

Digital Marketing Strategy

MKT711

Dr. Perihan Salah

9th Lecture



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

9

Youtube and Display Ads

Main topics of the lecture:

1. How to Promote your business using rich media through Google
2. Why Youtube and Display Ads are Important
3. Terms to Learn
4. How to create a google ad campaign on Youtube
5. Google Display Network (GDN)
6. How to create a google ad campaign on Google Display Network

Youtube and Display Ads

Promote your business using rich media through Google

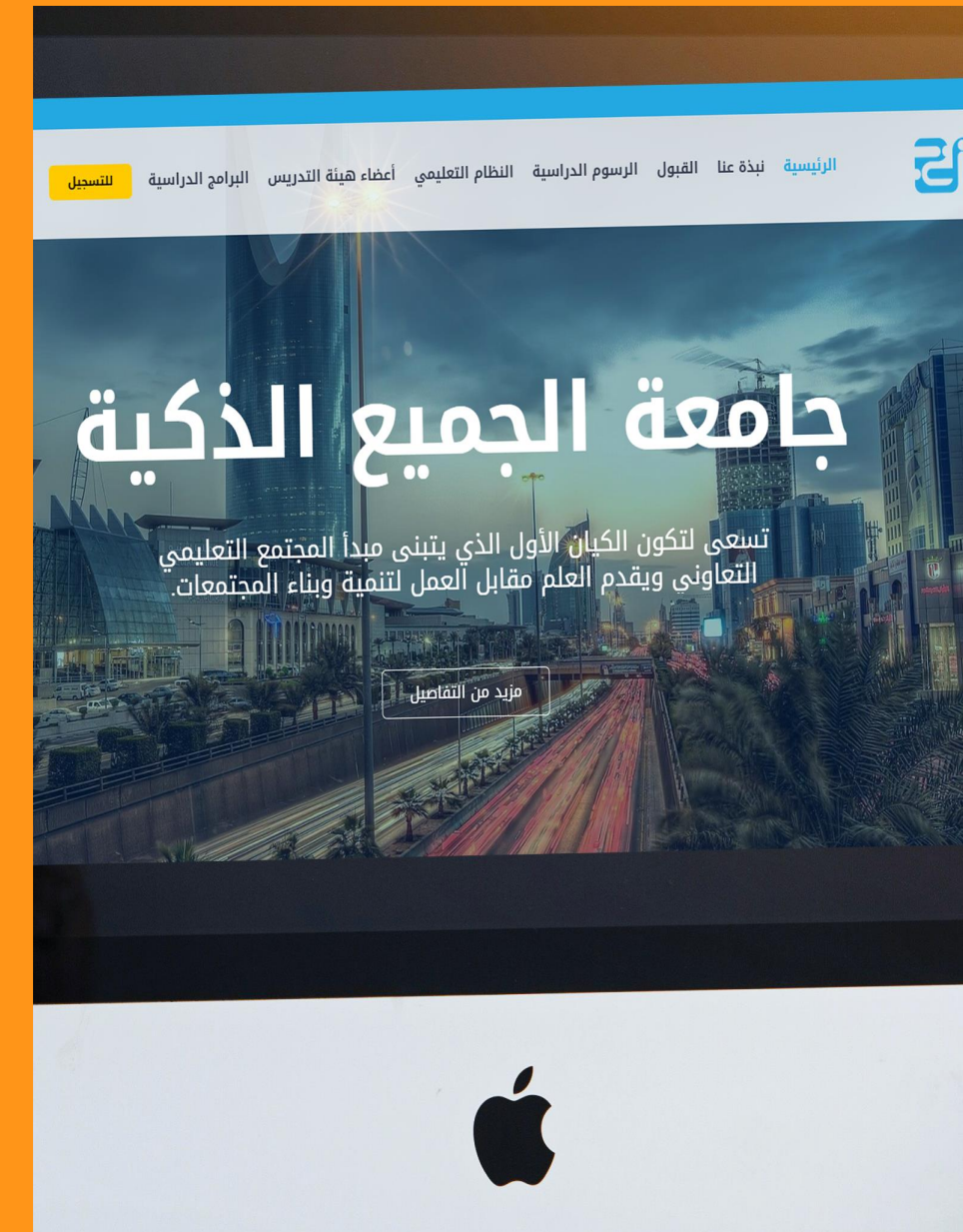
 YouTube

Display ads
appear here



Why Youtube and Display Ads are Important

- Youtube and display ads help business use rich media instead of text to promote their businesses
- Display ads are great for brand awareness and very cost effective
- Youtube ads are great and unique for promoting video content to specific target audience through their watch behavior and interests
- Youtube acquired some of social media experiences, so it is a search engine that combine both features of social media and search engine. Youtube is a video search engine.



You Tube

- **Impression** is the number of times your google search ad appeared in search
- **Video view** is the number of times your video got viewed by someone
- **Clicks** is number of times someone clicked on your ad message
- **CTR** is Number of people clicked on your ad / number of times your ad has been seen (clicks/impressions)



- **CPM** is Cost per thousand impression (actually 1000 impressions, cost per mile)
- **CPV** is Cost per view
- **Viewable CPM** is cost per impression for those who viewed the ads after the skippable 5 seconds or viewed your display ads.
- **Target CPA** is the cost per target customer or target acquisition.



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Youtube!

 **YouTube** | Advertising



A successful Video campaign should include the right targeting, bidding, budget, and ads to reach your goal.

Choose a goal

When creating a new Video campaign in your Google Ads account, you'll select one of these campaign goals: **Sales, Leads, Website traffic, Product and brand consideration, and Brand awareness and reach.**

The goal you choose also determines the campaign subtype you can choose.

