

Special Free Report

You  **Ads 2.0**
MADE EASY

Powered By “Your Website URL here”
Skyrocket Sales and Profits Instantly
with these proven YouTube Ads
Techniques

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Introduction:



Welcome to the latest and very easy to apply “YouTube Ads 2.0” Training, designed to take you by the hand and walk you through the process of getting the most out of YouTube Ads for your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate YouTube Ads, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 HD training videos organized into 4 sections. This is exactly what you are going to learn:

Section 1: YouTube Ad Basics

In Chapters 1 through 4, we’ll talk about:

- ✓ What Is YouTube All About?
- ✓ What Are YouTube Ads?
- ✓ How Can YouTube Ads Help Your Business?
- ✓ Shocking YouTube Ad Facts To Consider

Section 2: YouTube Ads – Step by Step

In Chapters 5 through 10, we’ll talk about:

- ✓ YouTube Walkthrough

- ✓ Setting Up Your Business Channel
- ✓ Creator Studio Walkthrough
- ✓ Linking Your AdWords and YouTube Accounts For Advertising
- ✓ Uploading A Video To Promote On YouTube
- ✓ Setting Up A Basic Video Ad Campaign

Section 3: Advanced YouTube Ad Strategies

In Chapters 11 through 16, we'll talk about:

- ✓ Using AdWords For Video
- ✓ Setting Up A Video Remarketing Campaign
- ✓ Creating A Brand Awareness Campaign
- ✓ Call-To-Action Overlays
- ✓ Optimizing Your Discovery Ads
- ✓ Advanced YouTube Ad Tips and Tricks

Section 4: Additional Tips to consider

In Chapters 17 through 20, we'll talk about:

- ✓ Do's and Don'ts
- ✓ Premium tools and Services to consider
- ✓ Shocking Case Studies
- ✓ Frequently Asked Questions

Well, it's time for you to start getting the most out of YouTube Ads On behalf of your Business. I know you'll love this training.

Your Name

Section 1

YouTube Ad Basics

Chapter 1: What is YouTube all about?



YouTube is a web-based video sharing platform with features that include light social media functionalities such as profiles and comments as well as monetization for user created content.

YouTube got started as a simple video sharing website by former PayPal employees. Their inspiration came from being unable to find a website where they could upload short videos that they had shot at social events.

They were also inspired by how difficult it was for them to find replays of popular TV broadcasts anywhere on the internet. It launched in 2005 and became popular pretty quickly. It was bought by Google for almost \$2 billion one year after it launched!

Make no mistake, you will find all types of video content on the platform. Music videos, movie trailers, gameplay footage, sports broadcasts and news, you will find it all on YouTube, no matter where you are from!

Content creators, media stations, large corporations, small businesses and regular people from all over the world can use the site to broadcast and publish their content, with videos such as concerts, sports broadcasts, live blogs, gaming tournaments, how-to videos, documentaries and live seminars being uploaded and streamed on the platform at all hours, all the time.

YouTube is such a big video sharing platform that users can even monetize their video content thanks to YouTube's share advertising revenue model for content creators. Some "YouTubers", as content creators are called on the platform, are making up to six figure incomes with their original content alone!

YouTube was considered to be kind of a niche site when it first launched, as back then not everybody was into online video content, and social media was in its infancy. In fact, the only features offered to users besides video playback included the ability to create accounts and to upload short videos.

Nowadays the most used feature on the platform is still video playback, with over 1.5 billion monthly users visiting and playing videos on the site. Video

uploads have allowed a whole industry of video content creators to flourish. Users can now also broadcast live video from home without the use of expensive equipment or previous broadcasting experience.

Monetization has become one of the biggest contributors to the platform's success, and we are going to talk about the role of YouTube advertising in monetization next up, so tune in!

Chapter 2: What Are YouTube Ads?



Hey there everyone! In our previous chapter we mentioned that one of the things that has made YouTube such a popular platform is that it allows people to monetize their video content on the platform thanks to its shared revenue model.

This shared revenue model allows YouTube to monetize user created content and then splits the earned revenue with users.

YouTube monetizes user created content by allowing advertisers to promote their stuff with ads on YouTube.

You can become one of those advertisers and start promoting your own business with YouTube ads!

But what are YouTube ads? YouTube ads are simply advertising units that are primarily served on videos uploaded to the platform.

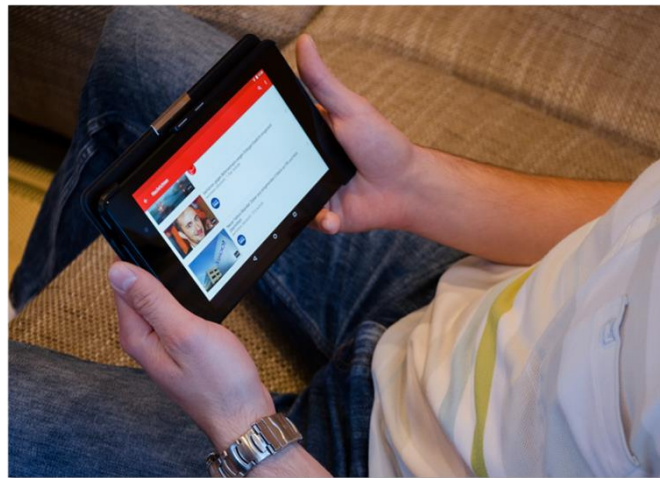
Types of YouTube ads

There are several types of YouTube ads, and you have most likely run into most of them while watching videos on the platform:

Video Ads

These are by far the most popular types of ads on the platform. The most recognizable type of video ads are “in-stream” video ads.

An example of in-stream video ads are “pre-roll” ads, which are video ads that “roll” before YouTube videos eligible for monetization start playing.



“Mid-roll” ads are, on the other hand, video ads that are spaced in between a video’s play time, just like classic TV commercials, and they are eligible to appear on videos that are 10 minutes or longer.

Lastly there are “bumper ads”, which are short-form video ads that can be no longer than 6 seconds. They are optimized for mobile and, unlike other in-stream video ads, these are un-skippable!

Display Ads

These types of YouTube ads work much like classic display ads on the display network, as they are shown on the right-hand navigation column above the video queue column.

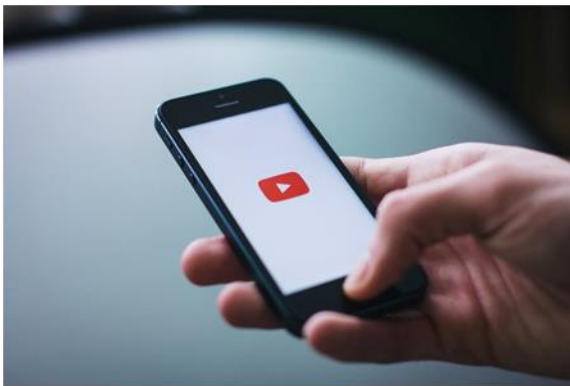
Other types of display ads include “overlay ads”, which are banner ads that appear across the bottom 20% screen space of a video.

Discovery Ads

This is a very particular type of video ad that, unlike in-stream video ads, will appear on search results when trigger keywords are used by a user during a search.

They will appear as the top result, and will be accordingly tagged as “ad”.

They will also typically appear on YouTube’s home page and as recommended videos on watch pages.



How Do Ads Show On A Video?

YouTube ads are shown to users according to personalized criteria that includes the types of videos that users typically watch, the types of apps or programs installed on the desktop or mobile device from where videos are watched, the browsing habits of users, geographic location, age ranges, gender, and previous interactions with other advertising services owned by Google.

Perhaps the best part of YouTube ads is that it offers anyone the opportunity to advertise the way big companies advertised on TV way before YouTube became mainstream, but without the complicated set up and the need for fat advertising budgets, and with the added benefits of a larger, much more engaged audience and worldwide reach!

Exciting, right? Tune in for our following chapter, because next we are going to tell you all about the benefits of using YouTube ads to grow your business!

Chapter 3: How Can YouTube Ads Help Your Business?



Advertising in general is something that most every business can't survive without. In fact, paid advertising is essential when it comes to any business' online presence because an online business doesn't have the benefit of in store traffic coming from a busy retail venue.

Nowadays there is rarely an online business without an advertising strategy in their marketing plan, and because of that basically all big online platforms are now offering their own advertising services.

