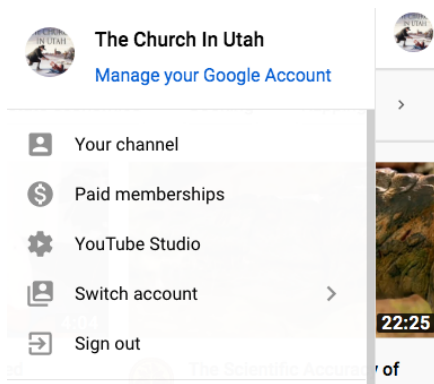


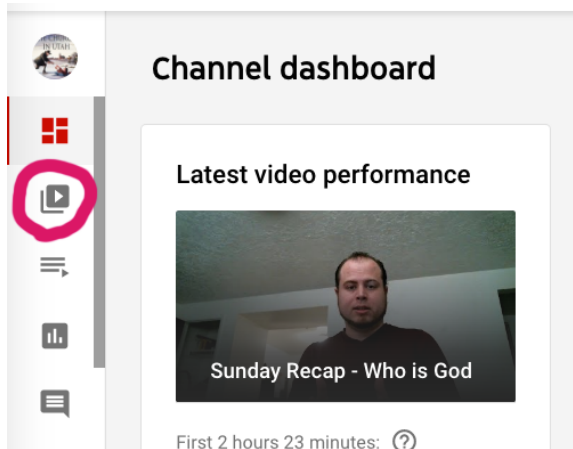
## YouTube Ads

### *Video Advice*

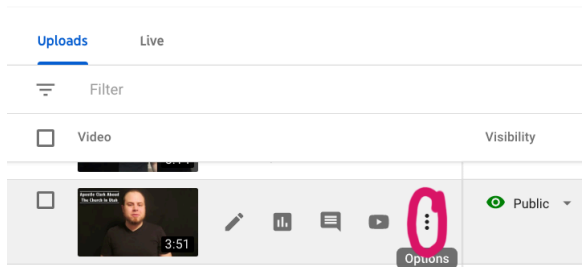
- Make a video with good quality and lighting.
- Most attention spans are around 2 and half minutes, so make your video short. 5 minutes at the most.
- Get right into the content with a very short introduction.
- You don't need a intro montage
- Your goal should be 2-3 cents a click.