Choose Your Objective

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



Product and brand consideration

Encourage people to explore your products or services



Brand awareness and reach

Reach a broad audience and build awareness



App promotion

Get more installs, interactions and pre-registration for your app



Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

Choose Your Objective

Campaign Subtype

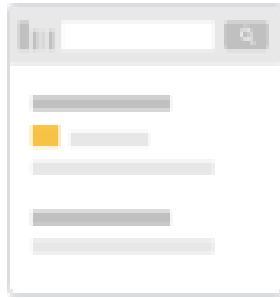
A campaign subtype determines the ad formats you can use in the campaign to better optimize your campaign towards the goal.



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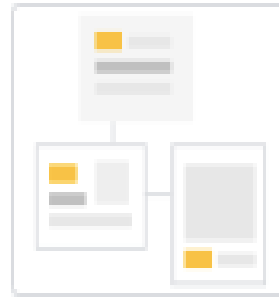
How to create a google ad campaign

Select a campaign type



Search

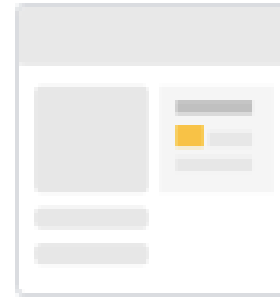
Reach customers interested in your product or service with text ads



NEW

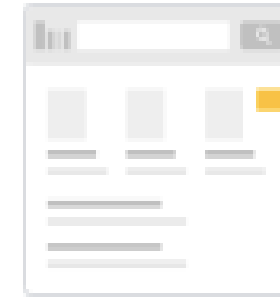
Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



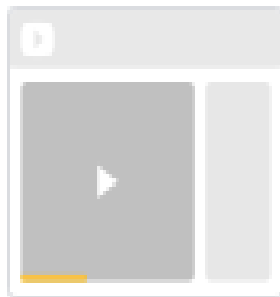
Display

Run different kinds of ads across the web



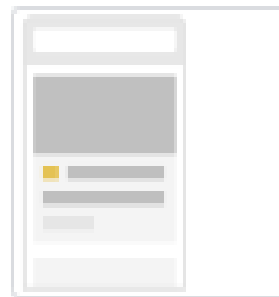
Shopping

Promote your products with Shopping ads



Video

Reach and engage viewers on YouTube and across the web



Discovery

Run ads on YouTube, Gmail, Discover, and more

Select the
campaign
type

How to create a google ad campaign

Step 3: Select your campaign subtype

Select a campaign subtype

- ☒ **Video reach campaign**
Get more reach for your budget with bumper ads, skippable in-stream ads, or non-skippable in-stream ads. [Learn more](#)
- ☐ **Outstream**
Reach people on their phones and tablets using vCPM bidding with outstream ads. [Learn more](#)
- ☐ **Ad sequence**
Tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix. [Learn more](#)

- ☐ **Audio**
Reach your audience while they're listening on YouTube with audio-based ads. [Learn more](#)

Select the ways you'd like to reach your goal

- ☒ **Efficient reach (Bumper, Skippable in-stream, or a mix)**
Reach more unique users at a lower cost with bumper ads, skippable in-stream ads, or a mix of both ad types. [Learn more](#)
- ☐ **Non-skippable in-stream**
Share your entire message with up to 15-second non-skippable in-stream ads. [Learn more](#)

- ☐ **Target frequency ^{NEW}**
Reach the same people more than once with skippable in-stream ads, non-skippable in-stream ads, or bumper ads. [Learn more](#)

How to create a google ad campaign

Select a campaign subtype

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Step 3: Select your campaign subtype



Frequency



The number of times individuals see an ad/campaign. A high frequency in the long run is usually better, but limiting a user's daily exposure can improve performance.

theonlineadvertisingguide.com



$$\text{Frequency} = \frac{\text{Impressions}}{\text{Unique users}}$$

digitalmediametrics.com

Video campaign subtypes

After you choose a goal, you can then choose a campaign subtype. The campaign subtype specifies how you want to reach people, where the campaign runs, and which ad formats can be used in the campaign.

Sales / Leads / Website traffic

- **Drive conversions:** Drive interactions and relevant conversions on your website. Also known as [TrueView for action](#) and [Video action campaigns](#).

Product and brand consideration

- **Influence consideration:** Connect users to your brand using ads designed to drive interactions and engagements.
- **Shopping:** Promote relevant products alongside your ads to encourage viewers to learn about your products and then shop on your website (a [Google Merchant Center account](#) is required). Also known as [TrueView for shopping](#).
- **Ad sequence:** Tell your product or brand story by showing ads in a particular sequence to individual viewers.

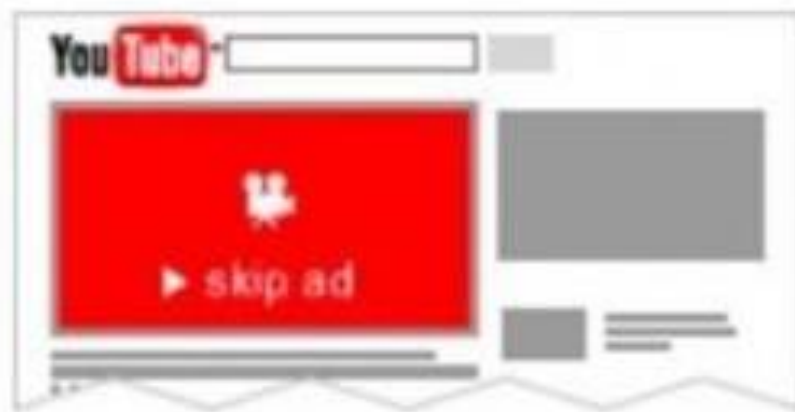
Brand awareness and reach

- **Video reach campaigns:** Get the most reach for your budget, either by reaching more unique users (through the use of [bumper ads](#), [skippable in-stream ads](#), or an optional mix of the two formats) or by reaching users with your entire message (through the use of [non-skippable in-stream ads](#)).
- **Outstream:** Get more interest in your brand with [ads designed to reach people on their phones and tablets](#).
- **Ad sequence:** Tell your product or brand story by [showing ads in a particular sequence](#) to individual viewers.

