

## 8 Steps to Creating a Video Ad Campaign

Running ads on YouTube is quite easy once you get the hang of it. Use the following outline to ensure you don't miss any important steps.

**Step 1:** To create YouTube ads, you'll need to have a Google Ads account. To sign in or create a new account, go to <https://ads.google.com>.

**Step 2:** Once you have signed in, there are multiple campaign goals to choose from. You can only choose one goal per campaign, so choose the one that *best* suits the needs of your business. Select one of the following goals:

- Sales
- Leads
- Website traffic
- Product and brand consideration
- Brand awareness and reach
- Create a campaign without a goal's guidance

**Step 3:** Select Video, Display, or Discovery as the campaign type.

**Step 4:** Select a campaign subtype and click Continue. The different subtypes available to you will depend on the campaign goal you choose.

**Step 5:** At the top of the next page, you will name your campaign and set up your general campaign settings. These include the following:

- Bid strategy – how your campaign charges will be determined
- Budget and dates – daily or total budget and start and end dates
- Networks – YouTube search results, channel pages, homepage, etc.
- Locations – Add and exclude by country, territory, county, city
- Languages – the languages your customers speak
- Content exclusions – based on sensitivity and age-appropriate levels of content

**Step 6:** After the general settings section, there will be a section for creating your ad group. You'll name the ad group and set up the following:

- Audience targeting options – people you want to reach
- Content targeting options – where you want your ads to show
- Bidding – the maximum you are willing to pay per impression/action

**Step 7:** Select an ad type and upload your ad text, images, and/or video to create your ad. Depending on the goal you selected, you can choose from the following ad types:

- Skippable in-stream ad
- Video discovery ad
- Bumper ad
- Display ad (non-video)
- Discovery ad (non-video)
- Discovery carousel ad (non-video)
- Responsive display ad (video and non-video)

**Step 8:** Click Create Campaign. The next page will show your new ad campaign as pending, because all ads go through a policy check process. This process usually takes less than one business day.

The following page contains a checklist you can use to walk you through each step of creating your first ad.

# YouTube Advertising Checklist

Going through all the steps to set up YouTube advertising can be a little overwhelming. Use this checklist to make sure you cover all the steps needed to build your campaign.

## Google Ads account login:

Username	
Password	

## Campaign goal:

- |  |  |
|--|--|
| <input type="checkbox"/> Sales           | <input type="checkbox"/> Product and brand consideration |
| <input type="checkbox"/> Leads           | <input type="checkbox"/> Brand awareness and reach       |
| <input type="checkbox"/> Website Traffic |  |

## Ad type(s):

### Video

- ☐ Skippable in-stream
- ☐ Non-skippable in-stream
- ☐ Discovery
- ☐ Bumper

### Non-video

- ☐ Discovery
- ☐ In-video overlay

Campaign name: \_\_\_\_\_

Campaign dates: \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_

## Bid strategy:

- |                                      |                              |
|--------------------------------------|------------------------------|
| <input type="checkbox"/> Conversions | <input type="checkbox"/> CPM |
| <input type="checkbox"/> vCPM        | <input type="checkbox"/> CPC |
| <input type="checkbox"/> CPV         |                              |

Maximum bid per action/impression: \_\_\_\_\_

## Budget:

Daily \_\_\_\_\_

Monthly \_\_\_\_\_

Total Budget \_\_\_\_\_

