**Video #10**

**Video #10: YouTube Ads**

Yes that's right, YouTube has an amazing advertising platform looking to skyrocket your business success with just a few clicks.

For direct access to the YouTube Advertising platform you can go to [www.youtube.com/ads](http://www.youtube.com/ads)

**What are video ads on YouTube?**

These are any video uploaded to YouTube that play before the selected video begins to play. The automatic play of the video ads on YouTube helps your business grow by attracting more clients to your services and products.

The video ads usually have costs, but you have control over the overall budget. The most important thing is that you only pay for the ad once it is viewed. If the viewer skips the ad after 30 seconds, you do not pay.

YouTube helps you monitor daily costs and allows you to adjust the budget in relation to what you are comfortable with. Therefore, you needn't worry about the cost, because you are able to control the expense using the daily cost control. Move the mouse to whatever amount you wish to spend in a day and set it for the ad.

**Who is the target of your ads?**

The good thing is that YouTube has a variety of targeting options that will help you reach the correct customers and audience. You have the option of targeting people according to gender, location, and age, at the very least.

Therefore, you will need to choose the age bracket, gender, location and interests of the group of people you are targeting.

**How do you measure the results?**

It is obvious that everyone would like tangible results from something in which they have invested. Therefore, YouTube provides for the measuring of results. The tool that helps measure is the built in analytics tool.

This tools also allows you to see where the ad is being viewed and by how many people. You can also make adjustments to your ad at any time, and run multiple ads to see which one is effective.

You have the chance of getting a $100 free credit when you spend $25 on YouTube. Fill in the dialogue box that appears on the screen to take part in it. This is a good platform to encourage business owners to participate in online marketing to expand their business.

**Case Studies**

In this section you will be able to see video ads case studies. If you wish to be featured here, you can click the “want to be featured here? Tell us your story”. Then you will see a form that you fill out and submit.

**Make a video**

Before making your own video, you can view what others have done. You'll see several example videos that will help you considerably. You can have access to a really cool app that can help you do so.

Afterwards, you can start editing your own video. You are able to choose your favorite theme. After choosing a suitable theme, you can now launch your ad on YouTube.

**Launch an Ad**

There are 3 basic steps for setting up your video ad. Step 1: Select your Video, Step 2: cuztomize your ads settings, and Step 3: Launch your ad.

Now, its time to create your Video Ad, so Click on get started.

Here you will enter the title or URL of the YouTube Video you want to advertise.

You will then create your video ad by filling in the required details, as well as selecting your thumbnail and clicking on continue.

You will have to decide where you want to send customers when they click on your Video ad. You can send them to your website or to your YouTube Channel.

Then, you will be able to decide how much to spend. You have to pick your country currency, daily Budget and Maximum Cost per View.

You will be asked if you have advertised before, so click where appropriate.

Sign in if you have advertised before using your google mail. Select your time zone and currency of your current location and Click continue.

Enter your billing information appropriately. Some of the billing information needed is the account type, name and address, how you pay, and what you pay with. Then, accept the terms and conditions, and finaly click save.