

**Chris & Ken Present...**



....

VIDEO TITAN 2.0 COMING SOON...

# **YOUTUBE MARKETING PPC GUIDE**

THE COMPLETE SYSTEM

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## **Table Of Contents**

**Introduction**

**Step 1: Research Video Niches**

**Step 2: Record Your Video**

**Step 3: Create Your Landing Page**

**Step 4: Set Up Your YouTube Channel**

**Step 5: Choosing Custom Thumbnails**

**Step 6: Video Ad Writing Formula**

**Step 7: Setup Your Video Ads Campaign**

**Step 8: Analyse Your Campaign Results**

# Introduction

It's no secret that online video is growing at an amazing rate with over 4 billion video views every day. So it makes sense to use You tube as a perfect opportunity to connect with your audience via videos. Here are some stats:

You tube is now the 2nd largest search engine and the 3rd most visited site worldwide.

- 1 billion people across the world visit you tube every single month
- 100 hours of video are uploaded every 60 seconds to you tube

So there's no doubt your targeted audience is on you tube and this provides you with the perfect opportunity to promote your offer or solution via relevant informative video information.

You can use You tube for:

- list building - to capture name and email address
- lead generation - to capture name, email and also address and/or telephone numbers for leads
- sales - for sales page conversions

Once visitors watch your video and click through on the link they will then arrive on your landing page. After they complete their details you can then direct them to your offer.

This is a perfect way to market your product or service via video using PPC advertising.

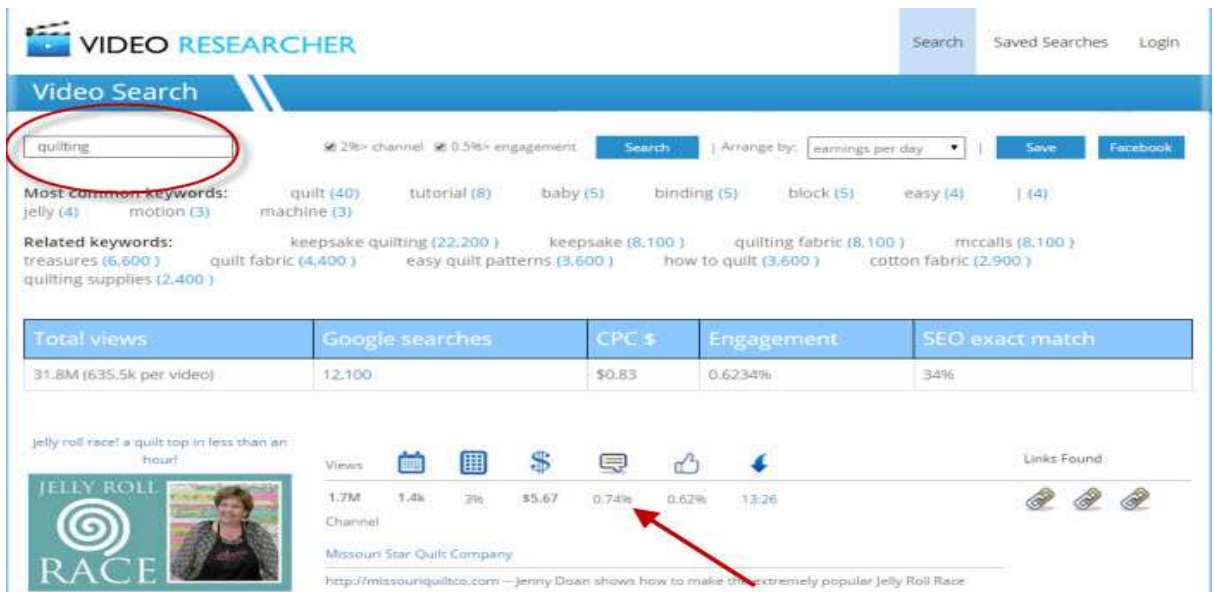
So let's take a closer look at how you can put this together:

## STEP 1: Research Video Niches

The first thing you need to do is research and find videos in your niche. You want to find videos with high daily views and lots of healthy engagement.

This is important because you are going to use the successful elements of these videos to create your own videos.

Use Video Titan's Video Researcher software to find highly viewed videos in your niche.



The idea is to find videos with high daily views and lots of engagement.

You can see in the above example that the video has high daily views 1.4K and a healthy engagement of 0.7%.

The next step is for you to watch videos from your search to see which elements of the video are likely to be making it so popular. For example in this case it might be that there is a step-by-step instruction or tutorial which helps people. It could be a repeated message or solution to a problem or it could be an aspect of addressing a need, want or desire.

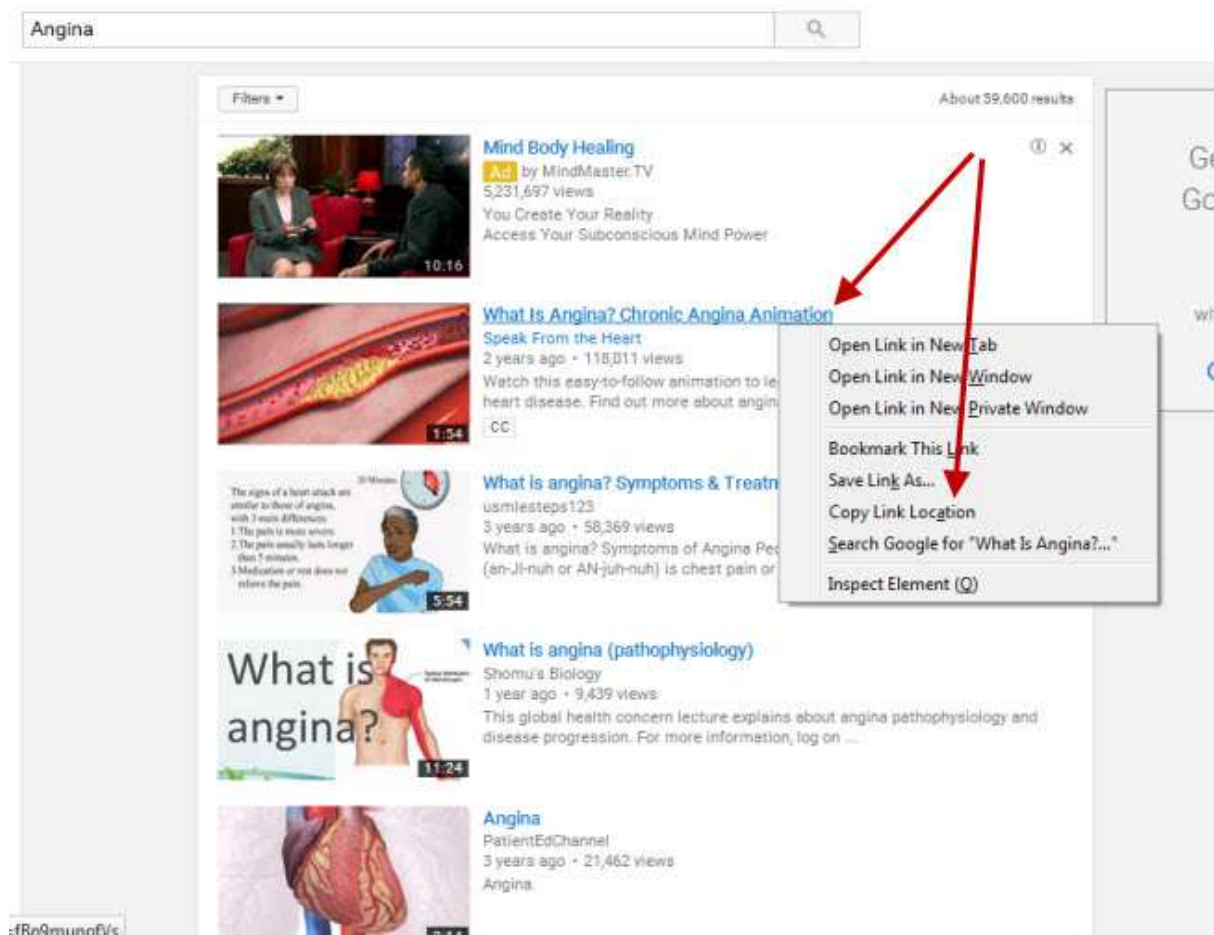
In any niche it will often be the case that certain aspects of the video are repeated that draw in the viewer and keeps their attention.

