

# How To Drive High Converting, Laser Targeted Traffic To Your Videos



12 cents a click  
676 leads at 39  
cents a lead...

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# Who Should Get An Explainer Video?

You've probably seen many websites, companies and corporations with animated explainer videos. They come in all shapes and sizes. 2D, 3D, whiteboard, ypaint and yswipe.

They are all created for the same purpose: to explain a product or service in an easy and quick way. We like to push it a little further. An explainer video is a platform where you can tell your story.

Yes...

They are created to explain your product or service, but a lot of people buy WHY you do things not just what you do.

So back to the first question.

Who should get an explainer video?

Anyone who is trying to persuade another person to take some type of action. This could be:

1. A Company who wants others to buy their product or service
2. A Corporation who wants to teach employees a new concept
3. A Non Profit trying to raise money
4. An Entrepreneur with a new idea.

The list goes on, but I think you catch the point

Everyone needs and explainer video and I would suggest multiple.

# How To Be Heard and Get Views

Once you have an explainer video, it is time to start getting viewers.

Here's what you can do to drive some traffic.

1. Share your video on social media.

Use Facebook, twitter, Google+, pinterest, instagram and all the other social media avenues.

This may or may not work for you, but you need to do it anyway. There are certain ways to get traction and you never know what is going to work until you try it.

Once you find the right platform for you, focus on that one platform until you master it.

2. Rank your video.

Upload your youtube video and get it ranked on search engines. We have created all types of guides to help you do this. Just head on over to Marketing Hy and you can find some tutorials.

You can also check out our YouTube Tutorials.

3. Start Running YouTube Ads.

# Drive High Converting, Laser Targeted Traffic

I normally do not like to reveal my top traffic-getting methods, but for you, our amazing clients, I'm an open book.

You will want to pay very close attention to the message that I am trying to get across, because it could be a huge source of revenue for your business.

I am going to keep this simple..

Why?

Because it's simple and it's something that you can do right away to generate some leads.

There are a couple of tips and trick that you need to learn to make this work.

## Youtube Is Our Traffic Playground

Obviously, you've heard of YouTube and you know it's now the second biggest search engine. But you may not realize that over 1 billion people now visit YouTube each and every month and it gets more traffic than Facebook.

One of the biggest mistakes advertisers are making on YouTube is they do not run targeted ads.

There's a reason YouTube added a skip button. Consumers have a choice to watch your ad or not, unless you do the 15 second ad, which is a huge mistake. You will want to create an ad that is 30 seconds or longer. Here's why

“For decades, advertisers have kept it short. As TV spots shrank from 60 seconds to 30, from 30 seconds to 15, advertisers adapted. In the context of interruption, brands must be brief. But when viewers choose to watch an ad, they'll give brands much more than 30 seconds of their time.”

I'm also a consumer and if an ad isn't relevant or entertaining...fast forward, skip, click, close.

Here is what Adweek is saying about YouTube.

**ADWEEK**  **Ready for Apple Watch?**  
Brands scramble, others eager for next big marketing platform

**Subscribe to Adweek**  
Get a full year and tablet e just \$99

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADWEEK VIDEO SUBS

## VIDEOWATCH

TRACKING WEB VIDEO'S KEY P

# Forget Amazon. YouTube Is Where Shoppers Do

**Research** More and more consumers using video to research products, per Zefr exec  
By Zach James

August 28, 2013, 6:00 AM EDT

# Setting Up Your YouTube Campaign

Currently 80% of YouTube's ad inventory is going unsold. Which means it's wide open for people like you and me to siphon off cheap, ultra-targeted, high converting traffic.

Here is how to set up a campaign.

1. Create an adwords account.

We have guides and tutorial videos that will walk you through this. It's not too complicated. Head on over to Marketing Hy.

2. Link your Website/Landing page to your YouTube Channel.

Yes you need a website with some solid landing pages. This is a big factor in getting conversions.