Huge examples of this include Facebook with its “Facebook Ads” and “Facebook for Business” platforms and the mighty Google and its “Display Network”. That’s where YouTube comes in by making a difference with its video advertising platform, and here are some of the biggest benefits of using YouTube Ads to grow your business:

Connecting With Your Ideal Customers

The ultimate goal of any business is to keep it sustainable, and to achieve that objective it needs to keep being profitable, and a business needs a loyal customer base in order to keep the money coming in.



YouTube video ads can immensely help you and your business to connect with your ideal customers in a meaningful and different way. Whereas traditional display advertising relies on consideration on the potential customer’s end,

YouTube video ads and in-video display ads rely on the customer’s engagement with the video content in which YouTube ads are served in.

This is because video content on video ads allows you to be more personal and to create value in a much more interactive way by letting you explain how your product or service can benefit your customer on an individual level.

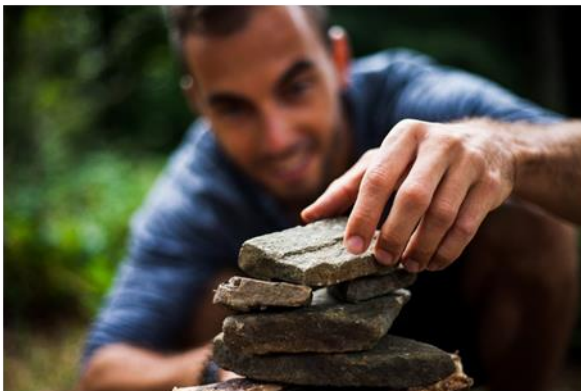
Reaching The Right Audience When It Is Most Engaged

YouTube advertising allows you to reach the right members of your audience of potential customers by allowing you to fine-tune just the right targeting attributes including topic preferences, target keywords, demographics and other granular data.



Ease Of Use

Online advertising doesn't have to be overly complex, and YouTube ads are pretty easy to set up and serve.



Simply create your account, upload your video ad, set up your campaign, select your objectives, target your audience, and you're done!

This ease of use will allow you to save time on your advertising efforts by letting you to simply pick how and

who you want to reach while leaving the hardest part to YouTube itself!

Cost Effectiveness

One of the most pressing worries of any business owner is the added cost to the total operational budget of a business, especially when such a cost is to be destined to stuff such as marketing.



The good news is that YouTube ads are really cost effective thanks to the way in which the shared revenue model works.

For example, you will only have to pay for a video ad if a user watches the entire first 30 seconds of video, which means that you will be essentially paying only when a viewer is interested in your offer!

So allow us to illustrate how big YouTube advertising is and how far it can take your business with some awe inspiring facts in our following chapter. So tune in!

Chapter 4: Shocking YouTube Ad Facts To Consider



We have already established that YouTube is the largest and most popular video sharing platform on the internet, but saying so is barely scratching the surface.

There is a lot that can be said about YouTube as the second most popular platform on the web, and here are some of the most shocking facts you probably didn't know about the platform:

- ✓ With over 300 billion monthly searches on its platform, YouTube is considered to be the second largest search engine right behind Google despite its status as a video sharing

website, which makes it a great generator of promoted video results! ([source](#))

- ✓ Over 1.5 billion people visit YouTube and watch over six billion hours of video content during any single month, which represents a pretty large potential customer base to target with video ads! ([source](#))
- ✓ Close to 100 hours of video content are uploaded to YouTube every 60 seconds, which is a great amount of content to serve your advertising in! ([source](#))
- ✓ YouTube reaches more adults aged 18 to 34 than any cable network, which is coincidentally an audience demographic worth targeting because it spends big online! ([source](#))
- ✓ Marketers that add YouTube video ads to their marketing strategies grow their revenue by a whopping 49% right after! ([source](#))
- ✓ 42% of online shoppers use video as part of their pre-purchase research. This is important because it means that you can create video ads that educate your potential customers about your products or services, making your video ads as part of their purchasing decision. ([source](#))
- ✓ On a similar note, an astonishing 62% of online shoppers use YouTube to find products. This means that your advertising material has a great chance of being found by people watching videos about solutions and topics related to your products or services as well as on their YouTube search results. ([source](#))
- ✓ YouTube video ads are 76% more likely to drive relevant web searches and YouTube searches for information about a product, right after a potential customer watches a video ad. This is partly because video is one of the most effective advertising formats for generating intent. ([source](#))

