

Traning Guide

# YouTube<sup>TM</sup> Ads 2019 - 20 MADE EASY

Powered By “Your Website URL here”

Skyrocket Sales & Boost Conversions  
with Our Proven & Tested YouTube  
Advertising Techniques

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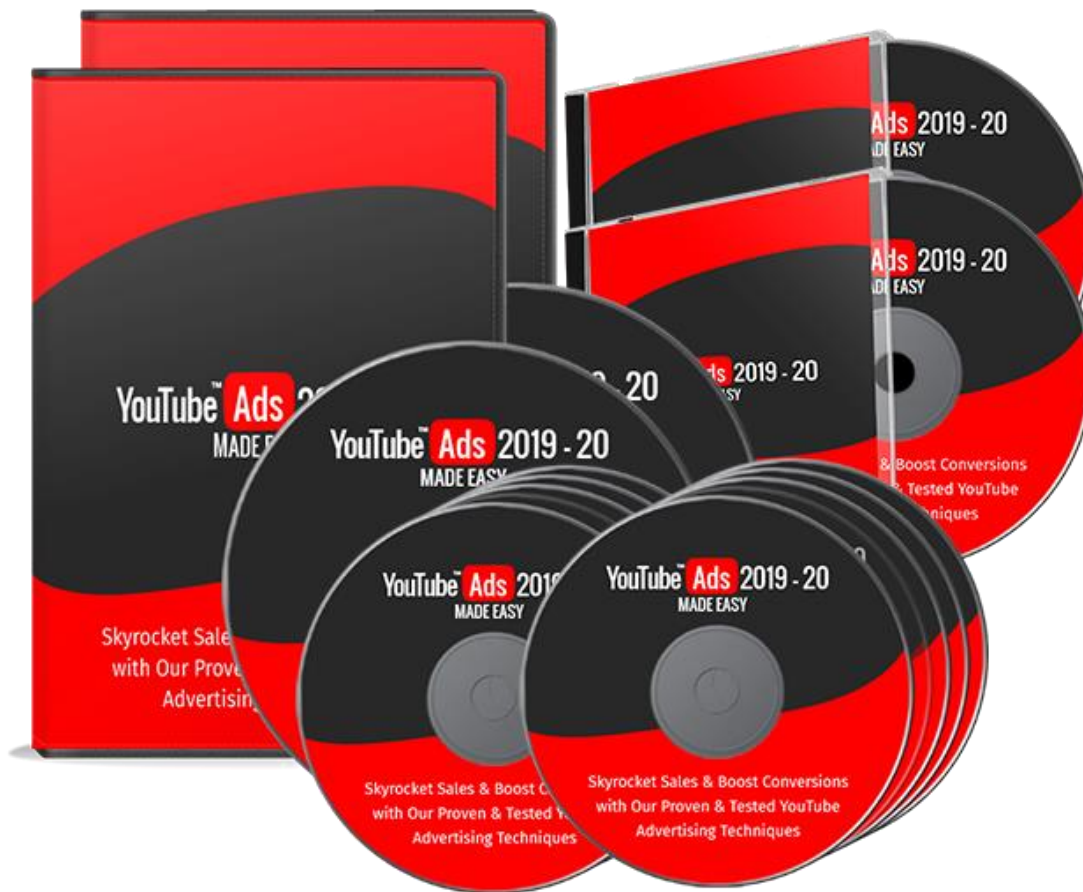
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# Limited Special Offer

## YouTube Ads 2019-20 Made Easy

(HD Video Course)



**Click Here to Download Your Video Training!**

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# Introduction:



Welcome to the latest and very easy to apply “YouTube Ads” training, designed to take you by the hand and walk you through the process of getting the most out of YouTube Ads in 2019-20, on behalf of 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 training chapters, ready to show you the latest YouTube Ad Strategies Through 2019-20.

This Is Exactly What You Are Going To Learn:

Chapter 1: What Are YouTube Ads All About?

Chapter 2: Getting Your Channel And Website Ready For YouTube Ads

Chapter 3: Setting Up A Basic YouTube Ads Campaign

Chapter 4: How To Promote Your Stuff In Recommended Videos And On YouTube Search

Chapter 5: Generating Qualified Website Traffic With YouTube Ads

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Chapter 14: How To Create Advertiser-Friendly Videos And Avoid Violating Ad Policies In 2019-20

Chapter 15: YouTube Ads Best Practices For Marketers In 2019-20

Chapter 16: Advanced YouTube Ads Tips and Tricks That Work In 2019-20

Chapter 17: Do's And Don'ts

Chapter 18: Premium Tools And Services To Consider

Chapter 19: Shocking Case Studies

Chapter 20: Frequently Asked Questions

Well, It's Time For You To Start Getting The Most Out Of YouTube Ads In 2019-20, On Behalf Of Your Business.

I know you'll love this training.

# Chapter 1: What Are YouTube Ads All About?

As you might already know, YouTube is part of the Google network, which is itself a big and very popular advertising platform.

Google Ads, formerly known as Google AdWords, is the service within the Google network that is designed to allow people and businesses to create and run their own advertising campaigns.



YouTube Ads are video advertising campaigns that are created and run from a Google Ads account linked to a YouTube channel. In other words, YouTube Ads are YouTube videos that are promoted through the Google Ads network.

Basically, any video that is uploaded to YouTube can be an ad. YouTube Ads run on YouTube, on the Google network, and on partner networks.

The most common type of YouTube ads are pre-roll ads, which are those ads that play before you watch a video on YouTube.

Those videos are uploaded and promoted by content creators and advertisers, who connect their YouTube channels to their Google Ads account so they can easily add their YouTube videos to video ad campaigns on Google Ads.



Video ads on YouTube can roll before a video, during a video, or after a video ends. Some video ads on YouTube can be skipped by viewers, while some can't be skipped. This depends on the type of video ad format chosen by the advertiser during the campaign setup.



## Why Are YouTube Ads Important In 2019?

There are many more people watching YouTube videos than TV in 2019. On average, people from around the world watch more than a billion hours

of video on YouTube A DAY.

Besides that, content creators from all possible niches are now making a living on YouTube. Small content creators have audiences in the thousands, while popular content creators have audiences in the millions.

The average watch time we mentioned plus a content creator's reach make YouTube Ads more relevant than any other form of advertising in 2019, including traditional TV ads and display ads.

## How Can YouTube Ads Help Your Business In 2019?

YouTube Ads are very affordable. You can generate thousands of views and impressions for as little as \$5 a day, whereas a traditional TV ad campaign can cost you \$100,000 or more.





YouTube Ads allow you to narrow your reach and to define your audience. This means that a typical YouTube Ad campaign will let you decide exactly who you want to target, when, and where! Also, you can modify a YouTube Ad campaign on the fly, from any device, without extra costs.

YouTube Ads will help you achieve any type of marketing goal, such as increasing sales, growing your email list, or getting more website traffic, no matter the size of your business.

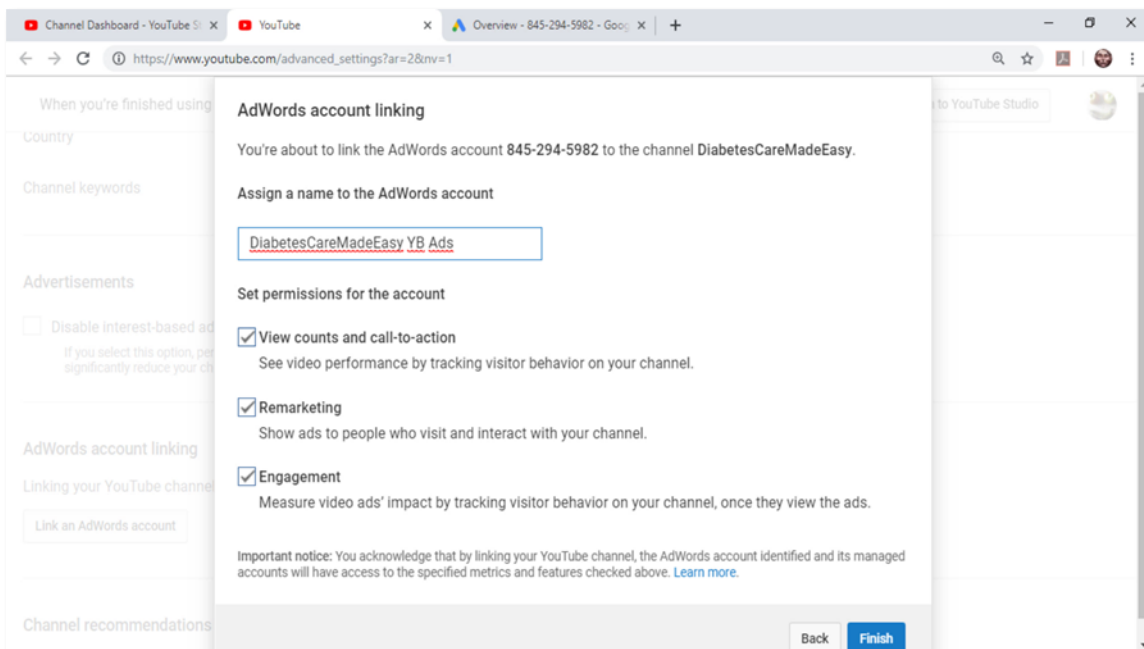
Are you ready to learn how to crush it with YouTube Ads in 2019 and beyond? If the answer is YES, then let us show you how to get started the right way, step by step, in the following lesson!

# Chapter 2: Getting Your Channel And Website Ready For YouTube Ads

Hello there friends! YouTube is increasingly becoming the perfect advertising channel for online marketers, and your best choice today has been to get started.

Now, there are a couple of things that you have to do before you can create your first video ad campaign on YouTube. In this lesson we are going to show you how to prepare your YouTube channel and your website for YouTube ads, the right way, step by step.

## Linking Your YouTube Channel To A Google Ads Account



You'll have to link your YouTube channel to a Google Ads account in order to advertise your videos. All you need is an active Google Ads account to get started.

First, go to your YouTube channel's studio from anywhere on YouTube by clicking on the account icon in the top right corner and then click on the "YouTube studio" button. Now click on the "settings" tab located in the left-hand menu. Now move over the "other settings" tab and then click on the "advanced channel settings" link.

Scroll down the new page and locate the "AdWords account linking" section. Click on the "link an AdWords account" button.

Now you can link this channel with a Google Ads account. First, click on the "AdWords For Video" link.

You will be redirected to your Google Ads account. Once in your Google Ads account you have to locate and copy your "customer ID". You will find it in the top-right corner, right beside the profile icon.

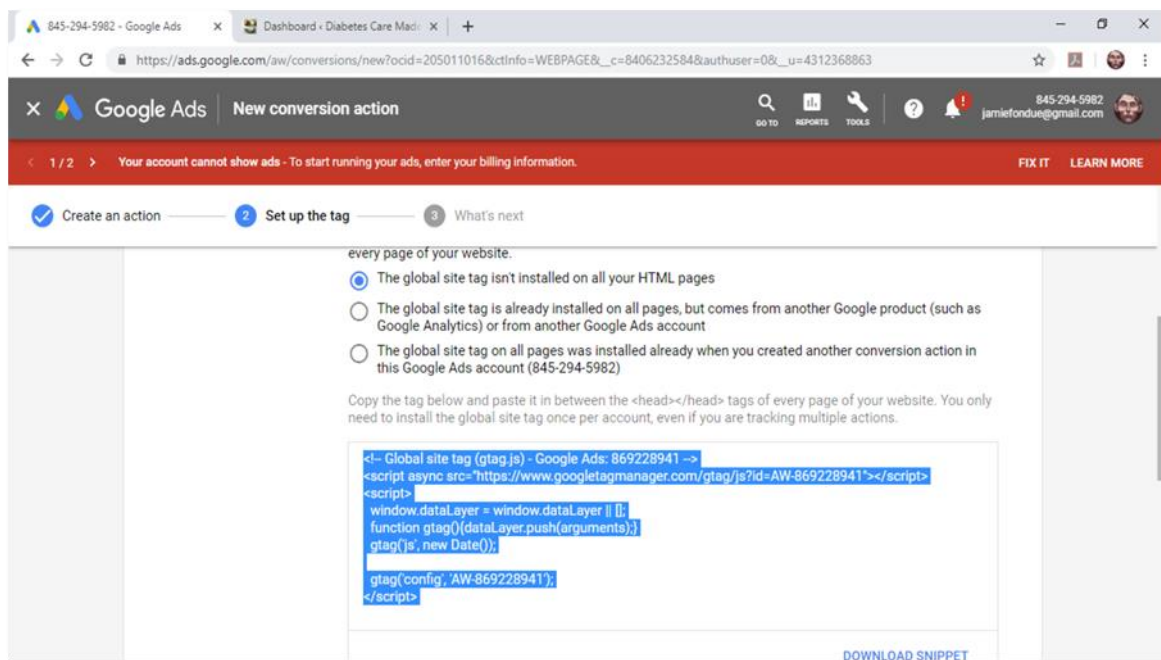
Go back to the YouTube channel tab and paste your "customer ID" in the "customer ID" box, then click on "next". Now assign a name for your linked AdWords account and set permissions for the account. These permissions include "view counts and call-to-action", "remarketing" and "engagement". We recommend you to leave all permissions checked. Now click on "finish".

Now your YouTube channel is linked to Google Ads. Next up you have to approve the linked YouTube account on the Google Ads account. Start by going to your connected Google Ads account. Now click on the "tools" tab located in the top bar menu, then click on the "linked accounts" option under "setup".

Once in the “linked accounts” page locate the “YouTube” column and click on “details”. Now check the “link requests” column and click on “view request”. Now click on “approve”.

Now your YouTube channel is fully linked to Google Ads and you can start running YouTube Ads campaigns!

## Setting Up Conversion Tracking On Your Website



Certain YouTube Ads campaign setups will require you to set up conversion tracking on your website. If you don’t set up conversion tracking, you won’t be able to optimize campaigns for generating website traffic or capturing leads.

The good news is that setting up conversion tracking is very easy. Start on your Google Ads account. You can sign in to Google Ads by going to “ads.google.com” on your browser while logged in to your Google account. Please memorize this step, because you will set up all your YouTube Ad campaigns from your Google Ads dashboard.

Alright, now click on the “tools” tab located in the top bar menu and then click on the “conversions” option under “measurement”.

On the next page, click on the “plus” button to create a new conversion to track. On the following page, select “website”.

Next up you have to set up the conversion tag. A conversion tag is a tracking code that is optimized to track conversions on your website.

Start by selecting a conversion category. You can track “purchase”, “lead”, “page view”, “sign-up”, and “other”. For this example we are going to select “other” to simply track clicks and activity. Now enter a name for your conversion in the “conversion name” field.

Now you have to select a conversion value. Conversion values are used to record the value of a conversion when it happens. You can “use the same value for each conversion” if you’re tracking leads or sales of products with the same price.

You can “use different values for each conversion” if you’re tracking sales of products with different prices.

For this example, we are going to select “don’t use a value for this conversion” because we’ll be tracking all conversions in general.

Now select conversion count. You can select how many conversions are recorded per click. It is recommended that you select “every” if you want to track individual conversions when they matter, such as product sales.

It is recommended that you select “one” when it is enough to count a single conversion after a click, such as when leads sign-up to a newsletter from any of your several opt-in forms on your website.

Now click on “create and continue”. Congratulations! Now that you’ve set up your conversion action, you have to add it to your website.

Start by clicking on “install the tag yourself”. Now locate the “global site tag” and copy it to the clipboard.

Now you have to add it to your website. To add this code to your website, you will need administrative access to the website code.

In this example we are going to add the code to a WordPress website. If you are using WordPress, you can access the website code through the theme editor.

Start on the WordPress site dashboard, move over the “appearance” tab, and click on the “theme editor” option. Now move over the “theme files” menu and click on “theme header”.

Now locate the “<head>” and “</head>” tags in the website code. Paste the “global site code” in between these tags.

Now go back to the Google Ads page and copy the “event snippet” code. With this code you can track conversions on “page load” or “click”. For this example we are going to track conversions on “click”.

Copy the “event snippet” code, go back to the code editor in WordPress, and paste this code right under the “global site tag” code. Now click on “update file”.

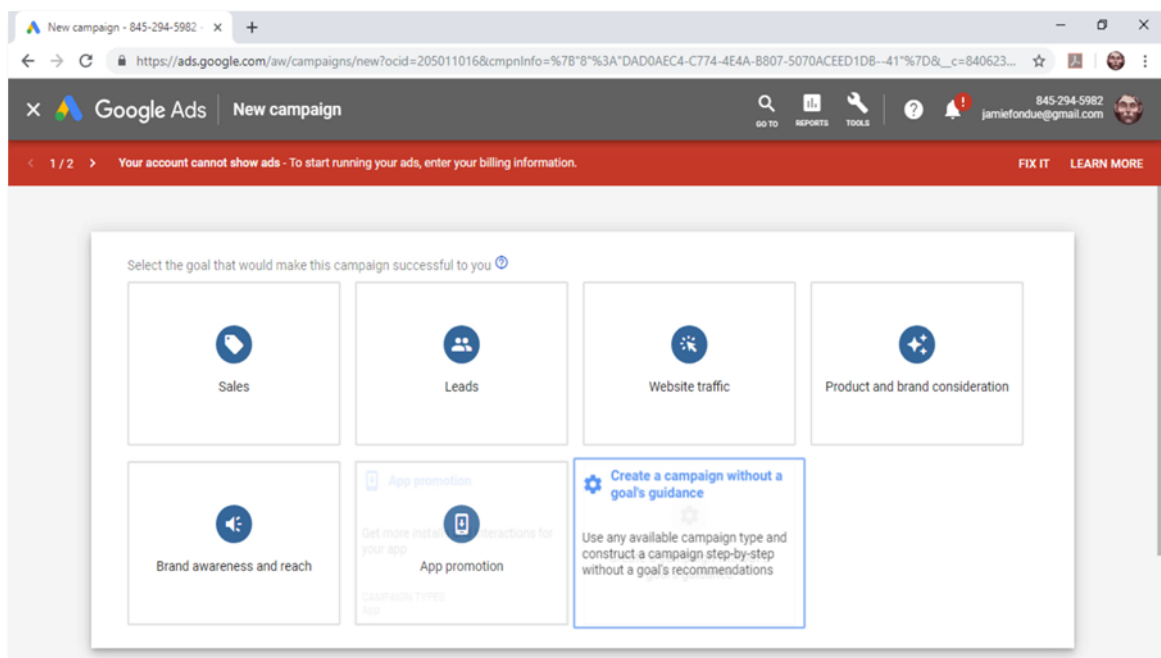
Go back to the Google Ads page after updating the site’s code and click on “next”. Conversion tracking is fully set up now, so you can click on “done”. Awesome! Now you can start creating YouTube Ads campaigns.

