# YouTube Ad



# **Campaign Process**

By advertising on YouTube, you extend your reach and grow the number of eyes seeing your offer beyond your networks. Here are the steps to creating your campaign on your YouTube channel.

## ☐ Channel Home Page

Start on your channel homepage and scroll to the bottom of the left-hand column. Click on the word 'Advertise' at the bottom. Then choose 'Start Advertising'.

### ☐ Google Ads Page

After choosing 'Start Advertising', you will land on the Google Ads page. Choose 'New Google Ads Account'.

#### Create Your Video Ad

When it prompts you to 'Create Your Video Ad', choose your focus. Then grab the video ad you created and paste in the YouTube link (you should have already uploaded it to your YouTube channel).

#### Landing Pages

Paste in a landing page ad (can be the same one) and create a clear Call to Action, such as 'Read Here', 'Register Today', or 'Order Now'.

#### □ Ad Headline

Next add your ad headline but keep it short as you are limited to 15 characters. This will show up either on the desktop view or the mobile view under your ad.

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