

How To Set Up Your First YouTube Video Ads Campaign

by Herman Drost Copyright 2018

1. You have to have a Google Adwords Account to use YouTube Video Advertising so if you don't have one set up you may wish to do that first. It's free.

2. Search For "Google Adwords Coupon" on Google. You'll get \$75.00 in ad credit when you spend \$25.00. That means you can get your first 7,500 views free if your cost per view (CPV) is only 1 cent!

3. There are 2 ways to run YouTube Video Ads...
 - a) From Directly Inside Your YouTube Video Manger.
 - b) From Inside Your Google Adwords Account.
 - This option give you the most flexibility.

From Inside Your Google Adwords Account:

- Log into your Google AdWords account
- Choose online video
- Set your budget (\$10.00/day)
- Choose a delivery method
- Choose location & languages
- Choose your YouTube Video

- Fine-tune your ad
 - Set your maximum price per view
 - Target your age & gender demographics
 - Select your topics
 - Put a daily reminder on your calendar
 - Check campaign stats in AdWords
- Compare them to traffic stats in your YouTube analytics.
 - Increases in total views
 - Traffic sources
 - Increases in user engagement

Make adjustments to your campaign

- Bids
- Daily spend limits & total campaign spend limits
- Refine your ad format choices
- Refine your targeting & demographics

Warm Regards,
Herman Drost

<http://www.mastervideoads.com/>

If you want to learn more about how to use YouTube Video Ads to drive an avalanche of traffic to any video, website or product then check out my Video Course: [MASTERVIDEOADS.COM](http://www.mastervideoads.com/)