# Chapter 3: Setting Up A Basic YouTube Ads Campaign

Hey there friend! Setting up your first advertising campaign on YouTube is really easy, you just have to know where to get started.

Today we are going to walk you through the creation of a basic YouTube ads campaign. From signing in to the proper advertising platform, to preparing the video that you want to promote, you'll learn all it takes to set up and launch the best possible YouTube ad in a matter of minutes!

## Getting Started

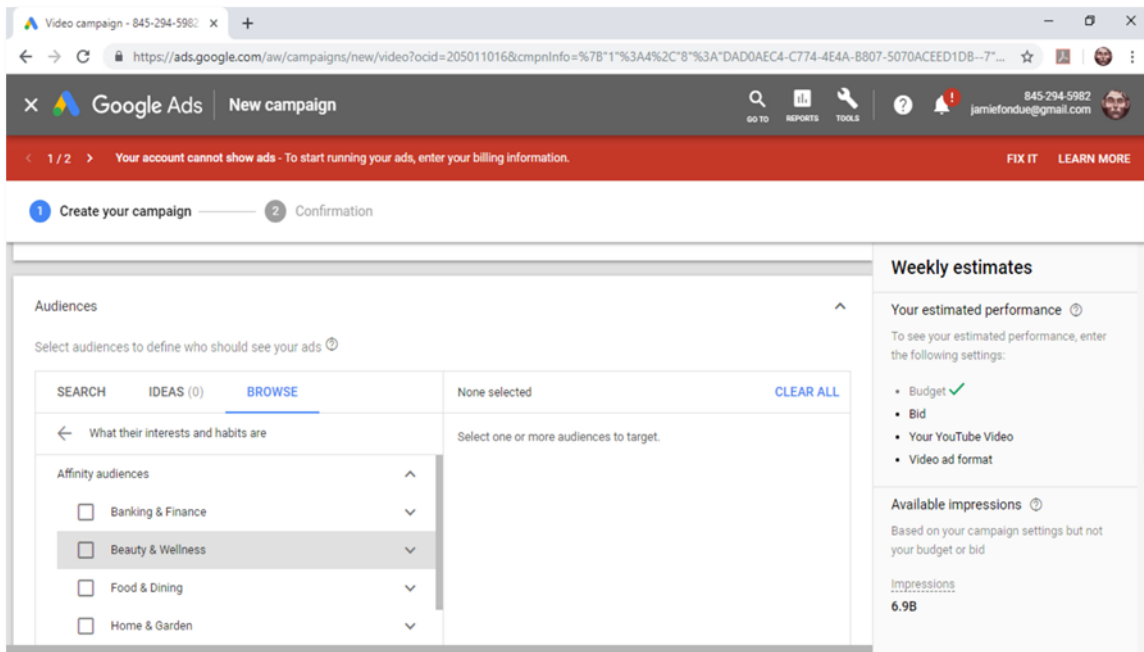


You can no longer promote YouTube videos or create video ad campaigns directly from your YouTube studio. Instead, all YouTube ad campaigns can now be created through Google Ads.



To access Google Ads, all you have to do is go to “ads.google.com” in your browser while logged in to your Google account. Make sure to sign in to the Google Ads account that you linked to your YouTube channel!

## Creating A Video Ad Campaign For YouTube



Now that you’re logged in to Google Ads, click on the “campaigns” tab. On the following page, click on the “plus” button, and then on “new campaign”.

When you create a new ad campaign on Google Ads, you will be suggested to select a campaign goal. When you select a goal, the new campaign will be optimized to meet the goal you selected, such as boosting sales or generating more website traffic.

Now, you might simply want to promote a video from your channel, or you may just be interested in creating a quick, basic video ad campaign for YouTube, without optimizations. In that case, you’ll just have to click on the “create a campaign without a goal’s guidance” option.

Now you have to select “video” as your campaign type. You always have to select this campaign type when creating YouTube ads.

After selecting “video” as your campaign type, you’ll have to select a campaign subtype. The available campaign subtypes will vary depending on the campaign goal that you choose. For this campaign we are going to select “custom video campaign”. This campaign subtype will allow us to select a single, basic type of video ad format during set up, and it is the recommended campaign subtype to select when creating basic YouTube ads campaigns.

You can click on “continue” to move to the next step once you make all your selections on this page.

Now it is time to set up the actual campaign. Start by typing the name of your new campaign in the “campaign name” field.

Now scroll down to set up your “budget”. First, select the budget “type”. Select “daily” if you want to spend a specific amount of money a day on YouTube Ads. You can spend as little as \$1 and get good results!

Or select “campaign total” if you want to spend a specific amount for the total duration of the campaign. Be careful in case you assign a campaign total, as you can easily spend \$50 fast and not see results because campaign totals don’t allow you to test and optimize with the same flexibility as a daily spend. Now enter the amount you want to spend below, after selecting the budget type.

Next up select the campaign’s “start date” and “end date”. You can start running ads as soon as they’re approved, or you can select a date to run them later. You can opt to run ads indefinitely by selecting “none” as your end date, or you can select a specific end date.

Next up you can select a custom “bidding strategy”. The default bidding strategy will be selected according to the campaign goal you choose, but you can change it in the “bidding strategy” menu.

Basically, all bidding strategies are based on “costs per view” and “costs per mile” that are optimized for each campaign goal. Please note that not all types of bidding strategies will be available for all campaign goals.

Next up you have to select your target “languages”. For example, if you only want to reach viewers that speak English, you simply have to click on the “enter a language” field, and then select “English” from the language menu.

You can also select your target “locations”. You can target “all countries and territories”, specific locations that speak your target language, or “custom” locations.

Now you have to enter a name for the ad group where you’ll save your ads. Here you’ll simply have to type the ad group name in the “ad group name” field.

You can further refine your target audience in the “people” section. Here you can define “demographics” by “gender”, “age”, “parental status”, and “household income”, as well as “audiences” by attributes such as “interests” and “intent”. You can make a better use of your ad spend by defining your target audiences in this section.

In the “content” section you can narrow your reach by showing your video ads to people who use specific keywords and search terms. You’ll simply have to enter your target keywords and the search terms that are most relevant to your business in the “keywords” box. Each keyword and search term that you enter here have to be separated by a line.

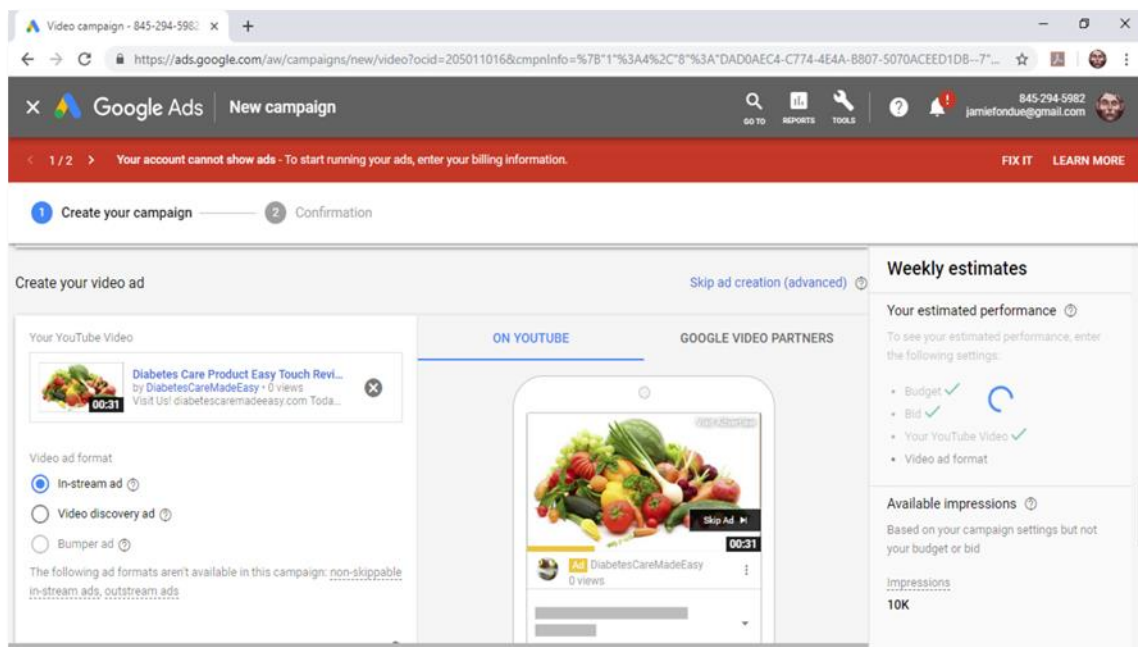
You can also show your video ads on content about specific subjects by selecting topics. You simply have to click in the “topics” field and then select one or more topics from the topics menu.

You can go even more granular by only showing your video ads in very specific placements. Click on the “placements” menu and then enter a keyword or phrase to look for placements on YouTube and around the web.

You will get suggestions based on the keywords you entered as well as the average number of impressions per week that you can get on each placement.

Next you have to enter your maximum bid in the “bidding” section. Here you simply have to enter the maximum amount that you are willing to pay per view or per mile.

## Creating The Video Ad



Now it is time to add and customize the video ad. Start by pasting the URL of the YouTube video that you are going to promote in the “your YouTube video” field.

You will be able to select a custom video ad format after you load your video from the URL. For basic YouTube Ads campaigns, the available ad formats will depend on the length of your video.

If your video is 15 seconds or longer, you can create skippable “in-stream” ads, which are video ads that appear before, during, or after another YouTube video, and “video discovery ads”, which appear as recommended videos and in search results pages.

If your video is 6 seconds long, you can create non-skippable “bumper ads”, which are short video ads that appear before, during, or after another YouTube video.

The most basic and more common video ad format is “in stream”, which we’ll select to finish setting up this YouTube Ads campaign.

When you select the “in stream ad” format, you’ll just have to enter your business landing page URL in the “final URL” field, and a display URL in the “display URL” field.

Then you have to select if you want to “autogenerate companion banner from videos from your channel” or to “upload” your own companion banner image.

Then you have to enter the name of your new YouTube ad in the “ad name” field. You can check how your video ad will look on different placements in the preview window on the right.

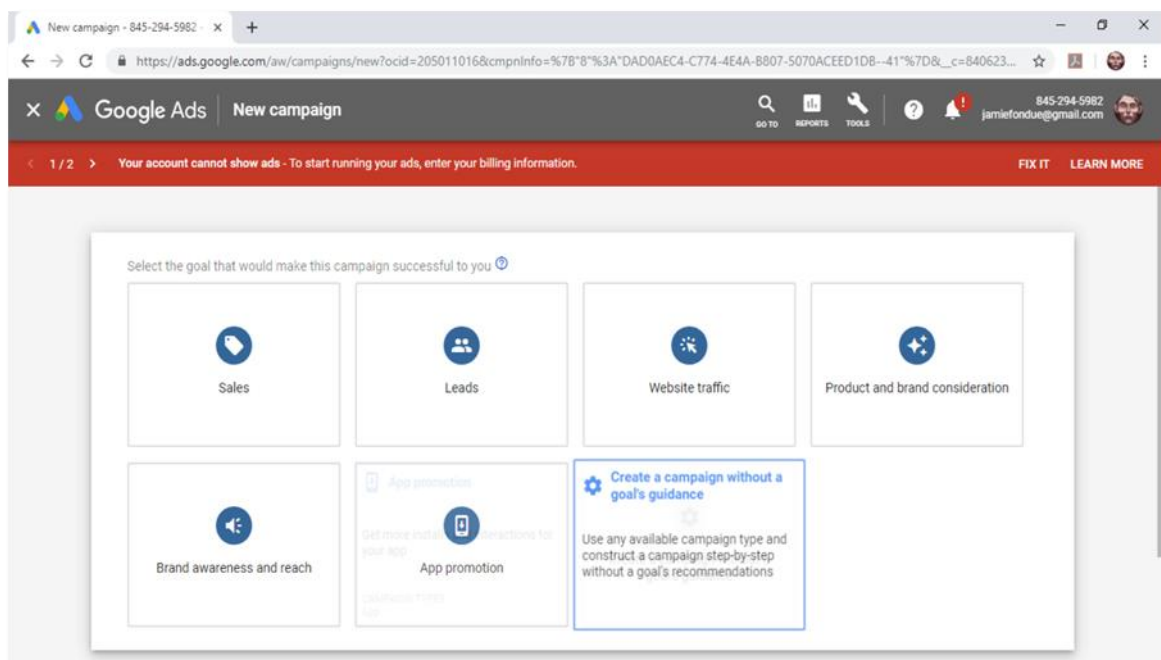
You can click on “save and continue” when you are ready to launch your new campaign. Now review your campaign settings on the next page and click on “continue to campaign”. Awesome! Now you’ve just launched your first YouTube ads campaign the right way.

# Chapter 4: How To Promote Your Stuff In Recommended Videos And On YouTube Search

Hello there everyone! YouTube is the most popular video streaming platform around, the second most used search engine after Google itself, and the third most visited website on the planet.

With more than 3 billion searches a month, it would be foolish not to advertise your content to video search users, so today we are going to teach you how to create “discovery ads” to promote your stuff on recommended videos and on search results, step by step.

## Getting Started

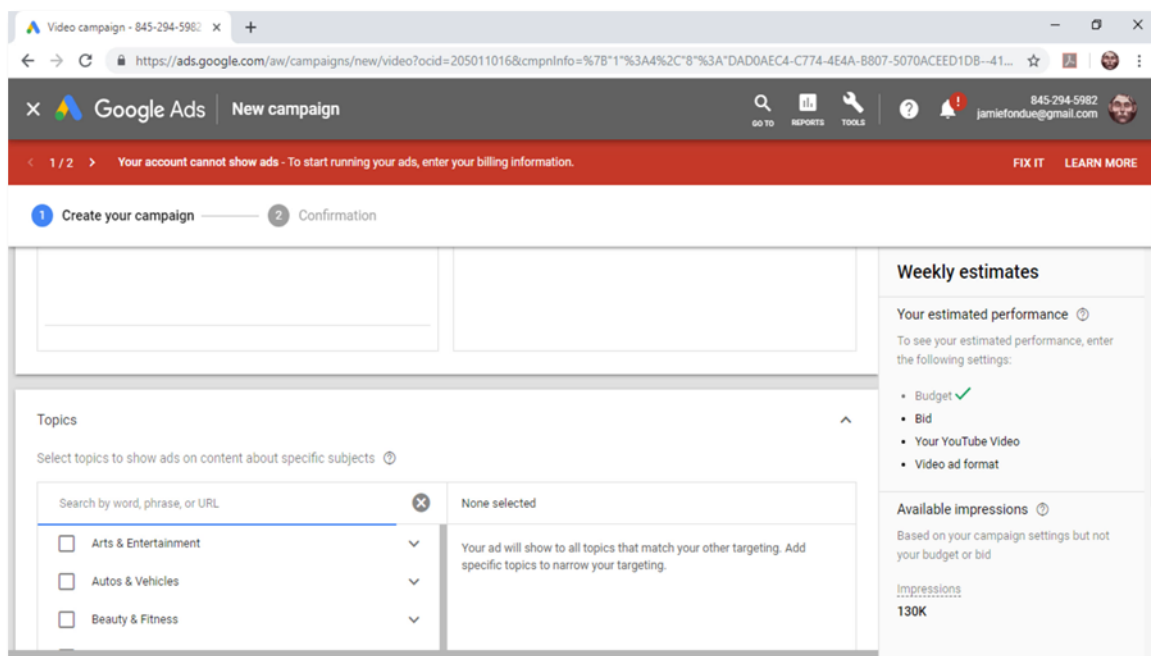


Log in to your Google Ads account, and click on the “campaigns” tab located in the left-hand menu. Now click on the “plus” button and then on the “new campaign” option.

You don’t have to select a specific campaign goal to create discovery ads, so you’ll simply have to select the “create a campaign without a goal’s guidance” option on the campaign goal selection screen.

Now select “video” as your campaign type and then “custom video campaign” as your campaign subtype. Click on “continue” to move to the next step.

## Creating The Campaign



Now it is time to create the video ad campaign. Start by entering a name for your new campaign in the “campaign name” field.

In the “budget” section select “daily” as your budget type and enter your daily spend in the field below. Now select your “start and end dates”. On “bidding



strategy” select “maximum cost-per-view”. By selecting this bidding strategy you’ll only pay every time that a viewer watches your video ad.

Now click on the “networks” menu and deselect the “video partners on the display network” option. This will allow you to put all your ad spend on YouTube. Now select your target “languages” and your target “locations”.

Now it is time to create the ad group for this campaign. Start by entering the name of the ad group in the “ad group name” field.

Now move to the “people” section. Click on the “demographics” menu and select your demographic targeting. Now click on the “audiences” menu and define your target audience. We recommend you to select specific audience attributes from the “browse” menu.

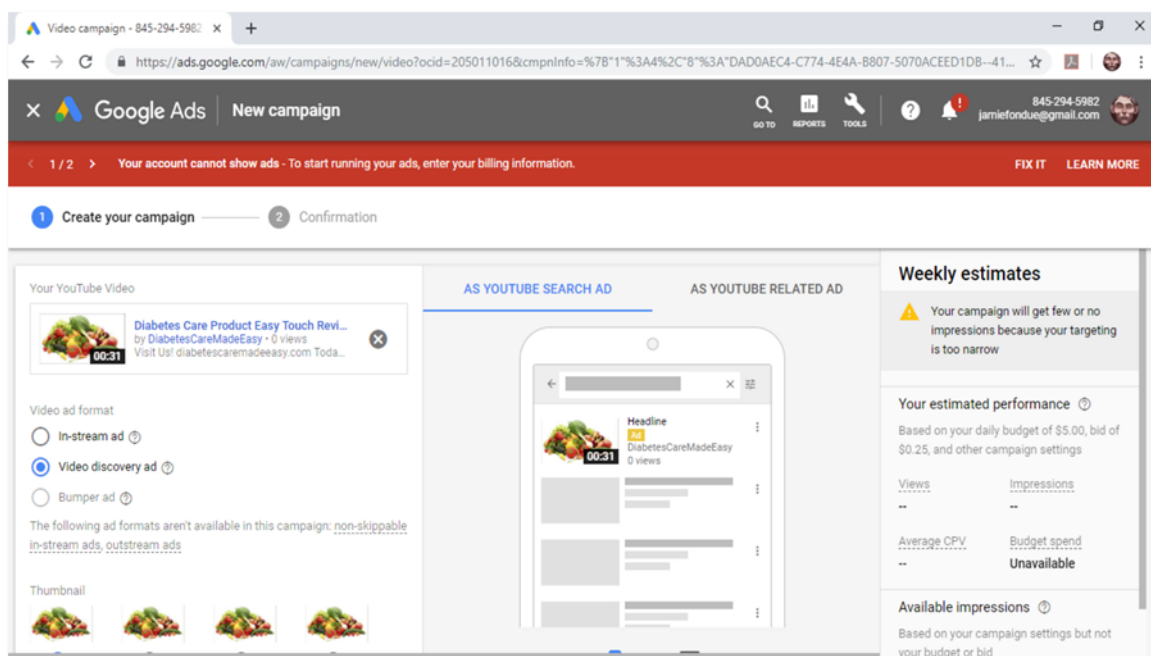
Now move to the “content” section. Click on the “keywords” menu and type your target keywords and search terms in the keywords column. Your video ads will be triggered in search results for viewers using the keywords that you enter here. Remember to separate each keyword by a line.

