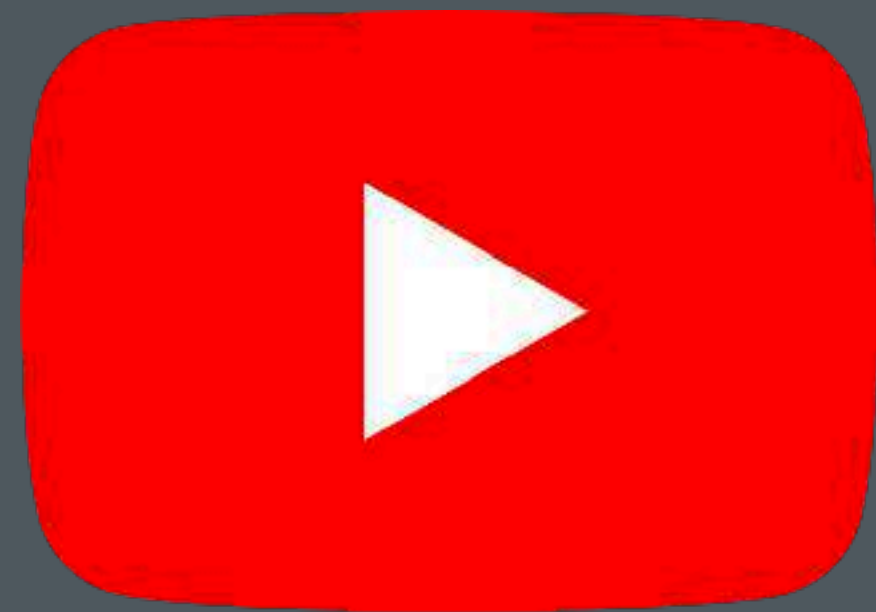


How to Make YouTube Ads Your Number 1 Traffic Source



How To Make YouTube Ads Your Number 1 Traffic Source.

With Tom Breeze



1.3bn Users

5bn views / day

Each session = 25-40 mins

People visit YouTube
because they want:

TO BE INSPIRED

TO KNOW

TO DO

TO BUY





**"Be There & Be Helpful
When Your Customers
Look For You"**



Viewability



- *"Largest Performance Based YouTube Ad Agency Worldwide"* - **Google**
- Our Premier Partner Agency Ad Spend is over \$100k / day
- Results Based Agency

TOM BREEZE
CEO
Viewability.co.uk

The Plan

1) Find Your Customers



2) Create The Perfect Video Ad



3) Build Winning Campaigns





Find Your Customers



Advertise To **Interests**

Advertise To **INTENT**





Use The Power Of Adwords



Targeting Your Customers

The Possibilities Are Incredible.

**Affinity
Audiences**

**Video
Remarketing**

**In-Market
Audiences**

Custom Intent

Topics

**Similar
Audiences**

**Website
Remarketing**

**Placements
(Videos & Channels)**

Keywords



Targeting Your Customers

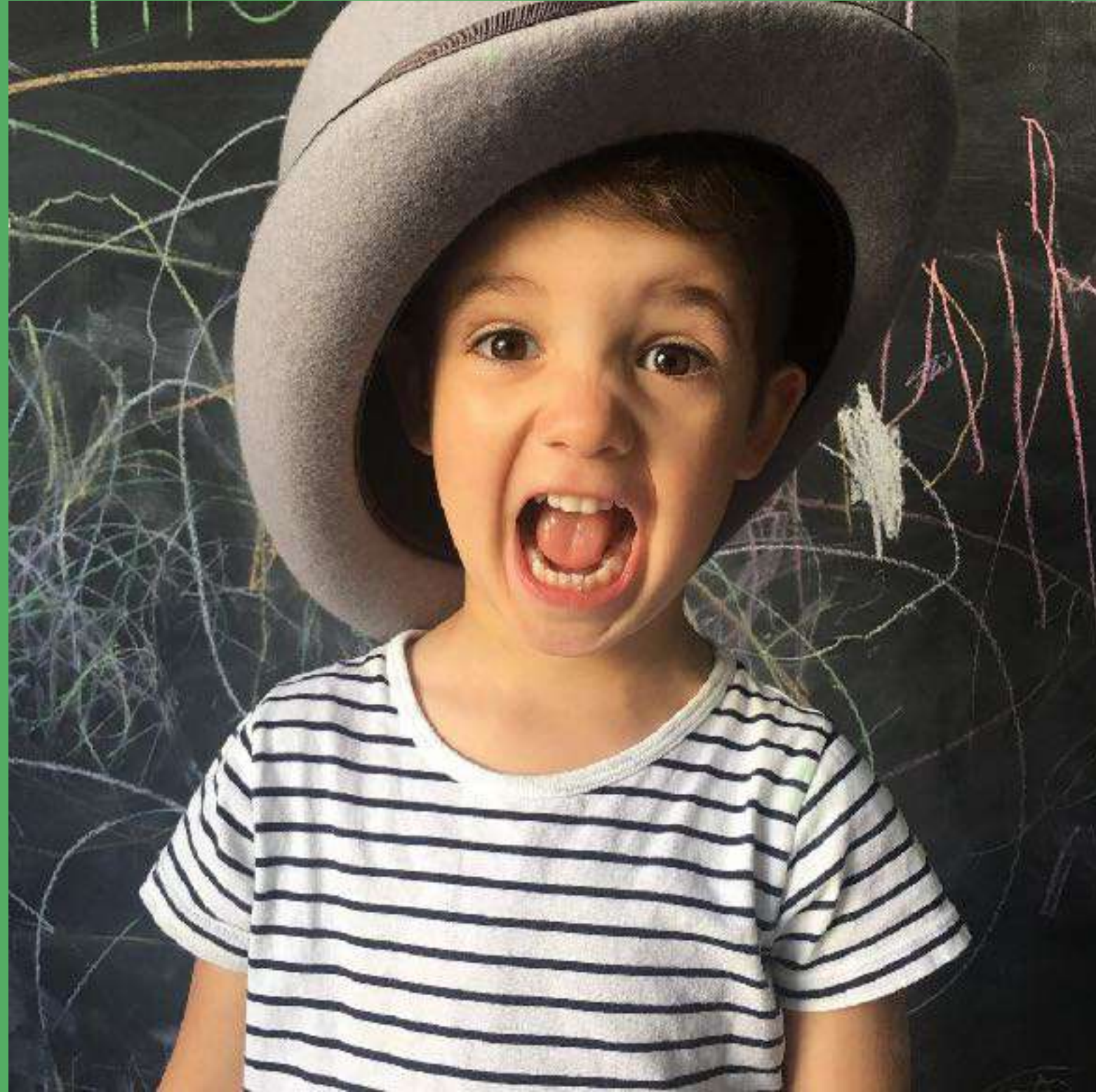
The Possibilities Are Incredible.

Keywords

**YOUTUBE IS
DIFFERENT TO EVERY
OTHER AD PLATFORM**

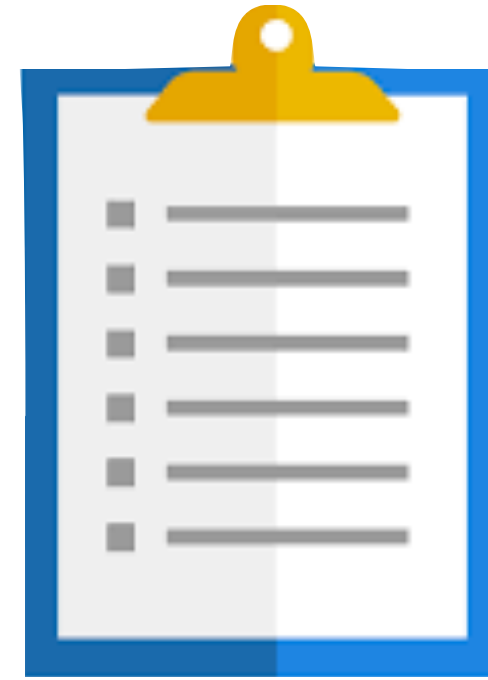
(here's a great keyword hack)

**YOU NEED TO FIND
YOUTUBE FRIENDLY
KEYWORDS**



“How to get my kids to sleep”

Examples?



**WANT TO
KNOW**

“Parenting Advice”

**WANT TO
DO**

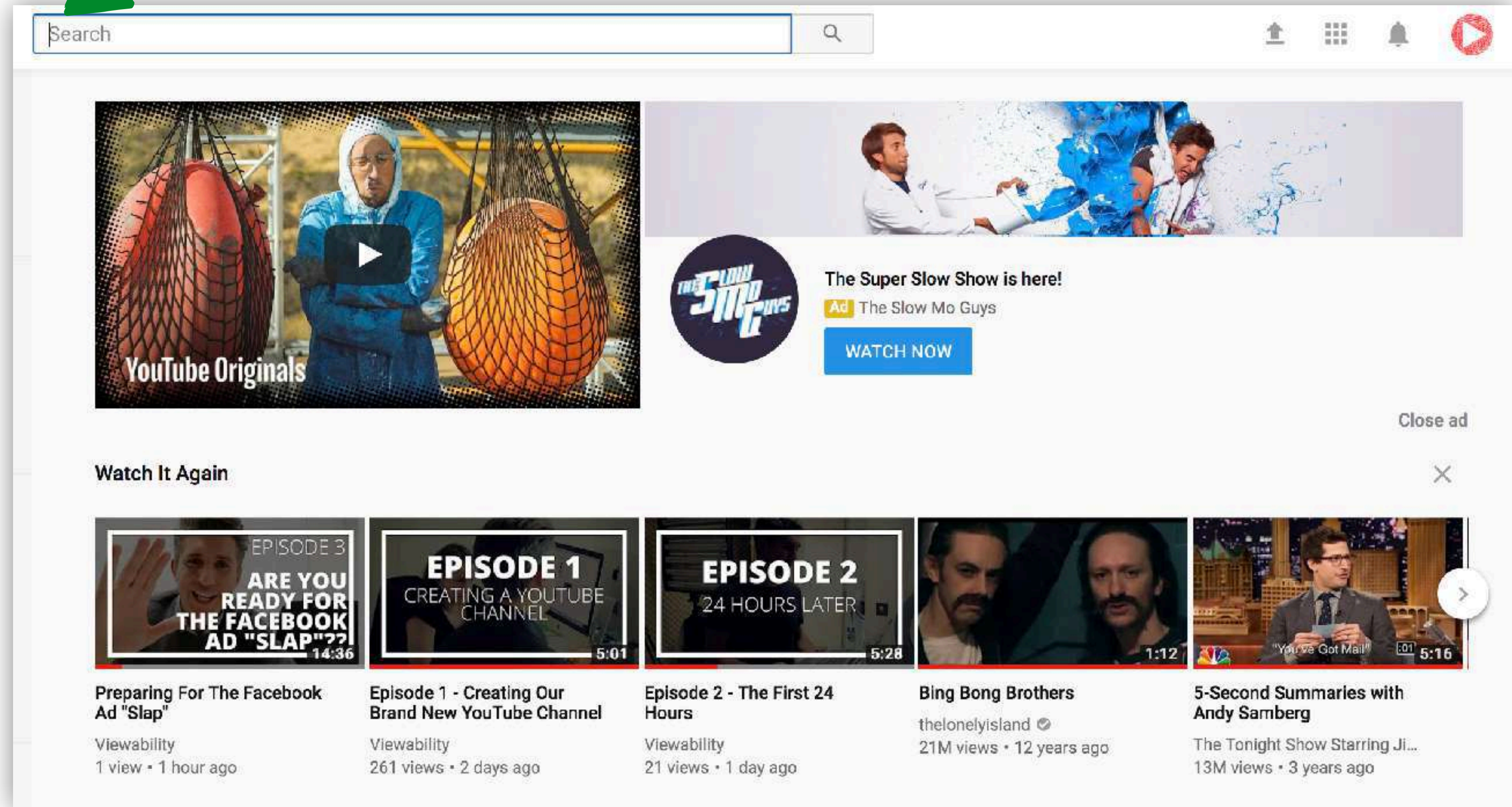
“How to get my
kid to sleep”

**WANT TO
BUY**

“Baby Sleep
Product Reviews”

Type A Keyword Into YouTube

“HOW TO GET MY KID TO SLEEP”



The screenshot shows the YouTube search interface with a search bar at the top containing the text "Search". Below the search bar, a large video player displays a YouTube Originals video featuring a man in a blue protective suit holding a large orange net. To the right of the video player is a promotional banner for "The Super Slow Show" by "The Slow Mo Guys", featuring a man in a white lab coat and a blue splash effect. Below the banner is a "WATCH NOW" button. Underneath the banner is a "Watch It Again" section with a close button (X). At the bottom, there are five video thumbnails with their respective titles and viewability information:

- Preparing For The Facebook Ad "Slap"**
Viewability: 1 view • 1 hour ago
- Episode 1 - Creating Our Brand New YouTube Channel**
Viewability: 261 views • 2 days ago
- Episode 2 - The First 24 Hours**
Viewability: 21 views • 1 day ago
- Bing Bong Brothers**
thelonelyisland • 21M views • 12 years ago
- 5-Second Summaries with Andy Samberg**
The Tonight Show Starring Ji... • 13M views • 3 years ago

Copy Down The Top 10 Video Titles

YouTube GB

how to get my kid to sleep

TIPS | Getting Your Kid to Sleep ALONE!

hopefully these tips help you

2:41

TWO HOURS of gentle lullabies for babies - Baby Sleep Music

Put your children to sleep with hypnotic graphics, accompanied by gentle nursery rhymes played beautifully on the piano. <https://>

2:05:11

How To Get Your Toddler To Go To Bed Without Resistance

Toddler Resisting Bedtime

Dana Obleman (<http://www.sleepsense.net>) shares advice about how to get your toddler to go to bed without resistance.

HOW TO GET YOUR TODDLER TO SLEEP THROUGH THE NIGHT!

To see more baby & toddler sleep tips head on over to channel mum; <http://www.channelmum.com/topic/baby-sleep/> In this video i

And Hey Presto...!

TIPS | Getting Your Kid to Sleep ALONE!

TWO HOURS of gentle lullabies for babies - Baby Sleep Music

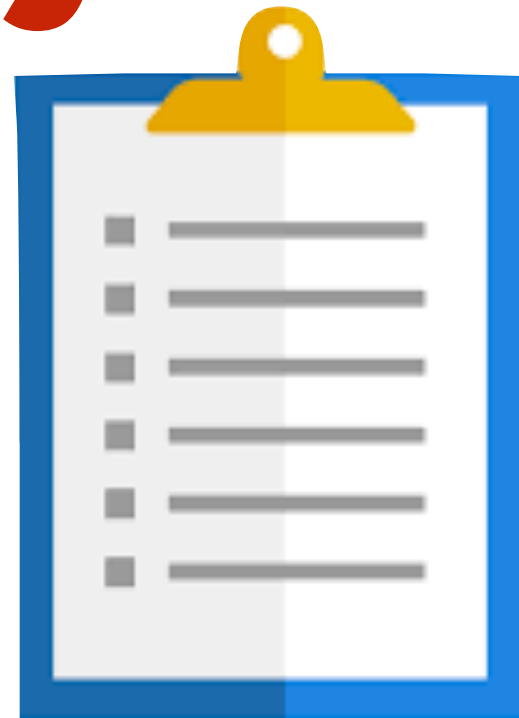
How To Get Your Toddler To Go To Bed Without Resistance

HOW TO GET YOUR TODDLER TO SLEEP THROUGH THE NIGHT!

Now You've Got YouTube Friendly Keywords!

Use The Titles As Keywords!

30
Brainstormed
Keywords



x

10 Titles Per
Keyword

TWO HOURS of gentle lullabies for babies - Baby Sleep Music

HOW TO GET YOUR TODDLER TO SLEEP THROUGH THE NIGHT!

TIPS | Getting Your Kid to Sleep ALONE!

How To Get Your Toddler To Go To Bed Without Resistance

= 300 YOUTUBE FRIENDLY KEYWORDS

Potential?

1 Keyword Campaign

	DISPLAY/VIDEO KEYWORDS	NEGATIVE KEYWORDS										
	+ Find keywords ▼											
	▼ Keyword status: All but removed											
	<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Status	Conversions	Cost / conv.	Views	View rate	Avg. CPV	↓ Cost	Clicks	CTR
	Total: Display/Video keywords				636.00	\$43.66	851,031	18.43%			6	1.88%
	<input type="checkbox"/>	<input checked="" type="radio"/>		Managed	296.00	\$43.90	380,844	18.40%			9	1.72%
	<input type="checkbox"/>	<input checked="" type="radio"/>		Managed	87.00	\$48.94	165,487	21.42%			9	1.83%
	<input type="checkbox"/>	<input checked="" type="radio"/>		Managed	76.00	\$48.55	91,484	16.18%	\$0.04	\$3,690.02	10,666	1.89%
	<input type="checkbox"/>	<input checked="" type="radio"/>		Managed	24.00	\$44.96	30,751	16.44%	\$0.04	\$1,079.08	4,128	2.21%
	<input type="checkbox"/>	<input checked="" type="radio"/>		Managed	31.00	\$33.81	29,692	16.10%	\$0.04	\$1,048.08	4,257	2.31%
	<input type="checkbox"/>	<input checked="" type="radio"/>		Managed	29.00	\$32.39	31,047	18.75%	\$0.03	\$939.22	3,364	2.03%
	<input type="checkbox"/>	<input checked="" type="radio"/>		Managed	21.00	\$34.94	18,353	14.37%	\$0.04	\$733.70	3,252	2.55%

Last 7 days
Feb 16 – 22, 2018

\$27,764.71

The Plan

1) Find Your Customers



2) Create The Perfect Video Ad



3) Build Winning Campaigns





Create The Perfect Video Ad



2 Different Types of Video Ad

“TrueView” YouTube Ads



Discovery Ads

“TrueView” YouTube Ads

how to play guitar

SAVE \$200!
LIMITED TIME ONLY
LEARN MORE

Up next AUTOPLAY

Guitar Lesson - How to play chords in the key of G (G, C, D, Em)
Worship Tutorials
646K views

Before I teach you how to play guitar
AcousticLife.tv
6.2M views
Ad

Guitar Lesson - How To Play Your First Chord
YouTube

Worship Tutorials
published on Jun 24, 2012
SUBSCRIBE 268K

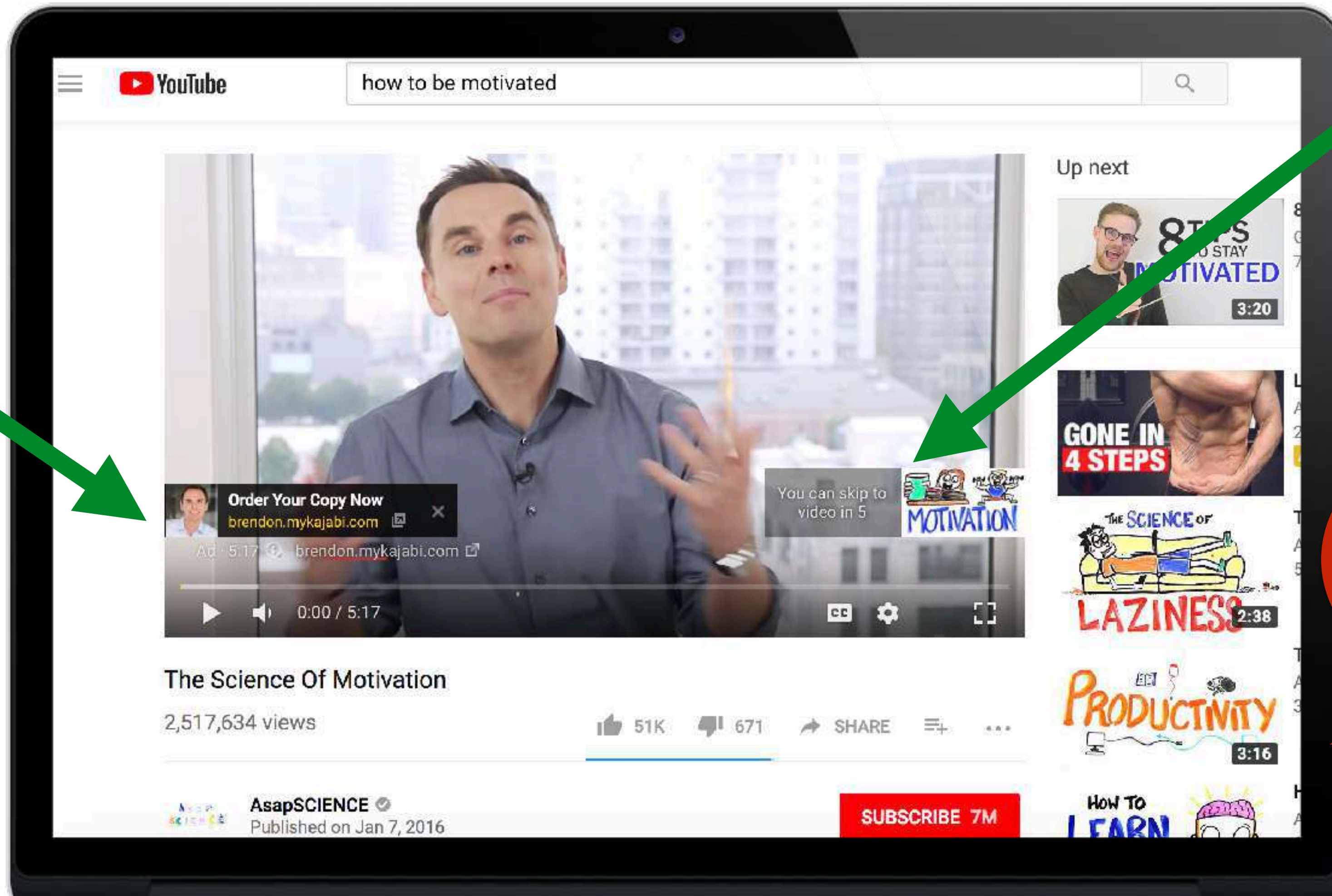
Take my FREE beginner guitar course here: <http://www.worshiptutorials.com/cours...>

Worship Tutorials exists to equip and empower worship leaders and musicians to create
HOW MORE

