown menu set to 'All existing video ads (5)'. A green arrow points from the text 'Be Specific To Targeting Group' to this section. The 'Bidding' section has a 'Max Cost Per View' input field with a dollar sign, a 'Typical' range of '\$0.06 - \$0.65', and a small explanatory text below. A blue arrow points from the text 'Start With \$.07-\$.10' to this section.

All video campaigns > Free Course Video Channels >  
Create new targeting group

Name  **Be Specific To Targeting Group**

Enable targeting  All existing video ads (5) Edit group for [?]

Bidding [?]

Max Cost Per View \$  Typical: \$0.06 - \$0.65 **Start With \$.07-\$.10**

Max Cost Per View is the highest price you are willing to bid for someone to view your video when it is run as an ad. Customize bids per format

We like to create a targeting group for each different type. Like your campaigns, make your targeting group names specific. If you are doing Website Remarketing, name it "Website Remarketing" and put all your Website Remarketing lists in that group.

You can get even more specific. For example you can split of your keywords into multiple groups based on their relationship. You may have a keyword group named "YouTube Advertising Keywords" where the keywords all relate to YouTube Advertising. Or you might have a group called "PPC Keywords", where we target keywords specific to PPC. This allows us to compare and spend money where it works best.

Start your bids around 7-10 cents. Then go back and change those bids to spread your budget around.

# Demographics

## Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographic ▾

**Age**

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	Unknown*

**Gender**

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Male	Female	Unknown*

**Parental status \*\***

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Parent	Not a parent	Unknown*

\*Unknown: Target people whose age or gender AdWords does not know.  
\*\*Parental status targeting is only available in selected countries. Learn more

**DONE** Cancel

**Uncheck The Unknowns**

This part is simple. You know your customer (If you don't, you're getting way ahead of yourself). Choose their age, gender, and parental status. Always uncheck the unknowns. Don't spend money on someone you know nothing about.

# Targeting Groups

## Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographic ▾ **Male, Female, 18 - 24, 25 - 34, 35 - 44, ... (and 5 more)** Edit

Interests ▾ **Any interest** Edit

**Narrow your targeting (optional)** ▾

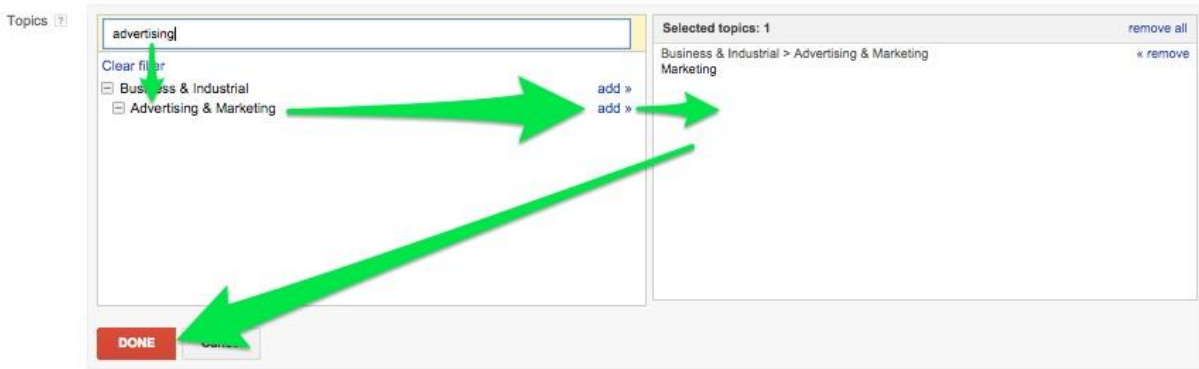
- Topics**  
Target videos about specific topics
- Remarketing**  
Target people who visit parts of your website
- Keywords**  
Target content related to your keywords
- Placements**  
Target specific videos and websites

Use keywords will improve your campaign performance. We reserve the right to...  
The data provided above are guarantees or predictions of performance and may differ materially from actual campaign performance. Google disclaims all rights and responsibilities arising from the accuracy of this data and the advertiser assumes any risk with the use of this data, including ensuring that your use of the tools does not violate any applicable laws.

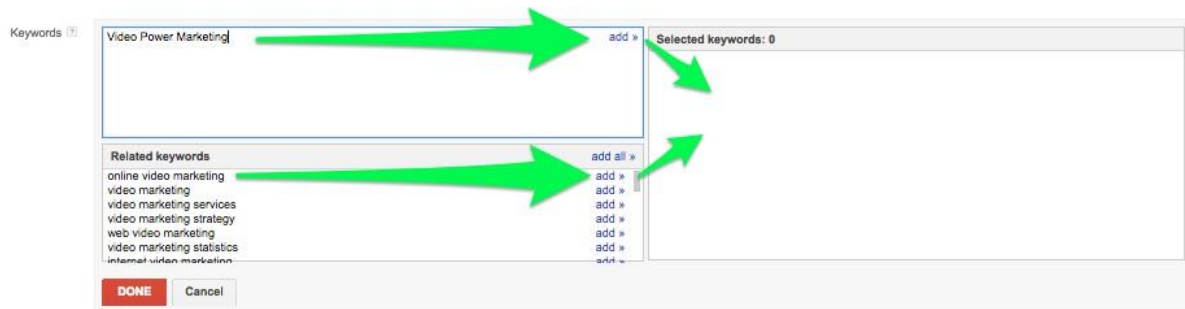
**Choose One Per Targeting Group**

Choose the targeting group in the drop down menu. The only one that is outside the drop down menu is Interests.

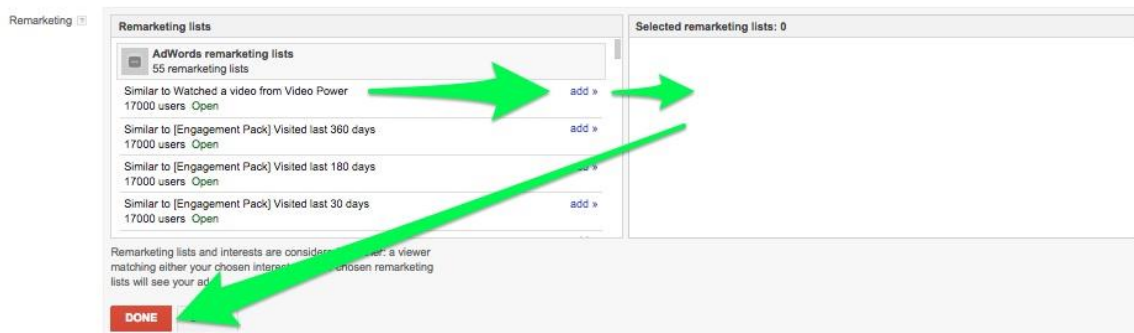




Topics and Interests are all based on how well you know your customer. Use the search bar to find relevant topics and interests. Only use the most relevant.



To add keywords or placements put them in the box that shows up and click “Add”. Placements need to be found by scouring YouTube. There is no great tool for finding placements. Keywords will give you suggestions below. You can also use the keyword planner found under tools in AdWords



Website Remarketing and Video Remarketing are both created using the ‘Remarketing’ section. They only differ by what Remarketing lists you set up. You have to go in and make these marketing lists. To set up your Remarketing lists go to Shared Library> Audiences> +Remarketing Lists. To create Video Remarketing lists, your YouTube channel will have to be linked to AdWords.