Now click on the “topics” menu and select the type of content that you want to show your ads on. Videos that cover the topics that you select in this section will trigger your ads in the recommended videos feed.

Now click on the “placements” menu. Here you can select specific placements where to show your videos. For example, if you want your video ads to appear on a specific YouTube video, you have to type the name or URL of the video in the search address, and then to select it from the results.

Now move over to the “bidding” section and enter your maximum cost-per-view bid in the “maximum cpv” field. This is the maximum amount that you are willing to pay for each view of your video.

## Creating The Ad



Now it is time to create your video ad. Start by pasting the URL of your video that you want to promote in the “search for a video” field. Now select “video discovery ad” as your ad format.

Now select a thumbnail. Select carefully, as this is the thumbnail that viewers will see on search results and on the recommended feed.

Now enter a headline that is less than 100 characters long. Add your target keywords and search terms in this headline to maximize click through rates.

Now add a benefit of your brand or offer, a keyword, or a search term to the “description 1” and “description 2” fields. Each description has to be less than 35

characters long. Make sure to put the longest description in the “description 1” field.

Now enter a name for your new video discovery ad in the “ad name” field. You can check how your ad will look on mobile and on desktop in the preview window to the right.

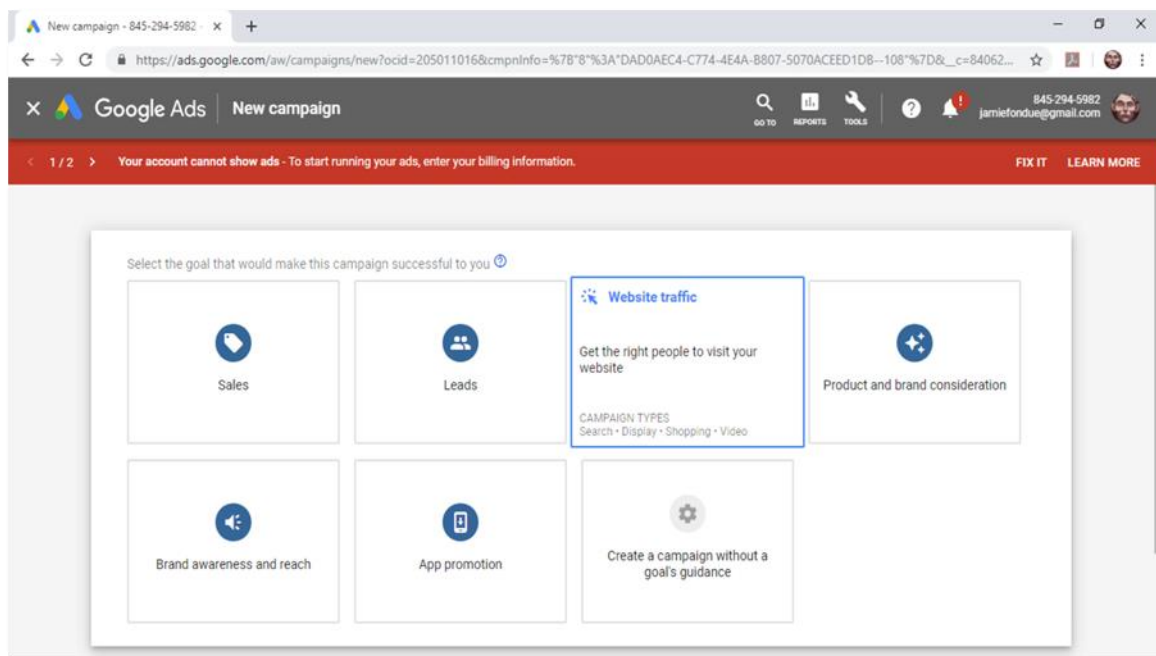
Now click on “save and continue”. Review your campaign settings on the following page and then click on “continue to campaign”. Awesome! Your promoted video will start getting tons of views from search and the recommended feed as soon as it is approved!

# Chapter 5: Generating Qualified Website Traffic With YouTube Ads

YouTube is the third most visited website on the planet. With over 1.9 billion visits a month, it generates an outstanding volume of traffic that more and more marketers are learning to leverage.

Today we are going to show you how to easily create a video advertising campaign that will help you to drive highly qualified traffic to your online business, the easy way!

## Getting Started



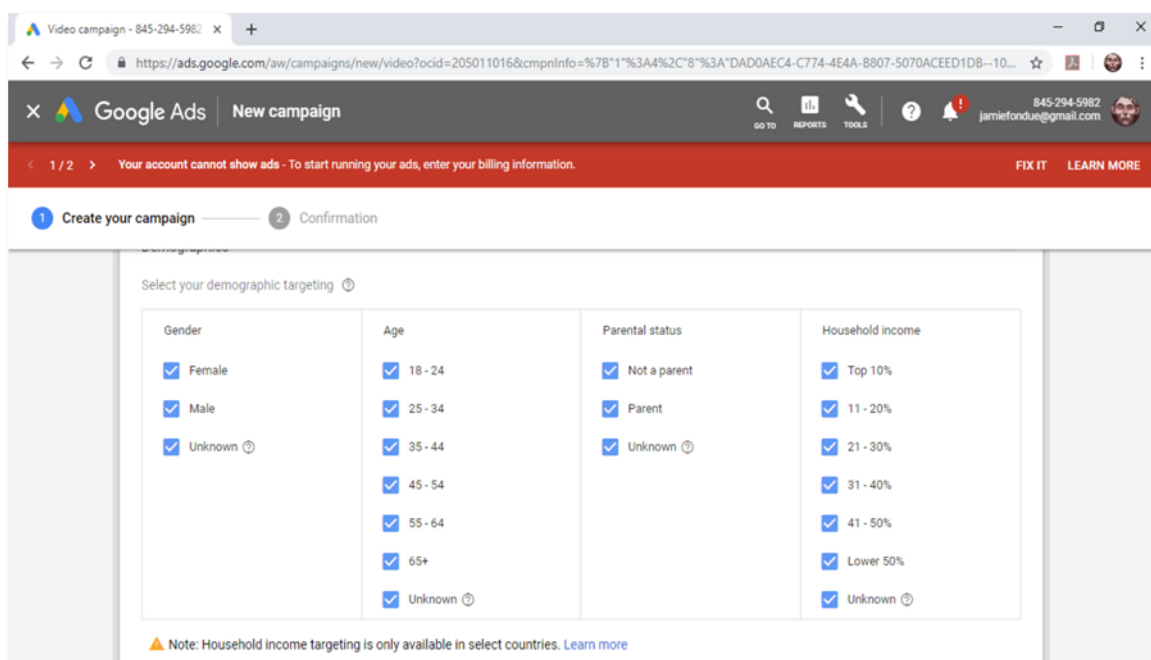
Go to your Google Ads dashboard and click on the “campaigns” tab. Now click on the “plus” button and then on the “new campaign” option.

Now click on the “website traffic” option in the campaign goal selection screen. This option will provide you with campaign settings that are optimized to drive traffic to a third-party destination such as a landing page or your business website.

Please note that you have to install conversion tracking on your website before you are able to select this campaign goal. If you haven’t done so, please follow the steps in the first lesson before you continue.

Now select “video” as the campaign type, and then click on “continue”.

## Creating The Campaign



Now it is time to create your new video ad campaign. Start by entering the name of the campaign in the “campaign name” field.

Now move to the “budget” section and select your budget “type”, then enter your budget amount. Now select your “start and end dates”.

Now move to the “bidding strategy” section to select your bidding strategy. There are two types of bidding strategies available when you select “website traffic” as your campaign type.

The “maximize conversions” strategy allows you to automate bids so you can get the most conversions within your budget. We recommend you to select this strategy when you are targeting a broad audience, and when you set low campaign budgets.

The “Target Cost-Per-Acquisition” strategy allows you to set the average amount that you’re willing to spend per conversion. We recommend you to select this strategy when you are targeting a very focused audience. This way you will only spend money on clicks that are more likely to convert.

Now select your target “languages”. Then your target “locations”. Now scroll down and enter the name of the ad group for this campaign in the “ad group” field.

Now move to the “people” section to define your audience. Click on the “demographics” menu to define your demographic targeting.

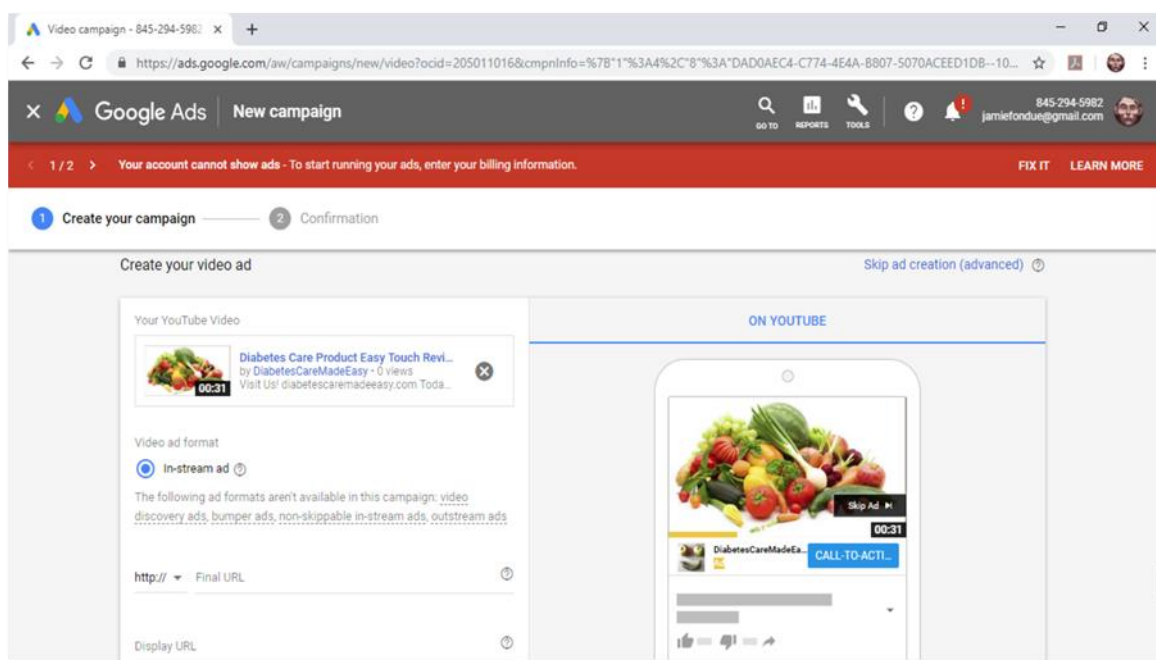
Now click on the “audiences” menu to define the attributes of the audience that will see your ads. The easiest way to select attributes from this screen is by clicking on the “browse” tabs, and then by selecting them directly from the display menu.

Now move to the “content” section to narrow your reach. First, click on the “keywords” menu. Enter your target keywords and search terms in the keywords column, each one separated by a line. Your video ads will be triggered on YouTube videos and channels that contain these keywords.

Now click on the “topics” menu to select a topic from the display menu. Your ads will be triggered on videos and content that cover your selected topics.

Now click on the “placements” menu. Here you can select specific placements to show your ads. For example, if you want to show your video ads on a high-traffic YouTube video, you’ll simply have to type the name or URL of the video in the placements search bar, and then to select it from the results.

## Creating The Ad



Now it is time to create the ad. Start by pasting the URL of the YouTube video that you want to use to promote your online destination in the “search for a video” field.

Now enter your landing page or website URL in the “final URL” field. Now click on the “display URL” field to load a display URL to show on your ad.



Now type a compelling call-to-action in the “call-to-action” field. You can use up to 10 characters. Now type a headline containing one or two of your target keywords, or a search term. Here you can use up to 15 characters.

Now select to “autogenerate” companion banner, or to “upload an image” for your companion banner.

Now enter a name for your video ad in the “ad name” field. You can check how your ad will look in the preview window on the right.

Now click on “save and continue”, and then review your campaign settings on the following page. Click on “continue to campaign”. Your new traffic campaign will be reviewed and launched in a matter of minutes!

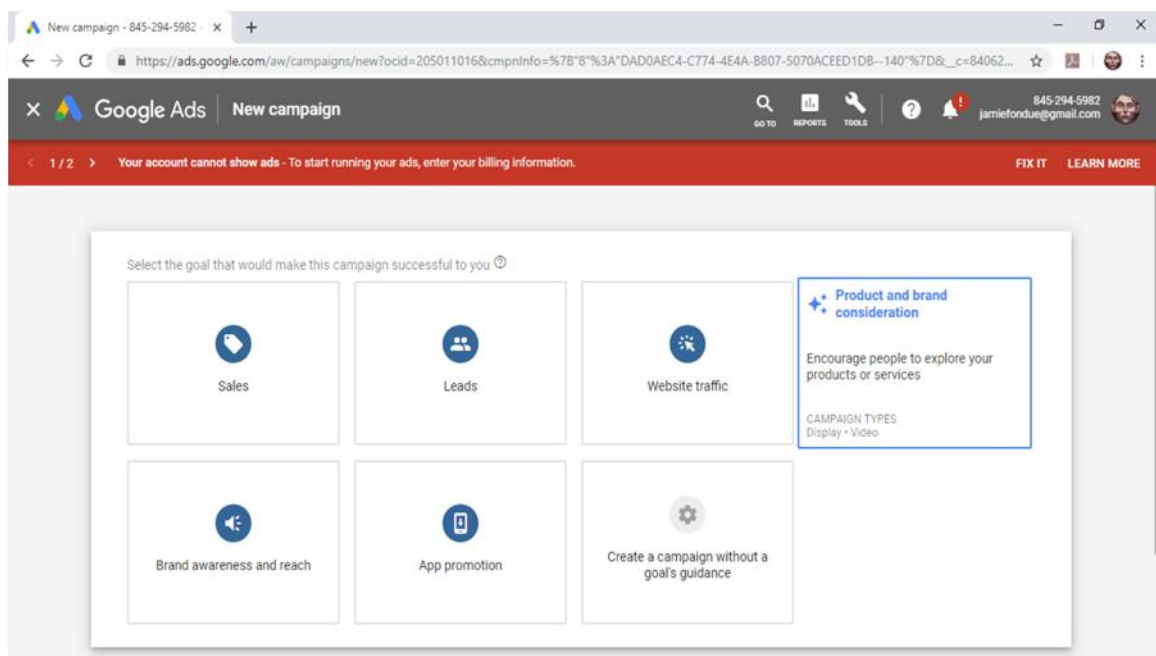
# Chapter 6: Generating More Sales

## With A Product Consideration Campaign On YouTube

Hey there everyone! YouTube is one of the most commercial websites you can find. Explainer videos and video reviews can easily help you sell just about anything to an audience that gets fired up about watching their favorite products in action.

And you can easily boost sales by helping your product videos with a YouTube Ads campaign. That is why today we are going to show you how to generate more sales on YouTube with a product consideration campaign!

### Getting Started



Start on your Google Ads dashboard. Click on the “campaigns” tab located on the left-hand menu. On the following page, click on the “plus” button, and then on the “new campaign” option.

Now select the “product and brand consideration” option from the campaign goal selection screen. This campaign goal will provide you with settings that are optimized to help you sell more of your products.

Now select “video” as your campaign type. Now it is time to select a campaign subtype. You can choose from two types of campaign subtypes when creating product consideration campaigns.

You can select “influence consideration” to create video ad campaigns that showcase your brand and products.

Or you can select “shopping” to create video ad campaigns to directly promote specific products and to drive people to your online store. Please note that you need a Google Merchant account in order to select the “shopping” campaign subtype.

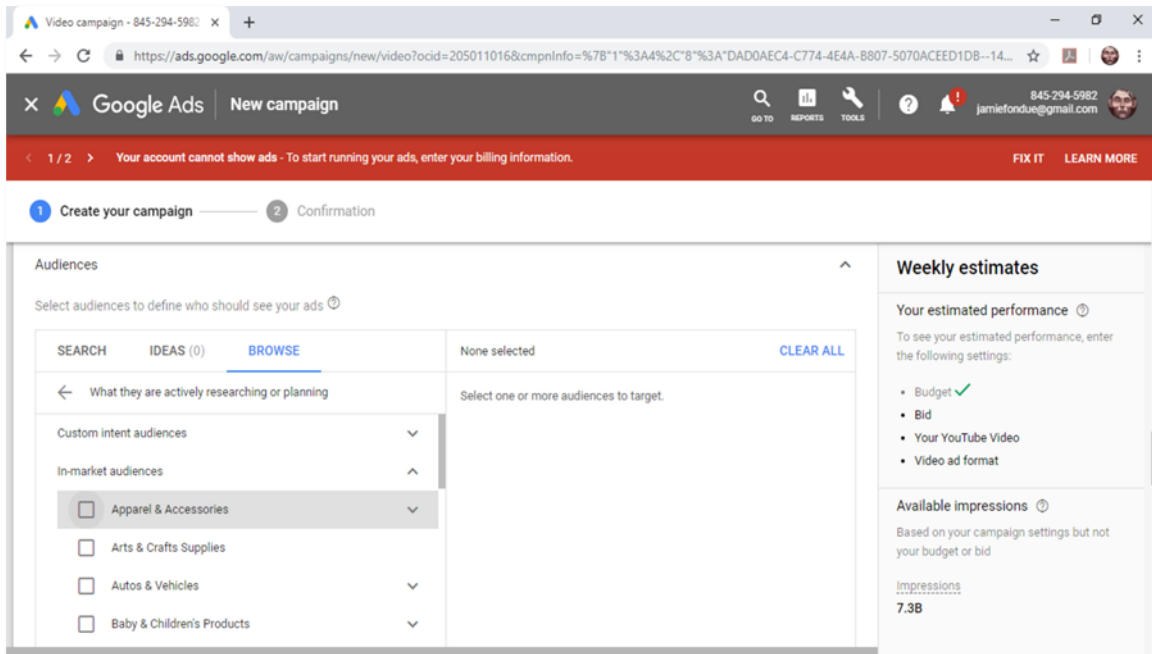
For this example we are going to select “influence consideration”. You can click on “continue” after selecting the campaign subtype.

