



YouTube

YouTube Ads Cheat-Sheet

All you need to know about YouTube Ads

1 Why Video Ads?

- YouTube is the #2 Search Engine on the Internet
- Average YouTube visitor watches 5 hours of YouTube Videos per month (about 10 minutes per day)
- There are more than 1 Billion of these YouTube Viewers
- YouTube is in 71 countries and 61 languages
- YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year olds than any cable network in the US

2 How Can You Maximize Results With YouTube?

- ✓ Get Views and Increase Engagement
- ✓ Build Subscriber Base
- ✓ Build Email List
- ✓ Sell Products
- ✓ Drive Traffic
- ✓ Branding
- ✓ Retargeting

3 Getting Started

You'll need the following:

- AdWords account
- YouTube Channel
- Website (Optional but helps)
- Video (Ads and Content)

4 Basic Account Setup

To setup your account, you need to have a Gmail account. We need to set up Gmail account to make this work.

Go to gmail.com, add an account.

1. Create a new account.

Once Gmail account is created, you can access youtube.com and then sign in.

We'll talk about creating a YouTube channel in the next file. You'll only need 1 Gmail account to create multiple YouTube channels. We'll talk about creating a YouTube channel in the next file. You'll only need 1 Gmail account to create multiple YouTube channels.

2. Go to Youtube.com and scroll down and look for Advertise.

Here you can redeem an offer to get \$100 credit when you spend \$25 in ads!

This offer changes from time to time so it varies. You can get through here to get to AdWords.

Supply your country and your email address to get a code to get a brand new AdWords account. The code will be sent to your email address and it will also be displayed.

3. Click on Start Advertising Now and it will take you to your AdWords account.
4. You can skip the campaign creation and it will ask you to login to your Google account. (Gmail)
5. Next is to set up your billing information. Just follow the instructions and fill out the fields with your information to proceed.
Make sure to check the "Yes, I agree to the above terms and conditions and click on Save."
6. Once you've set up your billing information, just go back to AdWords account and click on Billing.

Manage Promotional Code. Login to your AdWords account, go to settings or ¹gear icon on the upper right corner of the page and click on Billing.

7. Click on Manage Promotional Code.
8. Add a promotional code:
9. Supply the promotional code that you got in step 4.

Once you've set up the code, you'll get the offer of \$100 when you spend \$25 on video Ads. That's it for the basic AdWords setup.

Following these steps will help you setup your own AdWords account and get \$100 FREE credit!

If you liked this tip – please comment on this page: <http://videoxtreme.io/case-study/>

We would love to hear from you!

Regards,
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VideoXtreme Team