These are the elements you will want to identify in your video research.

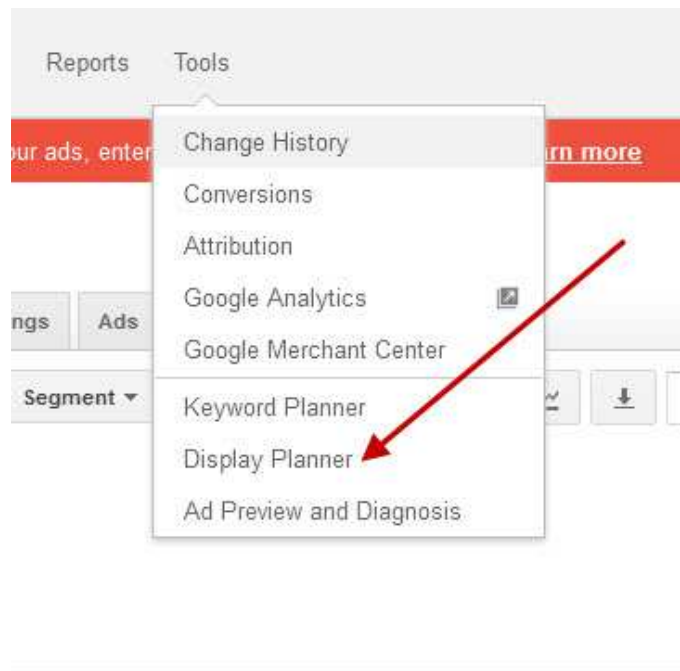
A second method for finding videos with high daily views is using what we call the "Reverse Video URL" method.

1) Enter your niche keyword into YouTube search box and hit the search button.

When the results are returned scroll to the first listing that doesn't have the "Ad" icon next to it. Right click and select "copy link location".

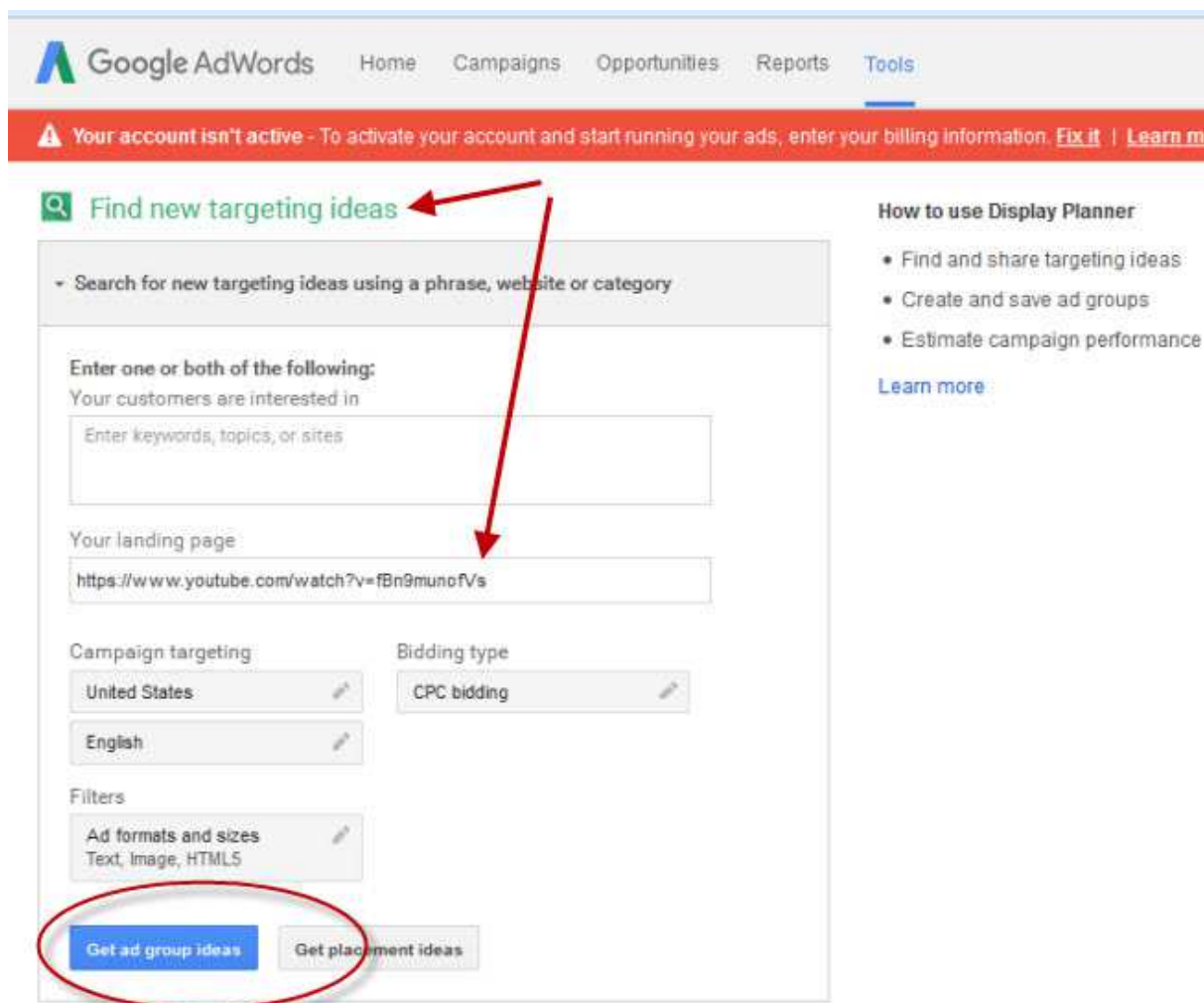


2) Next go to your adwords account and click on the "Tools" dropdown and select "Display Planner".