## Creating The Campaign

Now it is time to create your new campaign. Start by entering the name of the new campaign in the “campaign name” field.

Now select your “budget type”, and then enter your budget amount below. Now select your “start and end dates”. When you select “product consideration” as your campaign goal, the only bidding strategy available is “maximum cost-per-view”, so you can continue straight to the next settings.

Next up we recommend you to leave all “networks” selected. Now select your target “languages”, and then your target “locations”.



Scroll down to the “ad group” section and enter the name of the ad group for this campaign in the “ad group name” field.

Now move to the “people” section to define your audience. Click on the “demographics” menu to define your demographic targeting.

Now click on the “audiences” menu to define the audience that will see your ads. For product consideration campaigns, the best strategy is to define audiences that are ready to buy. To do this, click on the “browse” tab.

Now click on “what they are actively searching or planning”. Now click on the “in-market audiences” display menu button, and then select a category.

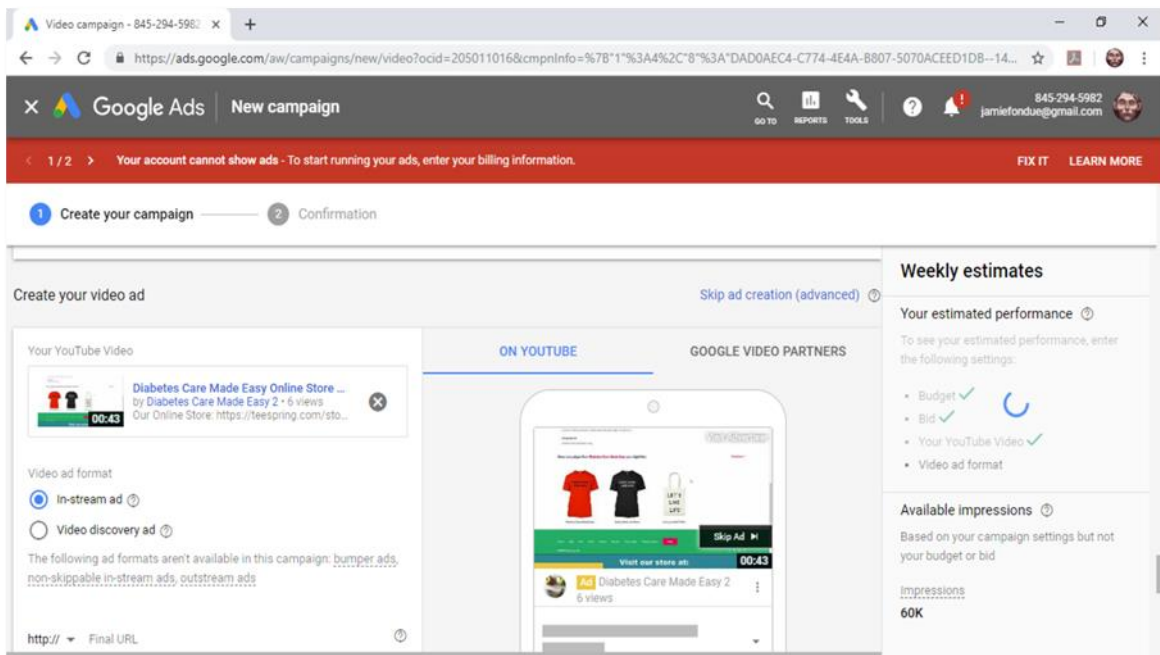
Now move to the “content” section to narrow your reach. Start on the “keywords” menu. Here you have to enter your product keywords and buyer search terms in the keywords column, each one separated by a line.

Now click on the “topics” menu to select target topics from the display menu. Your ads will be triggered on videos and content that cover the topics that you select here.

Now click on the “placements” menu. Here you can select specific placements where to show your ads. For example, you can show your product consideration ads on high-traffic YouTube videos by typing a product keyword in the placements search bar, and then selecting the placement category. You can then select multiple videos from the list. You can apply these same steps if you want to select YouTube channels or websites instead of videos.

Now enter your “maximum cost-per-view” bid in the “bidding” section. This is the maximum amount that you are willing to pay for each view on your ad.

## Creating The Ad



Now move over the “create your video ad” section and paste the URL of the product video that you want to promote in the “search for a video” field.

Next up you have to select the ad format. You have two ad formats available when creating product consideration campaigns: “in-stream ad” and “video discovery ad”. For this example we are going to select “in-stream ad”.

When creating an in-stream ad for a product consideration campaign, you’ll simply have to enter your landing page or online store URL in the “final URL” field. Now click on the “display URL” field to generate a display URL for your video ad.

You can check the “call-to-action” box to include a CTA button on your ad. If you activate the “call-to-action” you’ll simply have to enter a call-to-action text in the “call-to-action” field and a brief headline in the “headline” field.

Next up select “autogenerate” companion banner and then enter a name for your new ad in the “ad name” field. Check how your product consideration ad will look on mobile and desktop placements in the preview window on the right, and then click on “save and continue”.

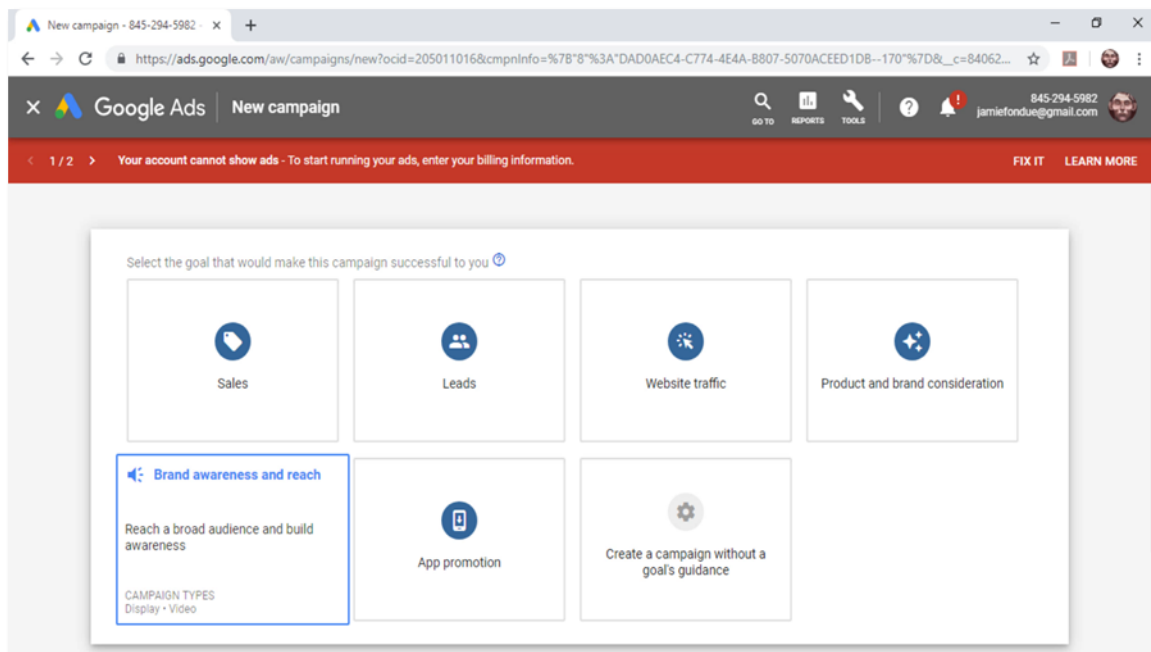
Now review all your campaign settings on the following page and click on “continue to campaign” when you’re ready. Awesome! This is how you can quickly and easily increase sales with a YouTube Ads campaign!

# Chapter 7: Generating Cheap Video Impressions With Skippable In-Stream Ads

Hello there friends! In online marketing, sometimes all you need is some exposure. There are viewers that will skip your video ads because they're not familiar with your brand or business, but all it takes to get them to pay attention is to show them your video until they stop and watch to see what it is all about.

Today we are going to teach you the easiest and cheapest way to generate lots of video impressions on YouTube, step by step.

## Getting Started



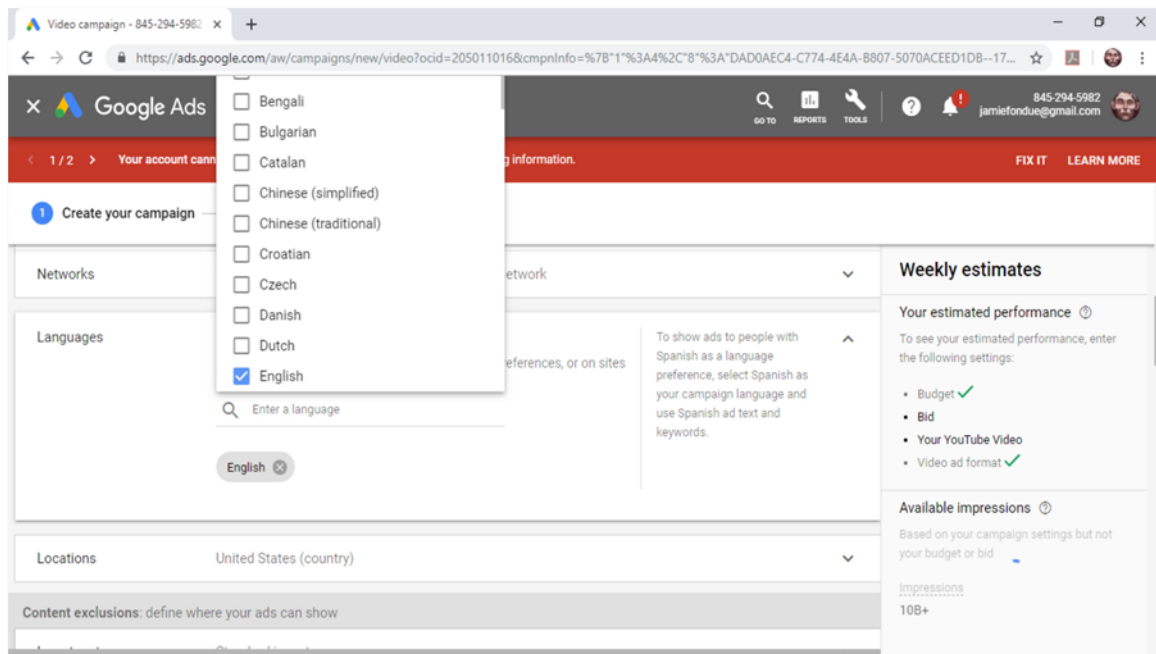


Start on your Google Ads account. Click on the “campaigns” tab. Now click on the “plus” button and then on the “new campaign” option.

Now select “brand awareness and reach” as your campaign goal. This option will provide you with campaign settings that are optimized to reach a broader audience and build awareness about your brand, without spending too much.

Now select “video” as the campaign type. Select “skippable in-stream” as the campaign subtype and then click on “continue”.

## Creating The Campaign



Now it is time to create your new video ad campaign. Start by entering the name of the campaign in the “campaign name” field.

Now move to the “budget” section and select your budget “type”. We recommend you to select “daily” and to start on a budget of \$5 to \$10. You will split your average daily budget in equal fractions to make the most of it. We’ll discuss this in a moment, once we reach the “bidding” section.

Now select your “start and end dates”. Because the “bidding strategy” and “networks” can’t be changed under this campaign subtype, you can skip both and simply select your target “languages” and “locations”.

Next up you can scroll down and enter the name of the ad group for this campaign in the “ad group name” field.

Now it is time to define your audience and narrow your reach. It is crucial that you target the right audience data and the right keywords to get the most out of your ad spend.

First, move to the “people” section to define your audience. Click on the “demographics” menu to define your demographic targeting.

Now click on the “audiences” menu to define the attributes of the audience that will see your ads. Simply click on the “browse” tab, and browse attributes such as interests and custom intents from the available menus.

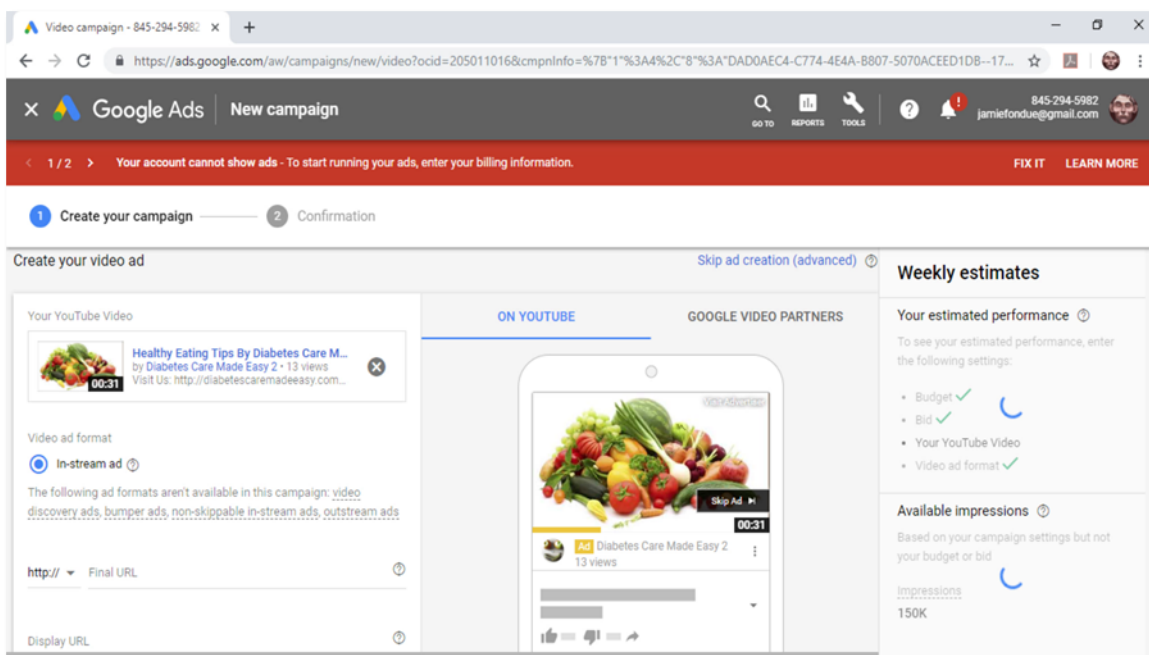
Now move to the “content” section to narrow your reach. Click on the “keywords” menu, and enter your target keywords and search terms in the keywords column, each one separated by a line. Your video ads will be triggered on YouTube videos and channels that contain these keywords.

Now click on the “topics” menu to select a topic from the display menu. Your ads will be triggered on videos and content that cover your selected topics.

Now click on the “placements” menu. Here you can select specific placements to show your ads. For example, if you want to show your video ads on specific YouTube videos, you’ll simply have to type one of your target keywords in the search bar, and then click on “YouTube” videos. You can now select on which videos you are going to show your ads.

Now move to the “bidding” section. Here you are going to enter the maximum amount that you are willing to pay per thousand impressions. Here we recommend you to enter 10% of your daily budget. For example, if your daily budget is \$5, then your “target CPM” here is \$0.50.

## Creating The Ad



Now it is time to create the ad. Paste the URL of the YouTube video that you want to use to promote your brand or business in the “search for a video” field.

By default, the video ad format for this campaign is “in-stream” and can’t be changed. These video ad format allows you to show your video to viewers for a full 5 seconds, after which they’ll have the option to skip it.

Now enter your business website URL in the “final URL” field. Now click on the “display URL” field to generate a display URL to show on your ad.

You can optionally check the “call-to-action” box to add a CTA button to your video ad. For this example we’ll simply skip creating a CTA button.

Now select to “autogenerate” companion banner, or to “upload an image” for your companion banner. Now enter a name for your video ad in the “ad name” field.

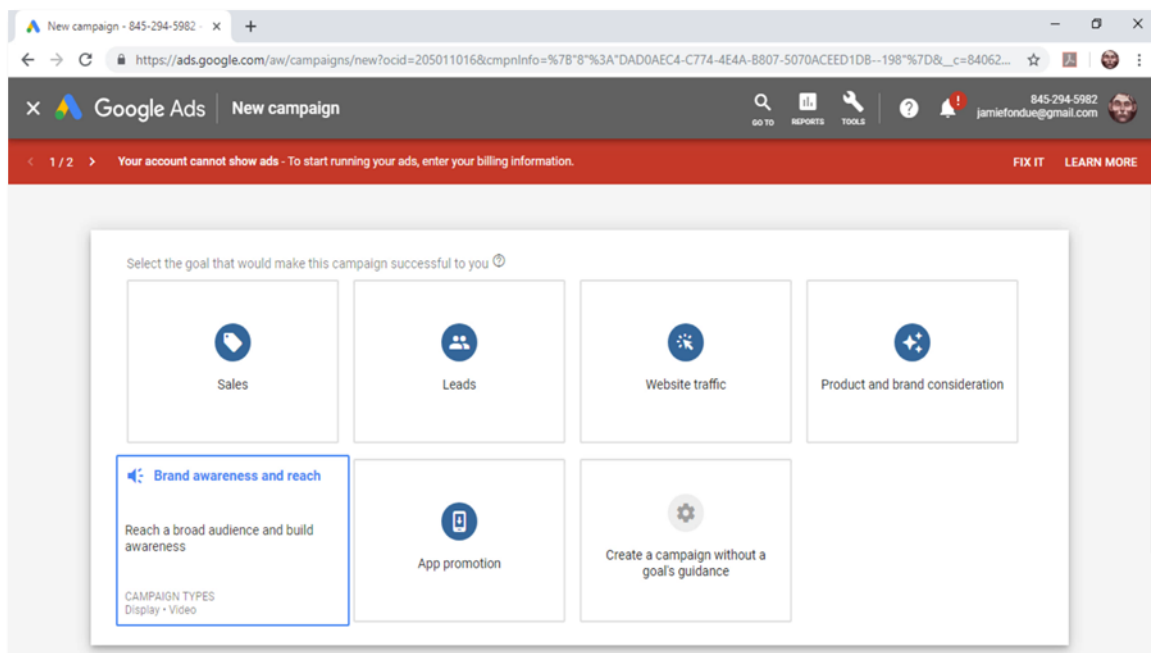
Now click on “save and continue”. Review your campaign settings on the following page and click on “continue to campaign”. Awesome! With this campaign you’ll be able to generate up to 10,000 qualified video impressions on the cheap!

# Chapter 8: Getting More Qualified Views With Bumper And non-skippable Video Ads

As an online marketer, you know full well that the best way to qualify prospective leads or buyers is by interrupting their experience and locking their attention with a well-timed pop-up opt-in.

Today we are going to show you how to set up short video ads that can't be skipped, which can help you to get your message across much more easily.

