



Generate Leads With

-YouTube-

Creating YouTube Ads





How does a company launch a simple video on YouTube and within a couple of hours make a sale for \$7,500?

How does another company gain millions of views and have a large fan base all within a couple of hours?

How do our clients spend 1/5 of the cost per lead compared to other avenues like Adwords?

The answer...YouTube

There are over 100 hours of footage uploaded to YouTube every minute. And YouTube is considered to be the 2nd largest search engine.

I want to show you how you are going to market your product or service on the largest video site in the world.

Get ready for some great education.

Let me know if you have any questions.

Jace Vernon
yincmarketing.com

It's All About Conversions, Not Views!



When I first started marketing online, I realized that there are so many options, and it can get rather confusing. You have:

Adwords, Facebook ads, banner ads, SEO, blogging, etc...

Too many in fact.

I have done all of them and I continue to use most of them. Each has its own ROI, but YouTube has proven to be the winner.

Let's talk about it.

What You Will Learn In This YouTube Guide

- Creating YouTube Videos
- Uploading Your Video The Right Way. File, Title, Description, and Tags
- YouTube TruView Ads
- YouTube Retargeting
- YouTube Banner Ads
- Conversion Pixel
- Placement, Keywords, and Demographics

Creating YouTube Videos



What is your goal on YouTube? Are you there for lead generation or to educate an audience?

When you create your channel you should have your goal in mind. Customize the channel and make sure to add your website, social links, channel art and company icon.

We helped create some videos for FORD, and since they are such a large brand, they have the ability to do custom coding and design on their channel.

Even though most of us do not have this luxury, we still can brand our channel.

You can see they did it the right way.

Icon in the upper lefthand corner. Website and social media links in the bottom right. They also have a great headline for their banner.



<http://www.youtube.com/user/fordmeansbusiness>

Ydraw Example

<https://www.youtube.com/user/Ydraw2011>



YouTube Rankings

Before, YouTube would rank videos according to views. This has changed and their new algorithm takes into consideration more stats...like retention rates. You can't just upload any video.

DO...

- Open up with a great headline
- Tell a story
- End with a strong call to action
- Customize your message for YouTube viewers
- Create regular video content

DO NOT...

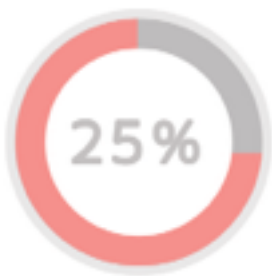
- Create boring videos.
- Use your TV commercials for your TruView ads.
- Open up with a disclaimer

You have 5 seconds before your audience will decide to move on. You need to create a video that is unique and can get your audience to take action.



I am a big fan of Whiteboard Videos created by Ydraw. You can also get one of their new blackboard videos. Just do something that is unique.

Uploading Your Video To YouTube The Right Way



Uploading your video to YouTube may look simple, but there are a couple of things you should know.

These simple tricks will help your video rank and drive you qualified traffic. Which is the whole reason for video.

File Name: Before you upload your video you rename the video file. I like to name the video file a keyword that I want it to rank for.

Example: Company ABC.mp4 change to Industrial Cleaning Supplies.mp4

Now, upload your video.

Title, Descriptions and Tags (Metadata)

Metadata surrounds your video and by optimizing the big 3 (title, descriptions, and keywords) your video can show up in search engines.

Make sure you use your keywords in the title, descriptions, and keyword tags. I have tried every formula in the book and I still haven't found the perfect solution, but this is what I do and it does work.

Notice where I put in the keywords.

Keyword: Utah Internet Marketing Consultant

Basic info **Advanced settings**

Utah Internet Marketing Consultant yincmarketing

Internet marketing company <http://yincmarketing.com> is a utah based internet marketing consultant company. If you are looking for an internet marketing consultant check us out. We would be happy to help you. The video is just the beginning of what we can do for your company. Utah internet marketing consultant

Utah Internet Marketing... x Utah Internet marketing x

Online marketing x utah seo company x

****Note** Put your website in the first sentence**

Why does this matter? Take a look at where this video is ranking. This is a screen shot of the first page of Google. If you do it right, good things happen!

The screenshot shows a Google search for "utah internet marketing consultant". The search bar is at the top with a microphone icon and a search button. Below the search bar are navigation tabs for "Web", "News", "Maps", "Images", "Videos", "More", and "Search tools". The search results show "About 1,430,000 results (0.29 seconds)".

The first result is an advertisement for "Utah Internet Marketing - Expert Pay-Per-Click Management" from www.logicalposition.com/ with the phone number (800) 724-5360. The ad text includes "Call Our Team Of Experts Today!", "Rated A - Better Business Bureau", "Web Design", "LP SEO Packages", "Call For Info Today", and "Pay-Per-Click Services".