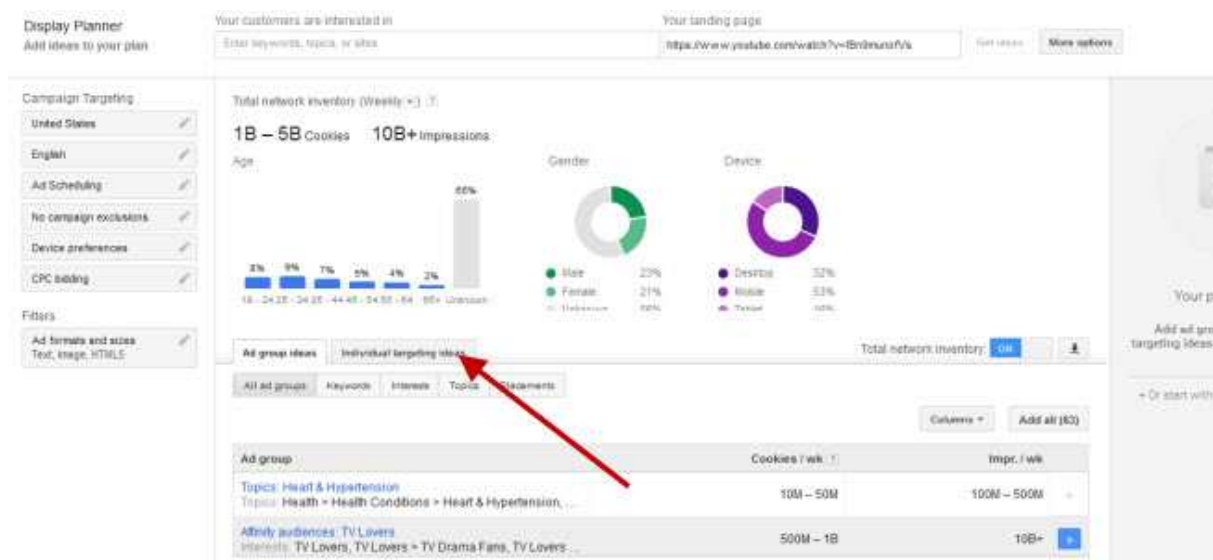


This will take you to this page:

3) Here you click on the "Find new targeting ideas" then enter the url of the video you just copied from YouTube. Then scroll down and click on the "Get ad group ideas" button.



Google Adwords will then take this video url and return data to you on the next screen.



4) Once you arrive at this screen click on the "Individual targeting ideas" tab.

Google will then return to you specifics about the audience of this video, such as keywords, interests, topics, placements and videos etc.

Keyword	Relevance	Bid. CPC	Cookies / wk	Impr. / wk
angina symptoms treatment	[Relevance Bar]	£0.00 – £0.50	100K – 150K	450K – 500K
angina symptoms	[Relevance Bar]	£0.00 – £0.50	50K – 100K	350K – 400K
angina chest pain	[Relevance Bar]	£0.00 – £0.50	50K – 100K	200K – 250K
heart angina	[Relevance Bar]	£0.00 – £0.50	200K – 250K	1M – 1.5M
angina treatment	[Relevance Bar]	£0.00 – £0.50	45K – 50K	100K – 150K
angina	[Relevance Bar]	£0.00 – £0.50	350K – 400K	1.5M – 2M
angina heart attack	[Relevance Bar]	£0.00 – £0.50	50K – 100K	200K – 250K
heart disease angina	[Relevance Bar]	£0.00 – £0.50	100K – 150K	500K – 1M

Remember, the video url you entered into adwords was the number 1 video for the keyword we entered according to YouTube.

This data then is laser targeted and you can take this information and use it to not only find other videos in your niche with very high views but also to get keyword ideas that people are using for their search that are highly relevant. For example,

angina symptoms treatment is the top keyword with 450K - 500K impressions per week.

In short you cannot get anymore targeted than using this method since Google is handing to you on a plate exactly what people interested in this niche are searching for so you know exactly what keywords to research and target in your ad.

Once you have researched those videos with the highest views in your nice you will then take these elements and apply them to your own video. Do not copy material as this is plagiarism. Rather adapt and put your own spin on it. If for example it is a quick tutorial you can record your own tutorial on the same subject. The idea is to recreate the element that is making the video a success.

Once you have identified these elements it's then time for you to create the images, text/slides that you are going to use in your video.


If you don't want to create these yourself you can easily outsource them to a great resource such as Fiverr.com. There are hundreds of people on Fiverr who will create images or slides for you and even a voiceover for just \$5 - so if you don't want to create these yourself it is a very affordable option for you.

### STEP 2: Record Your Video

The next step is to record your video.


Titan's 1 Click Video software allows you to create videos in seconds by simply importing text, images and even videos that you can tweak to then create dozens of animated slide options for you to choose from for your video.

OneClickVideo




New projectOpen projectSave As...


Upload your \*.MP3 audio file


 Upload MP3...

How many slides does your video have?


Choose Color or Background:


 4aa3df



 Choose Image File...

Default text color:

 fffffff



STEP 1. First, choose settings for your video

Next

It's very quick and simple but there are a few simple rules for you to follow when using the software to create your videos:

When recording your video it's important to remember that you want entice people to click on your ad so it's very important to record your ad following a particular format outlined as follows.

Ideally your video should be 30 - 45 seconds in length (1 minute) maximum.

Start by asking a question based on the result a view wants or empathize with a problem they likely have (5 seconds)

Next add credibility about who you are and why they should listen to you. If appropriate add a brief but strong statement about what you've achieved and how you can help them or give them. (10 - 20 seconds)

Give them more details about what to expect and ideally add include here an image in the video of the landing page they will arrive at after clicking on the link in the video. (This has proven to hugely increase conversions). (10 - 20 seconds)

Give them a call to action by telling them to click on the link in your video. Remind them about what they will get and the benefits. Finally repeat the call to action.

NB. Allow at least 4 or 5 seconds at the video to give them time to click on the link before the video closes.

Now that may seem a lot but it really isn't and we have provided an example script below that you can use as a template.

You can take this template and adapt it to your own product or service.

Be sure to add screen shots as described above to show your product and the landing page they will arrive at once they click on your link.

**Remember to leave enough time at the end of the video to allow the viewer time to click on the link.**

"How would you like to sell hundreds of t-shirts a week on TeeSpring instead of just 1, 2 or even none?

Hi, I'm Chris X and I am considered one of the top internet marketers.



I want to give you the exact blueprint to the step-by-step system I've created that has generated over \$500K in t-shirts in the last 6 months.

Click the link in this video and head over to my website to download my blueprint system while it's still available.

If you visit my website today I'll also give you a bonus coaching video that will get you started in the next 24 hours.

