

INTRODUCTION. Are your customers on YouTube? And, if so, what are they watching? Use this Worksheet to outline your YouTube advertising strategy.

YOUTUBE RESEARCH. You and your team will need to research if your customers are on YouTube, and if so, are they “searching” or “browsing” (watching) videos. What keywords and what types of content?

Videos. Use **keyword searches** to identify interesting videos and related channels:

Keywords: _____

Interesting Video URL: _____
of Channel: _____

Interesting Video URL: _____
of Channel: _____

Interesting Video URL: _____
of Channel: _____

Volume of YouTube **views** for some types of relevant videos: _____
(Use YouTube search and then look at video and channel view counts)

Volume of **search queries** like “how to” that makes sense as YouTube Searches: _____
(Use Google AdWords Keyword Planner).

Yes, our customers are searching video for video content on: _____

Yes, our customers are browsing / watching video for video content on: _____

No, our customers do not seem reachable on YouTube.

VIDEO CONCEPTS. You'll need at least ONE video to advertise your company, product, or service on YouTube. Videos should have keyword-heavy TITLES, DESCRIPTIONS, and TAGS. Make sure there's an http:// link in the description and a video "card."

Video concept:

Emotions to be leveraged:

How?

Desired action "from" the video:

VIDEO ADVERTISING. Once you're set up your YouTube Channel and have at least one video to promote, you're ready to advertise.

Yes, we want to use location targeting. To location: _____

No, we do not need location targeting (but use country-specific, like USA or Canada)

Search Pattern (Video discovery ads). Identify **keyword searches** that are highly relevant for your Video ad:

Browse Pattern (In-stream ads). Identify **audience characteristics** that are highly relevant for your Video ad:

Targeting to be used (explain in detail):

- Demographics
- Interests
- Remarketing
- Placements (identify them, specifically by Channel or Video URL)
- Topics
- Keywords

VIDEO METRICS. Once your ad is live on YouTube, how will you measure success?

- Cost-per-view Clicks
- Video view count Channel subscribers
- Clicks to your website Conversions on your website to a goal
- eCommerce sales on your website