3. Link up your Adwords and analytics accounts.

4. Set up Google Conversion Tracking

Create the proper tracking code according to your goals and place that code on the proper pages. Everything we do needs to be tracked.

5. Upload your video to YouTube

Ad annotations, video card and other labels to link out to your landing pages. This is also known as a "Call To Action."

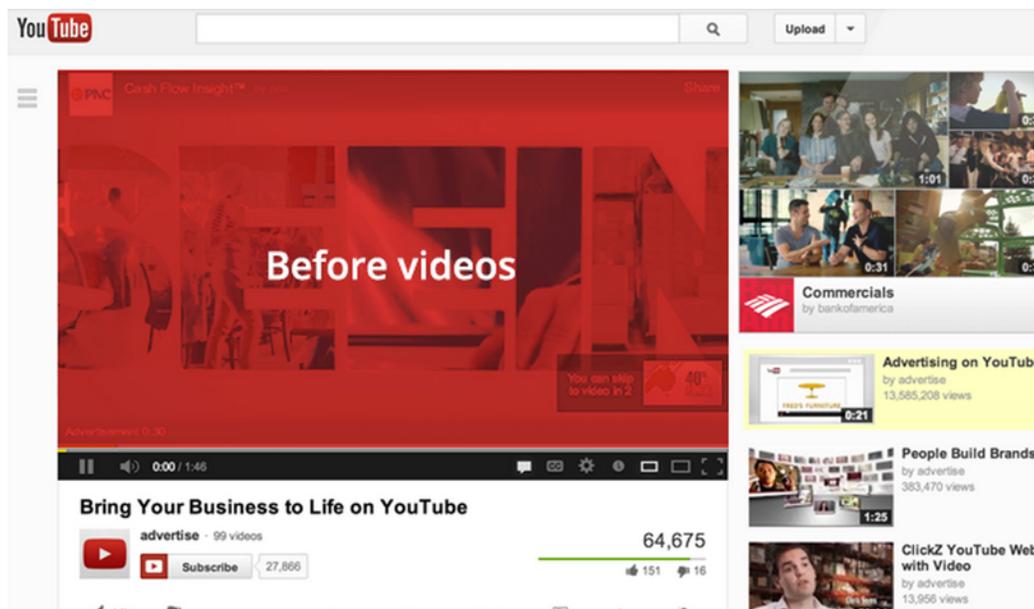
6. Find the Keywords and Video you want to place your ads on.

# Setting Up Your Campaign (continued)

Once you have completed steps one through six, it is now time to set up the actual ad campaign.

1. Setup a new campaign and only use the in-Stream Ad type.

Once you get things dialed in, I would suggest using in-search targeting methods, but for now I want you to use In-Stream only.



2. Create your targeting groups.

I like to separate these out into separate campaigns.

3. Run Campaign.
4. Optimize, Optimize and Optimize some more.

# Scaling Your Campaign

This is the fun part. Once you have optimized your campaign, you can start to scale up.

If your video is getting a good view through rate and clicks to your landing page, but the campaign is still not producing conversions, you need a better landing page.

If you're not getting a good view through rate and clicks to your landing page, you need a better video or you need to adjust your targeting groups.

Once you get as much traffic as possible it's time to rinse and repeat.

## Screen Shots Of Successful Campaigns.

+ VIDEO AD												
Change status... ▾		More actions... ▾										
<input type="checkbox"/>	Ad	Video	Status <sup>?</sup>	Views <sup>?</sup>	Avg. CPV <sup>?</sup>	Total cost <sup>?</sup>	Converted views <sup>?</sup>	Cost / converted view <sup>?</sup>	View conversion rate <sup>?</sup>	Conversions <sup>?</sup>	Cost / conv. <sup>?</sup>	Conv. rate <sup>?</sup>
<input type="checkbox"/>	<b>YouTube Video Ad</b> In-stream, In-display 	YouTube Video Ads by Ydraw   How to create Awesome YouTube Video Ads	Serving Approved	53	\$0.21	\$11.05	4	\$2.76	7.55%	5	\$2.21	9.43%