So click on the link in this video and I'll see you on the other side"

**Fiverr**

If you don't want to record your video yourself you can outsource this task easily and cheaply with a resource such as Fiverr ( <https://www.fiverr.com/>). Fiverr is an online resource where you can get literally any online task done for you for just \$5. All you need to do is create an account, it's free to join and then post your job which is also known as a "gig". Enter into the search box the type of service you need and then scroll through those offering that service. Select from those with good feedback scores, ideally above 4.5 and offering a timely turnaround.

When you post your gig be very clear about your requirements. In this case you will simply need to provide a script and instructions on the tone required for the video as well as any images you wish to include in your video.

To help you get started, if you choose to use Fiverr for your video recording, click on the list below to see our recommended top Fiverr people.

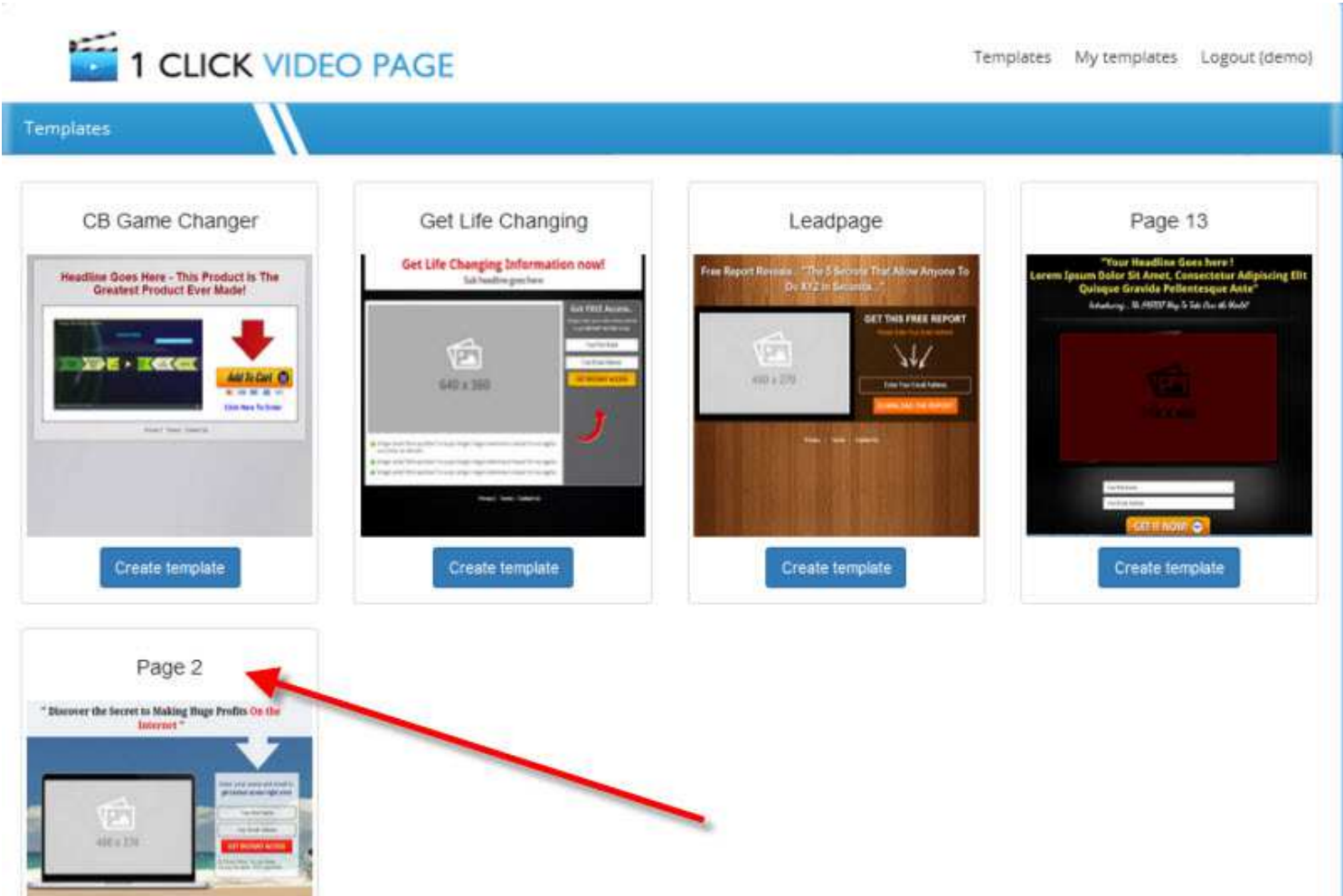
<http://www.cbgamechanger.com/titan/fiverr-green-screen-recommended.csv>

Simply browse through our recommended list and post your gig.

Once you have your script and images ready it's time for you to actually create your video.

**STEP 3: Create Your Landing Page**

So the next step is to run the VSL page maker to create your landing page for viewers after they click on your link.



Our software provides 20 templates for you to choose from. All you need to do is upload your images and text into then

run the software.

A quick note about landing pages:

Landing pages should be very simple and not complicated. The aim is to get the name and email address of the viewer to add to your list. So it's important that they are not distracted by other aspects on the page. So bear this in mind when creating landing pages. Once you have their email address you can at a later stage email them with other information but for now we just want to capture their name and email address.

NB: Once viewers have entered their details into the landing page they should be directed to your website. This is essential if Google are to approve your ad as they want all landing pages to link to a site with relevant information.

They should be directed to a page on your website where they can download your offer, bonus or product that you featured in your video.

It's important to note that your website should contain links at the bottom of each page to your:

- Contact information
- Privacy Terms
- Terms of service

In addition there should be some basic content on your site about who you are and what you do so ideally a 2 or 3 page website.

If you don't already have a website you can Google website software that you can use for free such as Wordpress. They are very easy to use and you can set up a website with content in less than an hour.

Then all you need to do is set up a page to feature your video offering.

If you don't wish to create your own landing page you can skip this stage by using our titan landing page template which we have provided for you - go to <http://192.169.200.59/~kushgo/teeganza/>.

#### **STEP 4: Set Up Your YouTube Channel**

If you don't already have a You tube account you will need to set one up.

