

Targeting YouTube Ads

Worksheet

One of the most important parts of YouTube advertising is targeting. If you want to succeed, you need to be sure your ad is being shown to the right target audience. Use this worksheet to help you determine the right demographics for your ad targeting.

What are you advertising? _____

Who would be *the most* interested in your product/service? _____

Do you need to target by location? This could be specific zip codes, countries, states, or travel destinations. This could also be places you *don't* want your ad to be shown.

Locations to include:

Locations to exclude:

Does your audience speak a specific language? List the languages you need to include here.

Languages: _____

Now let's look at demographics. As you are filling out this section, think about who you wrote down above that would be *the most* interested in your product/service.

Demographics:

Are you targeting a specific age group?

- | | | |
|--------------------------------|--------------------------------|-----------------------------------|
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 45-54 | <input type="checkbox"/> Unknown* |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 55-64 | |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> 65+ | |

Are you targeting a specific gender?

- | | | |
|-------------------------------|---------------------------------|-----------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female | <input type="checkbox"/> Unknown* |
|-------------------------------|---------------------------------|-----------------------------------|

Does your target audience have children?

- | | | |
|---------------------------------|---------------------------------------|-----------------------------------|
| <input type="checkbox"/> Parent | <input type="checkbox"/> Not a parent | <input type="checkbox"/> Unknown* |
|---------------------------------|---------------------------------------|-----------------------------------|

Are you targeting a specific income level? Keep in mind that household income targeting is not available in all countries.

- | | | |
|-------------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Top 10% | <input type="checkbox"/> Top 31-40% | <input type="checkbox"/> Unknown* |
| <input type="checkbox"/> Top 11-20% | <input type="checkbox"/> Top 41-50% | |
| <input type="checkbox"/> Top 21-30% | <input type="checkbox"/> Lower 50% | |

*Google Ads doesn't know the demographics of all YouTube viewers. "Unknown" includes people whose age, gender, parental status, or household income weren't able to be identified. The "Unknown" demographic category is selected by default to help you reach a larger audience.

Let's go a little deeper with demographics. These are in-depth audience characteristics, such as being a homeowner, a new parent, or a college student.

Detailed Demographics:

Relationship status:

- ☐ Single
- ☐ In a relationship
- ☐ Married

Age of children:

- ☐ Infants (0-1 years)
- ☐ Toddlers (1-3 years)
- ☐ Preschoolers (4-5 years)
- ☐ Grade-schoolers (6-12 years)
- ☐ Teens (13-17 years)

Education level:

- ☐ High school graduate
- ☐ Current college student
- ☐ Bachelor's degree
- ☐ Advanced degree

Homeownership status:

- ☐ Homeowners
- ☐ Renters

Life Events:

Business creation

- ☐ Recently started a business
- ☐ Starting a business soon

College graduation

- ☐ Graduating soon
- ☐ Recently graduated

Job change

- ☐ Recently started new job
- ☐ Starting new job soon

Marriage

- ☐ Getting married soon
- ☐ Recently married

Moving

- ☐ Moving soon
- ☐ Recently moved

Purchasing a home

- ☐ Purchasing a home soon
- ☐ Recently purchased a home

Retirement

- ☐ Recently retired
- ☐ Retiring soon

Now let's look at interests and habits of your audience. Do they bargain hunt or are they a fan of luxury brands? Do they use public transit? Are they big into cooking? Do they invest their money? There are some example affinity audience categories below to help you get started brainstorming. *This is often-times the most important part of the targeting process, so really take some time here and think about who your audience is.*

- Banking and finance
- Beauty and wellness
- Food and dining
- Home and garden
- Lifestyles and hobbies
- Media and entertainment

- News and politics
- Shoppers
- Sports and fitness
- Technology
- Travel
- Vehicles and transportation

Interests

Spending habits

Entertainment

Hobbies

Additional interests, hobbies, behaviors, etc. _____

Is your audience currently researching or planning to buy a specific item or service? If so, what are they researching? What sites are they visiting, what terms are they using? What YouTube channels are they watching?

Relevant sites _____

Keywords/Topics _____

Related YouTube channels/videos _____

Finally let's look at remarketing. Also known as retargeting, this advertising method involves showing ads to people that have previously visited your website, made a purchase, signed up for your newsletter, etc. These are people that are already familiar with your product or service. You can create these lists using Google Analytics data or by uploading a list of customer information. You can also combine demographic and interest criteria with those lists to narrow down your remarketing even further.

Use the space below to brainstorm ideas that may catch the eye of these viewers, like a specific product at a small discount, or a discount code for use anywhere on your site.
