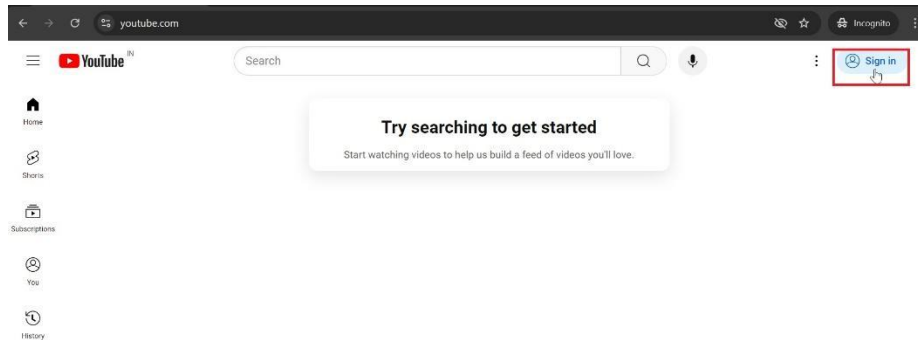


Creating a YouTube channel and running an ad campaign involves several steps. Here's a complete guide to get you started:

1. Create a YouTube Channel

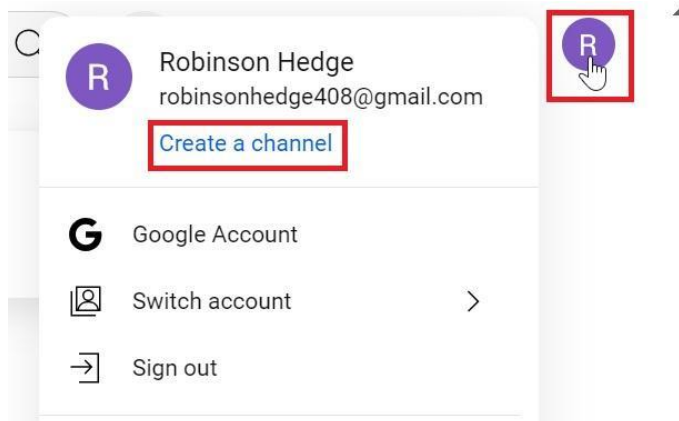
Step 1: Sign in to YouTube

- Go to [YouTube.com](https://www.youtube.com).
- Click on the **Sign In** button at the top right corner and sign in with your Google account.



Step 2: Create Your Channel

- Click on your profile picture in the top right corner.
- Select "**Create a channel.**"

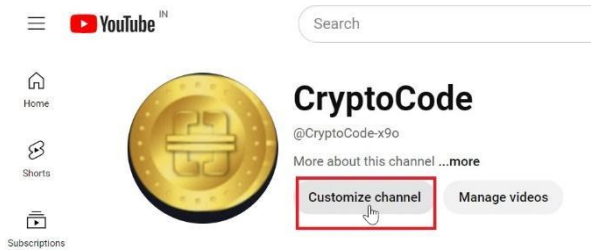


- Choose a name for your channel (this could be your brand or something related to your niche).
- Upload a profile picture (e.g. your logo).

