



Get started with YouTube video ads.

Video ads help you show people what you do, how you do it and why you love it. We'll help you get started with these simple steps:

Make a plan and shoot your video.



Select files to upload
Or drag and drop video files

Set up your free YouTube account.

Drive new business with video ads.



SUCCESS STORY
Modcloth,
Theresa Rockovich
youtube.com/modcloth



+ SAVINGS Compared to their average search campaigns, ModCloth strategically reached thousands more customers at **11% OF THE COST** using video ads on YouTube.

Did you know?

On average, YouTube helps businesses drive **20% MORE** traffic to their websites.



SUCCESS STORY

**BBQ Guys,
Chef Tony Matassa**

youtube.com/bbqguys



+ LEADS Generated higher volume of quality leads and **BOOSTED CONVERSION RATE** with targeted ads.

Did you know?

YouTube ads drive sales, with **43%** of people purchasing something that they saw advertised on YouTube.

Make a plan and shoot your video ad.

When it comes to creating your video ad, a little planning goes a long way. That’s because better quality ads get more attention from people on YouTube. Already have a video? Great! Turn to page 4 and upload it to YouTube.

1 Choose your goal

What do you want your ad to do? Drive people to your website? To your door? Generate phone calls? With a clear goal, you’ll be ready to shoot with purpose.

Type/Write your call to action here: _____

2 Shoot your video

The key to a great video ad is authenticity; be honest and be yourself. Grab a camera and give a tour of your store, demonstrate your product or talk about your services. The options are endless!

3 Edit like a pro

With digital video, editing is easier than you might think. Just drag, drop, and combine your clips however you want. Your goal should be to tell a complete story in as little time as possible — 20 to 40 seconds is recommended. Don’t have video editing software? Try YouTube’s free online editor at youtube.com/editor.

Equipment checklist

Must have

- Computer and basic video editing software
- Digital camera that can shoot video
- Memory card and camera charger
- Camera for connecting camera to computer

Good to have

- Storyboard, script, and cue cards
- Extension cables
- Camera tripod
- Extra memory card



GET STARTED TODAY
Call 1 (877) 908-4179 for a free consultation and set-up support.

9 tips for great video ads.



Open with a hook

Capture your viewers' attention in the first 5 seconds with something fun, interesting or engaging. Do you have an exclusive offer? Are you having a sale? Is your product really unique? Get to the point right away.

Get viewers to act

Tell people what you want them to do with a clear call to action. If you want more clicks to your website, ask them to click the ad. If you want phone calls, include your number. If you want walk-ins, include your address.

Be yourself

It's important to relate to your customers. Be authentic, honest and make your message clear. Speak as you would with a friend. Often that's all it takes to make an impact with customers.

Grab a friend

Making videos can be more fun when you have a partner. Your friend can hold cue cards, control the camera, and give you feedback as you go along.

Keep the camera steady

Unless you're going for a handheld look, use a tripod, a stack of books, or a few boxes to make sure the camera doesn't move while you're recording. Then do a one minute lighting and sound test to be sure you'll be seen and heard.

Use cue cards

Write your lines with a thick marker, then tape the cards under the camera or have a friend hold them for you. Staying on-script will help when you're ready to edit, too.

Click it

YouTube video ads are clickable, so you can use signs, graphics, or your own voice to encourage viewers to click to visit your website, YouTube channel, or Google+ page.

Choose a location

Your store, home and local neighborhood are all potential places to shoot your ad. Pick a place that is best suited to the goal of your video ad. Make sure you have permission to shoot in the location you choose and have fun!

Showcase your business

Is your product or service the best thing about your business? Do you have a tagline, catchy mission statement, or claim to fame? In a few words, show and tell people what makes your business yours.



Set up your YouTube account.

Now that you have your video, uploading it to YouTube is a snap. In just a few minutes, you'll create an account and a free YouTube brand channel — your business' home on YouTube.

Just go to youtube.com/signup and enter some basic information to create your account. After submitting your info, be sure to select the option to create a brand channel for your business. You can customize your brand channel to make it look and feel like it's yours.

1 Upload to YouTube

Once you're signed up and signed in, go to youtube.com/upload and click "Select Files to Upload". Then, from your computer, find and choose the video you want to advertise.

2 Make your video discoverable

Help your video get discovered by giving it a title, description, and keyword tags. These bits of information will help people find your video more easily when they're searching on YouTube.

Title: Think of your title as the headline of your video. A good title entices someone to watch by including descriptive words and phrases that relate to your video.

Description: Write a brief description of your video. Include a link to your website with "http://" (e.g., <http://www.youtube.com>) in the first 2 to 3 lines.

Tags: These words will help people find your video when they're searching on YouTube.

3 Make your video public

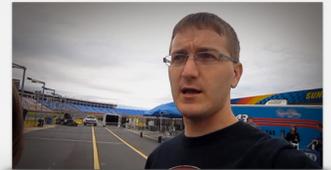
Don't forget to make your video public so people can find it and share it online.



SUCCESS STORY

The Richard Petty Driving Experience, Elliott Antal

youtube.com/drivepetty



+VIEWERS Increased YouTube channel viewers by **700%** month-over-month by engaging 107,000 viewers to a single promotion.

Did you know?

More than **700 YOUTUBE VIDEOS** are shared on Twitter every minute. That's more than 350 million videos each year!



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Drive new business with video ads.

Once your video is uploaded to YouTube, your ad is nearly ready. YouTube video ads are powered by Google, which means you'll get to manage your YouTube campaign from Google AdWords. This has many benefits and helps you target your ideal audience on YouTube and across the web.

1 Create your first video campaign

Create your free account or sign in at adwords.google.com/video. Then create an online video campaign, where you'll have the options to name your campaign and set a budget that works for you.

2 Create video ads

Pick the video you uploaded to YouTube. This will be your video ad! Here you can see how your ad will look and where it will appear.

3 Choose where your ads appear

You can choose whether your ads appear before videos play, beside videos playing, or in search results. You'll be opted in to all three from the start, so you can see which works best for you.

In-stream ad

Appear before YouTube videos.



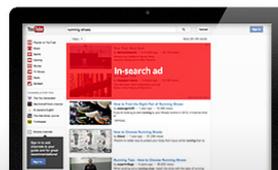
In-display ad

Appear beside YouTube videos.



In-search ad

Appear in YouTube search results.



4 Define your ideal customer

You choose who your ad appears to on YouTube. Here you'll be able to pick viewers by age, location, interests, and much more. For instance, you could show your ad to 18 to 35-year-old women who live in Santa Cruz and like kite surfing.



Mastering video ads

Watch, learn, and follow along in the [Mastering AdWords for video playlist](#).

Did you know?

YouTube now delivers TrueView In-stream ads to Android, iPhone, PlayStation 3, Xbox 360, iPad, and Wii, so you can reach new customers wherever they are.