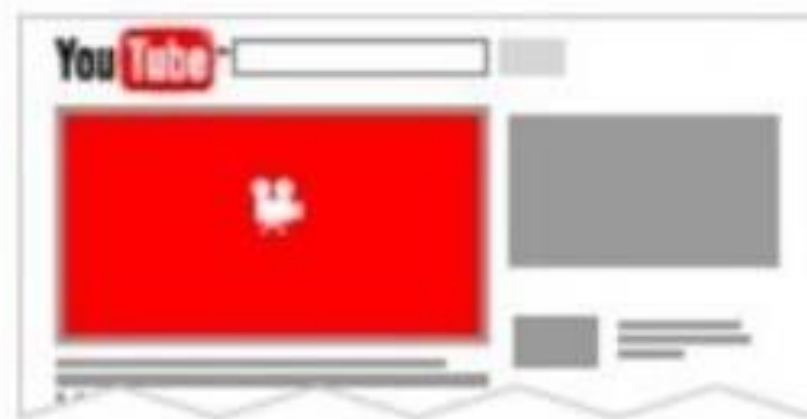
Select your
campaign
subtype

YouTube Advertising Formats

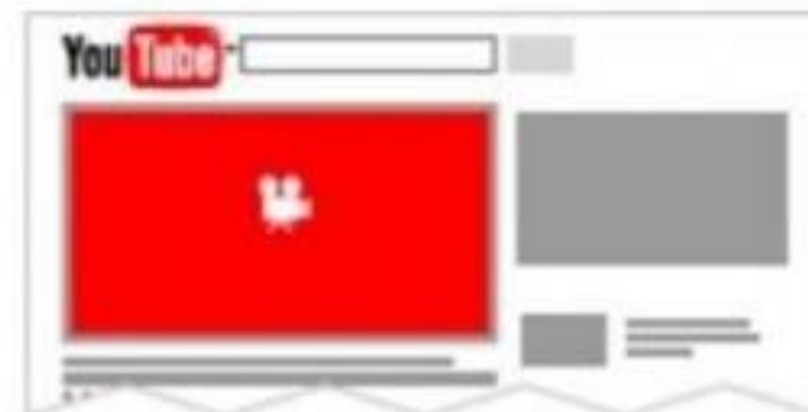
Skippable video ads



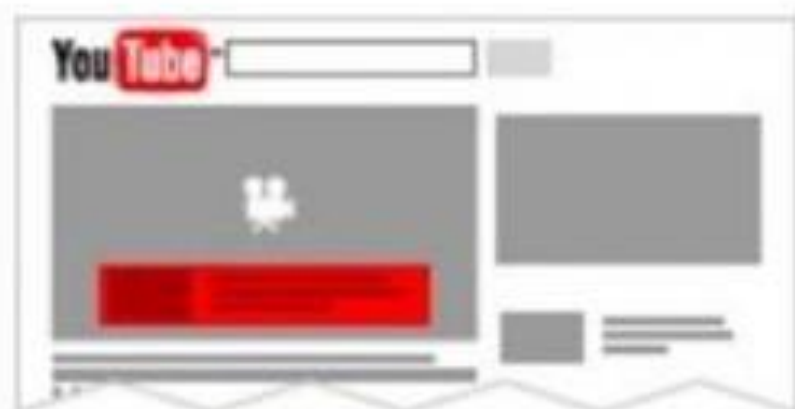
Non-skippable video ads



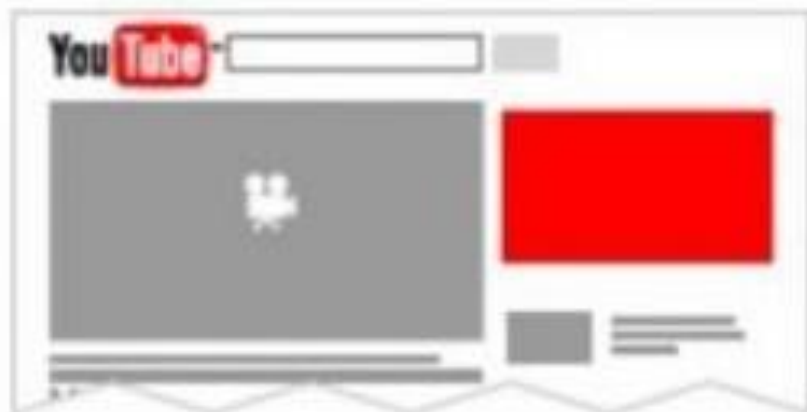
Bumper ads



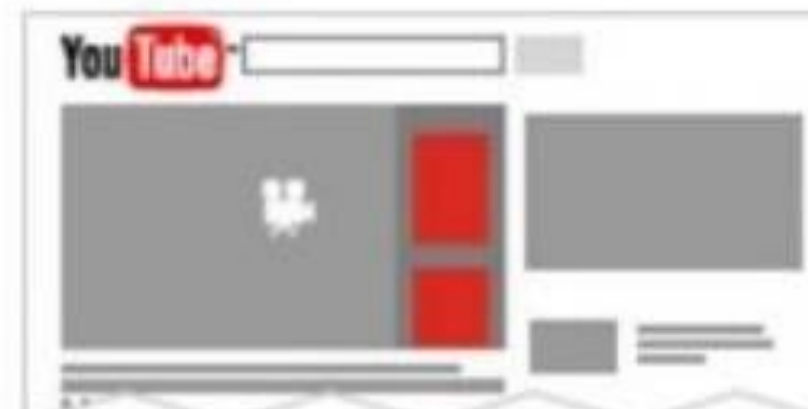
Overlay ads



Display ads

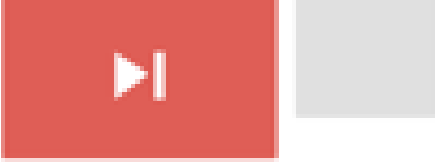


Sponsored cards



How to create a google ad campaign

Campaign formats

Video ad format	Description	Platform	Spec
Skippable video ads 	Skippable video ads allow viewers to skip ads after 5 seconds.	Computer, mobile devices, TV, and game consoles	Plays in video player (option to skip after 5 seconds).
Non-skippable video ads 	Non-skippable video ads must be watched before a video can be viewed.	Computer, mobile devices, TV, and game consoles	Plays in video player. 15 or 20 seconds in length, depending on regional standards .
Bumper ads 	Short, non-skippable video ads of up to 6 seconds that must be watched before a video can be viewed. Bumper ads are turned on when skippable or non-skippable ads are turned on.	Computer, mobile devices, TV, and game consoles	Plays in video player, up to 6 seconds long.
Overlay ads 	Overlay image or text ads that can appear on the lower 20% portion of a video.	Computer only	468x60 or 728x90 pixels in size

Spend your budget effectively

Your budget influences how often your ads show and how prominently they're featured.

Your bidding determines the way your budget is spent.

You can choose to put your money towards getting people to view your ad, click your ad, or make a conversion on your site.

**Set up your
bid strategy
and budget**

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How to create a google ad campaign

Step 4: Set up your bid strategy and budget

Type: Video campaign

Goal: Brand awareness and reach

Campaign name

Video Efficient reach - 2023-03-28

34 / 128

Bid strategy

Select your bid strategy ?

Target CPM

Target CPM ▼

The following bid strategies aren't available in this campaign: [Maximum CPV](#), [Viewable CPM](#), [Target CPA](#), [Maximize conversions](#), [Maximize conversion value](#), [Target ROAS](#)

With Target CPM (cost-per-thousand impressions), you set the average amount you're willing to pay for every thousand times your ad is shown. From the Target CPM you set, we'll optimize bids to help get as much unique reach as possible. Some impressions may cost more or less than your target.

[Learn more](#)

Budget and dates

Enter budget type and amount

Campaign total ▼

EGP

Required

Campaign total budget represents your total spend for the duration of the campaign. You must schedule an end date for the campaign.

[Learn more](#)

Step 5: choose your target audience