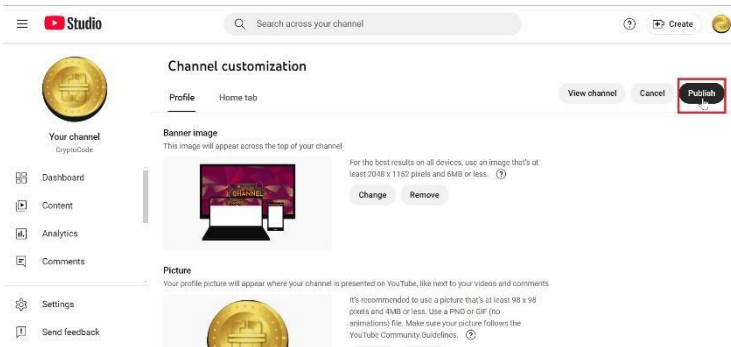




Step 3: Customize Your Channel

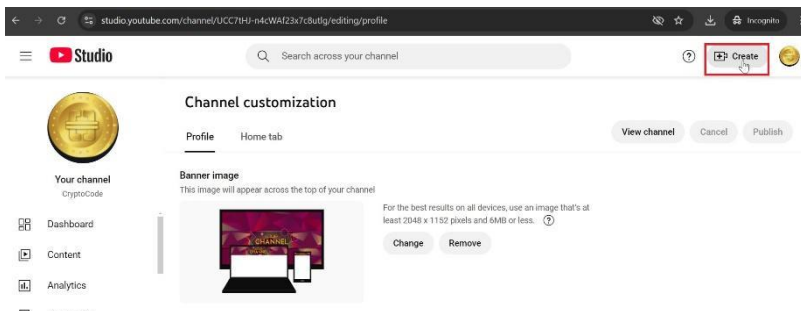


- **Add a banner image:** This is the large image at the top of your channel page. You can design this with free tools like **Canva**.
- **Fill out the About section:** Include a description of your channel, contact details, and links to your website or social media.



Once you fill up all the details in the page you need to click on **"Publish"**

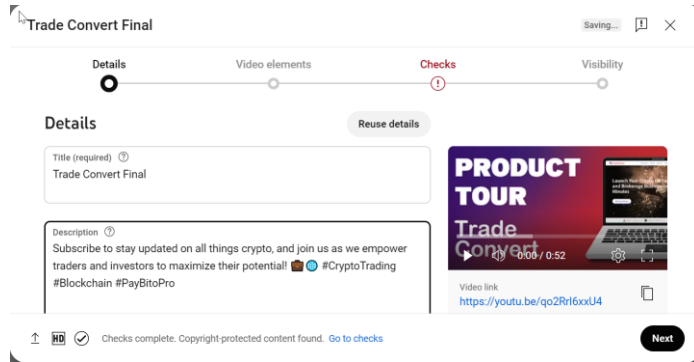
Step 4: Upload Your First Video



- Click the camera icon at the top right corner to upload a video.

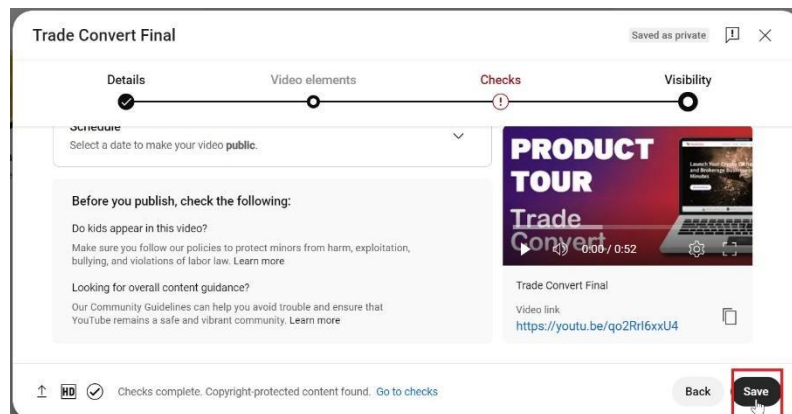


- Add a title, description, and relevant tags to help your video be found in searches.
- Create custom thumbnails to make your videos more attractive. Again, you can use tools like Canva for this.



Step 5: Optimize Your Videos for SEO

- Add **keywords** to your title, description, and tags to improve your chances of ranking in YouTube search.
- Use **relevant hashtags** in your video description to make your video more discoverable.
- Create **playlists** for your videos to keep your content organized and make it easier for viewers to find related videos.



