

Why Choose Youtube For Advertisement?

Have you ever noticed the annoying ads popping up while watching video clips on Youtube? That means that Youtube has partnered up with some advertisers who want to promote their brand or services.

Youtube has become one of the top advertising platforms in the world. As a result, businesses from around the globe are now putting their ads on Youtube. And since Youtube is very attractive to advertisers because of its high traffic rate, they are willing to pay much higher rates for advertising space. The question is though, why choose Youtube over other video streaming services such as Vimeo or Facebook Live?

YouTube has become a major source of revenue for Google. According to sources, the company earns \$3 billion per year from advertisements shown on its social media site. That number is expected to increase significantly in the next decade. Because of these figures, Youtube has rapidly grown into one of the two largest ad networks.

There are many reasons why businesses prefer Youtube over other video streaming sites. These include reaching, brand awareness, cost-effectiveness, and convenience. Youtube is known for having huge audiences, and therefore, companies can advertise their products or services to larger audiences.

On the other hand, the social nature of Youtube makes it easier for consumers to share information about a certain product or service. In addition, Youtube is also convenient, allowing customers to access their accounts anytime anywhere via their mobile devices. This means a company can run campaigns at any time.

In fact, according to Statista, Youtube receives \$4.8 billion

dollars in ad revenue every year. And it's growing at an incredible rate. If you're looking to advertise your company or service, Youtube is a great way to reach millions of potential customers.

According to Google, 97% of consumers would prefer to watch advertisements on Youtube instead of on TV. This statistic shows that Youtube is now considered one of the top places where you can advertise your business. Youtube can also help you reach your target audience easily. Plus, it's cost-effective compared to other advertising platforms.

YouTube is a free video-sharing website & app that makes it easy to watch online videos from anywhere anytime around the corner of the world through the internet. You can even create and upload your own videos to share on [Youtube](#).

Originally created in the year 2005, YouTube is now one of the most popular sites on the Web, as of April 2022, India was the country with the largest YouTube audience by far, with around 467 million users engaging with the popular social video platform.

Source: <https://www.statista.com/>

Why use YouTube Business?

1. You reach a wide audience with your videos or ads.
2. YouTube is the second-largest search engine.
3. It's a great way to build and promote your business.
4. You can increase customer engagement.

"YouTube is so popular because there are a massive number of videos you can find. 500 hours of video are uploaded to YouTube every minute worldwide (Tubefilter, 2019). That's 30,000 hours of video uploaded every hour. And 720,000 hours

of video are uploaded every day to YouTube.”

Source: <https://www.oberlo.com/>

So there's always something new to binge on. And you'll find all kinds of videos on YouTube.

Is YouTube content appropriate for everyone?

With so much content on YouTube, it's important to note that not all YouTube videos are appropriate for everyone, especially children under the age of 13. However, youtube has come with an updated version which you can use, such as Safety Mode, to restrict the types of video content you can view.

Youtube cards

Youtube cards are like pop-up notifications that can appear on any YouTube video. Creators add these to videos for many reasons. For example, some people use end screens and annotations to link to other videos. We even use end screens on our YouTube channel to provide a link back to our tutorials.

Youtube advertisements

YouTube videos are free to watch, but many now include some form of third-party [advertisements](#), much like commercials you see on TV. Ads may appear before a video begins, although most can be skipped after a few seconds now as they have updated their version it comes in the middle of the streaming video as well.

Why choose YouTube ads

- Youtube Ads that play on or run next to YouTube videos

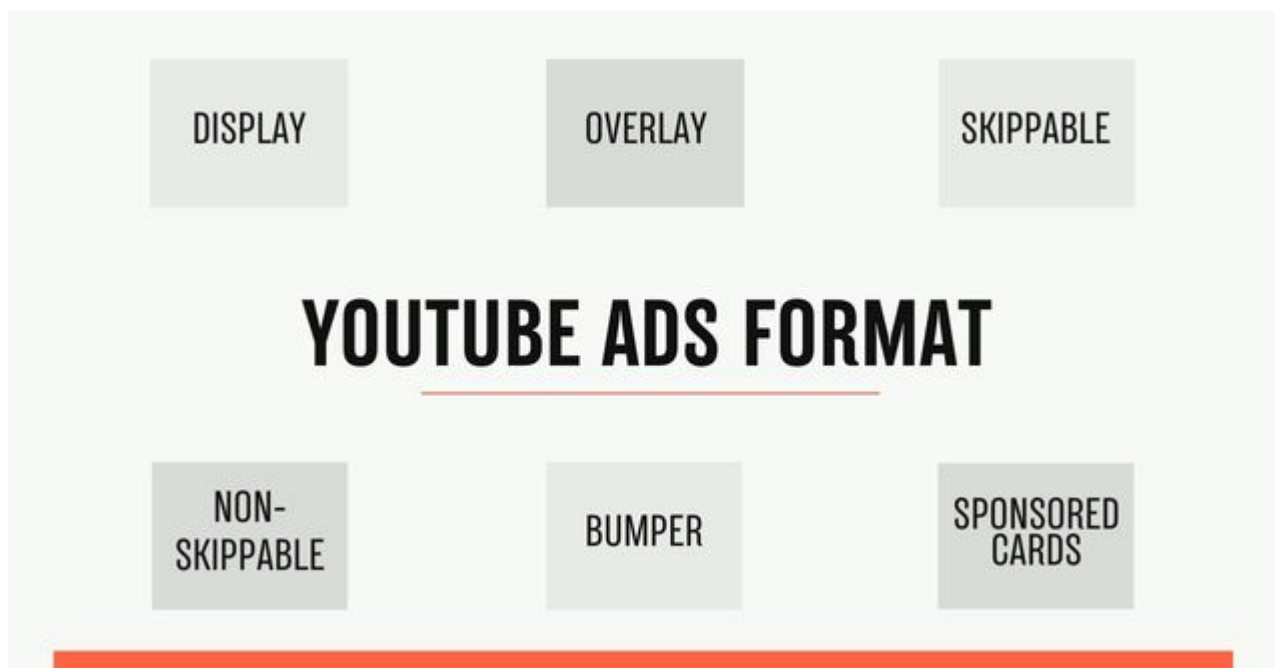
can help you [connect](#) with potential customers in different and memorable ways.