## Getting Started



Start on your Google Ads account. Click on the “campaigns” tab. On the following page, click on the “plus” button and then on the “new campaign” option.

Now select “brand awareness and reach” as your campaign goal. This option will allow you to select campaign subtypes that provide you with non-skippable ad formats.

Now select “video” as the campaign type. Now it is time to select the campaign subtype. The two campaign subtypes that allow you to create non-skippable video ads are “bumper” and “non-skippable in-stream”.

“Bumper” campaigns allow you to create video ads that are 6 seconds long. They’re very cost-efficient and are a great way to send quick marketing messages and promotions.

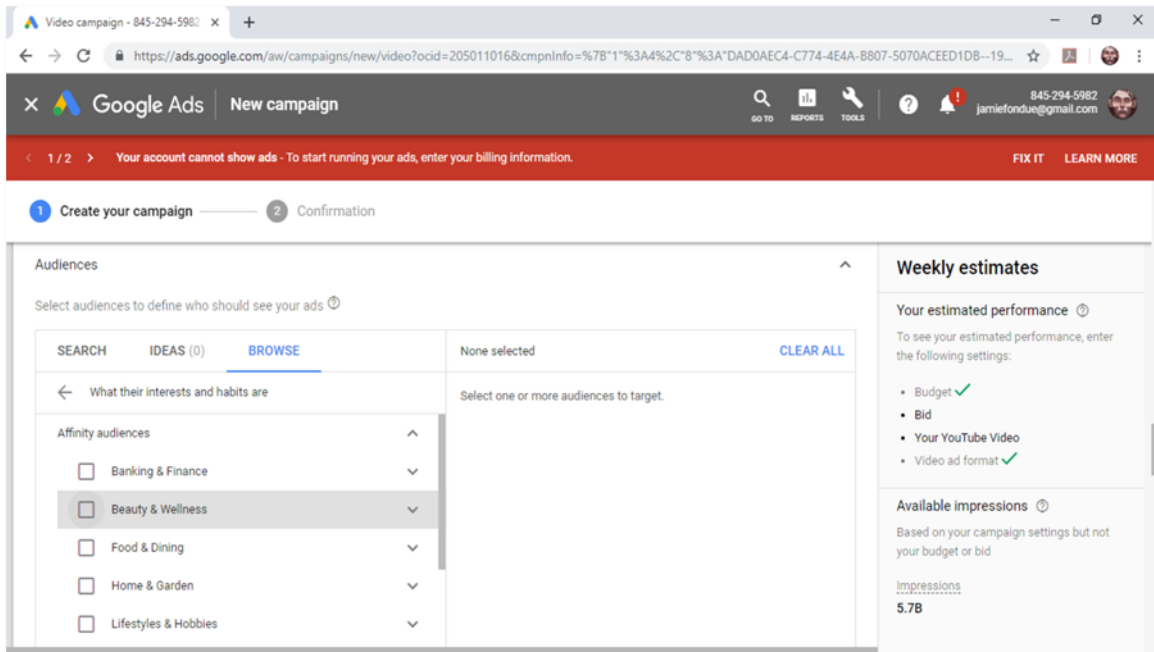
“Non-skippable in-stream” allow you to create video ads that are 7 to 15 seconds long, and they’re a great way to launch TV-style advertising campaigns to send your entire message.

Both campaign subtypes allow you to adjust the same configurations and have the same default values, and they just differ in the length of the videos that they allow you to promote.

For this example, we are going to select “non-skippable in-stream” to promote a 7 second video from our channel.

You can click on continue to move to the next step after selecting the campaign subtype.

## Creating The Campaign



Now it is time to create the video ad campaign. Start by entering the name of the campaign in the “campaign name” field.

Now move to the “budget” section and select your budget “type”. Then enter your total or daily spend in the average spend field.

Now select your “start and end dates”. The settings in “bidding strategy” and “networks” can’t be changed under this campaign subtype, so you can skip them. Continue by selecting your target “languages” and “locations”.

Now scroll down and enter the name of the ad group for this campaign in the “ad group name” field.

Now you have to define your audience and narrow your reach. It is important that you target the right audience data as well as the right keywords in this section in order to get only very qualified views.

Start on the “people” section to define your audience. Click on the “demographics” menu to define your demographic targeting.

Then click on the “audiences” menu to define the audience that will see your ads. Click on the “browse” tab, and browse attributes that best define your audience.

Now move to the “content” section to narrow your reach. Click on the “keywords” menu, and enter your target keywords and search terms in the keywords column, each one separated by a line. Your non-skippable video ads will appear on YouTube videos and channels that contain these keywords.

Now click on the “topics” menu to select a topic. Your ads will appear on videos and content that cover these topics. Now click on the “placements” menu if you want to select specific placements to show your ads.

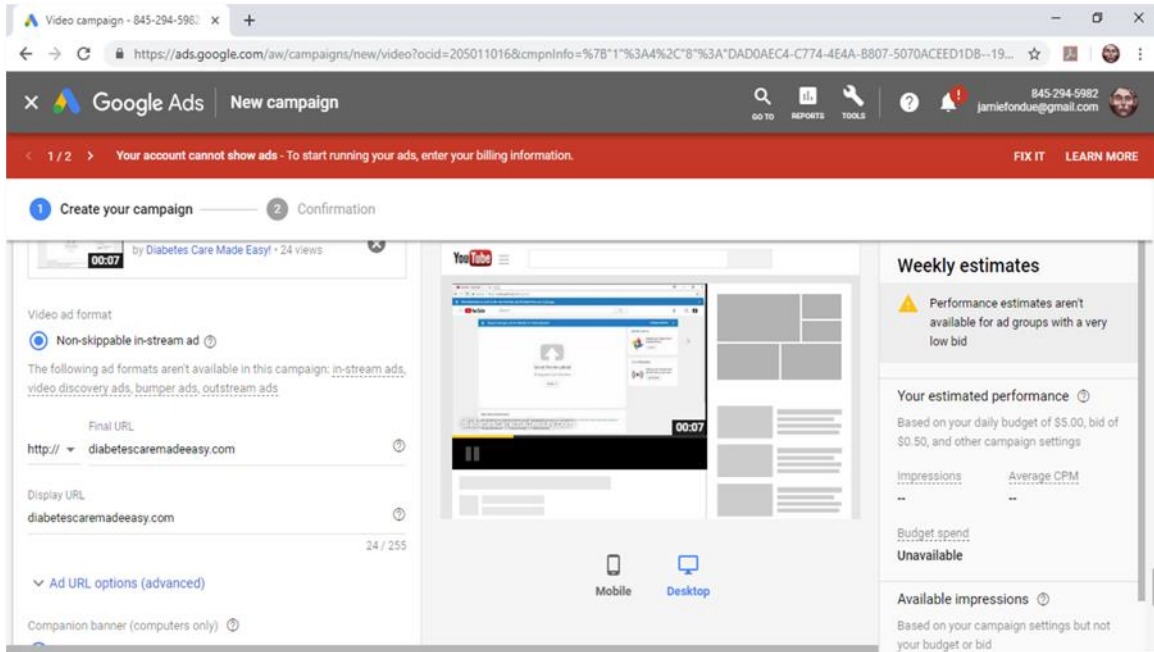
Now move to the “bidding” section and enter the maximum amount that you are willing to pay for each thousand times your video is advertised on other videos.

## Creating The Ad

Now it is time to create the ad. Paste the URL of the YouTube video that you want to advertise in the “search for a video” field. Remember that if you select “bumper” as the campaign subtype, your video has to be 6 seconds long, and if you selected “non-skippable in-stream”, your video has to be between 7 and 15 seconds long.

As you can see, the default video ad format in this campaign is “non-skippable in-stream”, and it can’t be changed.





Now enter the URL that you want to promote with your ad in the “final URL” field. Now click on the “display URL” field to generate a display URL to show on your ad.

Now select to “autogenerate” companion banner, or to “upload an image” for your companion banner. Now enter a name for your video ad in the “ad name” field.

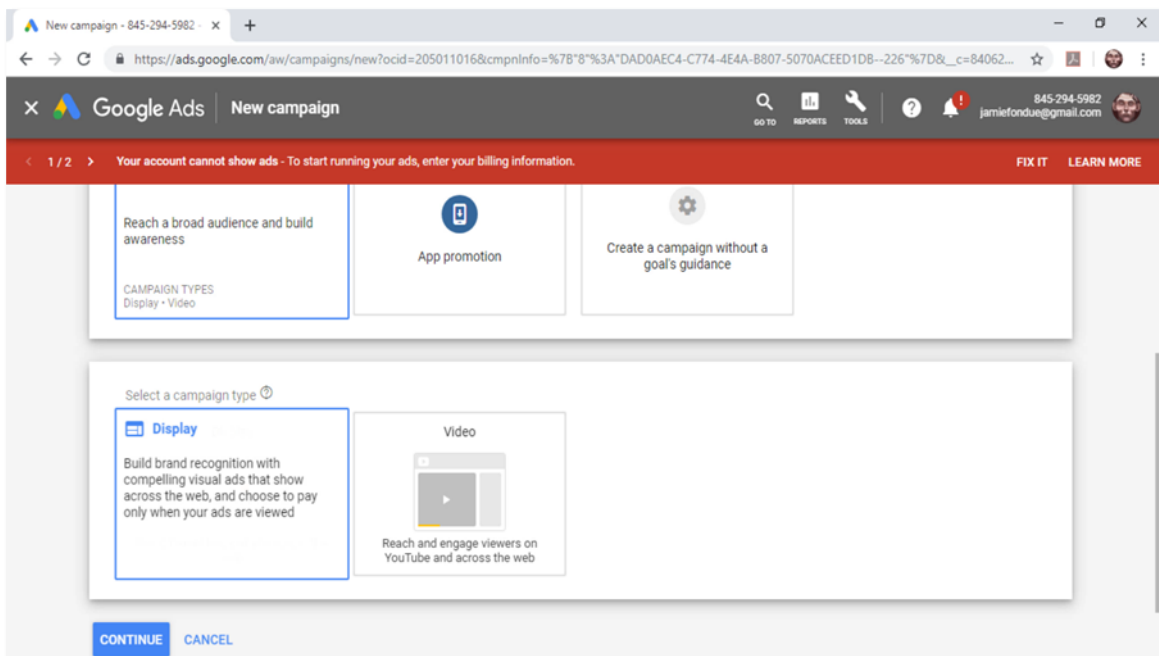
Now click on “save and continue”. Review your campaign settings on the following page and click on “continue to campaign”. And that is it! Now your video will be viewed by thousands of YouTube users within moments!

# Chapter 9: Reaching More Mobile Users With An Optimized Outstream Video Ad

Hello there everyone! You don't have to be a marketing expert to know that mobile use is on the rise. More than 60% of video views are from mobile devices, and not all are on YouTube.

That's why today we are going to show you how you can easily create video ad campaigns that will help you to reach a broad mobile audience outside of YouTube, step by step.

## Getting Started

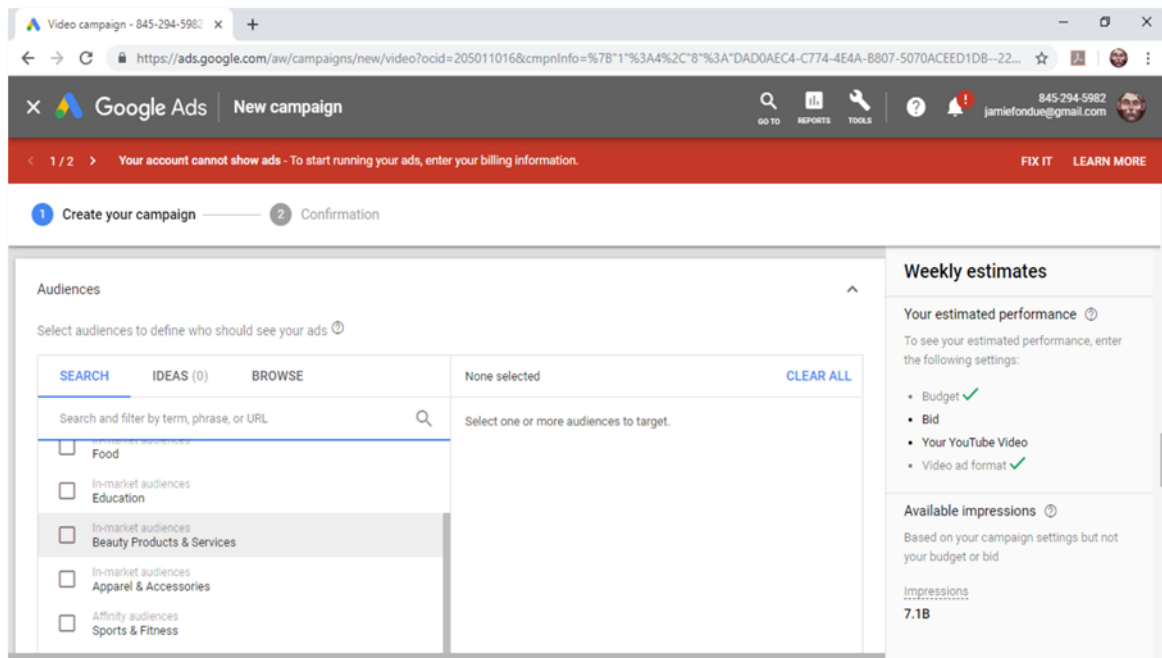


Start on the Google Ads dashboard. Click on the “campaigns” tab and then on the “plus” button. Now click on “new campaign”.

On the following page, select “brand awareness and reach” as your campaign goal. This is the only type of campaign goal that allows you to create video ads optimized to reach mobile users in the Display Network.

Now select “video” as the campaign type, then select “outstream” as the campaign subtype. “Outstream” campaigns help you reach more people directly on their phones and tablets with outstream ads that are optimized with viewable cost-per-mile bids. Click on “continue” after selecting the campaign subtype to start creating the campaign.

## Creating The Campaign



Now it is time to create your new outstream campaign. Start by entering the name of the campaign in the “campaign name” field.

Now move to the “budget” section. Select your budget “type” and then enter the average you want to spend below. Now select your “start and end dates”.

By default, “viewable cost-per-mile” or “vCPM” is selected as the bidding strategy and it can’t be changed. Viewable cost-per-mile bids allow you to pay per each thousand times when your video ad is shown in a viewable position on mobile devices. This bidding strategy maximizes your chances of generating thousands of qualified views without having to pay for each unique view.

One thing that you’ll notice is that you can select your target “networks”. This is because outstream ads are designed to reach mobile users on partner video networks in the display network. So you can simply skip “networks” and select your target “languages” as well as your target “locations”.

Now scroll down and enter the name of the ad group for this campaign in the “ad group name” field.

Now it is time to define your audience and narrow your reach.

First, click on the “demographics” menu in the “people” section to define your demographic targeting. Now click on the “audiences” menu to define the audience that will see your ads.

Now move to the “content” section to narrow your reach. Click on the “keywords” menu, and enter your target keywords and search terms in the keywords column, each one separated by a line.

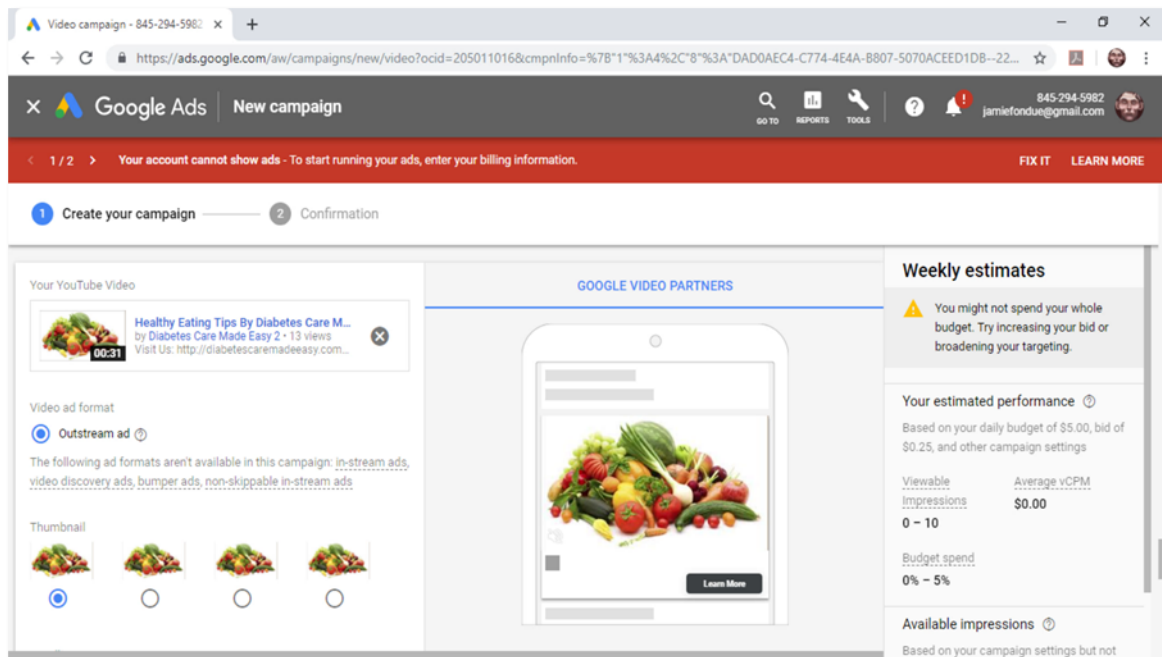
Now click on the “topics” menu to select the topic from the display menu.

Now click on the “placements” menu if you want to select specific placements where you want to show your outstream ads. Please note that you can only

select websites and apps as placements when you create outstream ad campaigns.

Lastly, on the “bidding” section you have to enter your maximum viewable cost-per-mile bid. This is the maximum amount that you are willing to pay for each thousand times that your video ad is shown on viewable placements. We recommend you to test maximum bids between \$0.25 and \$0.50 to get started.

## Creating The Ad



Now it is time to create the ad. Paste the URL of the YouTube video that you want to advertise on mobile in the “search for a video” field. By default, the video ad format for this campaign is “outstream” and can’t be changed.

Now it is time to customize the ad creative. First, select a thumbnail. Now enter a “headline”. Here we recommend you to enter the name of your business or the name of your product.

Now enter a brief “description” that relates to your headline. If you entered the name of your business above, then describe what your business offers. Now enter a call-to-action text for the “call-to-action” button in the ad.

Now click on the “choose file” button and upload the logo of your brand or business. Now enter your business website URL in the “final URL” field. Now enter a name for your video ad in the “ad name” field.

You can check the preview window on the right to see how your ad will look on outstream placements.