In-stream Ads

“TrueView” YouTube Ads

Call To
Action
Link



Skip Ad
Button



**You only pay for
engagement!**



We're going to focus on In-Stream Ads

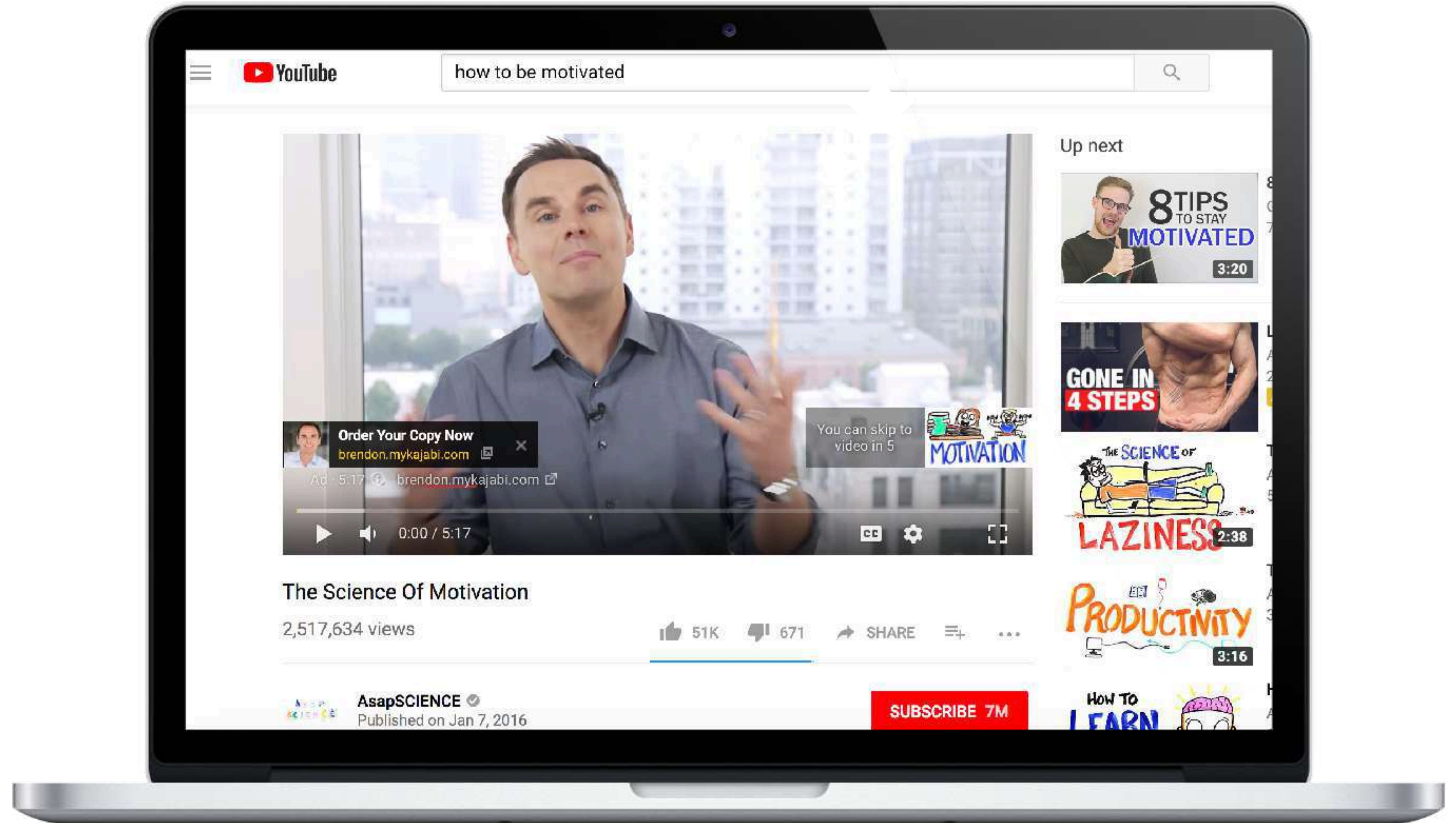
High Quality



Be Relevant



Be Helpful





ADUCATE FORMULA



ADUCATE

Aim

Difficulty

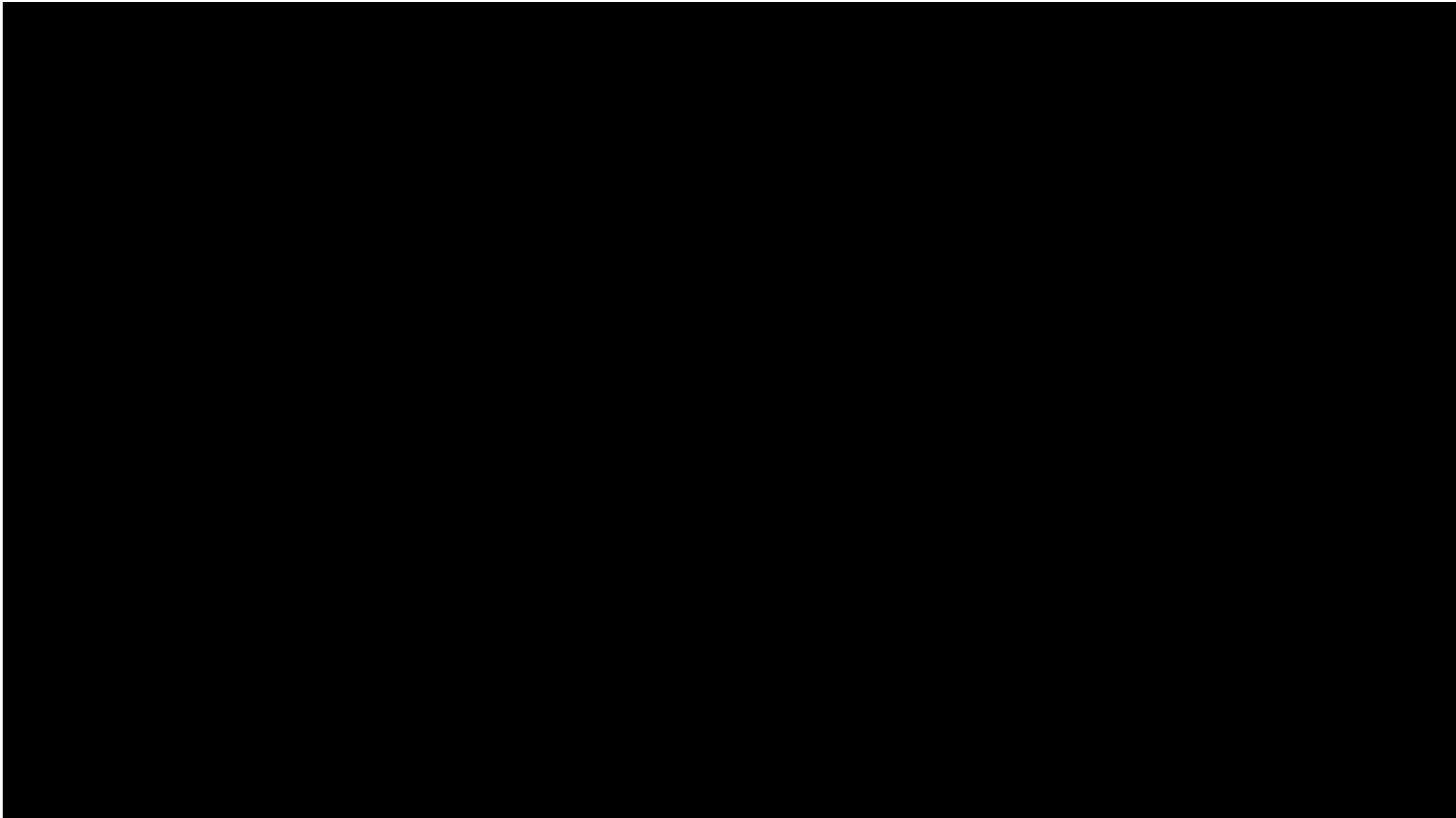
U

C

A

T

E





ADUCATE

Aim

Difficulty

Understand

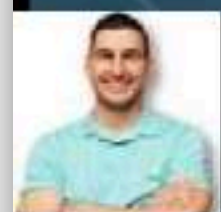
Credibility

Action Plan

Teach

Exit

MTI The London Daybreak Strategy

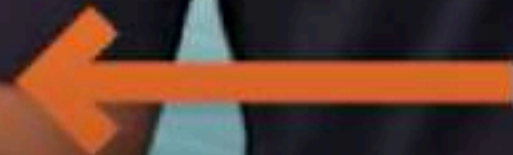


Get Instant Access

daytradetheforex.com



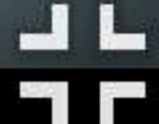
CLICK TO GET INSTANT ACCESS



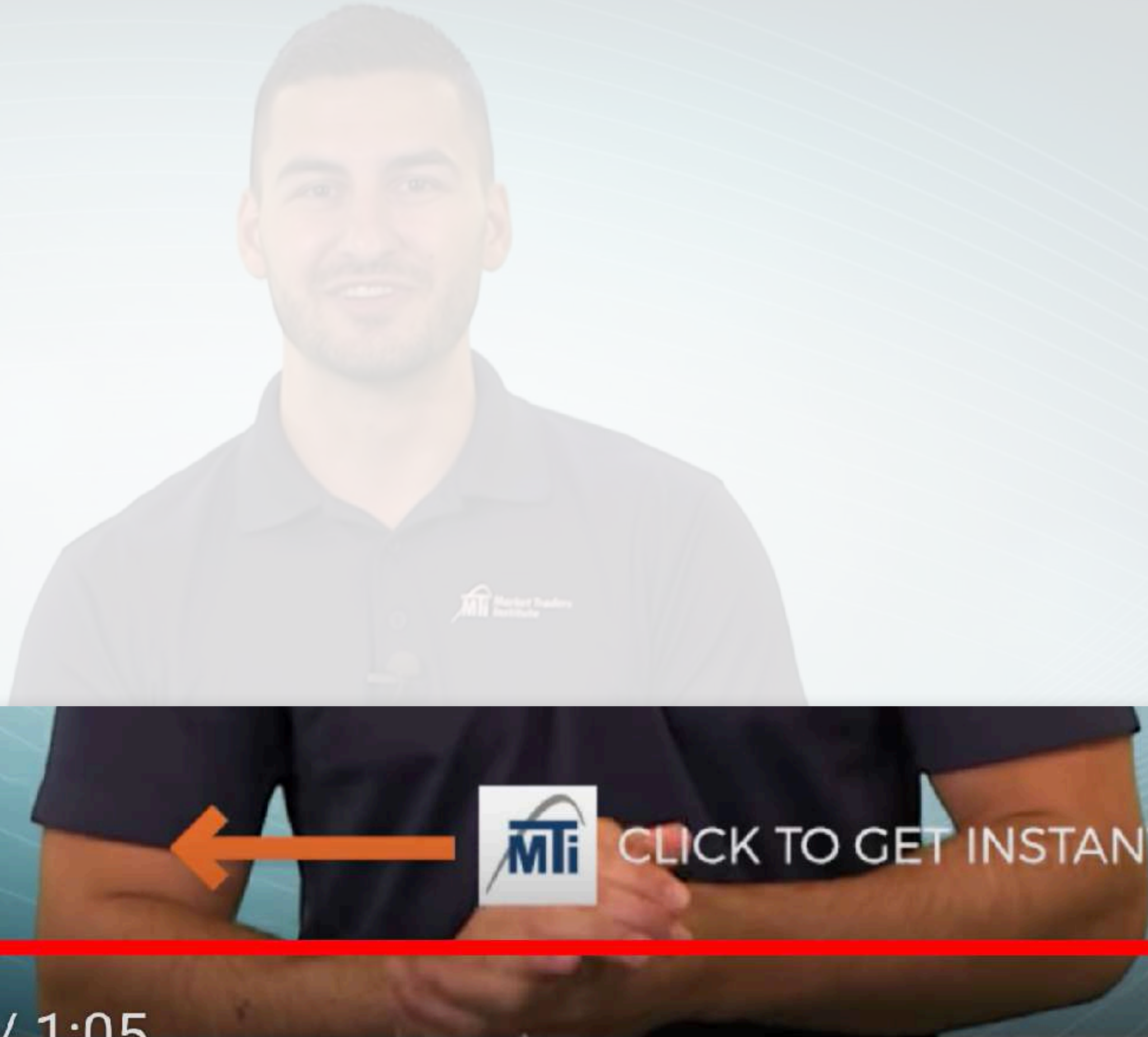
0:54 / 1:05



HD



MTI The London Daybreak Strategy

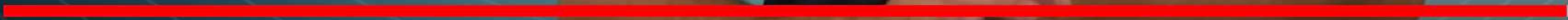
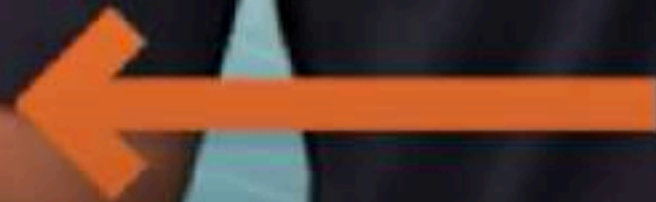