- ✓ The YouTube platform is offered in a total of 76 different languages and is available in 88 countries, which means that your video ads could reach basically 95% of the internet user population if you put the budget towards it! ([source](#))
- ✓ The number of advertisers running video ads on YouTube grows 40% year after year, which means that by the end of this year it would be you among the new 40% of new advertisers! On this same note, it is also worth mentioning that the top 100 advertisers are increasing their average advertising spend by 60% each passing year, which is a clear indication that their advertising efforts are working like a charm! ([source](#))
- ✓ Google reported earnings of \$26.1 billion by the fourth quarter last year, revenue that mostly came from YouTube advertising, which is an indicator of how much are advertisers investing in the platform! ([source](#))

Section 2

YouTube Ads – Step by Step

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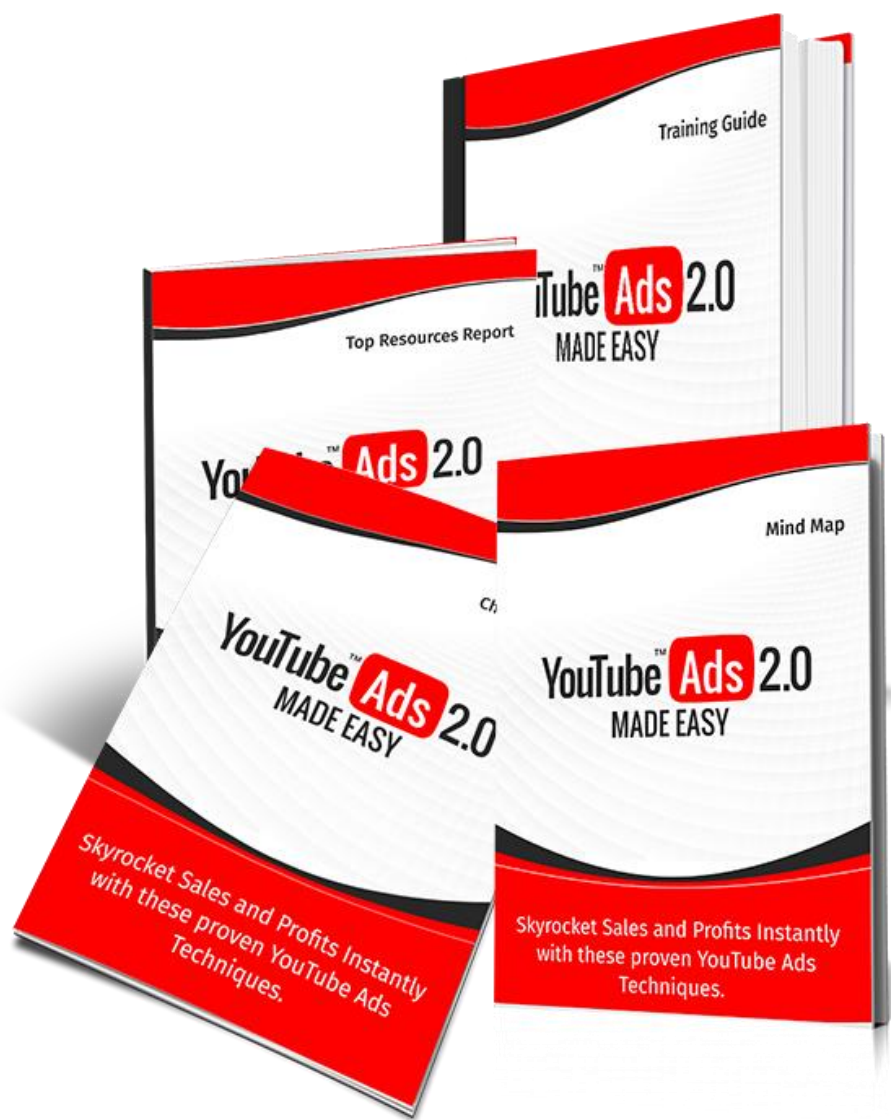
Section 3

Advanced YouTube Ad Strategies

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Section 4

Additional Tips to consider

Chapter 17: Do's and Don'ts

Do's

Create Variations Of Your Video Ads

There's no better way to put off your target audience than by repeatedly serving them the same video ad. Instead, create two or more variations of the same video ad to avoid losing your potential viewers' interest.