<input type="checkbox"/>	Ad	Video	Status <sup>?</sup>	Impressions <sup>?</sup>	Views <sup>?</sup>	View Rate <sup>?</sup>	Avg. CPV <sup>?</sup>	Total cost <sup>?</sup>	Clicks <sup>?</sup>	Video played to: <sup>?</sup>			
										25%	50%	75%	100%
<input type="checkbox"/>	<b>Video Ad 1</b> In-stream, In-display 	Meet the Nose Family & Their S.N.O.T.	Serving Approved	12,069	2,996	24.82%	\$0.07	\$208.92	142	22%	14%	10%	6%
<b>Total - all but removed video ads</b>				12,069	2,996	24.82%	\$0.07	\$208.92	142	22%	14%	10%	6%
<b>Total - all video ads</b>				12,069	2,996	24.82%	\$0.07	\$208.92	142	22%	14%	10%	6%

Show rows: 30 | 1 - 1 of 1

Impressions	Views	View Rate	Video played to:				Avg. CPV	Total cost	Clicks	Conversions	Cost / conv.
			25%	50%	75%	100%					
23,578	1,781	7.55%	51%	29%	9%	5%	\$0.15	\$264.33	2,147	⇒ 676	⇒ \$0.39
								<b>12 Cents Per Click</b>			
23,578	1,781	7.55%	51%	29%	9%	5%	\$0.15	\$264.33	2,147	676	\$0.39

Show rows: 10 | 1 - 1 of 1

Numbers depend on your goals, but we have yet to find a niche where we were not profitable. That may change as costs go up, but for now everyone can find success with YouTube Ads.

## Words of Warning!

There are some things that you need to watch out for. The reason most video campaigns are unsuccessful is because of lack of knowledge and lack of observation. If it's not working...kill it and make the adjustments.

1. Don't spend too much too quickly. Keep your budgets very tight.
2. Don't allow Google to make suggestions for you. Most of the time they will spend your budget as fast as possible.
3. Keep the target audiences very restricted
4. Keep your keywords small at first and use match types.

There are a lot of little tips and tricks you'll learn by running campaigns and your skills will improve. It comes with practice.

## Simple Checklist

Here's what you need to have in place to take full advantage of a video marketing campaign.

## YOUR CHECKLIST

### Video

Video already accounts for 50% of online mobile traffic and it's growing. Engaging videos will do a lot for you business.

- Create a video that will keep your audience captivated. It doesn't have to be expensive to be effective.

### YouTube

Your youtube channel needs to be an extension of your website and other social media accounts.

- Create a custom cover image and Icon that is branded with your story.
- Activate your website and social media Links on your YouTube Channel.
- Link up your analytics and adwords account
- Upload your video
- Optimize the title, description, keywords and website link
- Ad annotation and end cards to every video

### Facebook and Instagram

Facebook continues to push video and provides an excellent opportunity to generate a lot of views.

- Upload your video to Facebook and Instagram
- Create a custom Facebook Audience
- Share with your followers.

## Video Ads and Retargeting

YouTube and Facebook provide an ad platform for videos. You are able to deliver you Video to the right audience at the right time. With video ads, you are able to create traffic, leads, and conversion for an extremely low cost. \$.02 per view for Facebook and \$.12 per view for YouTube. It works!

- Run YouTube In-stream and In-Display Video ads. Be very targeted or you will waste money
- Run Facebook video ads to your custom audiences.
- Build video retargeting audiences in analytics and Facebook.
- Use video ads to retarget your viewers and you website visitors.
- Run video ads on your competitors videos or videos that are similar to yours.

### Want us to do all the work for you?

Are you looking for a business that can take your videos and deliver them to the right audience at the right time?

That's our job!

Marketing Hy uses custom Video Campaigns to generate leads, traffic, views, and customers

Want A Video Campaign?

[GET STARTED](#)