Run a YouTube Ad Campaign

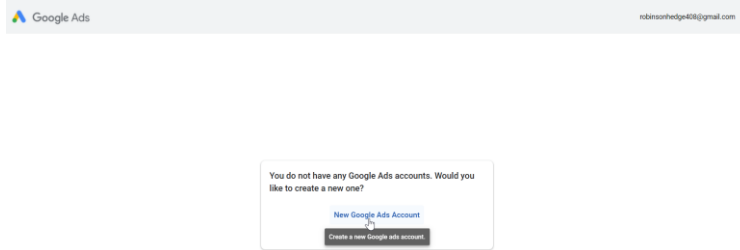
To run a YouTube ad campaign, you'll need to use **Google Ads** (formerly Google AdWords). Here's how to get started:

Step 1: Set up a Google Ads Account

- Go to ads.google.com and sign in with your Google account.

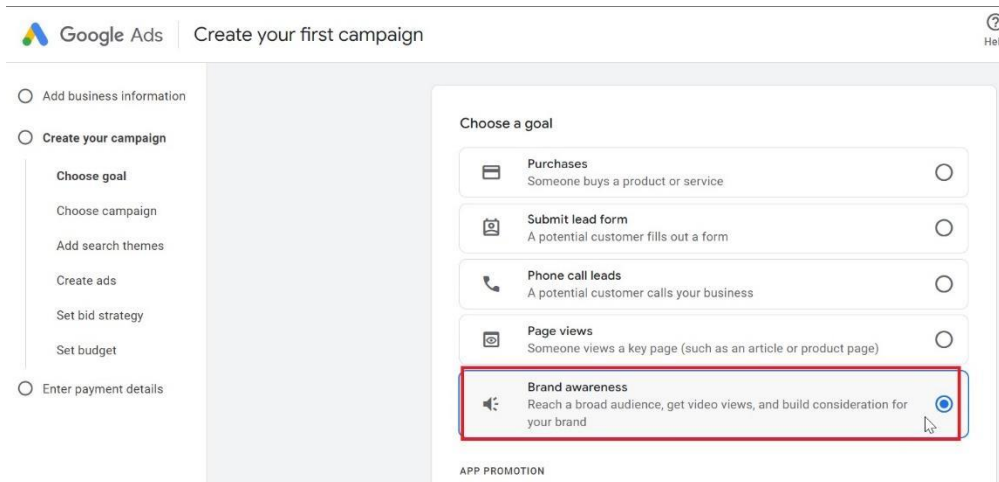


- If you don't have a Google Ads account, click **"New Google Ads Account"** and follow the setup steps.



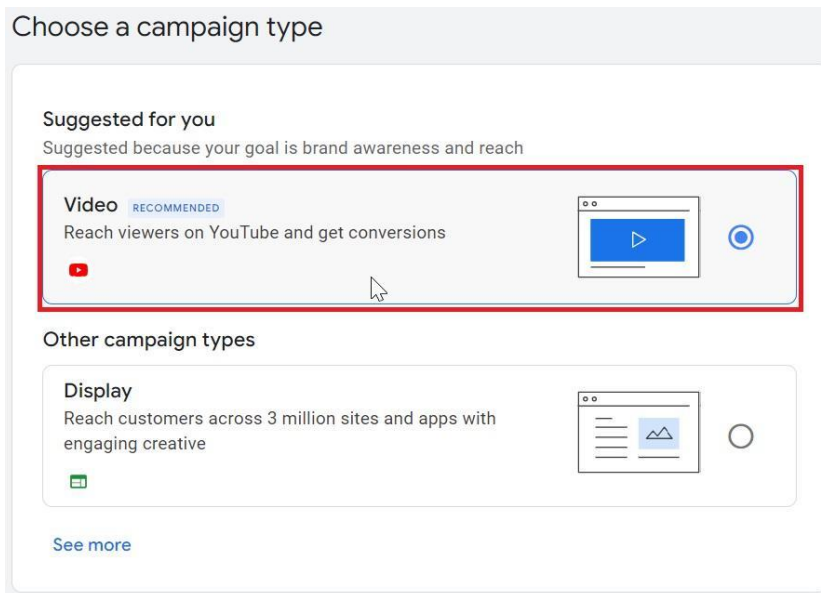
Step 2: Create a New Campaign

- Once inside Google Ads, click on **"Campaigns"** in the sidebar and then click the blue **"+"** button to create a new campaign.
- Select **"New Campaign"** and choose your goal (e.g., website traffic, leads, brand awareness, etc.).