Get Instant Access

daytradetheforex.com



CLICK TO GET INSTANT ACCESS



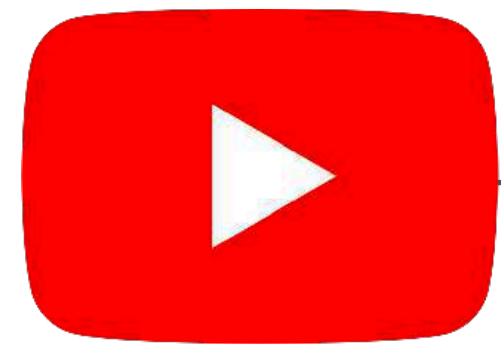
0:54 / 1:05





**“If This,
Then That”
Campaigns**

If this, then that...



Video Ad



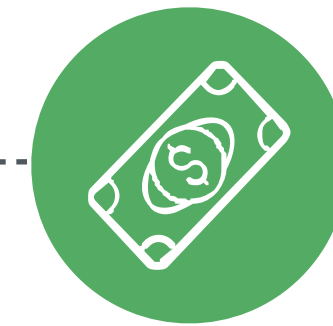
Landing Page



Thank You Page



Sales Page

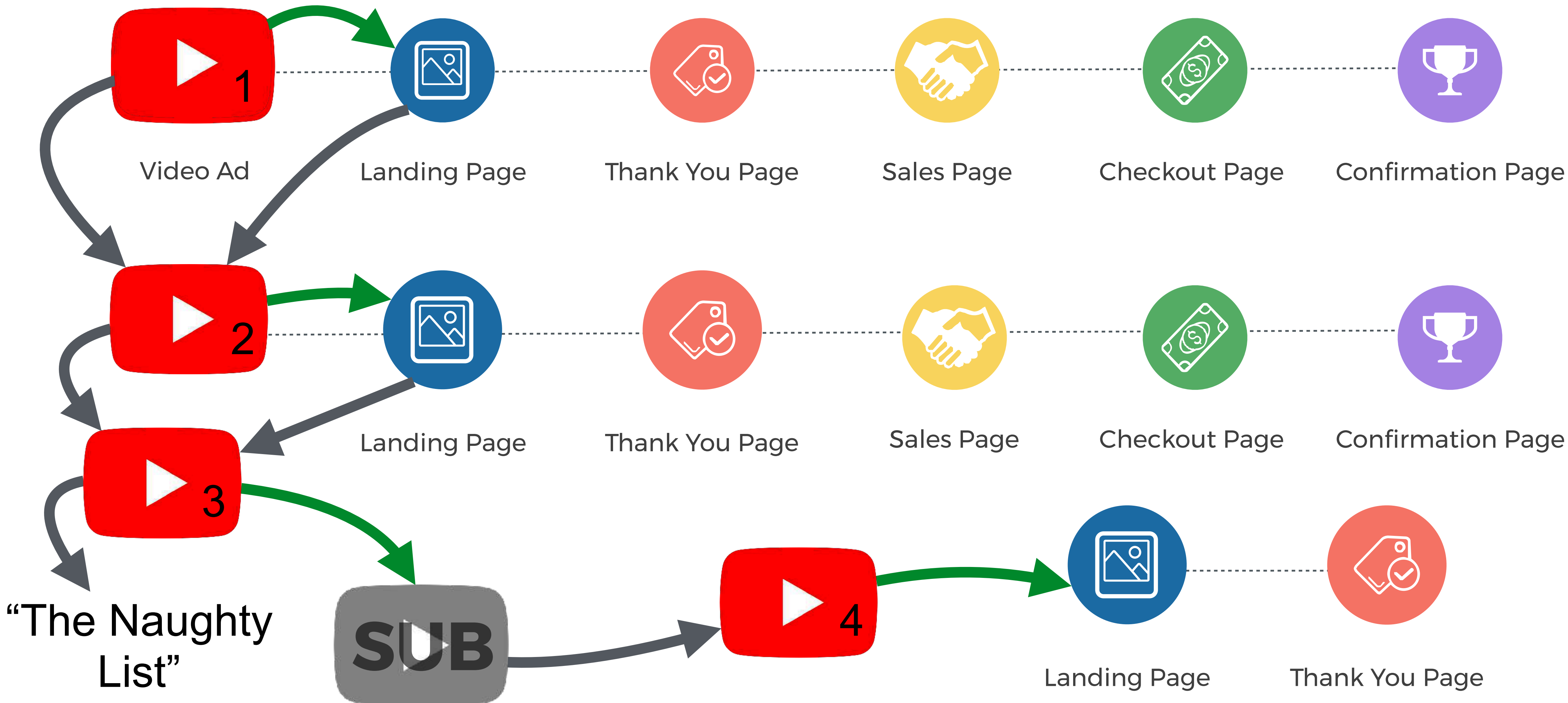


Checkout Page



Confirmation Page

Make Every Single Touch Point Unique



Make Every Single Touch Point Unique

**WHAT
EXPERIENCES
WILL YOU CREATE
FOR YOUR
CUSTOMERS?**



**“CHOOSE YOUR
OWN
ADVENTURE”**

CHOOSE YOUR OWN ADVENTURE AD

The image shows a screenshot of a YouTube video player interface. The main video player is currently black, indicating it is not yet loaded. Below the player, the video title is "How To Play Guitar (& Have Fun!) with Tony Polecastro" by the channel "AcousticLife.tv", which has 393,727 views. The video was uploaded on Feb 6, 2017, and includes a link to a free acoustic challenge. To the right of the video player, a list of recommended videos is displayed, including "Why your guitar sounds out of tune", "David Crosby Talks About His Impressive Acoustic Guitar Collection...", "CALISTHENICS Crazy Strength & Flexibility - Leslie Munoz 2017", "Percussive Rhythm Guitar Tips - TAC Live Q&A", "Prince - Bass Jam", and "Ludwig van Beethoven - Moonlight Sonata (3rd Movement) Tina S Cover".

YouTube ^{ALI} Search

How To Play Guitar (& Have Fun!) with Tony Polecastro
AcousticLife.tv
393,727 views
Uploaded on Feb 6, 2017
Take my FREE Acoustic Challenge: <http://goo.gl/sIVrZD>

Why your guitar sounds out of tune
Doug Marks
Recommended for you
10:36

David Crosby Talks About His Impressive Acoustic Guitar Collection...and the One That
Acoustic Guitar Magazine
Recommended for you
7:42

CALISTHENICS Crazy Strength & Flexibility - Leslie Munoz 2017
YASSIN WORKOUT
Recommended for you
4:22

Percussive Rhythm Guitar Tips - TAC Live Q&A
AcousticLife.tv
3,806 views
1:27:28

Prince - Bass Jam
LeDavDave Institute
Recommended for you
4:53

Ludwig van Beethoven - Moonlight Sonata (3rd Movement) Tina S Cover
Tina S
Recommended for you
2:05

CHOOSE YOUR OWN ADVENTURE AD

YouTube AU Search

The image shows a man with a long beard and a grey blazer standing in front of a whiteboard and two acoustic guitars. The whiteboard has two graphs of Skill vs Time. The top graph shows a curve with three phases labeled #1, #2, and #3. The bottom graph shows a sawtooth pattern. A 'SUBSCRIBE' button is visible in the bottom right corner of the video frame.