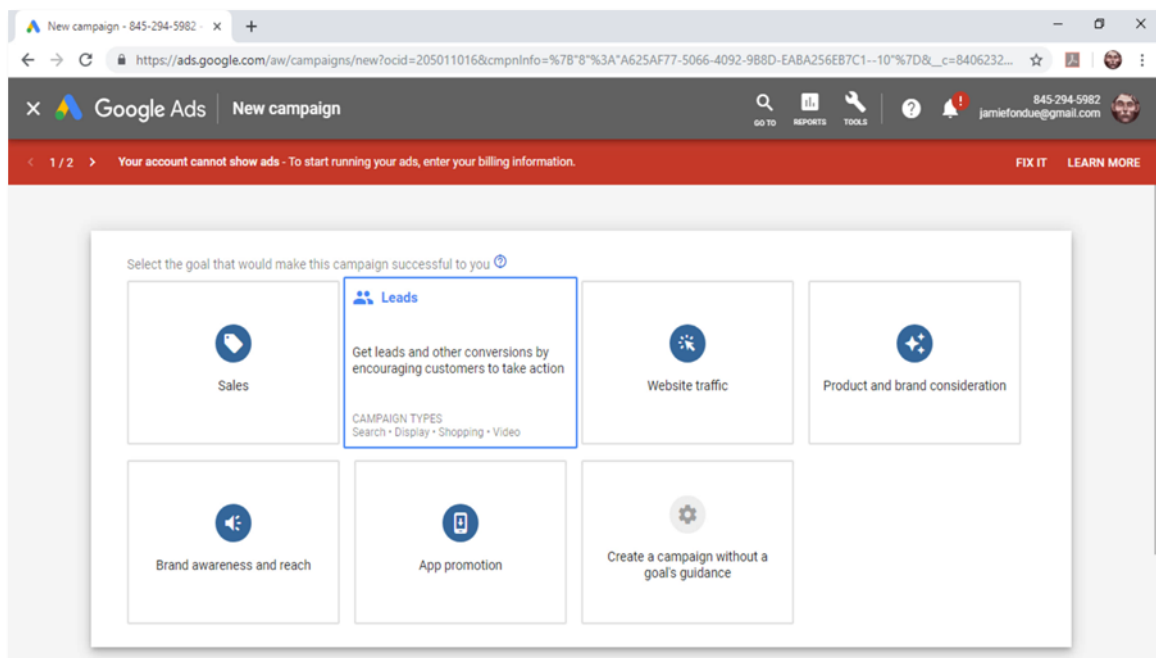
Now click on “save and continue” and review your campaign settings on the following page. Click on “continue to campaign” to send it for approval. And that is it! Now you can start generating qualified views outside of YouTube, even on the go!

# Chapter 10: Generating Email Leads With A YouTube Ads Campaign

Hey there friends! When people are on YouTube, watching and searching for videos about topics in your target niche, they're already qualified to become business leads that you can nurture with a well-planned email campaign.

Today we're going to teach you an easy way to capture email leads with YouTube Ads, step by step.

## Getting Started

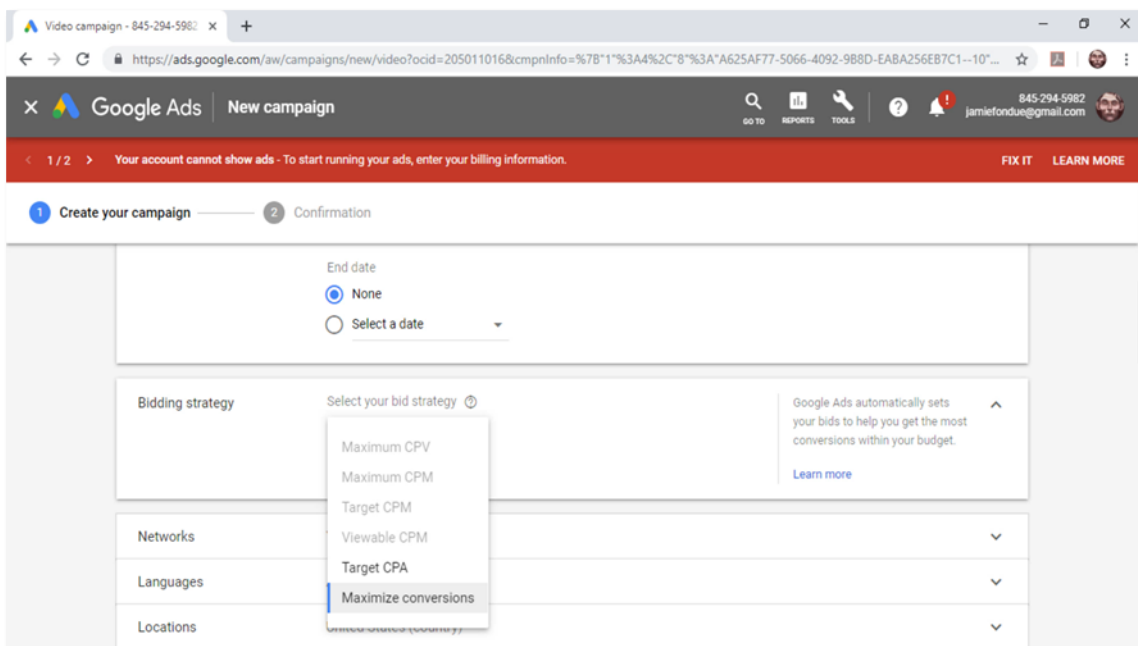


Start on your Google Ads dashboard. Click on the “campaigns” tab. Now click on the “plus” button and then on “new campaign”.

On the following page, select “leads” as your campaign goal. This option will provide you with campaign settings that are optimized to help you get leads by encouraging viewers to take action.

Before you continue, make sure that you’ve installed conversion tracking on the web page that you are going to use to capture your email leads. Now select “video” as the campaign type, and then click on “continue”.

## Creating The Campaign



Now it is time to create your lead capture campaign. Start by entering the name of the campaign in the “campaign name” field.

Now select your budget “type” and enter your budget amount. Now select your “start and end dates”.

Now select your “bidding strategy”. Because this campaign type is designed to generate conversions, the only bidding strategies available are “maximize conversions” and “target CPA”.



If you select “maximize conversions” you can automate bids so you can get the most conversions within your budget. You should select this strategy when you are targeting a broad audience.

If you select “Target Cost-Per-Acquisition” you can select the amount of money that you’re willing to spend per each email lead. You should select this strategy when you are targeting a very specific audience.

For this example we are going to select “maximize conversions”. By default, the only network that you can target with lead capture campaigns is YouTube, so skip this menu and simply select your target “languages” and your target “locations”. Now scroll down and enter the name of the ad group for this campaign in the “ad group” field.

Now click on the “demographics” menu to define your demographic targeting. Now click on the “audiences” menu to define the audience that will see your ads.

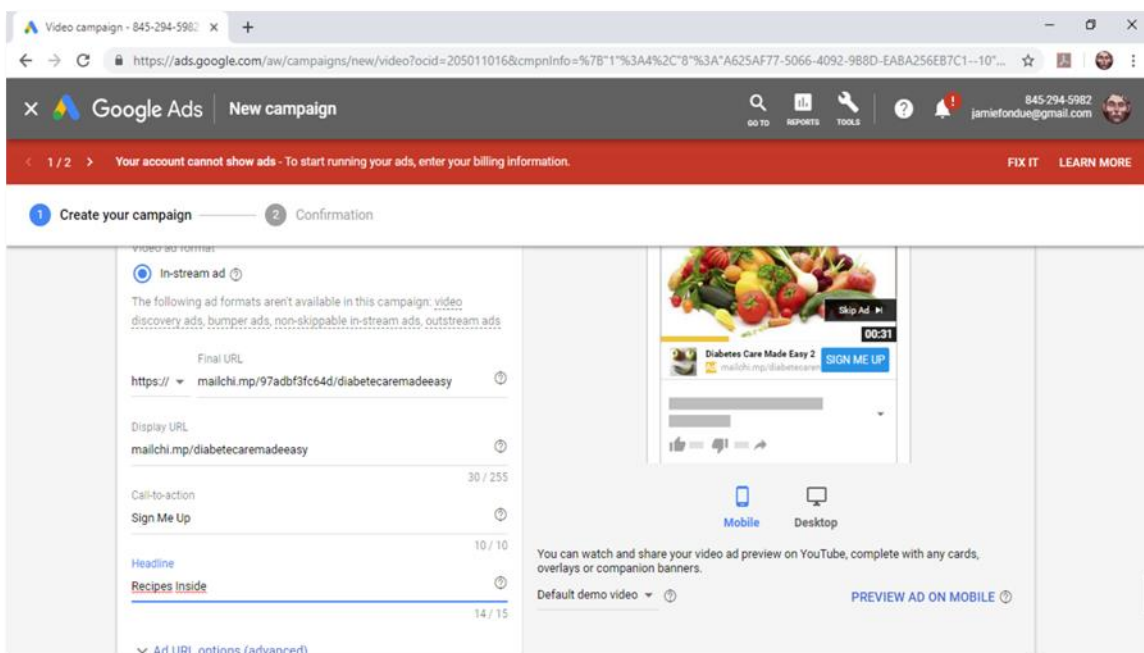
Now click on the “keywords” menu. Enter your target keywords and search terms in the keywords column.

Now click on the “topics” menu to select your target topics from the display menu.

Now click on the “placements” menu if you want to select specific placements where you want to show your ads.

## Creating The Ad

Now it is time to create the ad. Start by pasting the URL of the YouTube video that you’ll use to promote your opt-in page in the “search for a video” field.



Now enter your opt-in page URL in the “final URL” field. In our case, we’re going to enter the URL of a lead capture page that we created on “MailChimp”, a great email marketing tool that allows you to capture up to 2,000 subscribers for free.

Now click on the “display URL” field to generate a display URL to show on your ad. You can customize this URL to make it more attractive and clickable.

Now type a compelling call-to-action in the “call-to-action” field. Now add up to two keywords or one search term that relates to the content in your opt-in page to the “headline” field.

Now select to “autogenerate” companion banner and enter a name for your video ad in the “ad name” field. Preview the appearance of your ad in the preview window on the right, then click on “save and continue”.

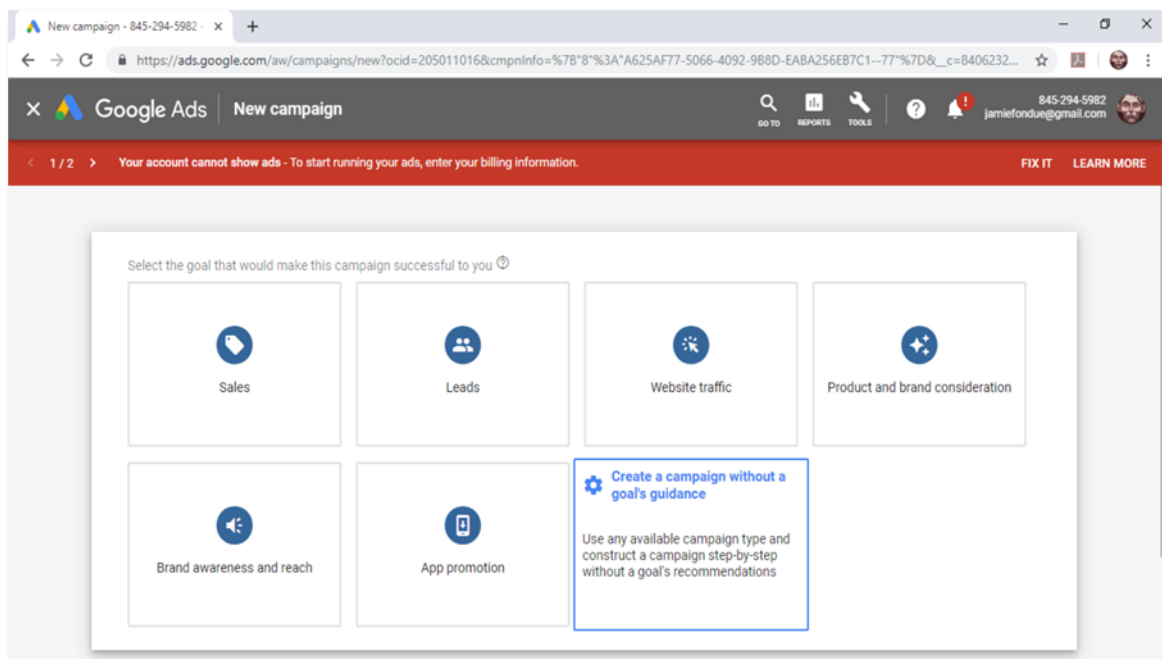
Now review your campaign settings on the following page and click on “continue to campaign”. With this easy campaign setup you will be able to add new leads to your email list every day that your YouTube ad runs!

# Chapter 11: Creating A Video Ad Sequence Campaign

Hello there everyone! One of the best ways to get your marketing message across is by doubling exposure to your brand with an ad sequence.

Today we are going to show you how to increase exposure to your ads with a video sequence campaign on YouTube.

## Getting Started



Start on your Google Ads dashboard. Click on the “campaigns” tab, and then click on the “plus” button. Now click on the “new campaign” option.

There are two campaign goals that allow you to create ad sequence campaigns: “product and brand consideration” and “brand awareness and reach”.

You can also create ad sequence campaigns when you select to “create a campaign without a goal’s guidance”. For this lesson let’s select “create a campaign without a goal’s guidance” to create the campaign.

Select “video” as your campaign type after selecting your campaign goal. Now select “ad sequence” as your campaign subtype. Ad sequence campaigns allow you to serve two or more video ads, in different ad formats, in a specific sequence, which can help you to better tell your brand’s story, or showcase a product line. You can click on “continue” to start creating the campaign.

## Creating The Campaign

The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'Google Ads' and 'New campaign'. A red banner at the top states: 'Your account cannot show ads - To start running your ads, enter your billing information.' Below this, the 'Create your campaign' step is active, showing demographic targeting options. The 'Audiences' section is expanded, showing the 'BROWSE' tab selected. The 'Who they are (Detailed demographics)' section is currently empty, with a 'None selected' status and a 'CLEAR ALL' button. A note below the targeting options states: 'Note: Household income targeting is only available in select countries. Learn more'.

Now it is time to create the ad sequence campaign. Start by entering a name for your new campaign in the “campaign name” field.

Now select your “budget type” and enter your average daily or total spend in the field below. Now select your “start and end dates”.

When you create ad sequence campaigns, the bidding strategies available on the “bidding strategy” section are “target CPM” and “maximum cost-per-view”. Here we recommend you to select “target CPM” so you can test the response of your audience. You can then examine the audience that best responds to your ad sequences and switch to “maximum cost-per-view” to pay only for every qualified view your ad sequence gets.

By default, the only network where you can show ad sequence campaigns is on YouTube, so you can skip the “networks” menu, and simply select your target “languages” and your target “locations”.

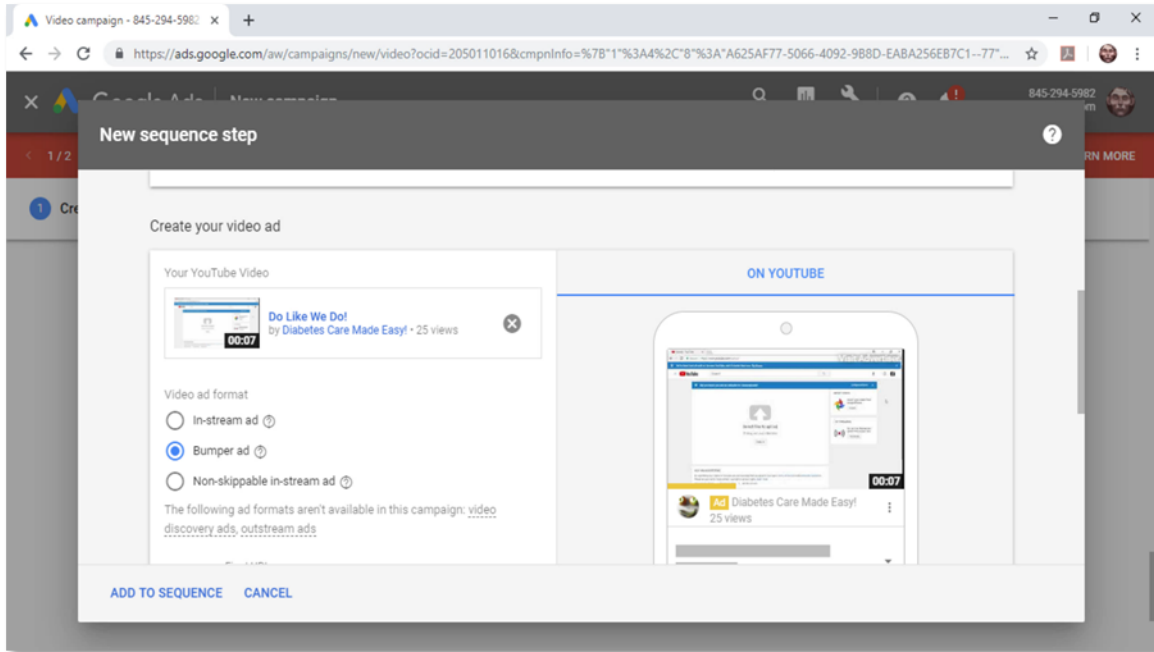
Now it is time to define your audience targeting in the “people” section. Click on the “demographics” menu and select your demographic targeting. Now click on the “audiences” menu and define the attributes of the audience that will see your ads. We recommend you to select audience attributes using the “browse” menu.

## Creating The Ad Sequence

Now it is time to create the video ad sequence. Video ad sequences are created by steps. This means that you create one video ad to add to the sequence first, then you create another video ad and add it to the sequence, until you finish your sequence.

In this lesson we are going to create an ad sequence with two videos. To add your first video to the ad sequence, click on “add sequence step”.

You can create each video ad in a new window, and you have to start by entering the name of the ad group where you’ll save this video ad in the “ad group name” field.



Now you have to enter your bid. In this case, because we selected “target CPM” as our bidding strategy, we have to enter a “target CPM bid”.

Now it is time to create the ad creative. Paste the URL of the first video that you’ll add to the ad sequence in the “search for a video” field.

The ad formats available when you create ad sequence campaigns will depend on the length of each YouTube video that you add to the sequence. As you can see, because our first video is 25 seconds long, the ad formats available are “in-stream ad” and “non-skippable in-stream ad”. For this example we are going to select “in-stream ad”.

If you select “in-stream ad” as the ad format, proceed by entering your website URL in the “Final URL” field, and then click on the “display URL” field to generate a display URL for the ad.

You can check the “call-to-action” option to add a call-to-action to your video ad. Select “autogenerate” companion banner and enter a name for this video ad in the “ad name” field. Now click on “add to sequence”.

