

Special Free Report

**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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# Limited Special Offer

## YouTube Ads 2019-20 Made Easy

(Full Training)



[Click Here to Download The Full Training!](#)

(Insert your Front End Offer URL)

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## Introduction:



Welcome to the latest and very easy to apply “YouTube Ads” special free report, 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 special free report 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 special free report is comprised of 7 chapters, ready to show you the latest YouTube Ad Strategies Through 2019-20.

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.

To Your Success,

**Your Name**

# 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?



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

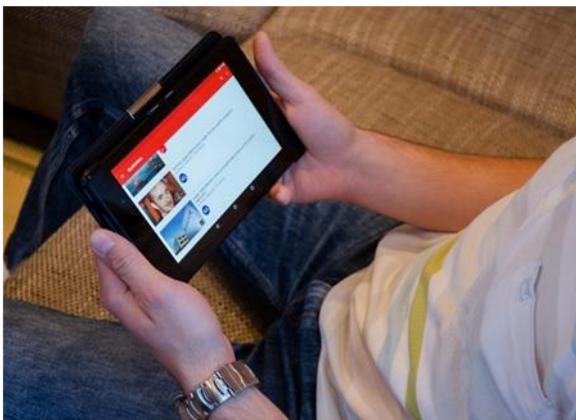
YouTube Ads are very affordable. You can generate thousands of views and impressions for as little as \$5 a day, whereas a traditional TV ad campaign can cost you \$100,000 or more.

## Chapter 2: 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.

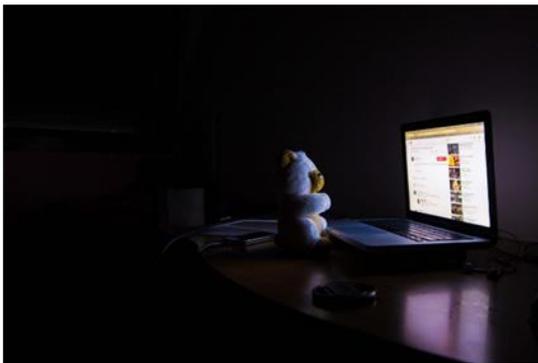
# Chapter 3: Advanced YouTube Ads

## 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!

# Chapter 4: 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

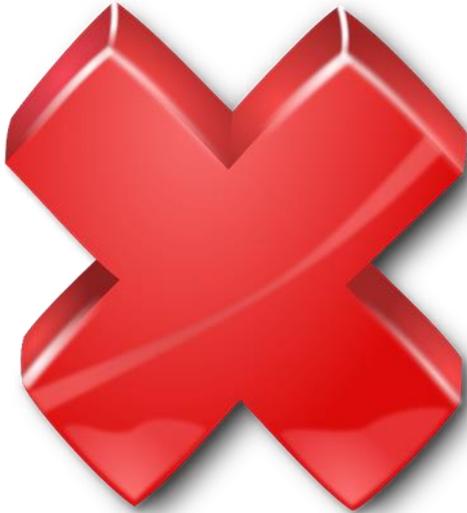
Your video ads have to stand out. Remember that thumbnails and companion banners on search results will be generated by the visual content in your video ads.

### 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.



## 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.

# Chapter 5: 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!

## Chapter 6: 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!

# Chapter 7: Frequently Asked Questions

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

The difference between YouTube and other advertising platforms is 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.

## Conclusion:

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



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

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