- You can advertise & share your expertise with the world, or face the camera and explain how your product or service can benefit your audience.
- Create your Google Ads account, and set up a campaign.
- Find out if you're reaching the right target audience. Check your [Google Ads](#) account to track views, costs, and budget data. Visit the "Analytics" tab in your YouTube account to learn more about your viewers & audience.
- You can even keep a track of which videos your customers are watching more and for how long.

YouTube ads format

Depending on your goal, you can use different ad formats built for YouTube.

these provide content relevant to the video ads.



Display ads – these appear to the right of the feature video

ads, above the video suggestions list on the desktop platform only.

Overlay ads – these are semi-transparent overlay ads that pop up on the lower 20% of your video on the desktop platform only; they can be either image or text ads.

Skippable video ads – are the most common type of YouTube ad nowadays. These are the ads you see before, during or after a video that an audience can skip after 5 seconds.

Non-skippable video ads – these are video ads that viewers must watch before they can view the main video or between the video. There is an extended version as well with 30-second ads. Non-skippable videos are typically 15-20 seconds in length.

Bumper ads – these are non-skippable videos for up to 6 seconds which a viewer must watch before seeing the main part of the video.

Sponsored Cards –

Types of YouTube video metrics

- Impressions
- Paid views
- Organic views
- Interactions
- Engagements
- View rate (previously known as View-through rate)
- Maximum cost per view
- “Video played to” metrics

- Earned actions
- Viewability and Active View
- Display impression share metrics
- Brand lift metrics

How to create a YouTube advertising campaign



1. Upload video advertisement to YouTube:

You can do this by logging into your YouTube account and clicking the small camcorder icon on the top-right of the YouTube screen. Then, simply click the 'Upload Video button'.

2. Create a new campaign in Google Ads:

Once you've uploaded your video, you're set for your YouTube ad [campaign](#). First, go to your Google Ads account and log into your account, click "All campaigns" in the left-hand bar column. Then click the big blue "+" icon to create a new campaign.

This will take you to a window where you'll need to select a campaign type, Google provides five options: Search, Display, Shopping, Video, Universal App.

Once you've clicked "Video," you need to select a single aim that corresponds to the main thing you want your campaign to achieve from the ads.

3. Configure your campaign:

Start with Choose a Name. This is only for your internal use, so choose a name that clearly describes your ad campaign. It will help you to easily identify the campaign when you start running multiple campaigns in Google Ads.

4. Budget:

Start by setting the average amount you want to spend each day on the ads. It's best to start with a minimum so that you can test and analyze your advertising campaign to ensure that you're getting the best return on investment possible. Choose your start and end dates as well.

5. Choose your networks:

This section allows you to select where you want your ads to appear. Because here you are creating a video ad, there are three options available:

6. Search results:

Ads can appear next to YouTube search results.

7. YouTube videos:

Ads will appear on YouTube videos, channel pages, and the YouTube homepage only.

8. Video partners on the display network:

This means that your ads will also appear across Google's

other advertising places.

9. Select a Language and Location:

Make sure that you right select the country and language you want your ad to appear in.

10. Select Your Bidding Strategy:

Now you need to select how you want to pay for your ads campaign. Google Ads provides four options:-

- Maximum CPV (cost-per-view): Costs depend on the number of views and interactions ads videos receive.
- Maximum CPM (cost-per-mille): You'll be charged according to every thousand impressions your ad receives.
- Viewable CPM (cost-per-mille or vCPM): You'll only be charged per thousand impressions when your ad has been seen by the audience.
- Target CPA (cost-per-acquisition): Costs are based on actions taken by viewers, such as clicking on your ad video or campaign.

11. Choose an inventory type:

This section allows you to only show your ads on the content that's in line with your business.

12. Exclude content:

This section goes into detail for you to opt out from individual sensitive content categories, such as "Tragedy and conflict," and "Sensitive social issues."

13. Select the audience you want to reach:

Before you begin selecting your audience, make sure to give

your ad group a descriptive name for it. That way, you'll be able to use the same audience selection for future ad campaigns as well.

14. Select your marketing video:

Next, use the search bar to search your marketing video. Or, if you haven't yet uploaded your ads video, click the link to upload it on YouTube.

FAQ's on Youtube Ads:

Summary

Youtube is a social video platform where people can upload, view and comment on videos using an embedded player. Popular videos are often viewed hundreds of thousands of times each month. When you search for videos related to a topic like beauty, gaming, news, music or sports, you will usually find a large number of results.

Businesses often put ads on their videos. When users visit a site, their browser sends information about the user including what websites they've visited previously. Google then sells this information to marketers, allowing them to target specific ads at the right audience. Companies pay Google to promote their video content on Youtube.

For most businesses, Youtube is considered an essential tool for marketing. It offers several advantages: reach, branding, cost-effectiveness, and convenience. However, before you start uploading your videos onto Youtube, you need to understand which types of ads will be shown to your audience.

If you're planning to place an ad on Youtube, you'll also need to ensure that your brand name is properly protected so that others won't steal it.

Also must read:

[Google Assistant to support Youtube Music and play personal playlists](#)

[YouTube Not Allow Political Or Election Advertisements In Its Coveted Masthead Spot At The Top](#)