The second result is a video titled "Utah Internet Marketing Consultant yincmarketing - YouTube" with the URL www.youtube.com/watch?v=GQBLr68UjUo. The video description says "Aug 14, 2013 - Uploaded by Jace Vernon yincmarketing.com is a utah based Internet marketing consultant company. If you are looking for an Internet ...".

Other search results include "Internet Marketing Expert" from www.google.com/partners/, "Utah Advertising Agency" from www.commcreative.com/unified-marketing, "20 Year Veteran" from www.dannydemichele.com/, and "marketing consultant" from www.blurgroup.com/Marketing.

Do:

- Think of your video title as a headline
- Use words that grab attention
- Optimize your first 2 sentences.
- Put a link to your site in the first sentence.
- Add your social media links to descriptions
- Use a compelling thumbnail



Don't:

- Keyword stuff
- Trick your audience with an irrelevant title and thumbnail
- Create boring videos

****Note: YouTube does pay a lot of attention to watch time. It does contribute to rankings****

Creating Your YouTube Video Ads

Now for the fun part!

I love YouTube ads because they are generating a lot of leads, traffic, and customers for my company and others.

Here is a step by step list to creating your video ads.

1. Open up your Adwords account
2. Connect your YouTube channel to your Adwords account
3. Start a New Online Video Campaign
4. Create your YouTube ad
5. Upload a banner ad
6. Set your budget
7. Pick your audience (**Very Important**)
8. Let it run and monitor it
9. Make the needed adjustments
10. Start a retargeting campaign

Here are the exact words from Google

“The main thing to remember when you build your ads and set up your targeting groups is that you get the best results by targeting broadly.”

****That is False** (I can't believe they wrote this)**

Obviously Google has a different motive in mind. They want you to spend a lot of money and get as many impressions as possible.

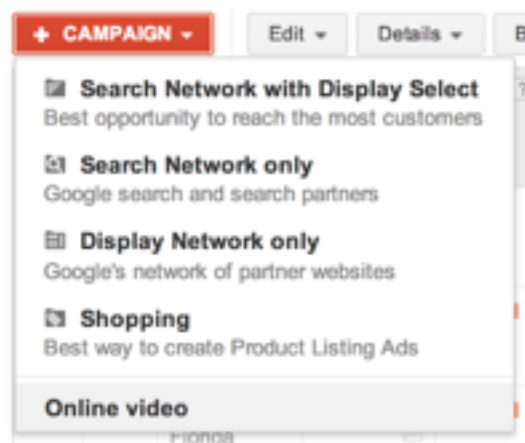
If you do not control your spend and specify your target audience you will not be successful with YouTube ads.

This is marketing 101! The more you target your audience, the better your results.

Setting up Your Campaign



Go to your Adwords account and click on the Campaign tab as shown.



Name the campaign, set your budget, and pick the location.

Create new video campaign

Load settings ⓘ Existing video campaign ▾

General

Campaign name Video Marketing Campai

Budget ⓘ \$ 10.00 per day (Format: 100.00)

Daily budget represents your average spend over the month, actual spend on a given day may vary.

⊕ Delivery method (advanced)

- Networks ⓘ
- YouTube Search
 - YouTube Videos
 - Include the Google Display Network

Locations and languages

- Locations ⓘ In what geographical locations do you want your ads to appear?
- All countries and territories
 - United States, Canada
 - United States
 - Let me choose...

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


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

Languages ⓘ

- Based on your targeted locations, you may want to target pages that use these interface languages:
- English
- [Target suggested languages](#)

Select your video.

Video ad (optional)

Your video  **Online Marketing Experts | Internet Company and Lead Generation**
by Yinc • 123 views
Check out this video about online internet marketing. Internet ma...

- Ad formats
- Use default video ad formats
 - Use video ad formats optimized for mobile app promotion

Fill in the In-Stream boxes. You will notice that there is a place for a “Companion Banner.” This is a banner ad that goes in the upper right hand corner.

Google will generate an image from your YouTube channel that is connected, or you can upload your own images.

In-stream

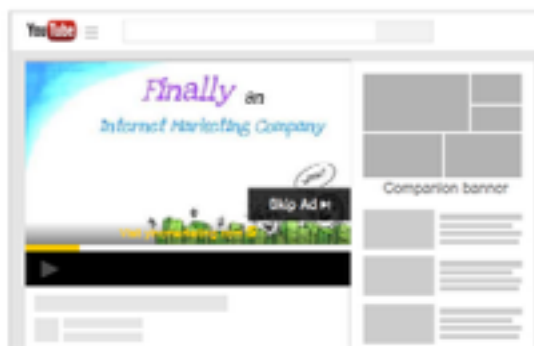
Your in-stream video ad plays before another video on YouTube. Viewers can choose to skip your ad after a few seconds. You only pay if a viewer watches for 30 seconds or to the end of the ad, whichever comes first.