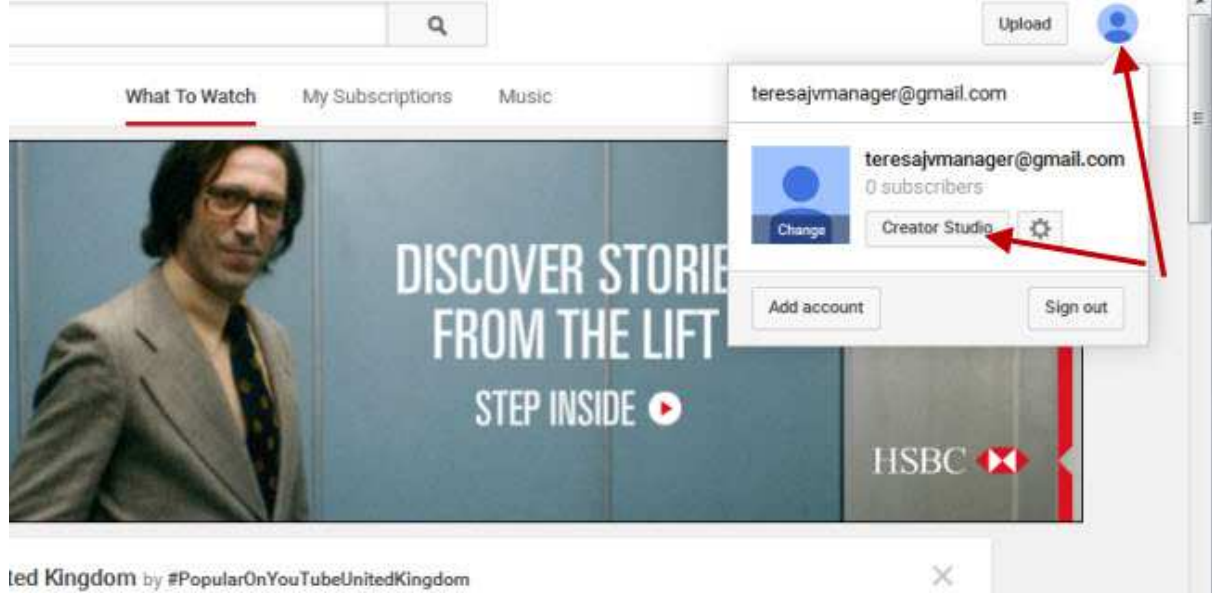
Go to [youtube.com](https://youtube.com) to create your new channel use the same email address and password that you use for your Google Adwords account.

When setting up your Channel name you can either use your own name which is ideal if you want to brand yourself or you can choose to use a generic name appropriate to your niche. If you are going to be recording videos in different niches it is probably better to use your own name or a generic non specific niche name.

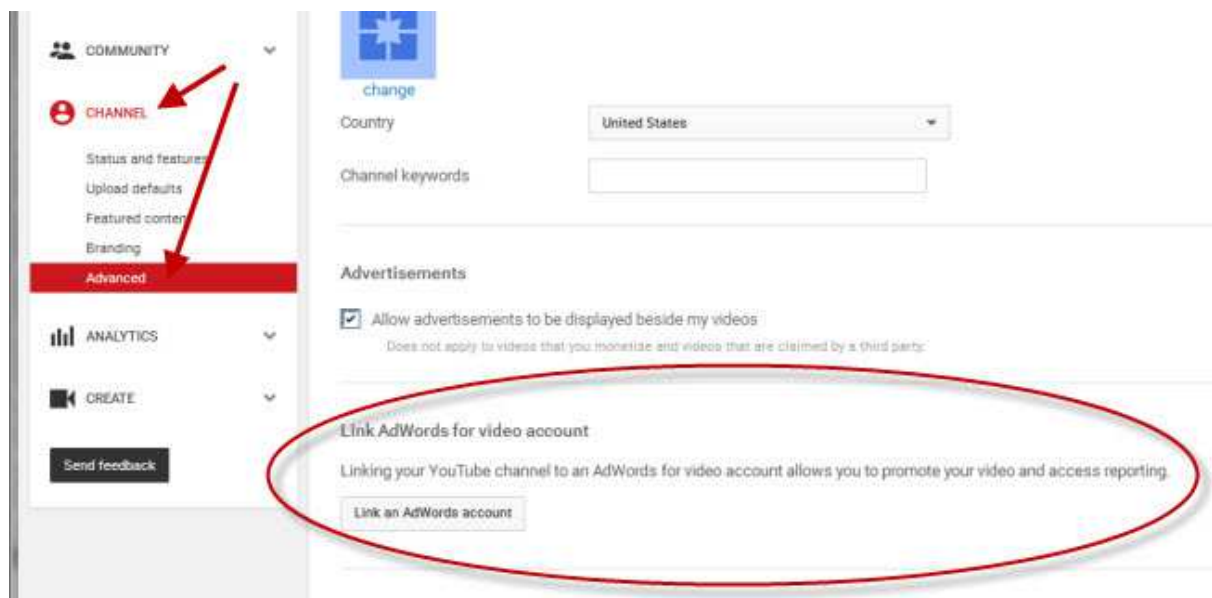
Next you need to make sure that you link your You tube Channel with Adwords before you set up your campaigns:

- 1) Log in to your You tube account
- 2) Click on the 'Your Profile in the top right corner and then click on Creator Studio:





Next on the left side of the screen click on the 'Channel' link and from that drop down click on the 'Advanced' link.

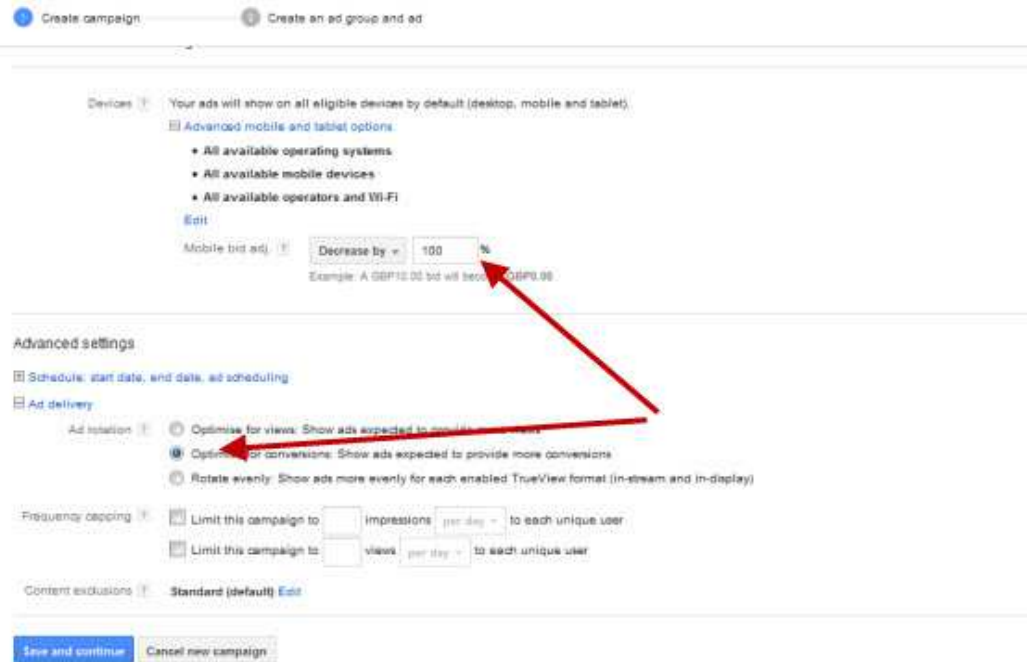


Next click on the 'Link An Adwords Account' link and you will be taken here:

- 1) Sign into your Adwords account.
- 2) Copy your Customer ID that will be displayed in the top right of the screen once you log in.
- 3) Paste your Customer ID number into the box below.

Finally, click the 'Next' button and give a name to your account.

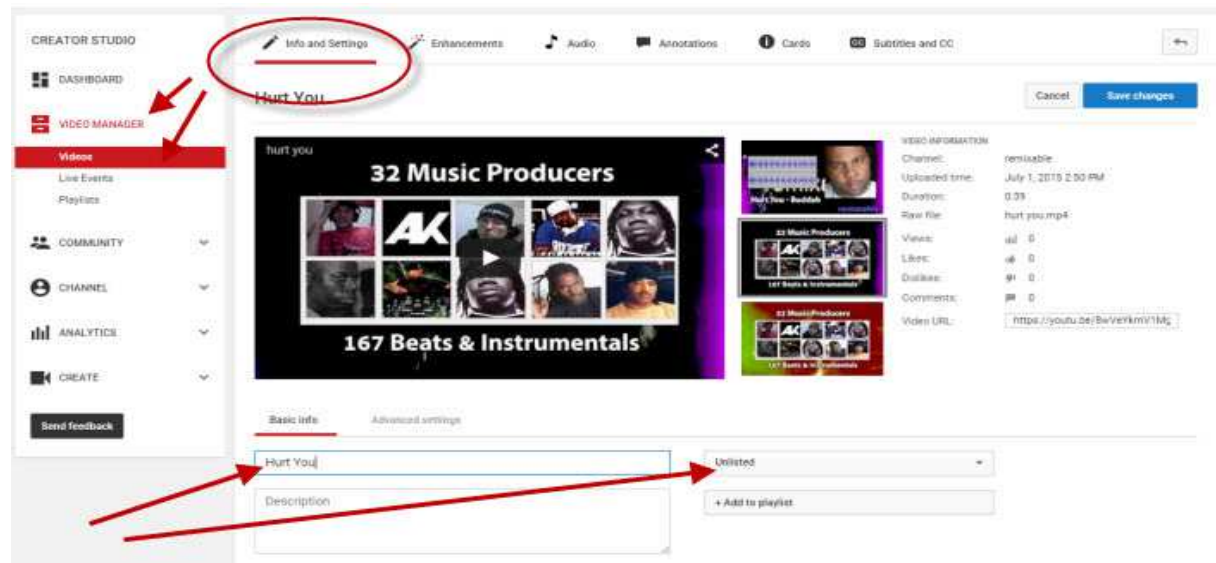
Once you have completed these steps your Adwords account will then be linked to your You tube Channel.



Next you will need to configure your video:

Once you have uploaded your video to your Channel you will need to configure the settings in the "Info and Settings" tab.

- 1) Leave the Video as 'Unlisted'
- 2) Enter the title for your Video



Under the 'Advanced' settings tab leave all the boxes unchecked except for 'Allow Embedding' which you can leave checked.

Select your "Category" from the dropdown menu.

Don't forget to Save your changes.

The image shows the YouTube video settings interface. At the top, there are two tabs: 'Basic info' and 'Advanced settings'. The 'Advanced settings' tab is selected and circled in red. Four red arrows originate from this tab: one points to the 'Comments' section, another to the 'Category' dropdown menu (which is set to 'Music'), a third to the 'Caption certification' dropdown menu (set to 'Select one'), and a fourth to the 'Save changes' button at the bottom right. The settings are organized into several sections: 'Comments' (with checkboxes for 'Allow comments' and 'Users can view ratings for this video'), 'License and rights ownership' (with a dropdown for 'Standard YouTube License'), 'Syndication' (with radio buttons for 'Everywhere' and 'Monetized platforms'), 'Caption certification' (with a dropdown for 'Select one'), 'Distribution options' (with checkboxes for 'Allow embedding' and 'Notify subscribers'), 'Age restrictions' (with a checkbox for 'Enable age restriction'), 'Category' (a dropdown menu set to 'Music'), 'Video location' (a text input field with a 'Search' button), 'Video language' (a dropdown menu set to 'Select language'), 'Recording date' (a text input field with a 'Today' button), 'Video statistics' (with a checkbox for 'Make video statistics on the watch page publicly visible'), '3D video' (with a checkbox for 'This video is 3D' and a dropdown for 'Side by side: Left video on the left side'), and 'Content declaration' (with a checkbox for 'This video contains a paid product placement or endorsement'). At the bottom, there is a status bar that says 'Some changes are not yet saved.' and two buttons: 'Cancel' and 'Save changes'.

Once you have created and named your channel make sure you optimize it by adding a channel header and include a profile picture. Try to add a least 5 videos to your channel. If you have just created your channel and don't have any videos to upload you can easily outsource these to Fiverr (fiverr.com) for \$5 each. Simply research five articles in your niche and use Fiverr to turn them into videos

## STEP 5: Choosing Custom Thumbnails

It's important to understand that choosing the correct thumbnail to use with your ad is critical. This is because the thumbnail you use can massively boost view rates. You can liken your thumbnail to having the same importance as that of a Facebook ad.

Bear in mind that the higher your view rate the lower your cost per view will be. So it's important not to underestimate the influence and power a thumbnail can have on your ads performance as long as your thumbnail image is relevant to your ad. If your thumbnail image is not relevant to your ad then as soon as people click on it, they will immediately abandon it and click away.

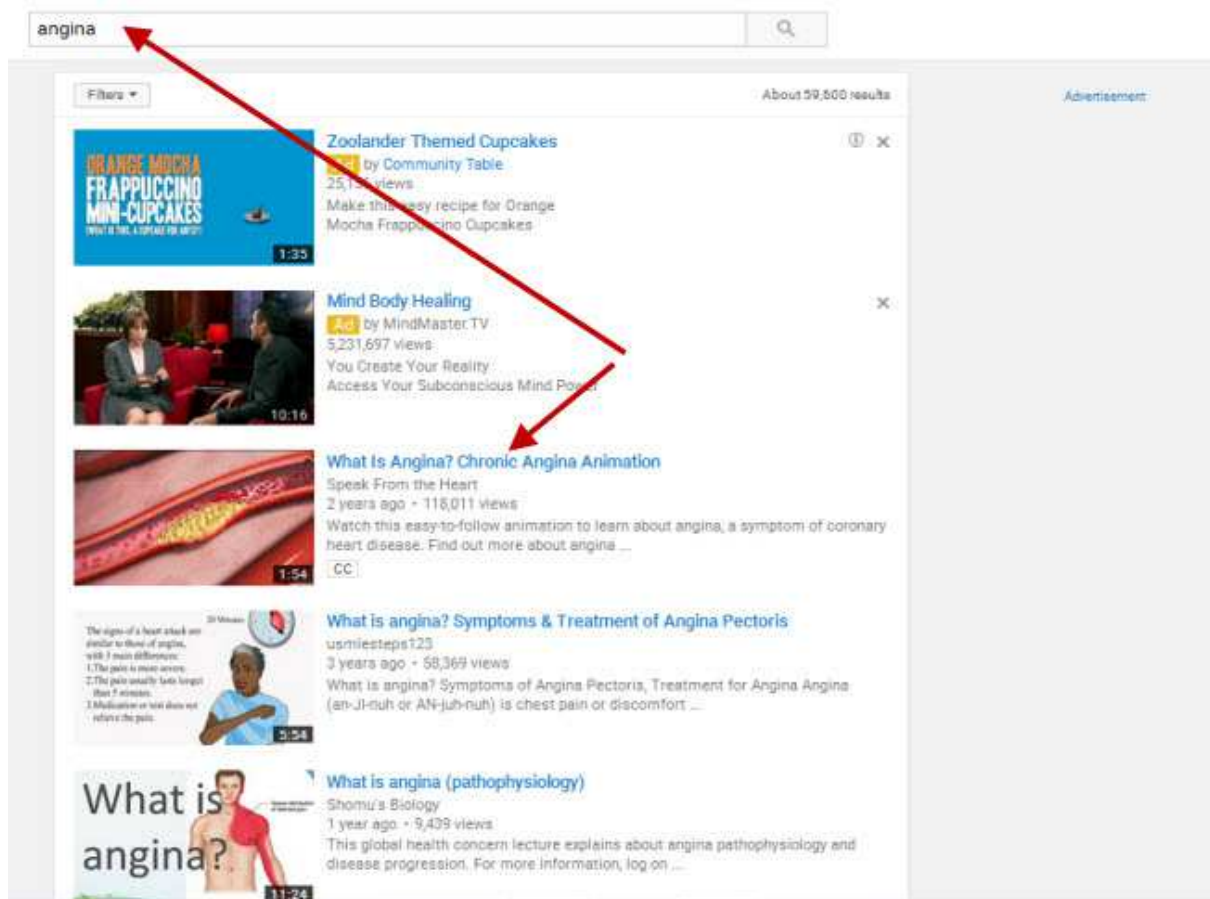
Excellent sources for finding thumbnails are:

YouTube Search - YouTube.com

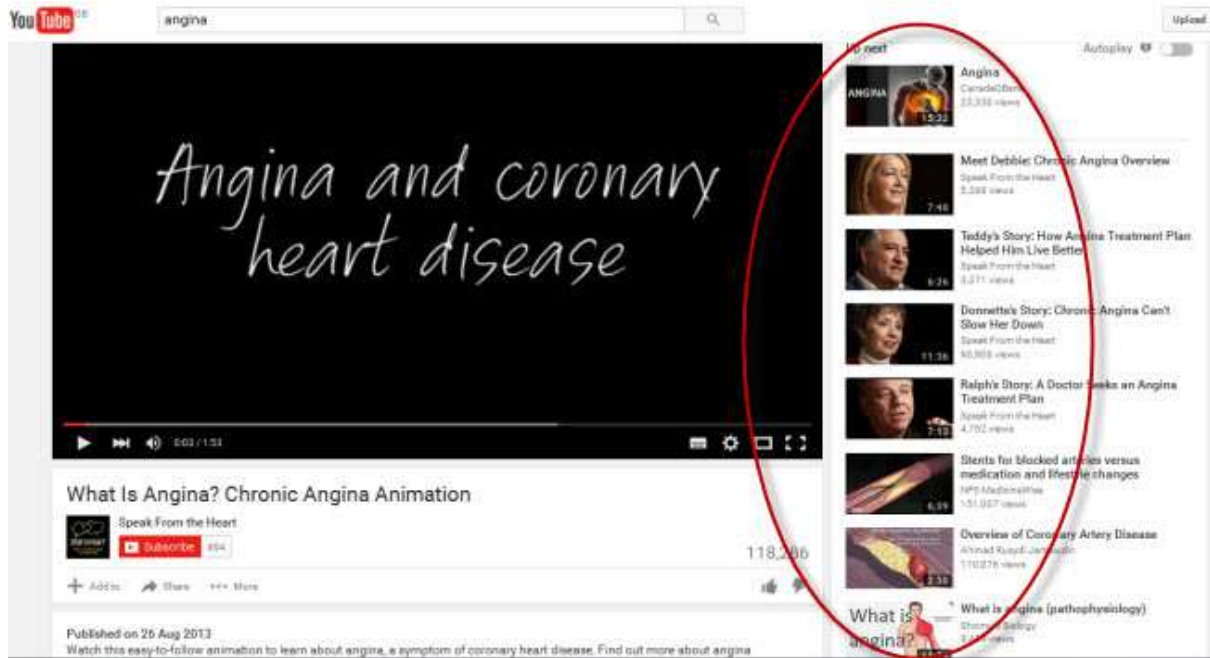
Buzzfeed Trending - [buzzfeed.com/trending](https://www.buzzfeed.com/trending)

Buzz Sumo Trending - [app.buzzsumo.com/research/trending](https://app.buzzsumo.com/research/trending)

With YouTube (youtube.com) you can just enter your keyword into the search box and look through the images that are returned to get ideas of which images are working.