FAIRLY NEW? 1:32

GUITAR RUT? 1:37

Skip Ad ▶

© 2018-2019 AcousticLeadJezes.com

Learn Guitar - Free Live Workshop

Free Guitar Workshop
acousticleadjezes.com

0:46 / 1:36

SUBSCRIBE

NEWBIE Training

Learn Guitar - Free Live Workshop

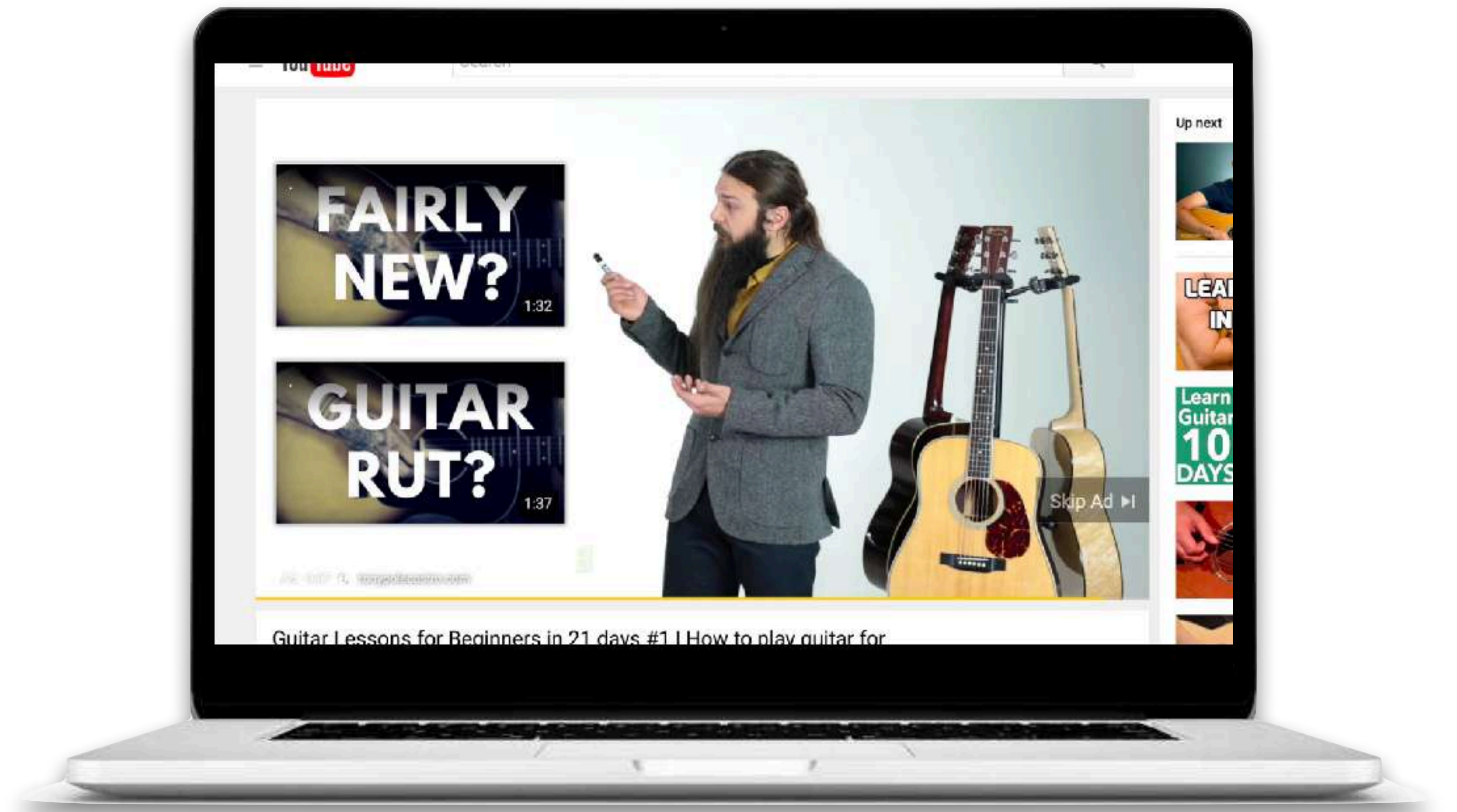
Free Guitar Workshop
acousticleadjezes.com