Reach people searching for your brand or business

In your campaign, you can reach people in a certain location, those who speak a specific language, or those with a particular interest using campaign targeting.



Step 5: choose your target audience

Locations

Select locations to target ⓘ

- ☐ All countries and territories
- ☒ Egypt
- ☐ Enter another location

Languages

Select the languages your customers speak. ⓘ

🔍 Start typing or select a language

All languages



Step 5: choose your target audience

Select the language preferences for your ads. Depending on the languages you select, your ads will show to people who visit sites and apps that match the languages.

Select the geographic locations of the users to whom your ads will appear.



Set up campaign targeting

Choose the networks where you want your ads to run. A network is a place where your ads can appear. For ads, these can include:

YouTube search results

Your ads can appear next to search results on YouTube. This option is only available for campaigns using [in-feed video ads](#).

YouTube videos

Your ads can appear on YouTube videos, channel pages, and the YouTube homepage.

Video partners on the Display Network

Otherwise known as [Google video partners](#), your ads can appear on sites and apps on the Display Network. It's recommended to keep this option selected, as it can help you expand your reach beyond YouTube.

**choose your
target audience**

Organize your ads with ad groups

You can create [ad groups](#) to organize your ads by a common theme. For example, if you sell desserts, beverages, and snacks on your website, you could create one ad group for each product category (for a total of 3 ad groups). With ad groups, you can refine your targeting to better reach your intended audience.

Define the people that you want to reach with your ads. You can choose from:

Demographics: With demographic targeting, you can reach people who are likely to be in demographic groups that you choose, including age, gender, parental status, or household income. [Learn more about demographic targeting](#)

Audiences: Audiences are groups of people with specific interests, intents, and demographics, as estimated by Google. [Learn more about audience targeting](#)

choose your target audience

How to create a google ad campaign

Step 5: choose your target audience

People: who you want to reach

Define your **Audience segments**, **Demographic**, or both

Demographics

Select your demographic targeting ?

Gender

- ☒ Female
- ☒ Male
- ☒ Unknown ?

Age

- ☒ 18 - 24
- ☒ 25 - 34
- ☒ 35 - 44
- ☒ 45 - 54
- ☒ 55 - 64
- ☒ 65+
- ☒ Unknown ?

Parental status

- ☒ Not a parent
- ☒ Parent
- ☒ Unknown ?

Household income

- ☐ Top 10%
- ☐ 11 - 20%
- ☐ 21 - 30%
- ☐ 31 - 40%
- ☐ 41 - 50%
- ☐ Lower 50%
- ☒ Unknown ?

