

Cheat Sheet

YouTube™ **Ads** 2019 - 20 MADE EASY

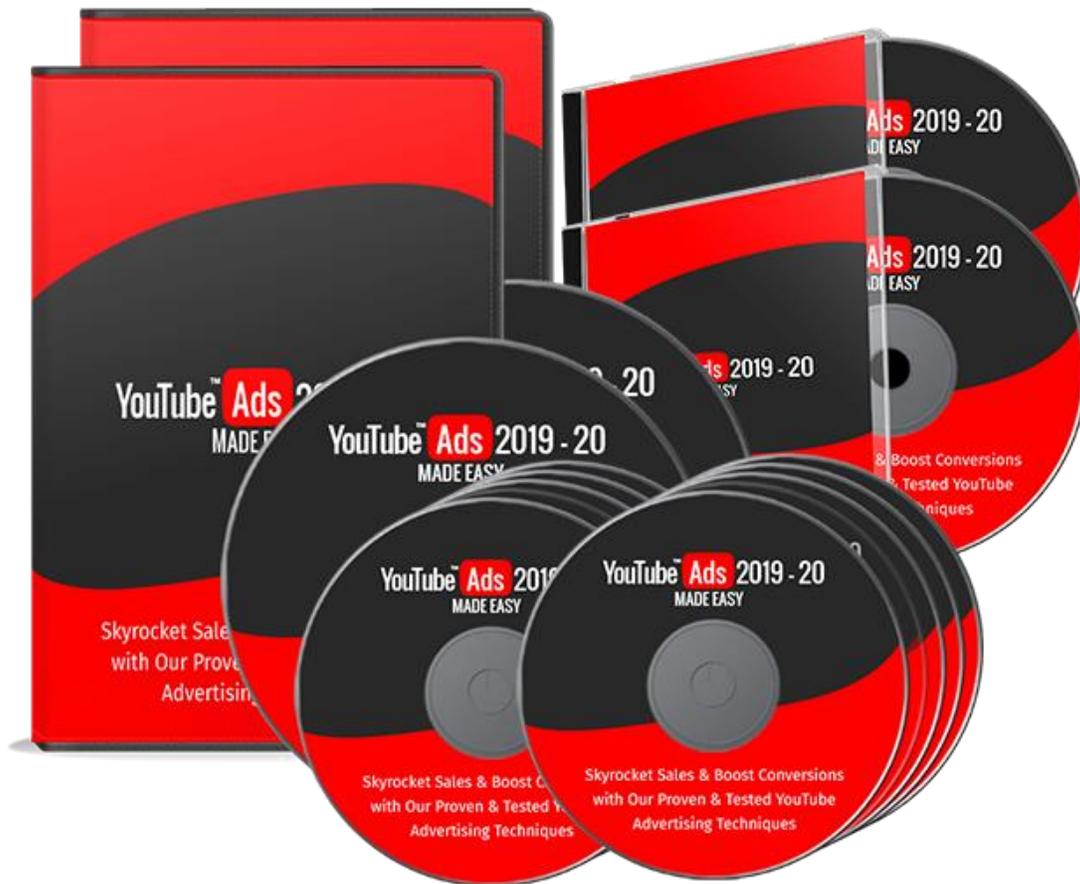
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Skyrocket Sales & Boost Conversions
with Our Proven & Tested YouTube
Advertising Techniques

Limited Special Offer

YouTube Ads 2019-20 Made Easy

(HD Video Course)



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What Are YouTube Ads All About?

How To Create The Perfect YouTube Ad Creative In

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- ✓ YouTube is part of the Google network, which is itself a big and very popular advertising platform.
- ✓ YouTube Ads are video advertising campaigns that are created and run from a Google Ads account linked to a YouTube channel.
- ✓ The most common type of YouTube ads are pre-roll ads, which are those ads that play before you watch a video on YouTube.
- ✓ Video ads on YouTube can roll before a video, during a video, or after a video ends.
- ✓ YouTube Ads allow you to narrow your reach and to define your audience.

How To Add Interactivity To Your YouTube Ads In 2019-2020

- ✓ Adding Cards
- ✓ Adding Shopping Cards
- ✓ Adding End Screens

YouTube Ads Best Practices For Marketers In 2019-2020

- ✓ Put Up A Dynamic YouTube Channel
- ✓ Use Advanced Targeting Options
- ✓ Set A Frequency Cap
- ✓ Select Detailed Thumbnails
- ✓ Keep Your Destination Simple

2019-2020

- ✓ Focus On The First 5 Seconds
- ✓ Call Out Members Of Your Audience
- ✓ Address Your Audience's Needs And Wants
- ✓ Personalize Your Video Ads
- ✓ Get Emotional
- ✓ Don't Go Long
- ✓ Emphasize Your Competitive Advantage
- ✓ Use A Visual Call-To-Action

How To Create Advertiser-Friendly Videos And Avoid Violating Ad Policies In 2019-2020

- ✓ Create Videos That Are Focused On A Single Topic Or On Solving A Problem
- ✓ Always Identify Your Brand Or Business
- ✓ Always Proof-Read Your Scripts, Copy, And Ad Text
- ✓ Don't Advertise Poorly Produced Videos
- ✓ Keep Your Content Relevant
- ✓ Don't Submit Adult Content
- ✓ Don't Promote Products In Controversial Categories
- ✓ Always Check Whether You're Using Copyrighted Material

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- ✓ Leverage Cards And Auto End Screens

Do's

- ✓ Be Consistent With Target Keywords
- ✓ Make Ads Visually Attractive
- ✓ Monitor Performance
- ✓ Always Include A Call-To-Action
- ✓ Always Include Website Information
- ✓ Test Different Video Ad Lengths
- ✓ Always Define Your Audience
- ✓ Create A Remarketing List
- ✓ Define Your Campaign Goals
- ✓ Set A Realistic Budget

Premium Tools And Services To Consider

- ✓ [VidIQ](#)
- ✓ [Animoto](#)
- ✓ [Strike Social](#)
- ✓ [Vyond](#)
- ✓ [Biteable](#)
- ✓ [Magisto](#)
- ✓ [Videoshop](#)
- ✓ [98Err](#)
- ✓ [Pop Art YouTube Advertising](#)
- ✓ [Blue Corona](#)

Shocking Case Studies

- ✓ [Missouri Star Quilt](#)

- ✓ Don't Misuse Ad Features
- ✓ Don't Abuse Ad Formats

Don'ts

- ✓ Don't Try To Go Viral
- ✓ Don't Measure Performance Through Number Of Views
- ✓ Don't Mix Up Your Audiences
- ✓ Don't Over Spend
- ✓ Don't Advertise Poor Quality Videos
- ✓ Don't Promote Outdated Content
- ✓ Don't Run Ads Indefinitely
- ✓ Don't Mislead Viewers
- ✓ Don't Neglect Your Ads
- ✓ Don't Focus On The Sale

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

- ✓ Create Different Campaign Segments For Different Ad Formats
- ✓ Apply This Crazy Ad Sequencing Idea
- ✓ Advertise Sequential "How To" Videos As Content Series
- ✓ Go Over Your Planned Bids During The First Days Of The Campaign

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- ✓ [Tuft & Needle](#)
- ✓ [Tulane's Closet](#)
- ✓ [Majestic Heli Ski](#)
- ✓ [Rock Star Real Estate](#)
- ✓ [Robo](#)
- ✓ [Tai Lopez](#)
- ✓ [Comedy Central](#)
- ✓ [Eric The Car Guy](#)
- ✓ [ModCloth](#)

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