Display URL

Destination URL

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

In-stream on YouTube



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

No file chosen


Dimensions: 300x80 pixels on YouTube, 300x250 pixels on the Google Display Network. Maximum file size: 150KB.

[Select an already uploaded image](#)

Next you will create your In-display ad. Make sure you write a compelling headline and description.

In-display

Your in-display video ad is a thumbnail image and text that appears near similar YouTube videos and as a result for YouTube video search. You only pay when someone clicks your ad to watch your video.


Thumbnail 

Headline

Description 1

Description 2

Landing page My channel page on YouTube
 The video's watch page on YouTube



****Please Read****

I like to decrease my spend on mobile phones by 40%. I watch my kids click on so many YouTube ads by accident, so I limit my exposer.

Advanced settings

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

[Ad delivery: frequency capping](#)

Ad rotation

Optimize for views: Show ads expected to provide more views

Optimize for conversions: Show ads expected to provide more conversions

Rotate evenly: Show ads more evenly for each enabled TrueView format (in-stream and in-display)

Frequency capping

No cap on impressions

Limit this campaign to impressions to each unique user

[Device targeting](#)

Devices

Ads will show on all types of devices by default.

[Advanced mobile and tablet options](#)

Mobile bid adj.

Decrease by 40 %

Example: A \$10.00 bid will become \$6.00.

Set your Max Cost Per View. Start low because you can always increase it.

Choosing Your Target Audience

This is the key to YouTube ads. Yes, Google wants you to be broad, but I'm telling you to be very strict and strategic.

Your choices are:

- Demographics
- Topics
- Interests
- Placements
- Remarketing Lists
- Keywords

When you are setting up your YouTube ads, Google already has all the age groups checked.

Choose your target audience age group.

Targeting

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

Demographic ⓘ

The screenshot shows a targeting interface with two sections: 'Age' and 'Gender'. Each section has a row of checkboxes with corresponding labels. In the 'Age' section, all checkboxes are checked. In the 'Gender' section, the 'Male' and 'Female' checkboxes are checked, while 'Unknown*' is unchecked. Below the checkboxes is a small text note: '*Unknown: Target people whose age or gender AdWords does not know'. At the bottom of the interface are two buttons: 'DONE' (in red) and 'Cancel'.

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

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

*Unknown: Target people whose age or gender AdWords does not know

DONE Cancel

Check the ones that apply to your target audience.

Here are words from Google about Target Audiences:

“By default, new ads will be enabled to run with the targeting settings you define for all existing targeting groups in the campaign. This means an ad will be eligible to appear in each case where all the targeting methods for targeting group apply.

My favorite targeting options are Placements and Remarketing.

The screenshot displays the Google Ads targeting configuration interface. It is divided into three main sections: Bidding, Targeting, and Placements.

- Bidding:** Shows 'Max Cost Per View' set to \$0.20. A note states: '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.'
- Targeting:** Includes 'Demographics' (set to 'Edit') and 'Interests' (set to 'Any interest', with an 'Edit' link).
- Placements:** A note indicates 'Your placements apply across the following networks from the campaign settings: YouTube Video, Google Display Network. Placements do not apply on the YouTube search network.' It features two tabs: 'Add manually' and 'Search for suggestions'.
 - YouTube placements:** A list of suggestions with 'add' buttons, including 'Dallas Marketing Video | Internet Video Marketing in Dallas | Marketing Companies in Dallas', 'Website Design and Internet Marketing Company in Vancouver', 'Revamp Strategy - Online Marketing - (904) 551-3227 - Does your company need Social Media?', 'Internet Marketing Firm Toronto', 'Vancouver Web Design and Internet Marketing Company in Canada BC', and 'Internet Marketing Company Toronto'.
 - Selected YouTube placements:** Shows 'Online Marketing Utah | Contact A Utah Online Marketing Company Today' with a 'remove' button.
 - Selected GDN placements:** Shows 'Any GDN website'.

Placements will allow you to target channels, videos, and certain sites. This is where the game gets really fun.

What if your competitor is allowing ads to run on their YouTube videos?

Remarketing allows you to reach viewers who have visited your site or watched your videos.

Just imagine the possibilities...

Conclusion



So there you have it my friends. So get out there and tell your story, reach the right audience and measure your success.

Nice work! You have successfully made it through the Ultimate YouTube Marketing Guide. Good Luck!

Don't forget to keep testing and monitor your account for the first couple of weeks.

Once you dial in the ROI and get consistent leads, you are able to check in on your campaign every couple weeks.

About The Author

Jace Vernon is a marketing consultant and business owner. He operates Ydraw, an explainer video company and Yinc, an online marketing agency.





Do You Need Help With With Your Online Marketing?

We can help! Yinc will help grow your company by generating leads, nurturing those leads with campaigns and finally converting those leads into happy customers. We'll do it all for you.

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