Keep Content In Line With Keywords

This will help you to get your videos out there by giving both your "SEO" efforts and your return on investment an organic boost.

Market Your Visuals

You have to take care of all the visual elements that your leads will find after taking action on your video ads ... Thumbnails, banners, channel trailers, they all count!

Track Your Adverts

Make sure to integrate any video ads you run with your channel and to use YouTube analytics in order to regularly re-strategize and redefine your content, your methods, and your target demographics.

Educate

A video ad with "how to" content is unlikely to be skipped by viewers when it shows them content of their liking.

Don'ts

Don't Mislead Viewers

Never show your viewers something that your offer or actual content can't match. It can help you to get a decent number of views at first, but it will only leave you with a bad reputation in the end.

Don't Overspend

You don't have to go overboard with production and advertising budgets in the beginning. It will be enough to promote quality video assets, and as long as you are targeting the right audience you won't need to spend more than \$30 a day on video ads to see good results!

Don't Promote Poor Quality Videos

This is a no brainer, but the reason why so few make it big with YouTube Ads is because only a select few are actually careful about details such as synchronicity, good lighting and high quality audio.

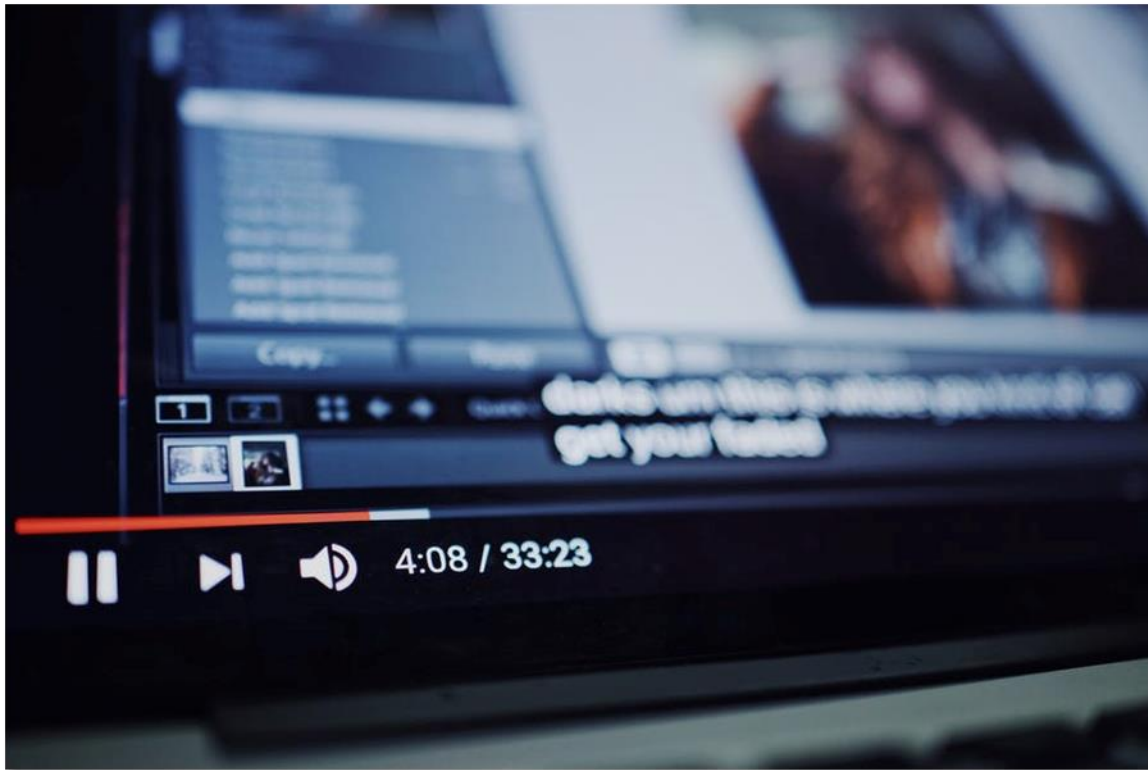
Don't Try To Always Go Viral

Videos go viral on their own when viewers push it to others, but not all video ads are viral material, nor do they need to be created with going viral in mind. Instead, focus on generating conversions.