 Note: Household income targeting is only available in select countries. [Learn more](#)



How to create a google ad campaign

Step 5: choose your target audience

Audience segments

Select audience segments to define who should see your ads. You can create new segments in [Audience Manager](#). ?

SEARCH	BROWSE	None selected	CLEAR ALL
Who they are (Detailed demographics)	>	Select one or more segments to target.	
What their interests and habits are (Affinity)	>		
What they are actively researching or planning (In-market and life events)	>		
How they have interacted with your business (Your data and similar segments)	>		
Your combined audience segments (Combined segments)	>		
Your custom audience segments (Custom segments)	>		



Step 6: choose your keywords and/or topics

Narrow your targeting by adding relevant keywords, topics, and placements. Avoid adding too many keywords, topics, or placements, as it may prevent you from reaching your audience.



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How to create a google ad campaign

Content: where you want your ads to show
Narrow your reach with **Keywords**, **Topics**, or **Placements**

Keywords

Choose terms related to your products or services to target relevant content ?

Enter or paste your keywords, one word or phrase per line

Get keyword ideas

 Enter a related website

 Enter your product or service



We only show keyword ideas that are relevant to your business. To get ideas, enter your landing page, a related website, or words or phrases that describe your product or service in the field above.

Topics

Any topic

Placements

Any placement

**choose your
keywords and/or
topics**

How to create a google ad campaign

Topics

Select topics to show ads on content about specific subjects ?

Search by word, phrase, or URL		None selected
☐ Computers & Electronics	▼	Your ad will show to all topics that match your other targeting. Add specific topics to narrow your targeting.
☐ Finance	▼	
☐ Food & Drink	▼	
☐ Games	▼	
☐ Health	▼	
☐ Hobbies & Leisure	▼	
☐ Home & Garden	▼	
☐ Internet & Telecom	▼	
☐ Jobs & Education	▼	
☐ Law & Government	▼	

**choose your
keywords and/or
topics**

9

How to create a google ad campaign

Placements

Select your placement targeting ?

BROWSE

ENTER

None selected

Search by word, phrase, URL, or video ID



Your ad can appear on any YouTube or Display Network placements that match your other targeting. Add specific placements to narrow your targeting. If a specific website you target has an equivalent app, your ads can also show there.

YouTube channels



YouTube videos



Video lineups (892)



Websites



Apps



App categories (141)



Note: Google's policy doesn't allow you to target placements that promote hatred, intolerance, discrimination, or violence towards an individual or group. All campaigns are subject to the Google Ads advertising policies. [Learn more](#)

**choose your
placements**

Create relevant ads:

When creating your ads, focus on giving your ads relevant headlines, calls-to-action, and other creative features that inspire your viewers to take action.

You can create multiple ads (up to 30) when building your campaign.



How to create a google ad campaign

Create your video ad

Skip ad creation (advanced) ?

Your YouTube Video

Q mountain view X



SKRYU - Mountain View [Music Video]

by SKRYU • 738,561 views

2nd EP [SHORT CUT] <https://linkco.re/VN8TE9...>



Mountain View Secret of Happiness ٢٠٢١...

by MountainViewEG • 2,676,540 views

السعادة مش بس بجمال البيوت، السعادة من أهل البيوت. إنك تكو...



Above the Rocky Mountains - Banff in 4K N...

by Nature Relaxation Films • 713,344 views

BUY @ <https://www.naturerelaxation.com/produc...>



8 Hours of Birds Singing on the Lakeshore a...

by Nature Soundscapes • 1,356,740 views

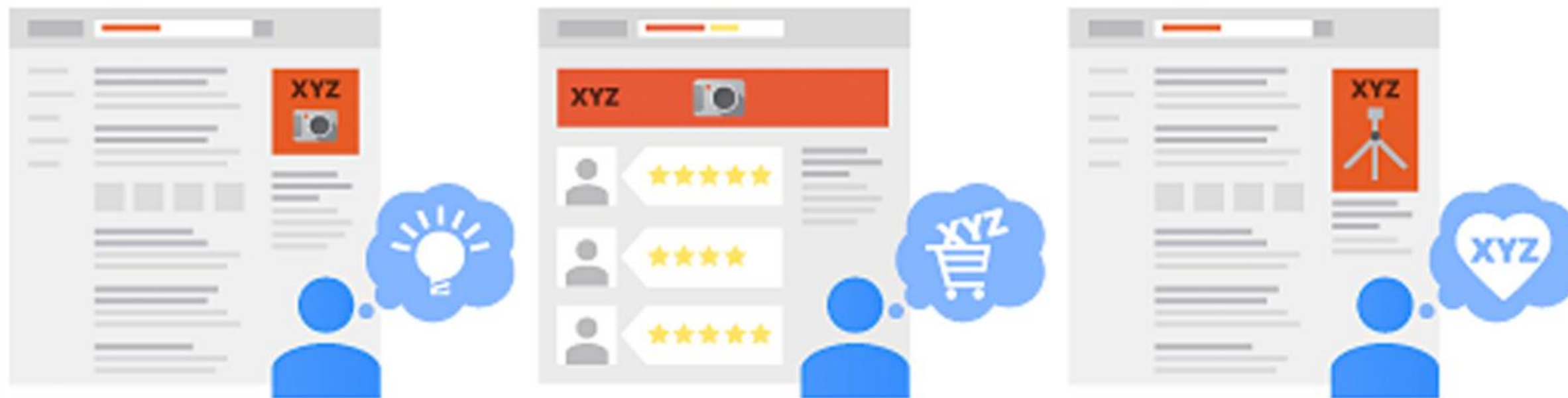
Find your absolutely beautiful and serene places...



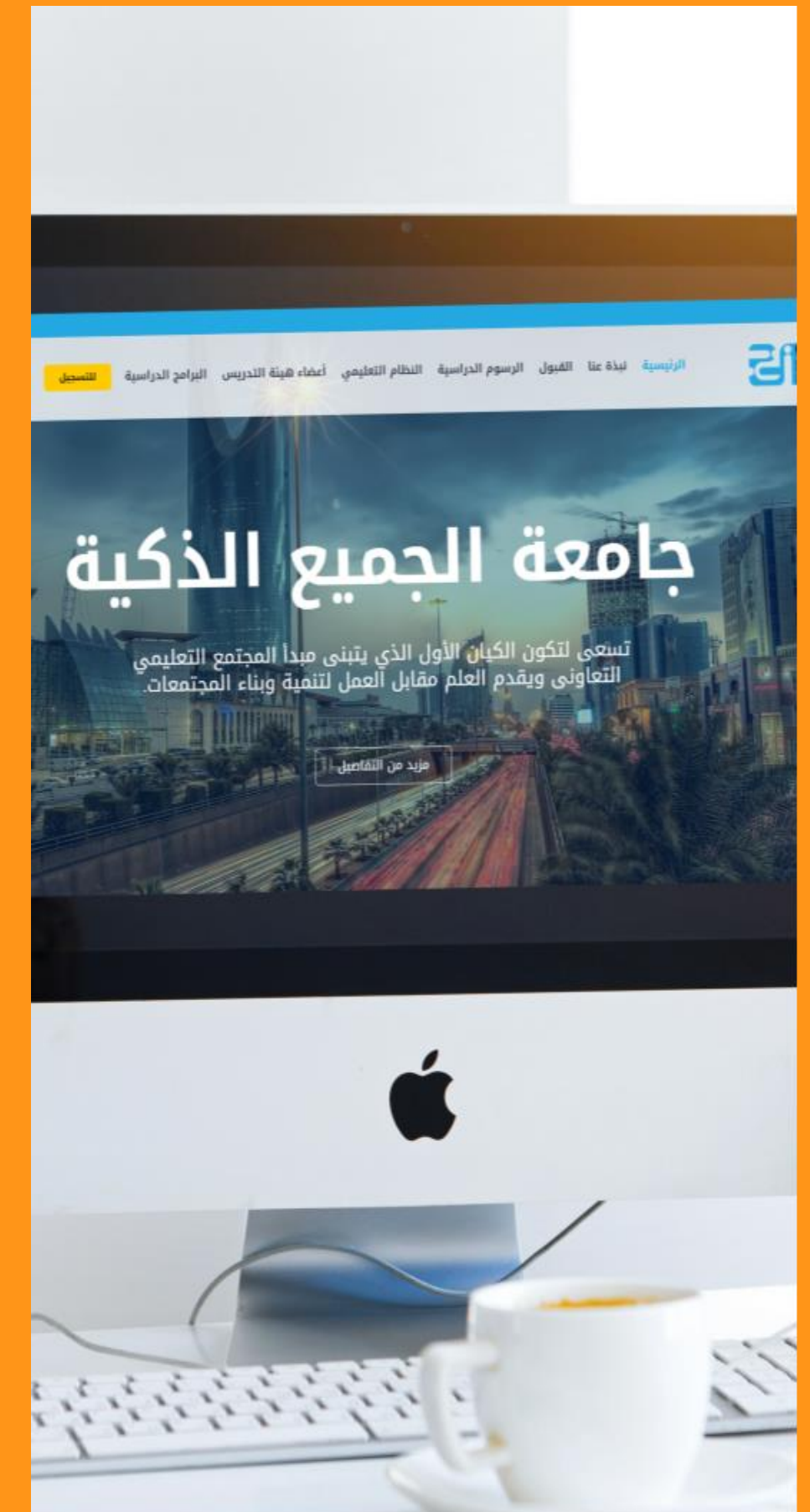
If your video isn't hosted on YouTube, [go to YouTube](#) to upload your video.

choose the video content to promote

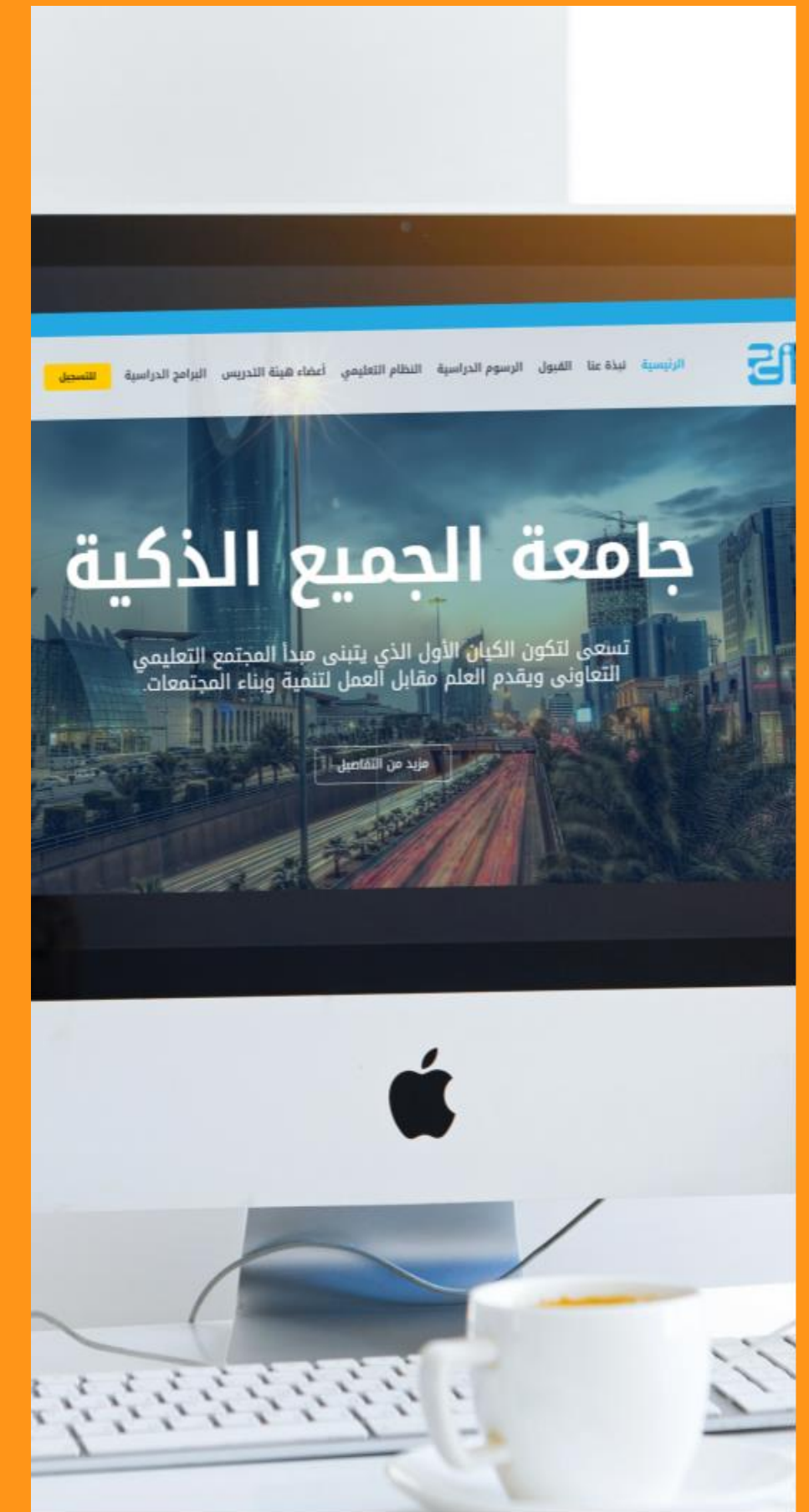
Google Ads | Display Network



- Google display network allows you to promote your product/service on millions of websites.
- Google display ads have different dimensions and locations, each one has a unique name
- You can use image, videos or even text in Google display ads
- It is considered the cheapest ad type you can do.



- GDN can appear on websites, mobile applications and on mobile games.
- Display ads use the **Viewable CPM** bid strategy to help you get the most impressions for your bid (recommended)
- **High quality traffic** is traffic that is likely to lead to actions on your website, apps, or store.



Google Display Ads Network (GDN)

Leaderboard 728 x 90

Wide Leaderboard Ad

Half Banner 468 x 60

MPU 300 x 250

Island
180 x 150

Wide
Skyscraper
160 x 600

Skyscraper
120 x 600

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THE INDUSTRY'S MOST FLEXIBLE PAYMENT OPTIONS FOR YOU

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SERVER BACKUP for YOUR CUSTOMERS

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idera APPLICATION AND SERVER MANAGEMENT **R1Soft** is now Idera

Reasons why your hosting provider doesn't offer Idera Continuous Data Protection®:

- They prefer to leave your data's fate to "the gods."
- Who needs CDP when you have duct tape?
- They just got into business ten minutes ago.

Ask your provider for Idera CDP®. YOUR backup solution for cloud, physical, and virtual servers.

idera R1Soft is now Idera

HOW TO SURVIVE SERVER MAYHEM

Server Mayhem #861: Raging cloned dinosaur attack (or raging electrical fire)

How To Survive SERVER MAYHEM

#861 Raging cloned dinosaur attack

WE CAN RECOVER FROM THAT

idera APPLICATION AND SERVER MANAGEMENT

50% OFF CDP Enterprise Edition **An offer so incredible and amazing... is INCREDIMAZING a word?** **GET IT NOW** **idera**

- This is how they look like in websites

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



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Drive sales online, in app, by phone, or in store



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Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



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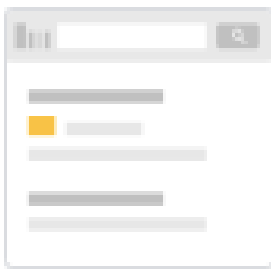


Create a campaign without a goal's guidance

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Choose Your Objective

Select a campaign type



Search

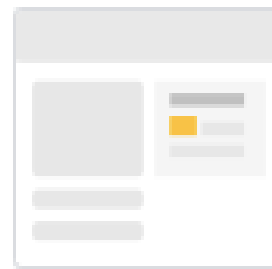
Reach customers interested in your product or service with text ads



NEW

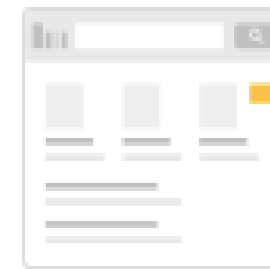
Performance Max

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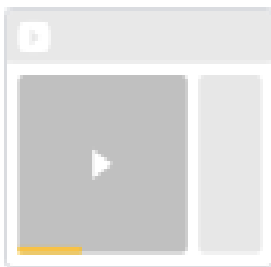
Display

Run different kinds of ads across the web



Shopping

Promote your products with Shopping ads



Video

Reach and engage viewers on YouTube and across the web



Discovery

Run ads on YouTube, Gmail, Discover, and more

**Select the
campaign
type**

Google Display Ads Network (GDN)

Bidding

What do you want to focus on? ?