0:46 / 1:36

SUBSCRIBE

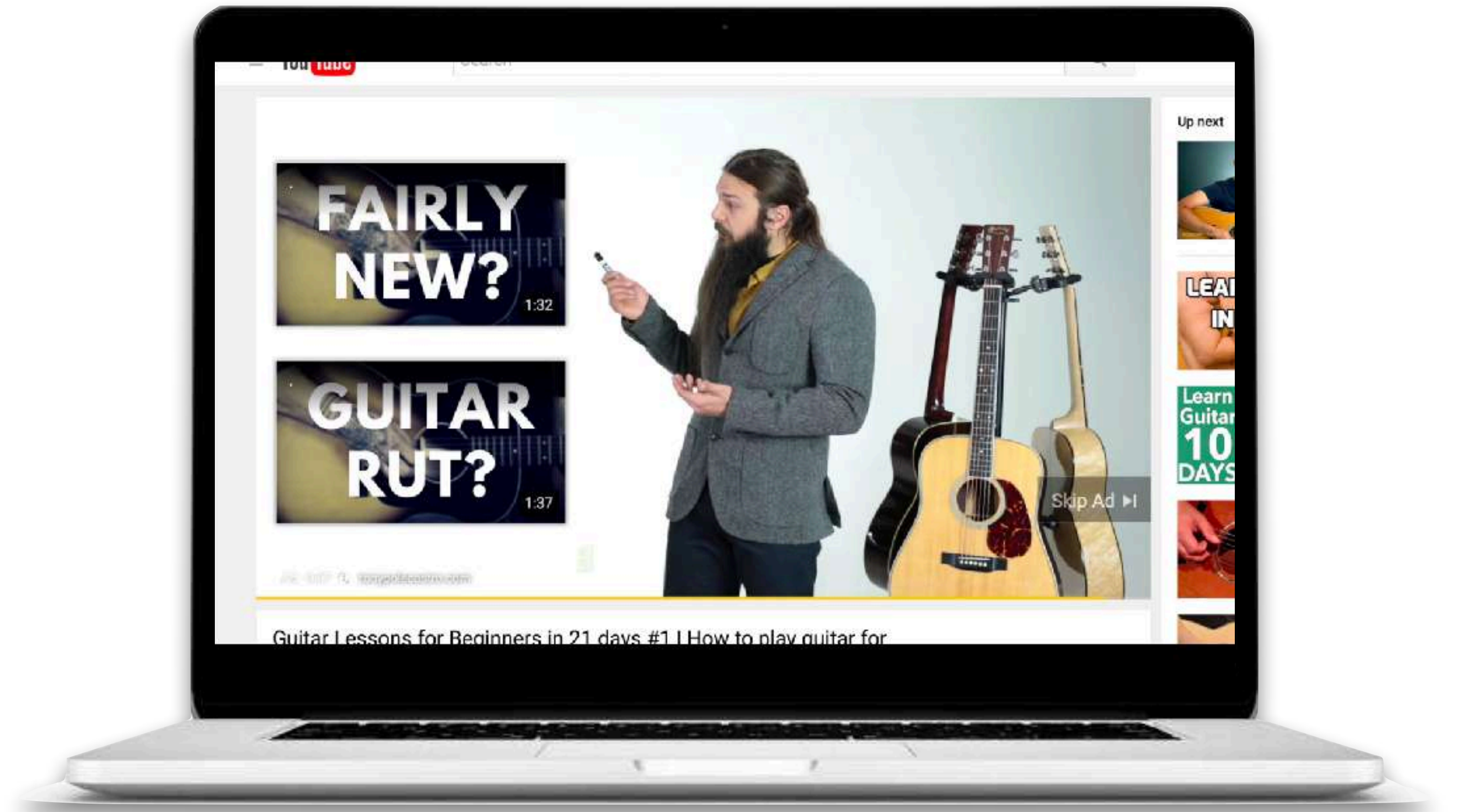
RUT Training

Per view:
33% more registrations
52% more sales

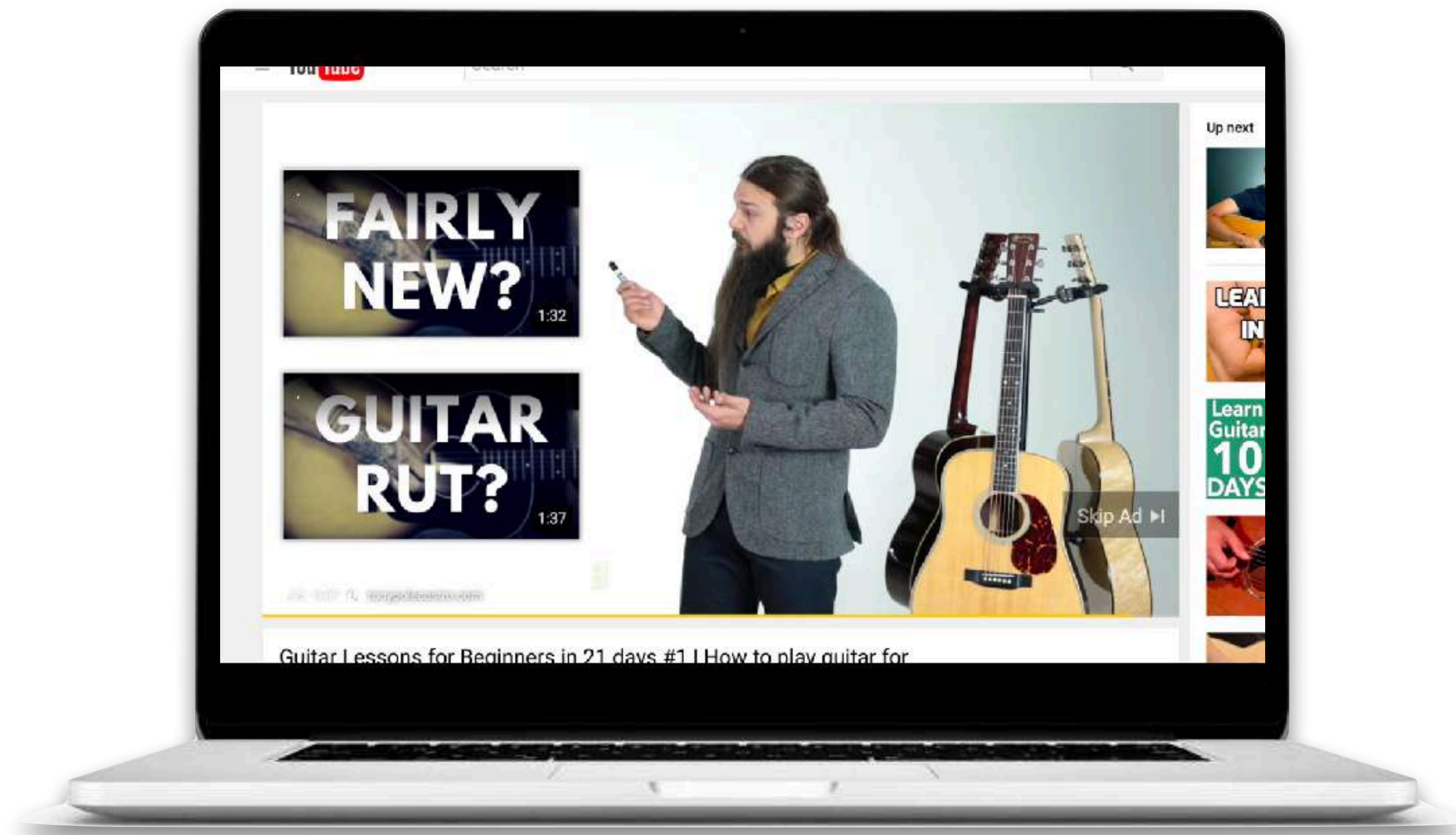


UX is better.

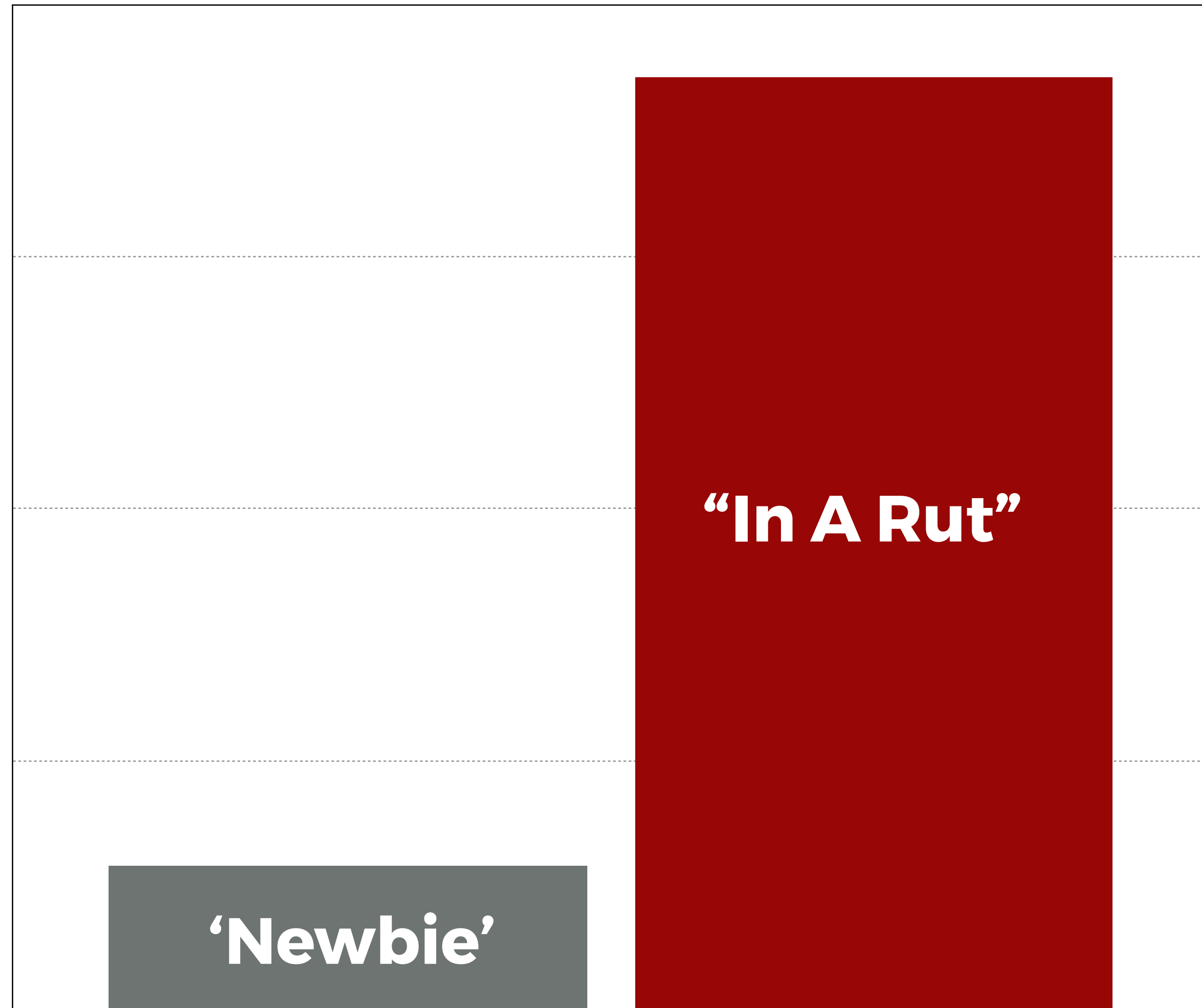
39.3%
increase in
View Rate
(kind of like
relevancy
score)



**You
segment
your
audience.**



**Per view:
Players 'in a
rut' are 5
times more
valuable
than
'newbie'
players.**



Sales Per View

The Plan

1) Find Your Customers



2) Create The Perfect Video Ad



3) Build Winning Campaigns





Build Winning Campaigns

You Have Your YouTube Ad...

YouTube

how to be motivated

Up next

8 TIPS TO STAY MOTIVATED 3:20

GONE IN 4 STEPS

THE SCIENCE OF LAZINESS 2:38

PRODUCTIVITY 3:16

HOW TO LEARN

Order Your Copy Now
brendon.mykajabi.com

You can skip to video in 5

Ad 5:17 brendon.mykajabi.com

0:00 / 5:17

The Science Of Motivation

2,517,634 views

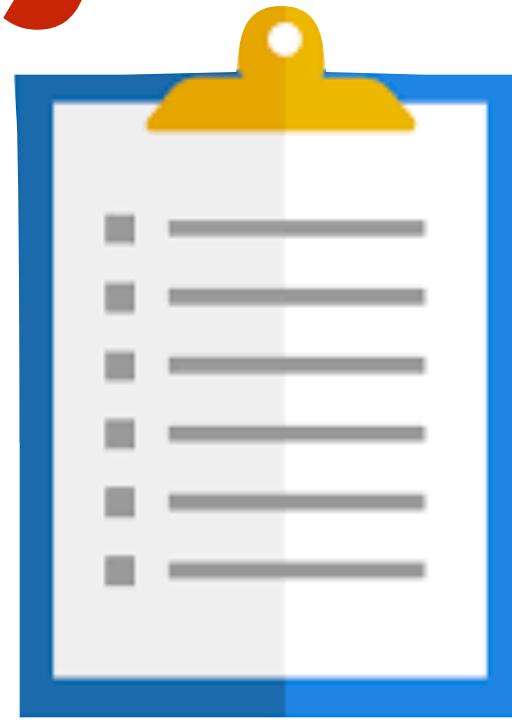
51K 671 SHARE

AsapSCIENCE
Published on Jan 7, 2016

SUBSCRIBE 7M

You Have Your 300 YouTube Friendly Keywords...

30
Brainstormed
Keywords



x

10 Titles Per
Keyword

TWO HOURS of gentle lullabies for babies - Baby Sleep Music

HOW TO GET YOUR TODDLER TO SLEEP THROUGH THE NIGHT!

TIPS | Getting Your Kid to Sleep ALONE!

How To Get Your Toddler To Go To Bed Without Resistance

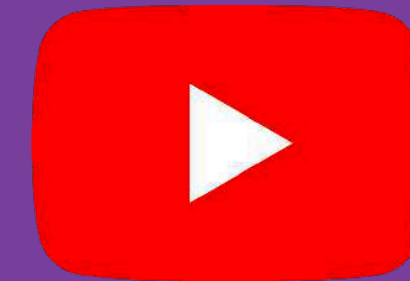
= 300 YOUTUBE FRIENDLY KEYWORDS

BUILDING A KEYWORD CAMPAIGN

CAMPAIGN - In-Stream Keyword

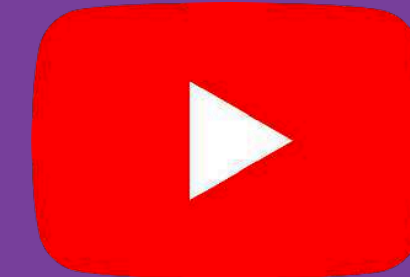
AD GROUP 1/30

1st 10 Video Titles



AD GROUP 2/30

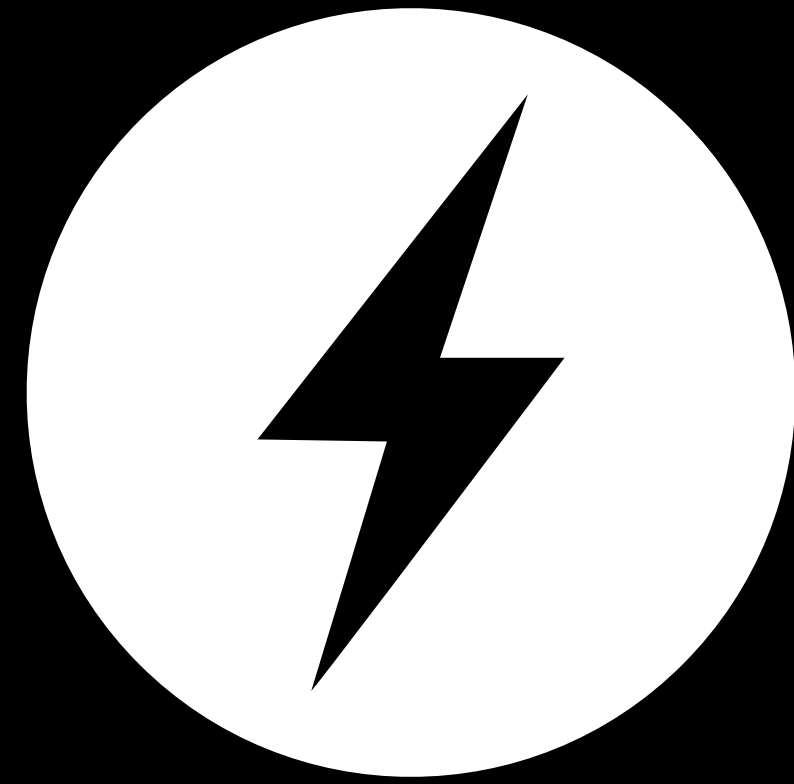
2nd 10 Video Titles



AD GROUP 3/30

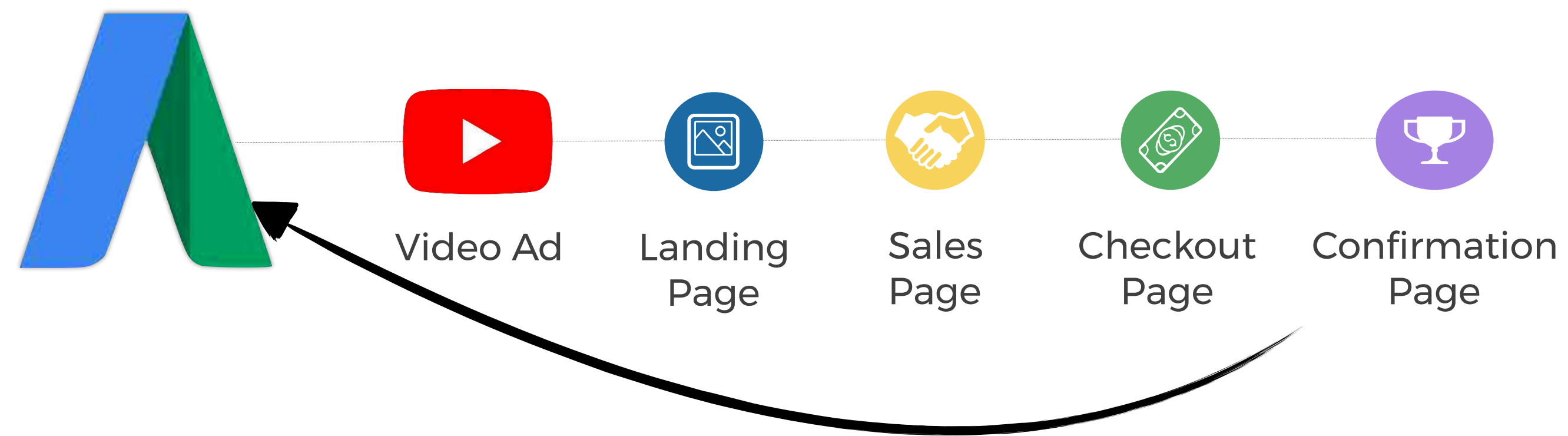
3rd 10 Video Titles





Want To Scale Like Crazy?

Train Your Pixel!

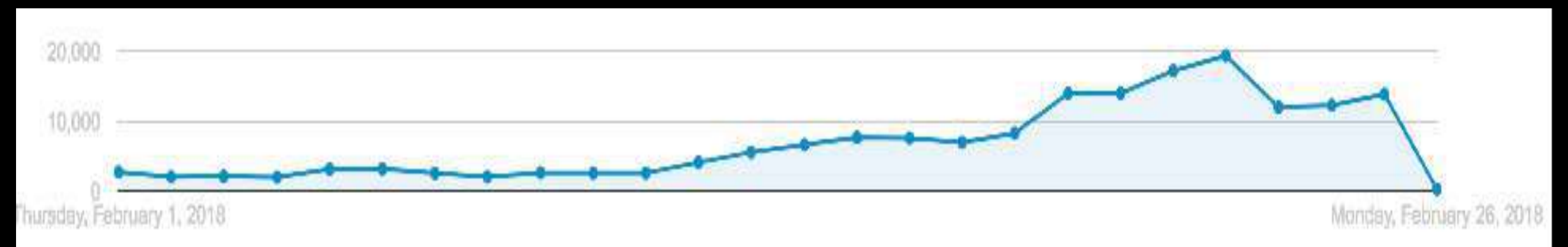


Feed Google as many high quality conversions as possible.

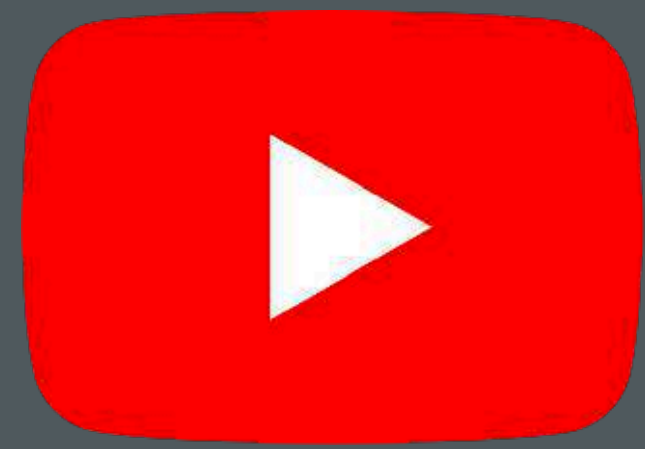
Google's AI can then start to take over.



VSHRED



- \$3,000/day to \$16,000/day in reliable profitable ad spend.



Thank You!