Don't Focus On Number Of Views

The most important metric to look at when it comes to video ads is "User Engagement" related to your advertising objective. Conversions such as click-throughs and new subscribers are way more relevant to your ad spend than number of views.

Chapter 18: Premium Tools And Services To Consider



[Google Preferred](#)

“Google Preferred” is a service offered by Google to YouTube brand advertisers in the form of easy-to-buy packages that give brand advertisers ad space access on YouTube’s top content as well as to ad space access on YouTube videos popular among 18 to 34 year old consumers!

[Veeroll](#)

“Veeroll” is a video advertising platform that allows YouTube advertisers to generate awesome video ads without the need of video production or design skills as well as access to highly targeted traffic from the most qualified sources.

[Webimax](#)

“Webimax” is a digital advertising agency that offers business YouTube advertising services that include video ad scripting, transcription, production and editing, YouTube channel optimizations and AdWords for Video management services.

[Zero One](#)

“Zero One” is a video marketing and SEO agency that offers affordable YouTube advertising services such as free consultations, YouTube campaign optimizations and video reporting!

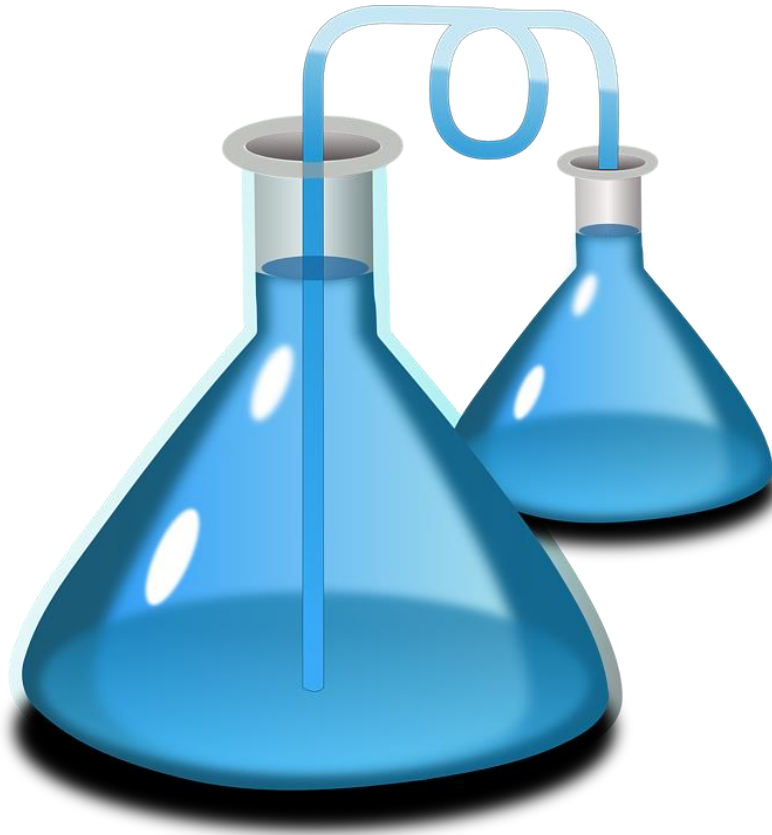
[Blue Corona](#)

“Blue Corona” is a digital advertising agency that offers measurable marketing services to business owners eager to advertise on YouTube that include online video ad productions, YouTube video ad optimizations and YouTube advertising campaign management!

[Micro Pyramid](#)

“Micro Pyramid” is a US based digital marketing company that offers YouTube advertising services that encompass the entire YouTube advertising journey, including content strategy, planning, optimization, distribution, community building, video advertising tactics, conversions and continual optimizations.

Chapter 19: Shocking Case Studies



Whiskas

“Whiskas” is a popular pet food brand that specializes in food for kittens and grown cats alike.

Objective: The company’s objective was to expand its influence across the kitten food category.

Strategy: The company’s strategy was to capitalize on the popularity of the “cat video” niche by launching their own educational video ad campaign for cat lovers.

Results: The campaign achieved 39 million views and a 47% increase in ad recall!

Snickers

“Snickers” is a brand of chocolate bars produced by the “Mars” company.