Awesome! To add another video to the ad sequence you’ll simply have to click on “add sequence step”. Now proceed just like you did when you added the first video to the sequence. Enter a name for the ad group in the “ad group name” field. Now enter your target bid in the “bidding” field.

Now paste the URL of the second YouTube video that you’ll add to the sequence in the search for a video” field.

As you can see here, we can select “bumper ad” and “non-skippable in-stream ad” as ad formats because we inserted a video that is 7 seconds long. For this example we’ll select “bumper ad” as the ad format.

The info that you entered to the first video ad, including your “final URL”, will be added by default to this ad, but you can change it if needed. Now enter a name for the ad in the “ad name” field and then click on “add to sequence”.

You can keep adding videos to the ad sequence simply by clicking on “add sequence step”. When you are done adding your videos to the sequence, click on “save and continue”. Review your campaign settings on the following page and then click on “continue to campaign”.

And that is it! You can now start creating YouTube ad campaigns that will hook viewers with more than one video!



# Chapter 12: How To Create The Perfect YouTube Ad Creative In 2019-20

Believe it or not, there's a science to creating the perfect video ad for YouTube. If you want to create video ads that stand out, you have to create something that is shareable and memorable.



Here are the elements that you have to add to create the perfect YouTube ad creative.



## Focus On The First 5 Seconds

The majority of YouTube ads can be skipped after 5 seconds. This means that you have 5 seconds to capture the interest of the viewer.

When you start producing a video for a YouTube ad, you have to make sure to create a hook that drives curiosity so the viewer is compelled to watch the rest of the ad.

The best way to create a hook is by adding an element of surprise that intrigues the viewer and forces him or her to keep watching.

## Call Out Members Of Your Audience

A good way to grab the attention of the viewer is by calling him or her out through a label. This means that instead of referring to your product, you have to refer to the member of the audience watching the video ad.



For example, if you are promoting gaming products, then you have to call out gamers in the audience. Or if you are targeting online marketers, then you have to call out marketers in the audience.



## Address Your Audience's Needs And Wants

Two of the most powerful human motivators are fears expressed through need and desires expressed through wants.

It is a well-known video marketing strategy to create videos that solve problems, and this strategy goes beyond that. What you have to do is to address a fear or a need directly on your copy.

For example, if you're advertising gardening equipment, you can address the need for a lawn mower by asking the viewer if he's afraid that his house will be trapped under weeds if he doesn't buy your lawn mower today.

## Personalize Your Video Ads

The previous elements work better when you introduce a real person to address the viewer in the ad. All you have to do is to have someone narrate your copy to the camera.



This effect is especially powerful if you introduce your host during the first 5 seconds. Have him or her talk naturally, and to look the viewer in the eye.



## Get Emotional

Video ads are the perfect storytelling media for marketers. Video ads that stimulate emotions are much more memorable and effective. If you've ever been on YouTube, you've already seen how the biggest brands are the ones getting the most out of this strategy.

You don't need Christopher Nolan to direct your video ads to transmit emotions. All you have to do is to select a positive emotion to evoke and to build a narrative around it involving friendships, family, pets, and nostalgia shared by members of your target audience.

## Don't Go Long

Most successful video ads are 30 seconds long or shorter. Longer videos tend to lose the viewer's interest,



which can decrease the impact and effectiveness of your message.

The only exceptions are promoted “how to” or “explainer” videos from your channel.



## Emphasize Your Competitive Advantage

Tell your viewers why your offer is the best choice for them.

Your competitive advantage can be anything that makes your product or

service a more conscious choice, such as a lower price, better quality, free add-ons, and so on.

## Use A Visual Call-To-Action

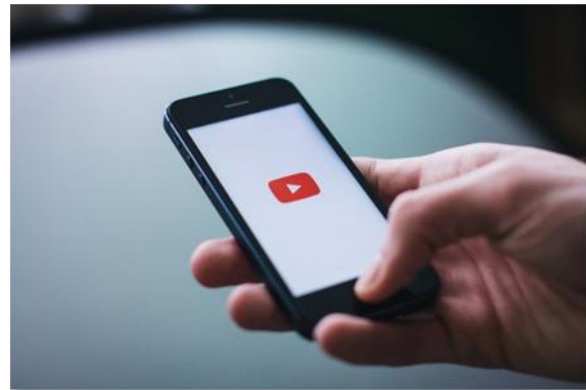
It is crucial that you add a call-to-action to your video creative. The best approach is to add it at the end of the video, using graphics, overlay text, or filmed.



Make sure this call-to-action is incorporated into the script and narrated.

# Chapter 13: How To Add Interactivity To Your YouTube Ads In 2019-20

Video is the most engaging type of media that advertisers can use to deliver their message. Users that have a positive experience with a video ad are 97% more likely to make a purchase.



On YouTube, advertisers can make their video ads much more engaging by incorporating interactive elements into them.

Today we're going to discuss the different types of interactive elements that you can add to YouTube ads, and how to add interactivity to your ads, the easy way.



playing.

## Adding Cards

Cards are clickable elements that you can add to your videos to showcase features of a product or service, as well as to promote other videos with a small preview card on the video that is



To add Cards to a video, go to the “video manager” section of the YouTube “Creator Classic” dashboard, select the video to which you’ll add cards and click on “edit”.

In the edit screen, click on the “cards” tab from the top bar menu. Then you will be able to select what type of card you’ll add to your video ad:

- ✓ “Channel Cards” will send viewers to a different channel when clicked.
- ✓ “Link Cards” will send viewers to an external URL when clicked. Please note that your channel needs to join the “YouTube Partner Program” to enable “Link Cards”.
- ✓ “Poll Cards” allows viewers to participate in a poll by voting directly on a video card.
- ✓ “Video or Playlist Cards” will send viewers to a different video or playlist when clicked.

Click on “create” and start customizing your card with your own title, call to action, text, image and URL when it applies. Click on “Create Card” to finish.

## Adding Shopping Cards

Shopping Cards are clickable elements that you can add to your video ads to promote a product and to send viewers to the product page when clicked.



Shopping Cards can only be added to videos when you select “product consideration” as your campaign goal and “shopping” as the campaign subtype.

Please note that you need to link your Google Ads account to a Google Merchant account to run shopping campaigns. Shopping cards pull product information from your Google Merchant account and can be edited to add your own product information during setup.

Shopping cards will be added by default to your video ad and all you have to do is select whether to promote all products in the linked Google Merchant account or to choose specific products when you start customizing a new campaign.

If you want your Shopping card to promote all products, simply select the “None – use all products” option in the “Product Filter” setting.

If you want your Shopping Card to promote a specific product from the Google Merchant account, select the “choose specific products” option.



## Adding End Screens

End Screens are cards formatted to appear at the end of a video or ad and that are designed to show details about the product or service that you are advertising.

There are two types of End Screens:

- ✓ “YouTube End Screens” can be added to any video and can be created from the YouTube Studio dashboard or from the Creator Studio Classic dashboard.
- ✓ “Auto End Screens” are auto-generated at the end of in-stream video ads and they’re generated using information about your product or service from your campaign.

“Auto End Screens” will show information such as the name of your product or service, the product icon, and the product page URL or landing page in your ad. When “Auto End Screens” are enabled, they will replace any End Screen you might have added to your video.

By adding these interactive elements to your YouTube Ads, you can create additional opportunities to engage and convert, so don’t miss out!



# Chapter 14: How To Create Advertiser-Friendly Videos And Avoid Violating Ad Policies In 2019- 20

YouTube is the third most-visited website on the planet, and it has the largest library of video content in existence. Brands are flocking to the platform to advertise their stuff, and traffic is just huge.



To keep everything under control, YouTube is very strict about what type of content brands advertise on the website, and it's constantly reviewing and updating its ad policies.

You don't have to spend hours reading and understanding these ad policies though, because we've just created a list of essential guidelines you can follow to create advertiser-friendly videos and avoid violating ad policies this year and beyond!



## Create Videos That Are Focused On A Single Topic Or On Solving A Problem

When you create videos to advertise, you have to make sure to create videos that are focused on a single

topic, or that are focused on solving a single problem.

Keeping your video content consistent, clear, and easy to understand is key. Video content that is unclear, that lacks editorial standards such as appropriate copy, that is not coherent and is unprofessional will not be approved by the advertising team.

## Always Identify Your Brand Or Business

You have to always identify the entity that you are promoting. Include a logo that is clearly visible, the name of your brand or business, and showcase what you are selling.



Video ads promoting an unidentified business won't be approved.



## Always Proof-Read Your Scripts, Copy, And Ad Text

You have to keep track of your scripts, your ad copy, and the text that you'll include in your ads. Our

recommendation is to create templates where you can insert the copy and text that will go into your ad, and to proof-read it alongside your video ad scripts.

Video ads with grammar errors, bad punctuation, improper capitalization, improper spacing, and poor scripting won't be approved.

## **Don't Advertise Poorly Produced**

### **Videos**

You know not to upload poor quality videos, but quality is not always related to content. In order to be approved, videos intended for advertising have to be produced adequately.



There are certain production issues that you are probably aware of, including illegible text, poor sound quality, blurry images, and unrecognizable visuals, but YouTube has specific guidelines that you should take note of:

- ✓ Images that are in the wrong position and images that don't take the entire space of the chosen video format are not allowed.
- ✓ Distracting images such as strobing and flashing, which can cause damage to certain users.
- ✓ Videos that expand beyond the ad format and that mess the experience.



## Keep Your Content Relevant

The content in your video has to be relevant to your offer, to the fields submitted in the ad, and it has to represent the advertiser.

Don't use any video just to fill the ad.

## Don't Submit Adult Content

In most cases, mature content is restricted to protect the preferences of users.

Sexually explicit content, violent content, content involving romance tours or mail brides, vulgarity, profanity, alcohol use and drug use, among other related content, is not advertiser-friendly and won't run on most placements and locations.



## Don't Promote Products In Controversial Categories

Products such as counterfeit goods, dangerous items, or certain controversial products such as smart drugs, "miracle cures" or device jammers, as well as services that encourage dishonest behavior such as document forgery, false endorsements, and fake reviews are best not promoted.

## Always Check Whether You're Using Copyrighted Material

Something as innocent such as using video game music as background for your video ads can get you a copyright strike and account restrictions. To

avoid this, always make sure that you are not using copyrighted materials without permission.



These are key guidelines you have to adhere to if you want to create video ads that get approved right away, but you also have to take care of not violating certain policies when you are creating an ad campaign by following these tips:



## Don't Misuse Ad Features

This is a common “black hat” strategy that can easily get your Google Ads account suspended.

Using ad features outside of their

intended purposes is prohibited.

For example, using ad extensions to repeat the name of the brand, spreading a single message across a headline, description, and call-to-action fields, or adding phone numbers or contact info in ad text.

## Don't Abuse Ad Formats

Another “black hat” strategy that can get your ad account in trouble is misleading viewers through the ad format.



Examples include inserting an animated game as a video, including modified URLs that are different from the display URL, and using modified clickability scripts.

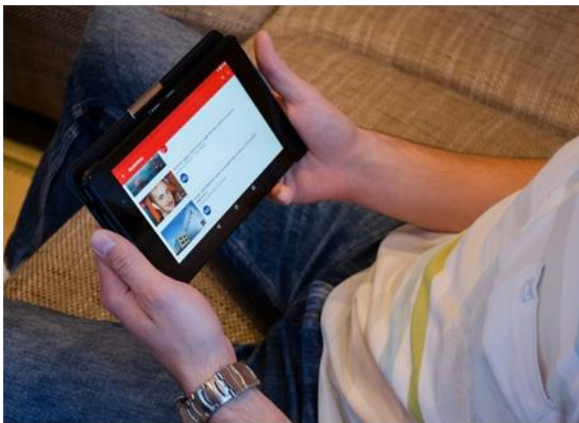


# Chapter 15: YouTube Ads Best Practices For Marketers In 2019-20

YouTube is full of brands and businesses that have tried and failed to properly advertise their stuff on the platform. While some like to blame saturation over their failure to get their ad spend back, we believe that the real reason why so many don't do well is because they just 'set and forget'.



In this lesson we are going to discuss essential YouTube advertising best practices that any marketer has to apply to succeed in 2019 and beyond!



## Put Up A Dynamic YouTube Channel

YouTube advertising doesn't start and end with your video ads. Your channel is as important as your video ads, and you can use it as one step in your marketing funnel.

This is because a lot of the viewers that you'll reach will be more curious about your other videos than about your brand or your products. To find more of your videos, they will go to your channel first instead of to your website.

At that point they'll become potential leads, and if you want to move them further into your funnel then you have to put a channel where they can spend some time learning more about your brand or products.

Some steps that you can take to put up a more dynamic channel include:

- ✓ Adding a "Channel Trailer" to your channel's homepage
- ✓ Creating and uploading several "how to" and review videos
- ✓ Creating weekly videos to discuss news in your niche industry
- ✓ Creating Playlists
- ✓ Optimizing your channel's "About" page

## Use Advanced Targeting

### Options

The best way to run cost-effective and results-oriented YouTube ads campaigns is by using the advanced targeting options available during the campaign setup.



So instead of focusing solely on demographics targeting, you should always leverage advanced targeting. You should especially focus on "topics" targeting and "placements" targeting to reach the audience that will find your ads to be truly relevant to their interests and needs.





## Set A Frequency Cap

You run the risk of spending too much money and causing ad fatigue by showing the same ad to the same users over and over if you don't set a frequency cap. Frequency capping is

the number of times that you'll show an ad to the same user if he doesn't watch it or doesn't interact with it.

You can set a frequency cap on each campaign by clicking on the “additional settings” menu during the campaign setup. Then you have to click on the “frequency capping” option. You can select “cap impression frequency” to limit the number of impressions per user and “cap view frequency” to limit the number of views per user.

## Select Detailed Thumbnails

Always select the video still that best represents your message as your thumbnail. Remember that the thumbnail is what will expose your video ad on search results and on the “recommended videos” feed.

Whether a user clicks on it or not will



highly depend on how attractive it is.

## Keep Your Destination Simple



Landing pages with too much information can easily put off a potential lead. If you send an ad viewer to a landing page using a “sign up” CTA, but the page is full of text and other CTA buttons encouraging the visitor to take a different action, then he will simply not convert.

What you have to do is to send viewers to a landing page that is simple, clean, with little text, and that has a single CTA button that is relevant to the CTA button in the video.

### Leverage Cards And Auto End Screens

We recommend you to include channel cards and video cards in your videos, and to enable “auto end screens” in all your campaigns to

keep viewers interacting with your YouTube ads for longer and to create more opportunities to engage viewers with your other videos, your channel, and your external URLs.

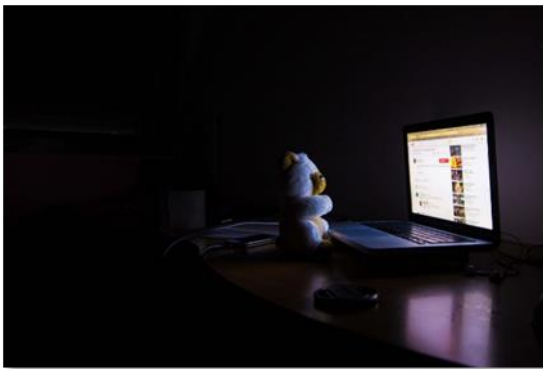


## Chapter 16: Advanced YouTube Ads Tips and Tricks That Work In 2019-20

You can always take the lead when you know your way around things. That is why we, the experts, find the things we master to be easy.

You don't have to wait until you master YouTube ads to start

crushing it, because we're about to share our secrets with you. Here are our top tips and tricks to get the most out of YouTube Ads in 2019 and beyond!



### **Create Different Campaign Segments For Different Ad Formats**

All ad formats are different from each other because they reach audience members on different placements, at

different customer stages.

So while your competitors will be creating the same campaign segments for different campaign formats, your strategy will be to create different campaign segments for different campaign formats.

For example, you can launch in-stream ad campaigns to target audience segments in the 35 to 54 year old age range, as that audience segment is more likely to watch long-form video ads, and bumper ad campaigns to target audience segments in the 18 to 25 year old age range, as people that age are more impatient with long-form video ads.

## Apply This Crazy Ad Sequencing Idea

Ad sequences are a great way to divide a campaign into a series of steps. They allow you to create a convenient funnel to encourage further engagement.



Ad sequences work because they basically force viewers to watch a series of ads, one after the other.

But if you want to launch a truly effective ad sequence campaign, we recommend you to try this ad sequencing idea:

- ✓ Add a “bumper ad” as the first step in your ad sequence. Use this short ad to tease your next video in the sequence with a question and a timer, or a countdown.
- ✓ Add an “in-stream” ad as the second step in your ad sequence. Use this long-form video ad to showcase your main offer.
- ✓ You can optionally add a “bumper ad” as the last step in your ad sequence. Use this short ad to close the sequence with a call-to-action!



## Advertise Sequential “How To” Videos As Content Series

You can create several “how to” videos to promote your products or services and divide them into a series of steps that you can advertise as a content

series. This is a very effective way of building brand awareness.

For example, if you have a roofing business, you can create a series of “how to” videos explaining how to soundproof a ceiling. In the first video you’ll show what materials and tools you’ll need. In the second video you’ll frame the wooden structure. In the third video you’ll add the insulation. And so on until you finish installing the ceiling!

Then you can create a one-week campaign to advertise the first video with a defined frequency cap. The next week, you’ll create a new campaign to advertise the second video. This will help you to establish authority and find more customers!

### **Go Over Your Planned Bids During The First Days Of The Campaign**

You can get better short-term results if you spend 50% more of your planned bids during the first 3 or 4 days of the campaign.



For example, If your maximum planned cost-per-view bid in one campaign is \$0.25, then increase the bid to \$0.50. After that initial period, reduce the maximum bid to the planned amount and benchmark your results against the results you got during the first days. This will help you to better analyze and optimize your campaigns.

## Chapter 17: Do's and Don'ts

**Do's**



**Be Consistent With Target Keywords**

Make sure that you use target keywords that are related to your offer and the content in your ads. This will also help you to improve organic reach.

**Make Ads Visually Attractive**

Your video ads have to stand out. Remember that thumbnails and companion banners on search results will be generated by the visual content in your video ads.

**Monitor Performance**

Monitor the response to your video ads. Knowing how much engagement and how many conversions they generate against the number of impressions you pay for will help you to learn more about your audience.

**Always Include A Call-To-Action**

We recommend you to add a direct call-to-action to all your video ads to let ad viewers know what type of action they should take.

**Always Include Website Information**

You should always include a way to redirect viewers to your website, landing pages, or info pages in all the ad formats that allow URLs.

**Test Different Video Ad Lengths**

We recommend you to discover the preferred ad length of your target audience. You can see this by checking the “video played to” metric in the campaigns section of the Google Ads dashboard.