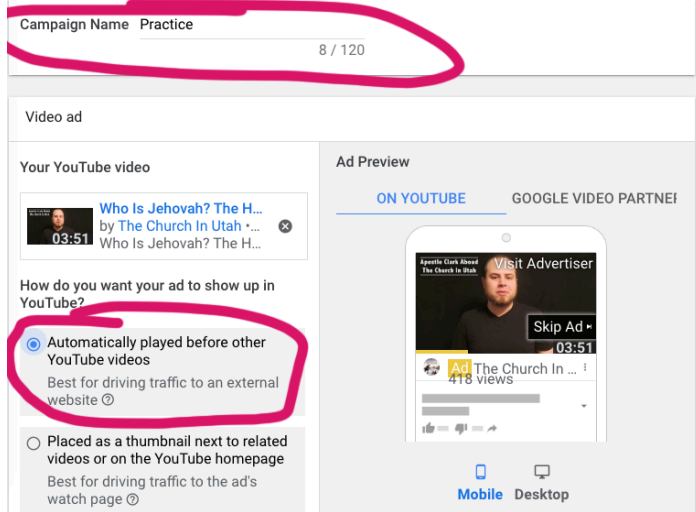
### 1. Click on YouTube Studio



### 2. Click on Videos

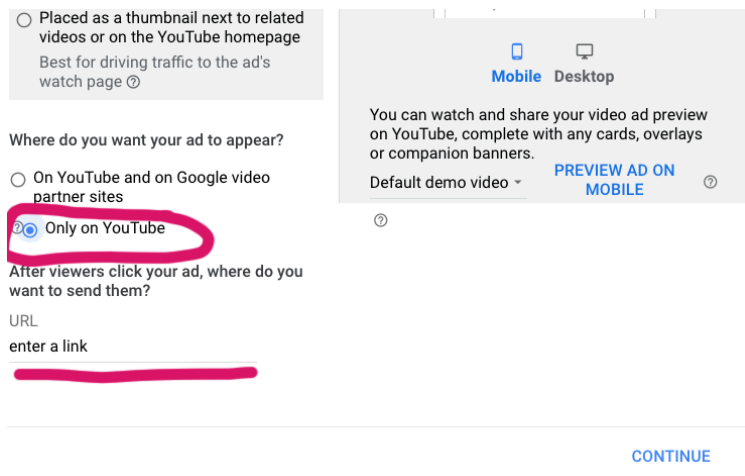


3. Click on the options button and click on promote



3. Select a campaign name to help keep track of it.

I select the 15 sec automatic option for videos people would not look for on their own. Thumbnail videos are useful when you have a video people are looking for.



4. I click on "Only on YouTube" because I want to build view momentum on YouTube as a secondary goal to reach more individuals over the long term.

Enter an external link such as another or same YouTube video. External links can get complicated if it's to a personal website which requires other approvals.

Locations

**Target locations** Where are your customers located? ⓘ

Think about where you want to reach your customers, and then pick that area to show your ad in. We recommend you choose the region where your customers are and where your business can serve them.

**Provo**

Matches

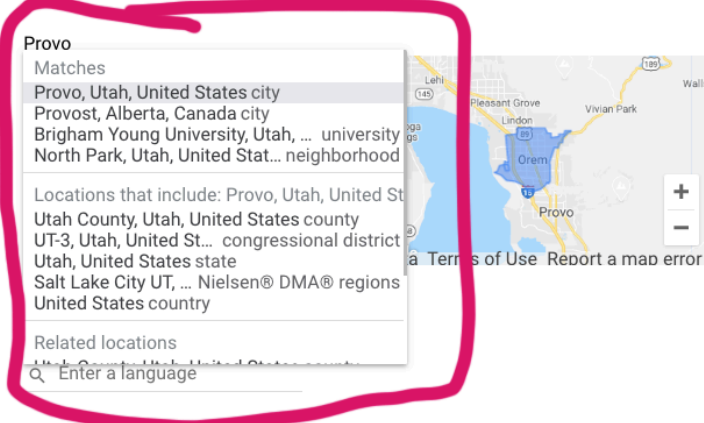
- Provo, Utah, United States city
- Provost, Alberta, Canada city
- Brigham Young University, Utah, ... university
- North Park, Utah, United Stat... neighborhood

Locations that include: Provo, Utah, United States

- Utah County, Utah, United States county
- UT-3, Utah, United St... congressional district
- Utah, United States state
- Salt Lake City UT, ... Nielsen® DMA® regions
- United States country

Related locations

Enter a language



5. Select the locations you want your video to play in.

**Demographics** What is the gender, age, and parental status of the people you want to reach? ⓘ

Gender	Age	Parental status
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent
<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown ⓘ
	<input type="checkbox"/> 45 - 54	
	<input type="checkbox"/> 55 - 64	
	<input type="checkbox"/> 65+	
	<input type="checkbox"/> Unknown ⓘ	

