

YouTube
 **UNLOCKED**
0 to 100,000 Subscribers

NEILPATEL

YouTube Ads

How To Go **From Zero To 100,000 Subscribers** On YouTube

WHY YOUTUBE ADS?

YouTube has slowly but surely been incorporating required 20 second ads before they start the actual on-page video.

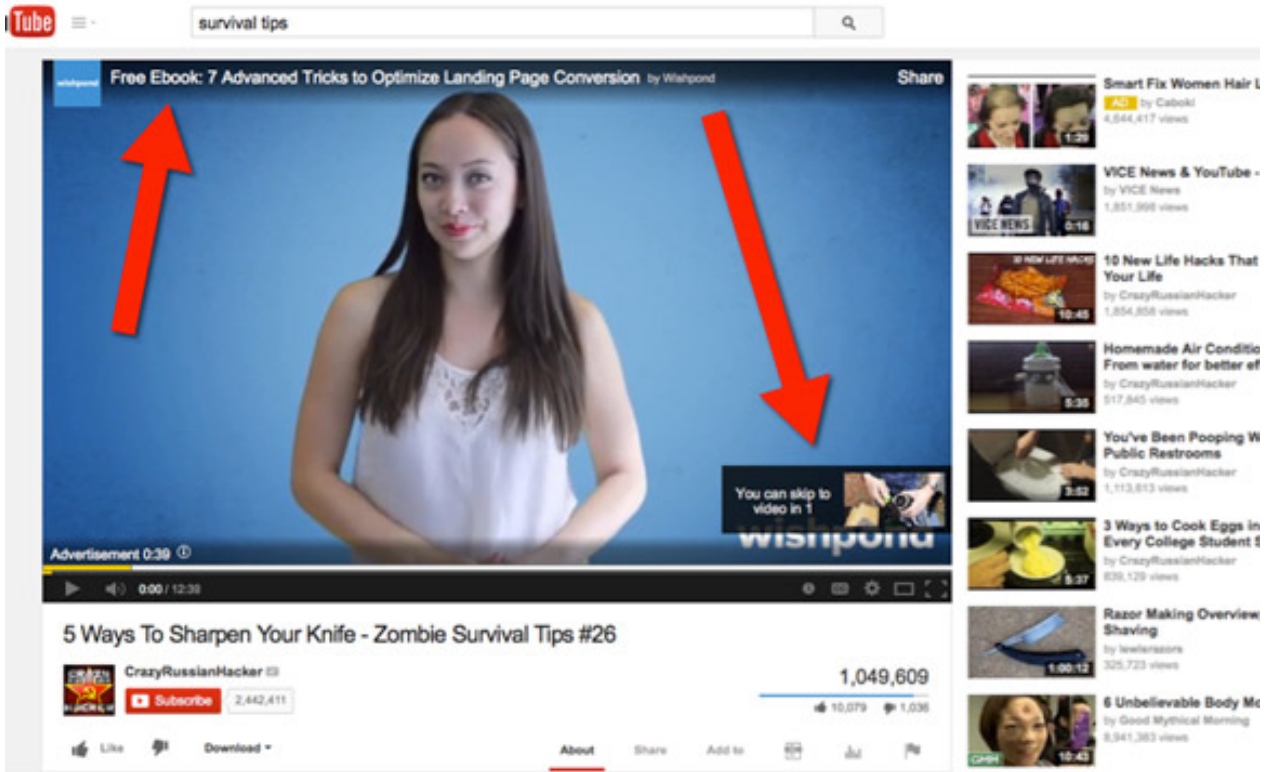
And you can harness the power of keyword-specific advertising—appearing before videos that come up in a YouTube video search (and if they use those keywords in the video description).

But the cost is usually lower than most AdWords campaigns!

