



Checklist 12: How to Set Up an Overlay Ad on YouTube?

Project Name: _____

Date: _____

Yes No

Overlay Ads are the image ads that appear overlaid at the bottom of a YouTube video player or on the YouTube watch pages. Here is how you can set one up yourself:

Setting up a Google Pay/Per/Click account

- 1 Define your goals. Work out what you want to do. Answer these simple questions:
Do you want to increase inquiries?
Do you want to encourage sign-ups?
Do you want to make more sales?

- 2 Choose and decide which search engine you want to advertise with. You can choose Google AdWords or even Bing Ads to achieve your goal.

- 3 How to make an account on Bing Ads:
Visit the Bing Ads sign-up page and give an already existing email address.
Having an email address that you already use to sign in Microsoft products; sign up, and your transition will be completed.
If you do not have such an email address, then click on "Create one." Will you find this written next to the No Account? Click on Next.
Confirm that you want to create a new account and click on Next.
Create a password and click on Next.
Provide the relevant details required. Click on Next. Verify your account via the email sent to you.
Enter the code in the prompt and click on Next.
Give your company name, business phone, business location, currency, time zone, and primary use.
Review the terms and conditions and click on create an account. Set up your campaign by importing from Google Ads or by creating a new campaign. Or you can skip this and click on continue.
Provide your billing and payment details and click on Next.

Notes

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- 4 Select PPC keywords.
- 5 Set your bid for the different keywords and choose your daily, monthly budget.
- 6 Write your PPC advert and then link it to the relevant landing page on your site.
- 7 Next, watch closely.
- 8 [Visit http://ads.youtube.com](http://ads.youtube.com)
- 9 Click on "Get started with ads for video."
- 10 If you have used Google AdWords before then, click on "managing current promotions with ads.youtube.com."
- 11 Go to campaign management and navigate between Google PPC and YouTube videos.
- 12 Click on the tab saying, "New Video Campaign."
- 13 Fill out the required fields. Give a minimum budget.

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|----|--|--------------------------|--------------------------|
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Click on “Select video” and choose one and keep doing so until you select continue and until your ad is saved. | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Go to YouTube and find the video you saved in the Google/YouTube Ads account you formed. Select edit. | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | You will see the option to add an Overlay somewhere on the right side of the screen. | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Complete the required fields and make sure you save your details. | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Go back into your Google AdWords account and search for the campaign you just formed. Pause it so that it does not run the ad. | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | The Overlay will continue to work. | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | If you want to form overlays for multiple videos then:
Repeat process for each video.
E.g. for 20 videos, create 20 ads one for each video.
Create different overlays for each.
Pause each ad. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes