



Digital Marketing

Creation Guide For YouTube Ads

Focussed On eBooks

THE ULTIMATE GUIDE TO YOUTUBE AD CREATION FOR BEGINNERS




TABLE OF CONTENT

- YouTube Ad Formats 3
- Create a Google AdWords Account 4
- Link Youtube account to AdWords 4
- Create Your Campaign 5
- Choose your objective 6
- Set your bid and budget 6
- Build your target audience 7
- Create your ad 9



YouTube Ad Formats

There are various ad formats that you can choose from to display your ad. All the formats that Youtube offer are listed below.

Ad format	Placement	Platform	Specs
Display ads 	Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.	Desktop	300x250 or 300x60
Overlay ads 	Semi-transparent overlay ads that appear on the lower 20% portion of your video.	Desktop	468x60 or 728x90 image ads or text
Skippable video ads 	Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video. If you turn on this option, you may see a combination of skippable and bumper ads play back to back.	Desktop, mobile devices, TV, and game consoles	Plays in video player.
Non-skippable video ads 	Non-skippable video ads must be watched before your video can be viewed. These ads can appear before, during, or after the main video.	Desktop and mobile devices	Plays in video player. 15 or 20 seconds in length, depending on regional standards.
Bumper ads 	Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed. If you turn on this option, you may see a combination of skippable and bumper ads play back to back.	Desktop and mobile devices	Plays in video player, up to 6 seconds long
Sponsored cards 	Sponsored cards display content that may be relevant to your video, such as products featured in the video. Viewers will see a teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.	Desktop and mobile devices	Card sizes vary

1) Create a Google AdWords Account

Youtube ads are created using the google adwords platform. So if you don't have an adwords account then create one. Else head to the dashboard.

2) Link YouTube account to AdWords

Make sure your YouTube and adwords account are connected together. If you have yet not connected them follow the steps shown below.