Step 3: Choose Campaign Type

- For YouTube ads, select **"Video"** as the campaign type.



Step 4: Target Your Audience

- **Demographics:** You can target users based on their age, gender, household income, etc.
- **Interests:** Target people based on their hobbies, lifestyle, or purchase behaviours.
- **Keywords:** You can enter keywords that match your video ad to videos or content people are searching for on YouTube.
- **Placements:** Choose specific YouTube channels or videos where you want your ad to appear.

Audience ^

Audiences allow you to reach people based on who they are, their interests and habits, what they're actively researching, or how they've interacted with your business or organization. Add saved audience

Audience name v

Add a name for your audience to save it to your library (optional)

Include people who **match any** of the following

Demographics v

All demographics (recommended) ⓘ

Narrow audience to people who match the following

Interests & detailed demographics v

Add any interests, detailed demographics, or life events related to your customers

Step 5: Set Your Budget and Bidding Strategy

- **Budget:** Decide how much you're willing to spend per day or over the course of your campaign.



- **Bidding:** Choose how you want to pay. For example, you can bid for **CPV (Cost Per View)** or **CPM (Cost Per 1,000 Impressions)**.

Step 6: Upload Your Video Ad

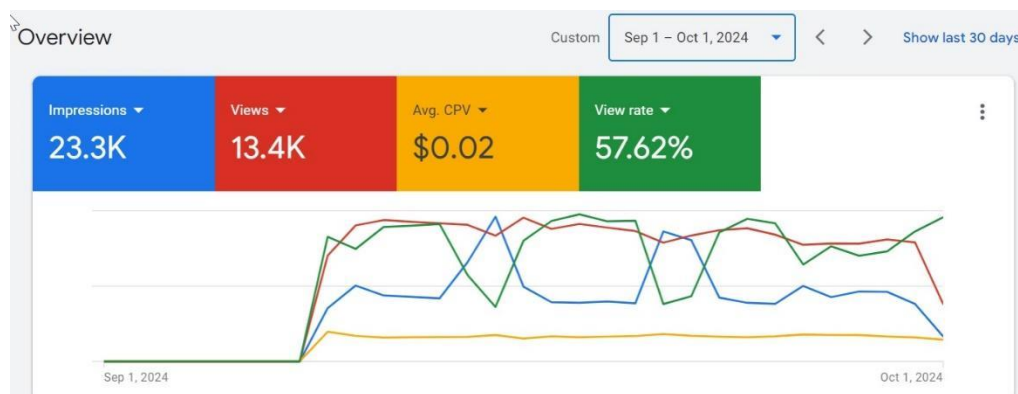
- Upload the video you want to promote from your YouTube channel.
- You'll be asked to provide a landing page URL (where viewers will be directed if they click the ad), a call-to-action (CTA), and a headline.

After you select your video you can see the Preview of the Ad on the right hand side of the page.



Step 7: Monitor and Optimize Your Campaign

- Once the campaign is live, you can monitor its performance in Google Ads.
- Keep an eye on metrics like **views, click-through rate (CTR), conversions, and cost per view.**
- Make adjustments to your targeting, budget, or ad copy based on the performance.



Tips for a Successful YouTube Channel and Ad Campaign

- **Consistency:** Upload videos regularly to keep your audience engaged.
- **Quality:** Invest in good video and audio equipment or editing software.
- **Engagement:** Respond to comments and interact with your audience to build a community.



- **Ad Testing:** Experiment with different ad formats and audiences to see what works best.

With these steps, you'll be able to build your YouTube channel and launch ad campaigns to grow your brand!

