



Checklist 2: A How To Guide on Promoting Your Video Ads on Google AdWords

Project Name: _____

Date: _____

Yes No

Do you want to promote your YouTube channel and the video ads? Are you wondering about where to get started? Here is a checklist that can help you:

Setting Up

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Create a Google Ads account if you do not have one already. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Then, link the AdWords account with your YouTube channel. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | For this click on Tools> Billing> Settings icon> Linked accounts> Click on YouTube. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Follow on-screen instructions to complete the procedure. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Create a new campaign in AdWords. See in the left-hand column, click on Select campaigns. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Click on +sign icon present in the blue circle. Select option that says, "New Campaign." | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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7 Choose the budget for your campaign and give it a name. Set your daily budget. (Good starting budget is \$5 per day.)

8 Go to the network area and clear the video partners on the display network checkbox.

Creating Each Ad Group for your campaign

1 Create the first ad in your campaign.

2 Scroll down the screen to find the "Create your Ad Group area" that is present right below the campaign details.

3 Think of a group name. It should be informative.

4 Go in the Bidding area and add your bid for maximum CPV. Also, make adjustments for popular videos.

5 To further refine your targeting for ads, use keywords, placements and topics.

Creating an Ad for video

1 Start adding in videos to your campaign that you want to promote.

Notes



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- 2 Scroll down to the area that will allow you to create an ad.

- 3 Paste the link to a YouTube video and select the ad type from in-stream or discovery ads.

- 4 Choose an auto-generated photo that will show in your ad.

- 5 Add a title and description for your ad.

- 6 Lastly, name your ad.

Notes