## Always Define Your Audience

You can get the most out of your advertising budget when you target the people that matter the most to your business. Selecting the right demographics and audience attributes on every campaign is a must.

## Create A Remarketing List

You can show your video ads to YouTube users who have visited your website by creating a remarketing list that you can add to your YouTube Ads campaigns. You can create remarketing lists from the “audience manager” section of the Google Ads dashboard.

## Define Your Campaign Goals

Always select the right type of campaign goal before creating a YouTube ads campaign. For example, if your goal is to get more website visits, select the “website traffic” goal. If your goal is to help people remember the name of your brand, select the “brand awareness” goal.

## Set A Realistic Budget



Always set campaign budgets that you know that you will earn back from a sale or a conversion event.

## Don'ts

### Don't Try To Go Viral



Video ads have a very specific function which is to achieve a marketing goal, so don't try to make your video ads viral in hopes of appealing to a broader audience. That will only confuse your target audience!

### **Don't Measure Performance Through Number Of Views**

Number of views is an important metric for content creators focused on organic reach, but not for advertisers, so don't pay too much attention to it. Instead, focus on metrics that are relevant to your campaign goals, such as click-through rates.

### **Don't Mix Up Your Audiences**

If you have a product that you can sell to a retail audience and to a wholesale audience, avoid showing the same ad to both audiences. Instead, create one variation of the same ad for each audience.

### **Don't Over Spend**

You can get good results if you spend \$30 or \$100 in most cases, even if you're getting a full return on investment. It all comes down to how well you define your audience and how well you narrow your reach.

### **Don't Advertise Poor Quality Videos**

You don't have to spend thousands of dollars in producing your videos, but you have to at least pay attention to production values such as video resolution, adequate lighting, and good sound quality.

### **Don't Promote Outdated Content**

Keep the content and the elements in your video ads fresh and relevant. This means making sure that your content is up to date, and that elements such as logos and URLs are on-brand.

### **Don't Run Ads Indefinitely**

Even if you don't set an end date, your ad campaigns have to stop at some point. If you let your video ad campaigns run indefinitely, you risk creating ad fatigue.

### **Don't Mislead Viewers**

Don't send viewers to a destination with content that is different from what you promote on your video ads, and don't drive leads to a locked opt-in page using video ads that are designed to generate leads.

### **Don't Neglect Your Ads**

If your ads are generating low view rates, or low click rates, it might be because you need to fix a headline, or a call-to-action, or a description, or to select a different thumbnail. That is why it is important to always audit your ads.

### **Don't Focus On The Sale**

Most, if not all YouTube users, aren't ready to buy, so don't create video ads to promote a direct sale. Instead, focus on promoting the benefits, every day uses, or highlights of a product.

## Chapter 18: Premium tools and Services to consider

### [VidIQ](#)

“VidIQ” is a certified YouTube marketing platform designed to help you scale your YouTube advertising efforts and grow your channels.

With it you’ll be able to improve your organic reach with YouTube SEO, to improve paid targeting through insights about the viewing habits and

demographic information of your audience, and to identify keywords that millions of potential viewers are searching for.

### [Animoto](#)

“Animoto” is a web-based video marketing tool that will allow you to easily create videos that get your brand noticed, like an expert.

It lets you create stunning marketing videos in three simple steps, and it provides you with all the features you’ll need, such as stock media library, watermark integration, a music library, multiple customizations, and marketing video templates.

### [Strike Social](#)

“Strike Social” is an online marketing software powered by machine learning and artificial intelligence that is built to drive the best results from any YouTube Ads campaign.

It provides you with automated reports, hyper-granular targeting, and on-the-fly campaign optimizations.

### [Vyond](#)

“Vyond” is a video-making platform that allows you to create videos easily by providing you with a selection of templates, sounds, props, and more.

It also helps you to incorporate your videos into your YouTube Ads campaigns.

### [Biteable](#)

“Biteable” is a video making platform that allows you to quickly and easily create videos for your YouTube ads.

The Biteable software will help you make video ads to promote a product, to sell a service, to advertise an event, or to market a course, in just a few minutes! You'll only need to select a video ad template, and then you'll just customize it with your text, photos, and clips. It doesn't get easier than that!

### [Magisto](#)

“Magisto” is a YouTube-certified smart video editor. It's really easy to use, and all you have to do is upload your business videos or photos, and to select an editing style and soundtrack.

The A.I. powered video maker will analyze your content and will edit your video on autopilot!

It also lets you produce marketing videos that match your YouTube campaign goals, including brand awareness, lead generation, and sales!

### [Videoshop](#)

“Videoshop” is a video making tool that allows you to directly edit a clip into a stunning advertising video, from any mobile device.

With videoshop you can integrate music and sound effects, make cuts, add subtitles, and combine different clips.

### [98Err](#)

“98Err” is a Google Ads-Certified digital marketing agency for small business owners that offers first-class YouTube advertising services that include full campaign design, ad copywriting, daily ad optimizations, bid management,

keyword optimizations, search term optimizations, targeting research, and monthly reports.

### [Pop Art YouTube Advertising](#)

“Pop Art Studio” is a digital advertising agency that offers YouTube advertising services to clients of all sizes.

Their service includes video campaign management, full campaign setup, campaign results tracking, reporting, consulting, and support.

### [Blue Corona](#)

“Blue Corona” is an internet marketing company that can help you with all aspects of YouTube advertising.

Their service includes online video production, YouTube video optimization, analytics, full YouTube video ad campaign setup, and video remarketing.

## Chapter 19: Shocking Case Studies

### [Missouri Star Quilt](#)

The “Missouri Star Quilt” company is the world’s largest quilting fabric retailer.

**Objective:** The company’s founder’s objective was to grow her quilting business beyond her home town in Missouri.

**Strategy:** The company’s founder created a series of video tutorials which she advertised and targeted at viewers watching arts and crafts videos as well as in-market audiences interested in textiles.

**Results:** YouTube ads helped the company to reach more than 1 million potential customers and to make more than 14,000 online sales in the first 6 months of running ads!

### [Tuft & Needle](#)

“Tuft & Needle” is a company that sells comfortable, single-piece mattresses at fair prices.

**Objective:** The company’s objective was to increase awareness about its innovative concept of the “universally comfortable mattress” in order to kickstart sales.

**Strategy:** The guys behind the company ran video ad campaigns targeted at people that visited the “Tuft & Needle” website, people looking at real estate content, and people using search terms such as “best mattress”.

**Results:** YouTube ads helped the company to make more than \$100 million in sales in a single year!

### [Tulane’s Closet](#)

“Tulane’s Closet” is a company that manufactures and sells post-surgical pet garments.

**Objective:** The company’s objective was to show potential customers the difference between their products and conventional dog cones.

**Strategy:** The woman behind the company created video ads where she showcased her alternative dog cones and how they work. She targeted these video ads at people searching for pet supplies, veterinarians, and dogs.

**Results:** YouTube ads helped the company to sell its innovative dog cones to over 500 veterinarians around the world and to double its sale year by year!

### [Majestic Heli Ski](#)

“Majestic Heli Ski” is a company that offers helicopter skiing in remote areas of Alaska.

**Objective:** The company’s objective was to build a qualified customer base interested in unmatched ski vacations.

**Strategy:** The company produced video ads showcasing the experience that it offered. They targeted these video ads at people in locations where skiing is popular and at people searching online for ski resorts.

**Results:** YouTube ads helped the company to boost its customer base by 400%, to increase sales by 25%, and to generate more than 50% of its customers on YouTube!

### [Rock Star Real Estate](#)

“Rock Star Real Estate” is a real estate brokerage firm located in Toronto, Canada.

**Objective:** The firm’s objective was to generate more qualified business leads.

**Strategy:** The marketing company in charge of the firm’s video ad campaign set up a lead generation campaign on YouTube based on the firm’s three step sales funnel .

**Results:** YouTube ads helped the firm acquire more leads while maintaining the cost-per-action below the desired CPA cost. The firm was also able to



consistently acquire more leads every week after raising its initial budget during the first 9 weeks of the campaign!

### [Robo](#)

“Robo” is a company that produces 3D printing products and technologies that include printers, materials, and software.

**Objective:** The company’s objective was to create awareness about the difference that its line of products could make on people’s quality of life.

**Strategy:** The company produced videos showcasing its products and produced video ads targeted at different segments of people at different stages of the buying cycle.

**Results:** YouTube ads helped the company generate \$4.7 million in revenue!

### [Tai Lopez](#)

Tai Lopez is an American lifestyle entrepreneur that is famous for his collection of books.

**Objective:** Tai’s objective was to create awareness about his internet lifestyle products and to generate leads for his online businesses.

**Strategy:** Tai runs lead generation ads that funnel YouTube users to his website and product pages.

**Results:** YouTube ads has helped Tai generate up to 50 million views for each one of his videos, earning him hundreds of dollars per each acquired lead!

## [Comedy Central](#)

“Comedy Central” is an American television channel geared towards mature audiences.

**Objective:** The channel’s objective was to generate awareness about the new host of one of its most popular shows.

**Strategy:** The channel launched search ad campaigns that led the users to YouTube videos that answered questions about the new host. It also launched related in-stream video ads to expand the campaign’s reach.

**Results:** YouTube ads helped the channel generate 2.8 million qualified views and more than 85% watch time per view!

## [Eric The Car Guy](#)

“Eric The Car Guy” is a mechanic with a website where he sells car parts and offers Do-It-Yourself help for car enthusiasts.

**Objective:** Eric’s objective was to create awareness about his particular brand of personal marketing.

**Strategy:** Eric promotes all kinds of automotive “How To” videos from his YouTube channel. He targets users searching for general automotive advice.

**Results:** YouTube ads helped Eric generate millions of views for each one of his videos and to increase automotive parts sales on his website!

## [ModCloth](#)

“ModCloth” is an online retailer that sells vintage-inspired clothing.

**Objective:** The retailer's objective was to increase brand engagement, to improve customer experience, and to drive more sales.

**Strategy:** The retailer created a series of "how to" videos and advertised them with in-stream ad campaigns.

**Results:** YouTube ads helped ModCloth to generate lots of new customers at a ninth of the cost compared to other, more conventional advertising methods. It also was able to convert customers into brand ambassadors!

## Chapter 20: Frequently Asked Questions

### How Does YouTube Advertising Compare To Advertising On Other Platforms?

The difference between YouTube and other advertising platforms is



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[Click here to access my exclusive Youtube Ads 2019-20 Video Training!](#)

that YouTube is great to build brand awareness, product consideration, and to achieve other long-term marketing objectives.

This is because YouTube users are not actively looking for products. They're looking for entertainment and education. On YouTube, it is a better strategy to create an explainer video about a product than a direct sales video to pitch the product.

### **How Do You Know Whether Your Customers Are On YouTube?**

The easiest way to find out whether your customers are on YouTube is by doing a quick keyword research. You just have to use the keywords and possible search terms used by people that could be interested in your product or service to find YouTube videos related to your offers.

If you find lots of videos related to your offers, you have to check how many views those videos have, because those are the type of videos where you'll show your YouTube ads. If there's lots of people watching those videos, then you will find a lot of customers on YouTube.

### **Are YouTube Ads Considered Expensive?**

YouTube Ads is considered one of the most cost-effective advertising platforms on the internet because even \$1 can get you a couple qualified views out of a thousand impressions. And you'll save even more money if you target your audience well!

### **What's The Fastest Way To Get Your ROI On YouTube Ads?**

The fastest way to get your ad spend back is by promoting a service with an entertaining brand awareness campaign. If you're selling a service, creating an

entertaining video to advertise it will keep it top-of-mind. You can then expand that campaign with a video discovery campaign, which will keep your videos visible in the recommended video feed.

### **What Factors Outside Of YouTube Can Affect Ad Performance?**

The main factor that will negatively affect YouTube ad performance outside of the video ad is the destination. If your ad is doing its job of sending people to the URL, but you're not achieving your conversion goals, then you have to fix conversion elements in the destination, because it means that users do not find your website, landing page, or opt-in page attractive.

### **What Metrics Should You Pay The Most Attention To If You Want To Measure Performance?**

There are two key metrics that you have to pay close attention to: Clicks and Video Viewership. The "Clicks" metric can tell you how many of the targets that your ad reached clicked through your URL. The "video viewership" metric will tell you what percentage of your video ad people are watching and see whether your targets are engaged or losing interest.

### **What's The Best Indicator That A User Will Engage With Your Brand After Watching One Of Your Ads?**

The best indicator of interest is watch percentage. Users who watch your video ads to completion are 23 times more likely to engage AND convert down the line. Even users who don't watch to completion are 10 times more likely to engage than users who skip.

## **For How Long Is It Recommended To Run A Single YouTube Ads Campaign?**

You can run a single video ad campaign for a full year and a little more if your audience is broad enough. You will know when to stop running your YouTube Ads campaigns once viewership drops to 25% or less.

## **How Can You Expand The Reach Of Your YouTube Ads Campaigns?**

The easiest way to expand your YouTube Ads campaigns is by showing your video ads on other locations and by showing it to audiences that are similar to your target audience. This won't necessarily make you more money, but it can immensely help you to expand your brand.

## **What Should You Do If A YouTube Ad Doesn't Work?**

Sometimes, a YouTube Ad simply needs to be fixed and optimized if it doesn't work. If you run a single variation of your ad, it will take you some time to find out what's the best version of your ad.

But if you create and test two or more variations of the same ad, each one with a different display URL, a different headline, a different description, and a different call to action, then it is going to be easier to create the ultimate version of your ad!

## Conclusion:

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

And in order to take



your YouTube Ads even farther, we invite you to get the most out of it by getting access to our Step by Step Video Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from YouTube Ads in 2019-20.

YouTube Ads have come to stay in the market forever.

To Your Success,

**Your Name**

## Top Resources

### Videos

<https://www.youtube.com/watch?v=GLfy1eBt16I>  
<https://www.youtube.com/watch?v=wAcc1nBScCA>

### Tools & Services

<https://www.bigcommerce.com/blog/youtube-advertising/#history-of-youtube-ads>  
<https://www.oberlo.com/blog/youtube-ads-beginners-launch-first-campaign>

### Training Courses

<https://www.udemy.com/youtube-marketing-course/>  
<https://www.onlinebusiness.org/downloads/youtube-ads/>

### Blogs

<https://blog.hootsuite.com/youtube-advertising/>  
<https://blog.hubspot.com/marketing/youtube-video-advertising-guide>





Forums

<http://yttalk.com/threads/youtube-ads.260340/>

<https://mybroadband.co.za/forum/threads/youtube-ads-getting-too-much.992978/>

Affiliate Programs

<https://www.pointsprizes.com/blog/216/10-best-affiliate-programs-for-youtubers>

<https://thirstyaffiliates.com/increasing-sales/earn-money-youtube-using-affiliate-programs>

Webinars

<https://www.youtube.com/watch?v=JyPXo8Hi8o8>

[https://www.youtube.com/watch?v=F\\_Q2KrqvYqQ](https://www.youtube.com/watch?v=F_Q2KrqvYqQ)

Infographics

<https://contently.com/2015/02/10/infographic-the-beginners-guide-to-youtube-advertising/>

<https://www.globalmediainsight.com/blog/why-youtube-advertising/>

Case Studies

<https://www.youtube.com/intl/en-GB/ads/success-stories/>

<https://wisemerchant.com/grow-ecommerce-revenue-video-ads>

Facts

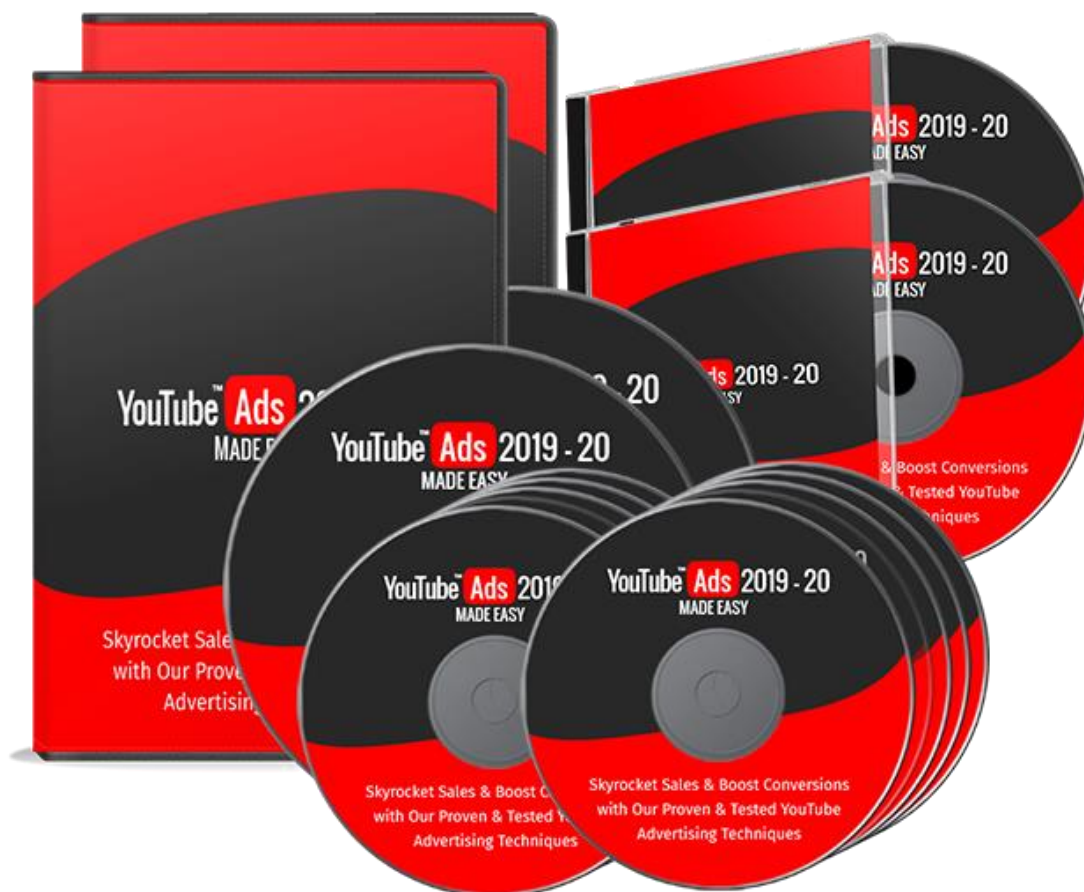
<https://granularmarketing.com/4-facts-you-may-not-know-about-youtube-ads/>

<https://www.reelnreel.com/20-facts-about-youtube-advertising/>

# Limited Special Offer

## YouTube Ads 2019-20 Made Easy

(HD Video Course)



**Click Here to Download Your Video Training!**

**(Insert your Upsell Offer URL)**