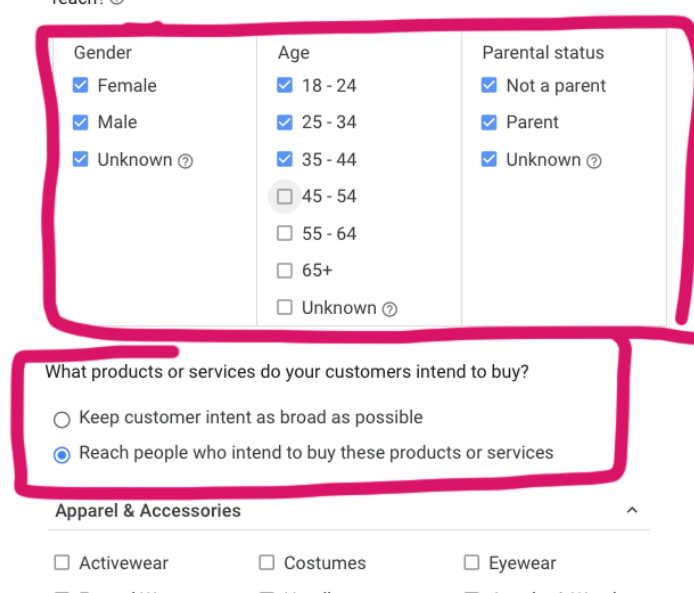
**Customer Intent** What products or services do your customers intend to buy?

Keep customer intent as broad as possible

Reach people who intend to buy these products or services

**Apparel & Accessories** ^

<input type="checkbox"/> Activewear	<input type="checkbox"/> Costumes	<input type="checkbox"/> Eyewear
<input type="checkbox"/> Formal Wear	<input type="checkbox"/> Handbags	<input type="checkbox"/> Jewelry & Watches



6. Select the age ranges you want to reach. You can selected a broad audience which is what I do or a specific audience for products.

**Budget**

**Daily Budget** What is your daily budget?

Daily Budget **If you change your mind**

USD 2.00 Change your budget or cancel your ad at  
 anytime. [Learn more](#)

Enter a daily budget  
 per day average ⓘ

**CREATE CAMPAIGN**

7. Select a daily amount and click create campaign. It will take a day or longer for the ad to be approved. You can adjust the daily budget for an ad within AdSense if needed.

Ads | All campaigns > Who is Jehovah

● Paused Type: Video Budget: \$0.08/day

**Ad groups**

Ad group status: All but removed ADD FILTER

<input type="checkbox"/>	Ad group	Status	Max. CPV
<input type="checkbox"/>	AdGroup #1	Campaign paused	\$0.04
Total: All...			<a href="#">Edit</a>

8. By clicking on the ad within AdSense you can adjust the CPV to make your money go further. I recommend \$0.04 at the most.

Campaigns										All time Feb 3 – May 2, 202					
Campaign status: All but removed										ADD FILTER					
										SEARCH	SEGMENT	COLUMNS	REPORTS	DOWNLOAD	EXPAND
Ad groups	Campaign	Budget	Status	Campaign type	↓ Impr.	Views	View rate	Avg. CPV	Cost						
Ads & extensions	Mixed Faith Marriage	\$5.00/d...	Paused	Video	35,901	465	1.30%	\$0.02	\$10.11						
Videos	The Fear of God	\$0.10/d...	Paused	Video	1,070	367	34.30%	\$0.03	\$9.53						
Landing pages	The Glory of God	\$0.10/d...	Paused	Video	934	376	40.26%	\$0.03	\$11.95						
Keywords	Who is Jehovah	\$0.08/d...	Paused	Video	894	392	43.85%	\$0.02	\$8.38						
Audiences	Is Faith Blind	\$0.25/d...	Paused	Video	700	278	39.71%	\$0.03	\$7.58						
Demographics	The Righteousness of God	\$0.08/d...	Paused	Video	623	281	45.10%	\$0.03	\$7.93						
Placements	God's True Church	\$0.25/d...	Paused	Video	152	60	39.47%	\$0.04	\$2.33						
Settings	Ex-Mormon Marriage Advice	\$0.20/d...	Paused	Video	53	32	60.38%	\$0.03	\$0.93						
Often visi...	Total: All but removed camp...				40,327	2,251	5.58%	\$0.03	\$58.73						
Topics	Total: Account	\$0.00/d...			40,384	2,265	5.61%	\$0.03	\$59.26						

The average I've spent is around 2.5 cents a click. I suggest putting \$0.25 to \$1.00 a day and see if your view rate is at least 40% before putting more money into it.