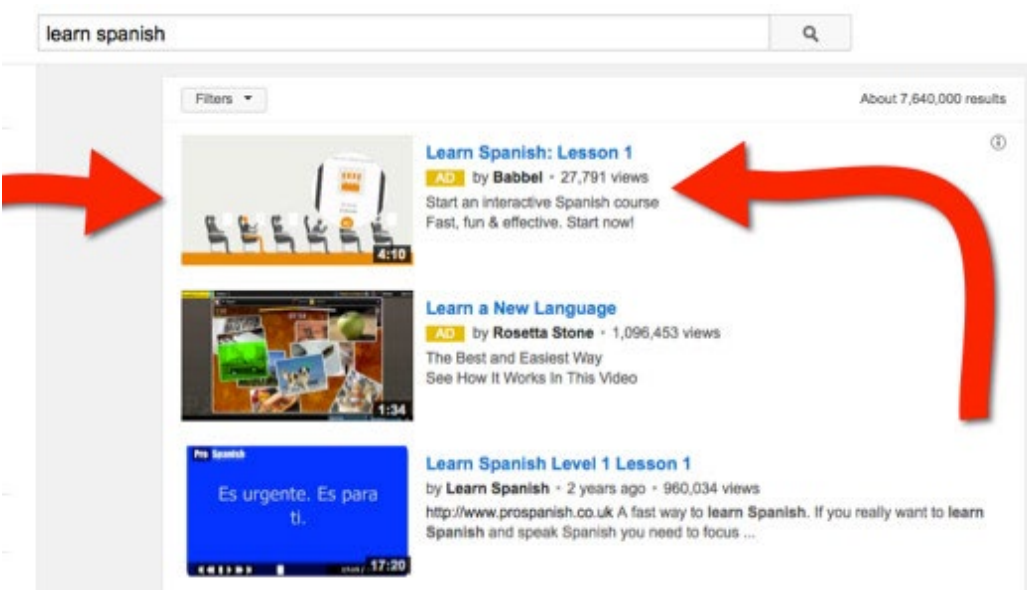


3 TYPES OF YOUTUBE ADS

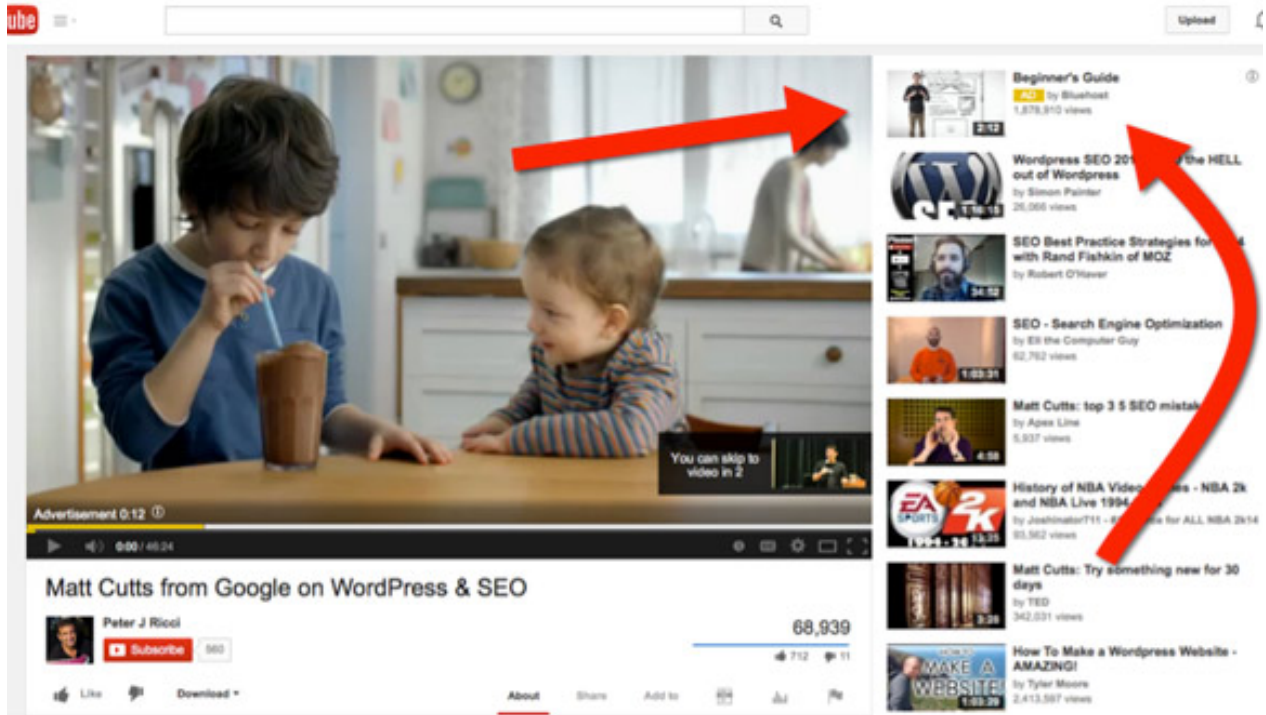
In-Stream Ads :



In-Search Ads:



In Display Ads:



TWO IN STREAM AD OPTIONS

Non-Clickable Ads

- These are 15-20 seconds long.
- The viewer is forced to watch the entire ad.
- This does drive engagement up.
- But it also drives ad-abandonment up, too. A LOT.

TrueView Ads

- Only the first 5 seconds are non-clickable.
- Otherwise these ads don't force people to watch.
- YouTube says to keep the ads between 15 and 30 seconds for optimal results.

WHY IN STREAM ADS?