Objective: The brand’s objective was to test a mix of TV and online promotional videos in order to drive more in-store sales.

Strategy: The brand launched a variation of their popular “You’re not you when you’re hungry” video ad campaign featuring Mr. Bean to target main household shoppers, based on consumer data obtained from a 17,000 household study panel.

Results: The campaign reached over 20 million people, while also proving that, on average, YouTube impressions delivered more than double the return on investment compared to impressions on TV.

Ford

“Ford” is an American automobile manufacturer based in Detroit.

Objective: The company’s objective was to connect with new potential customers in the European market.

Strategy: Ford partnered with Google, YouTube and its advertising agency to identify the concerns of consumers in the market for a car, then produced a series of films in video ad format targeted to those consumers.

Results: The films generated a significant increase in brand consideration, putting the Ford brand at a 25% best in class improvement in ad recall.

Chapter 20: Frequently Asked Questions



What Type Of Ad Formats Work Best On YouTube?

Although there are several types of ad formats available on YouTube, our recommendation is to go for the “in-stream” ads and “in-slate” ads, mainly the short-form skippable ones. Overlay ads also work well when they match the content in the video that they are served on.

Are YouTube Ads Shown To All People On YouTube?

YouTube ads are shown to people that are watching videos on channels that have monetization enabled. Also, ads are only shown on videos with advertiser-friendly content.

Are YouTube Ads Good For Driving Direct Sales?

YouTube Ads work better at generating conversions such as website visits and engagement. In fact, YouTube ads, especially short-form skippable video ads, are mostly used as a storytelling medium to drive leads to click through a sales funnel which often starts by taking leads to a longer video which then takes them to a landing page, then to a subscription and then to a sale.

How Much Should You Spend on YouTube Ads?

In the beginning, you should be spending no more than \$10 to \$30 daily. Take the time to know your audiences, target them efficiently, and you will be able to get click-throughs as well as costs per mile for as cheap as \$0.11!

How Fast Do YouTube Ads Work?

It depends on factors such as the size of your target audience, how engaging your content is, how much you invest in your ads daily, how well your ads match the content in the videos they are being served alongside of, and how well they are retargeting people based on their watch history.

Also, if you are using video ads, it will depend on how likely the promoted videos are of going viral. YouTube ads work as fast as 1 day for some marketers, and as

fast as 1 week for others. Your mileage may vary depending on all the mentioned factors as well as your marketing objective!

Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Report, and we wish you amazing success.



And in order to take your YouTube Ads Efforts even farther, we invite you to get the most out of it by getting access to the Full Training [clicking here](#) (Insert your Affiliate URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from YouTube Ads.

YouTube Ads have come to stay in the market forever.

To Your Success,

Your Name

Top Resources



Videos

<https://www.youtube.com/watch?v=iosITGgxIJU>
<https://www.youtube.com/watch?v=qTIp3IUGBCI>

Tools & Services

<http://www.techradar.com/news/best-youtube-to-mp3-converter>
<https://www.adwordindia.in/>

Training Courses

<https://lennysnetmarket.com/reviews/youtube-ads-mastery-best-youtube-ads-training-course-online/>
<https://www.udemy.com/how-to-make-videos-and-start-a-youtube-channel/>

Blogs

<https://youtube.googleblog.com/>
https://www.reddit.com/r/youtube/comments/7hmyzz/youtube_creator_blog_protecting_our_community/

Forums

<http://sharree.com/Feed-Shares>
<https://community.tubebuddy.com/index.php?forums/youtube-discussion.13/>

Affiliate Programs

<https://www.jvzoo.com/>
<http://www.jvshare.com/>

Webinars

<https://www.youtube.com/watch?v=ctnIUJibzNo>
<https://zapier.com/apps/youtube/integrations/zoom>

Infographics

<https://www.socialmediatoday.com/social-business/mind-blowing-youtube-stats-facts-and-figures-2017-infographic>
<http://www.skillzme.com/youtube-ads-today-infographic/>

Case Studies

<http://mediakix.com/2017/11/fashion-advertising-youtube-influencers-case-study/#gs.Fp8c9dE>
<https://www.youtube.com/yt/advertise/success-stories/>

Facts

<https://fortunelords.com/youtube-statistics/>

<https://expandedramblings.com/index.php/youtube-statistics/>

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