

## 40 YouTube Advertising Tips

1. Use multiple ad formats in different ad campaigns. This helps maximize your impact and capture attention in different ways. Running different ad formats as different campaigns also keeps the performance metrics separate which allows you to compare different campaigns to see which is most successful and why.
2. Use the target cost-per-thousand impressions bidding strategy (tCPM) to reach as many people as possible.
3. Set your ads to show on all eligible devices (computers, mobile, tablet, and television screens) to expand your reach and also avoid high frequency rates on any one specific device type.
4. Don't set an ad schedule. This is different from the dates you set for your ad, and instead focuses on the time of day that ads are shown. Google Ads automatically optimizes ads so that they show at the best time to the best viewers.
5. Increase unique reach by excluding viewers that have already seen your ad multiple times.
6. Using human faces early on in your video ads is one of the best ways to capture the attention of the viewer.
7. Introduce your product or brand in the first 5 seconds of the video ad to help cement your brand in their mind.
8. Use emotion and storytelling in your ad. This helps the viewer feel connected and engaged.
9. Be direct with your call-to-action (CTA). If you don't tell viewers exactly what to do, they are likely to just move on without clicking.
10. Use A/B testing in your advertising. This allows you to compare similar video advertising and see which one is the most effective. Known as split-testing, you can also do this with your ad landing pages to help improve conversion rates.
11. For video remarketing campaigns, Google will automatically create custom audience lists for you. You just need to be sure your Google Ads and Analytics accounts are connected.
12. Use bumper ads when you want to reach viewers broadly with a short, memorable message.

13. Use non-skippable in-stream ads if you want the viewer to see your entire message without skipping the video.
14. If you don't know who exactly your audience is, Google has a tool called [Find My Audience](#) to help you gain more insight and identify audiences.
15. Make sure you budget enough money for your ad campaign to run properly.
16. Monitoring campaign performance is important, but make sure you give your campaign enough time to gather sufficient data before you start making decisions based on performance metrics.
17. If you aren't able to target by household income, instead think about brands that someone from that income level would be interested in and use those for targeting.
18. If you have a YouTube channel, promote your ad to current followers.
19. Create a custom audience that includes people who have already purchased your product or service and exclude those individuals from your ad campaign.
20. Test out using intent for audience targeting. YouTube ads that use intent targeting have 100% higher lift in purchase intent compared to those targeted using demographics.
21. Don't use boring images and videos in your ads. Eye-catching visuals will help grab the attention of viewers faster.
22. Sell the benefits, not the features. People want to know how your product will benefit them personally.
23. Even if an ad is working well, it's always good to use fresh content from time to time. You don't want your audience to tune out because they've already seen the same ad multiple times.
24. Be consistent in your branding and messaging. The visuals, message, and tone should all line up with your brand's vision and values. This will help make your brand more memorable.
25. Make sure your ads have personality! Viewers like being amused, amazed, and entertained.
26. Use your video script to explain WHY someone needs your product or service. Don't leave it to them to figure out – tell them in easy-to-understand terms.

27. Use relevant language in your ads. Viewers should feel like you are speaking directly to them about their specific problem. Use casual language that they know.
28. Include active commands in your ads such as, “buy now” or “click the button below”.
29. Use language and text that creates a sense of urgency. Think, “for a limited time only.”
30. Write your script with lots of “you” statements – make the viewer feel like you are talking specifically and directly to them.
31. If you’re in the B2B space, you can reach top decision makers on YouTube. More B2B decision makers use YouTube to research purchases than LinkedIn and Facebook.
32. Use YouTube ads to offer a free product to help grow your mailing list.
33. Not sure what keywords are best to use for intent targeting? Use the Google Keyword Planner tool to get an idea of how popular various terms are.
34. The shared budget option works best when used across several ad campaigns that share a common goal.
35. Is your ad campaign budget being depleted quickly? You can view a recommended budget under your campaign settings. These budget recommendations are based on the last 15 days of your campaign performance.
36. Test out your ad images and videos on multiple devices. It’s important that every ad element is easily viewed, especially on mobile devices.
37. Start your ad script fast and keep an upbeat pace in order to snag and keep the attention of viewers.
38. Repeat what you’re offering multiple times in the ad. The call-to-action should be stated more than once and in varying ways (voice, text, images).
39. If you can say the same thing in 20 seconds that you can say in 30 seconds, go with the shorter script. Shorter ads are proven to have higher view rates.
40. Use video watch time to better understand how much of your ad creative is being seen. This can help guide new videos and campaigns, as well as existing campaign adjustments.