Recommended

Viewable impressions

Other optimization options

High Quality Traffic

Conversion value

High quality traffic is traffic that is likely to lead to actions on your website, app, or store.

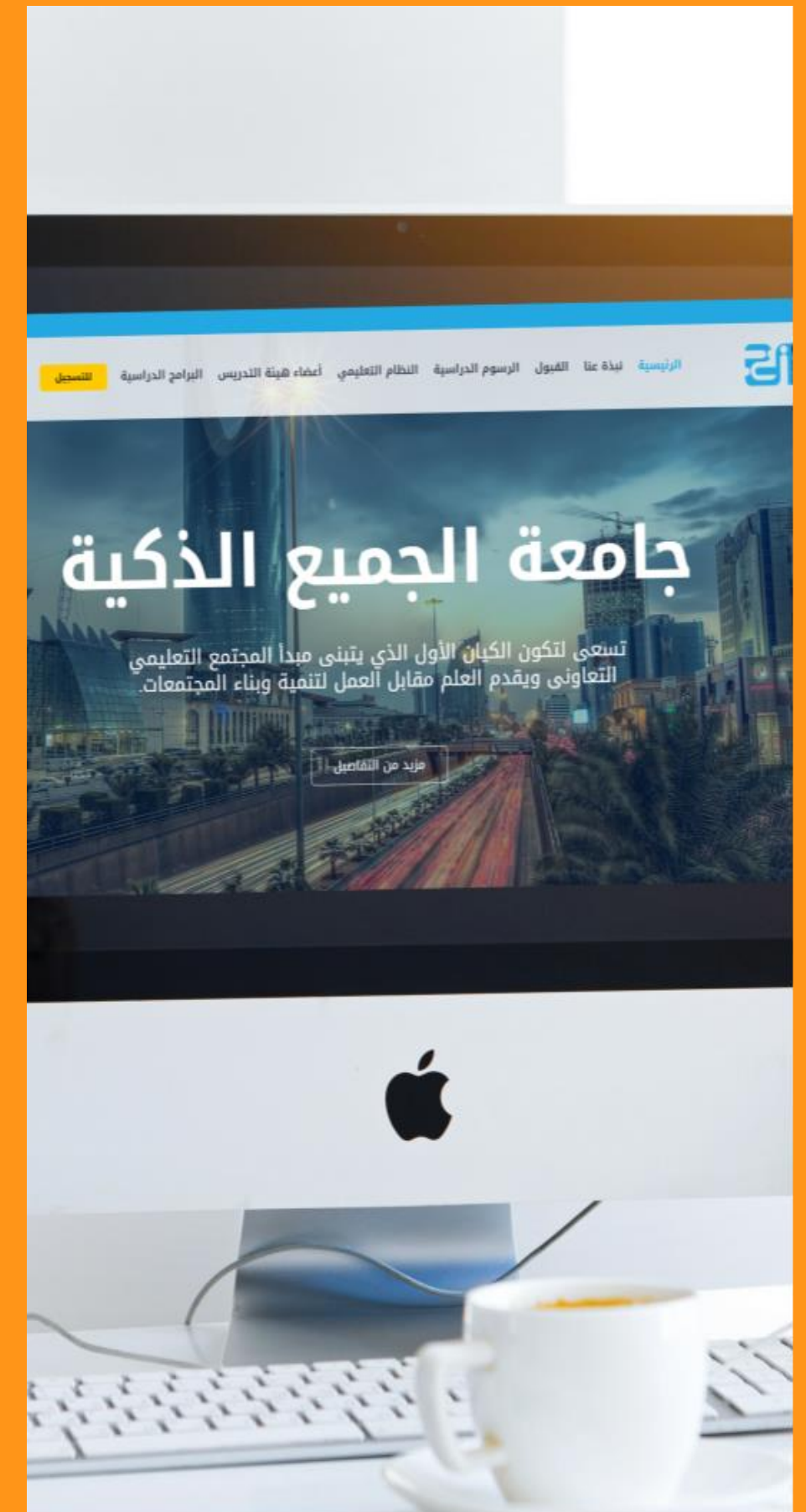
Budget

Set your average daily budget for this campaign

Egyptian Pound (EGP) ▼

EGP 1,000.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend more or less than your daily budget. [Learn more](#)



Final URL

https://www.example.com

Business name

Business name

0 / 25

Images and logos

Add 2 or more high-quality images (1 square and 1 landscape required) [Learn more](#)

+ IMAGES AND LOGOS**Videos**

Optional (portrait and landscape around 30 seconds work best)

+ VIDEOS**Headlines**

Add up to 5 headlines

Headline

0 / 30

+ HEADLINE**Long headline**

Long headline

0 / 90

Descriptions

Add up to 5 descriptions

Description

0 / 90

+ DESCRIPTION**Additional format options****Ad URL options****MORE OPTIONS**

Your ads might not always include all your text and images. Some cropping or shortening may occur in some formats, and either of your custom colors may be used.

Ad strength

[Leave feedback](#)



Incomplete

Add a final URL

Images

Videos

Headlines [View ideas](#)

Descriptions [View ideas](#)

WEBSITES AND APPS**GOOGLE PROPERTIES**

Key ad formats



Example of your image ad at 320x568



Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate policy, either individually, or in combination.

Follow the same steps as Youtube ad till the ad creation step

Final step: upload your images and videos, and create the ad

We have learned:

1. How to Promote your business using rich media through Google
2. Why Youtube and Display Ads are Important
3. Terms to Learn
4. How to create a google ad campaign on Youtube
5. Google Display Network
6. How to create a google ad campaign on Google Display Network