- You pay-per-view of your ad
 - A “view” is defined as when someone either watches your full ad or 30 seconds of your ad, whichever happens first.
 - This means that you don’t pay for someone who skips your ad after 5 seconds!
 - And the cost is only a few cents per view.
- People spend an inordinate amount of time watching online videos... And YouTube is in 61+ countries. There are a LOT of targeting possibilities.
- YouTube works with the AdWords network. This not only gives you even more targeting options, but it also gives you the ability to retarget someone who has visited one of your pages!

QUICK STRATEGY

Like Facebook, YouTube can be set up to give you an entire traffic system for your sales funnel.

- Set up ad for cold leads
- Send cold leads to lead magnet page
- Pixel lead magnet page
- Retarget people who got your lead magnet with your tripwire ad
- Pixel tripwire page
- Retarget people who bought your tripwire for your core offer ad
- Pixel core offer page
- Retarget people who bought your core offer for your profit maximizer ad

GETTING LEADS WITH IN-STREAM ADS

The Challenge: grabbing someone's attention in the first 5 seconds of seeing your ad.

Choose the EXACT ad objective:

- Get signups for your lead magnet
- Drive people to sign up for a webinar or event
- Get people to make a small purchase
- Increase subscriptions to your YouTube channel

For your first ad, with an audience who doesn't know you, we recommend going from the beginning of the funnel. For the rest of this lesson, that's what we're going to cover.

VIDEO WRITING ADS

Think about your video ad just like you'd think about any other ad:

- Lead with a headline that catches their attention. This is a singular statement that...
 - Calls out the audience you're talking to
 - Makes the viewer curious
 - Surprises the viewer
 - Shocks the viewer
 - Amuses the viewer
- Follow with simple, clear, benefit and emotion statements. Try to keep it short, if possible.
- End with a clear Call-to-Action.

CREATE YOUR VIDEO & UPLOAD TO YOUTUBE

Make sure your video channel is set up for success.

- Sign up for your YouTube account with a professional sounding username. This is something anyone can see for the life of your channel.
- Upload your logo or a professional photo
- Write up a brief and clear description.
- Link to your other social channels and website.

Name your video something clear and interesting. Don't just leave it to the video file name.

Include a video description that briefly describes the video.

TARGETING OPTIONS: KEYWORDS

You can use keywords for your ad targeting, just like Google AdWords.

- The good news is that the competition for YouTube ads is much smaller! Which means reasonable prices and decent impressions [as long as your ad performs]

Research keywords by conducting some searches on Ubersuggest and YouTube to see what videos appear.

- Will the audience for these videos be relevant to you?

Don't use single keywords or broad phrases.

- This will keep you from being specific enough to your viewer. And if enough viewers don't find your ad to be relevant, YouTube will show your ad less often and start to increase your ad bids.

Get as specific as possible with your terms for optimal results. Yes, even if it means your audience narrows a bit.

The benefit of using keywords is that most YouTube uploaders are more diligent about entering keywords for their videos, than they are to list their categories, interests, or topics.

TARGETING OPTIONS: INTERESTS & TOPICS CAMPAIGN

Interests and topics will broaden your audience.

Interests refer to the previous content that someone has watched over time. Which would indicate they have an interest in that type of content.

- Google notices viewing behavior and segments viewers over time, automatically.

Topics refers to the content that a viewer is searching for at that very moment.

For example... Someone may have a love for bird videos [interests], but at that moment they may be searching for make-up tutorials [topics]. In this instance, if you sell beauty products, it would be a good time to target someone with make-up tutorial as a topic. But it might not be the best time for someone selling bird supplies to target this person. Their attention is not currently on birds.

This is great for cross referencing interests against topics for primo-purchase times.

BUT, this is not as targeted as keywords or placement targeting options.

TARGETING OPTIONS: PLACEMENTS

This is the best targeting option when you're first starting, because you will have full control of where your ads appear. You can screen what specific videos or video channels in which your ads will appear.

The upside to this, is that you won't be at the mercy of Google, like you are for interest & topic targeting.

The downside is that this can take more research, and it can be extremely hard to scale using this targeting method.

When you're first starting, this could be an excellent targeting option for testing your ads.

This is also an excellent way to put your ads on competitor's channels and videos!

TARGETING OPTIONS: RETARGETING

This option is for those of you who have set up the Google re-marketing pixel (module 23). Once someone has visited a part of your website that has the re-marketing pixel, you can re-target them with YouTube ads!

Re-targeting through YouTube is a great step to incorporate into your marketing for those who are somewhat warm to your sales funnel.

This is not the right option to set up, if you are trying to introduce your brand/product/service to cold leads.

ADDITIONAL RESOURCES TO CHECK OUT:

- <https://support.google.com/google-ads/answer/2375464?hl=en>
- <https://support.google.com/youtube/answer/2467968?hl=en>
- <https://support.google.com/adspolicy/answer/2679940?hl=en>
- <https://support.google.com/youtube/answer/2454017?hl=en>
- <https://support.google.com/youtube/answer/2375497?hl=en>