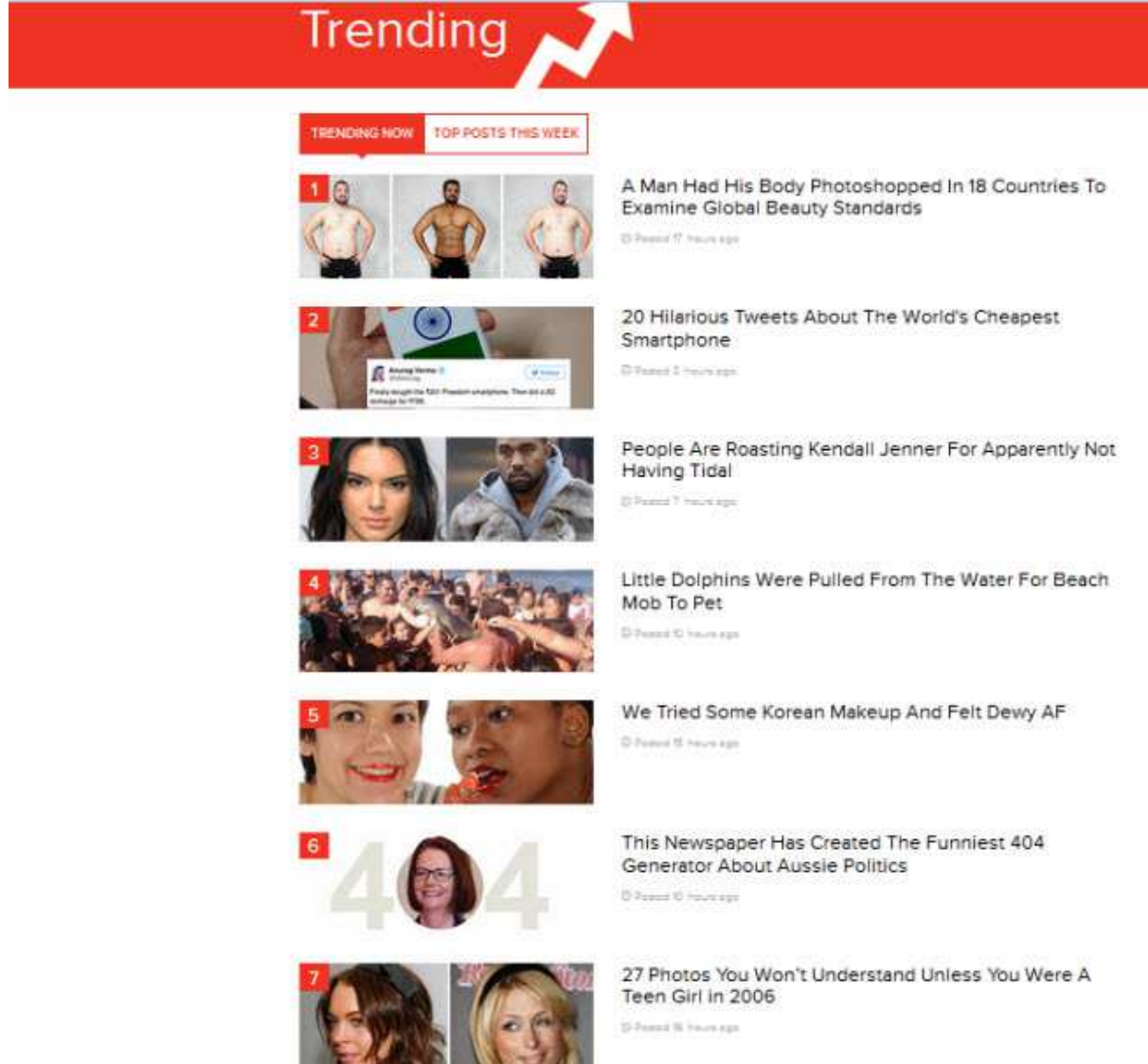
You can then click on the first video that is returned for your keyword and look through the images that then appear down the right hand side. Approximately 70% of video views are generated from these 'recommended videos' down the right hand side so they are definitely worth taking note of.



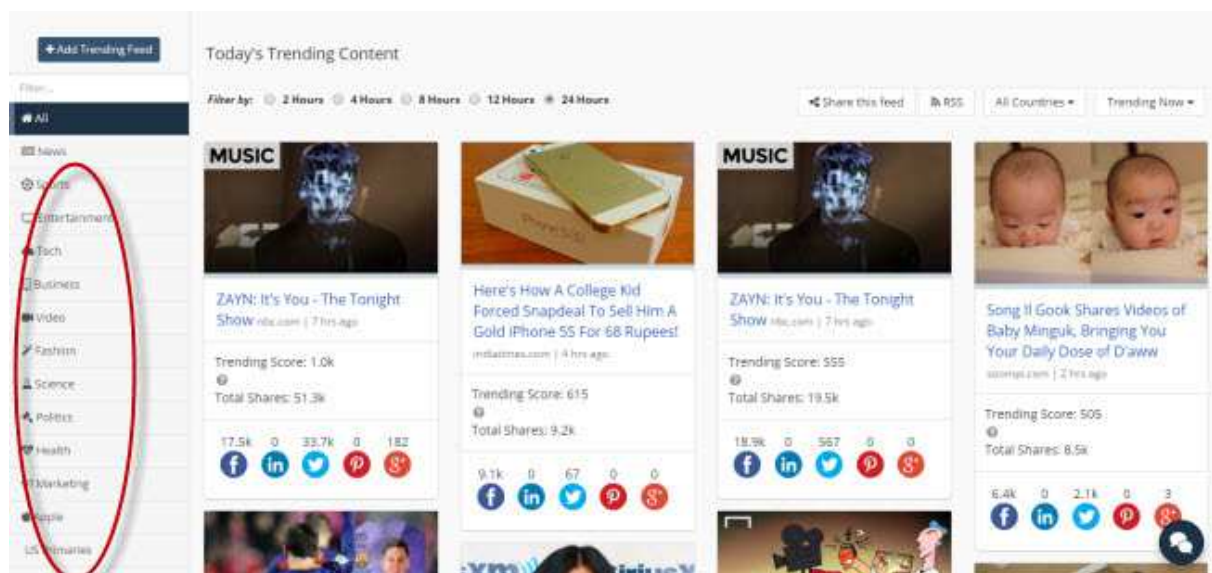
Understand that the majority of views are coming not from searches on YouTube but from these 'recommended videos' listed down the right hand side, when people are watching videos so it pays to make sure you have a thumbnail that will get results.

With Buzzfeed (buzzfeed.com/trending) you can scroll through the listings to see what's trending - if you see an image that is relevant to your niche then you can use it as an idea/concept for your own thumbnail since it has already proven to be getting very high views.





With Buzzsumo ([app.buzzsumo.com/research/trending](http://app.buzzsumo.com/research/trending)) you can also scroll through currently trending content with the added benefit of searching through their category listings e.g. health.



The main purpose of these sites is to get ideas for your images that will attract views, as we mentioned above, you shouldn't copy these images but rather use them for ideas when either looking for or creating your own images.

So, once you have some idea of the type of image you should be using you will then need to find images that you can use.

Again, you have a few choices here;

1) Google Images - if you search Google images and use the "Advance Image Search" option you will be able to select

images that can be used for commercial use so that you don't get penalised further down the line for using copyright property.

Find images with...

all these words:

this exact word or phrase:

any of these words:

none of these words:

To do this in the search box

Type the important words:

Put exact words in quotes:

Type OR between all the words you want:

Put a minus sign just before words you don't want:

Then narrow your results by...

image size:  Find images in any size you need.

aspect ratio:  Specify the shape of images.

colors in image: ☒ any color ☐ full color ☐ black & white ☐ transparent ☐ this color  Find images in your preferred colors.

type of image:  Limit the kind of images you find.

region:  Find images published in a particular region.

site or domain:  Search one site (like ) or limit your results to a domain (like  or

SafeSearch:  Tell SafeSearch whether to filter sexually explicit content.

file type:  Find images in the format you prefer.

usage rights:  Find images you are free to use yourself.

2) Dollar Photo Club ([dollarphotoclub.com](http://dollarphotoclub.com)) Here you can pick up images for \$1 an image which are free to use commercially. If you are a dab-hand at photo-editing you can then edit these photos as you wish for example, inserting text to make them even more prominent for your ad.

3) Creative Commons ([creativecommons.org](http://creativecommons.org)) This is a great resource to use if you want an image of a personality or celebrity but be sure to read the license stipulations first - often the images are free to use as you wish but in some cases there are some stipulations you must abide by if you want to use the image.

## STEP 6: Video Ad Writing Formula

When writing your video ad bear in mind that you want a high vtr (video through rate) so it's important to make sure your ad is written in such a way to attract the highest number of views possible. We have already discussed how important your thumbnail image is in attracting views and having the right image can make a huge difference in the number of views your ad receives. These include images with big benefits in words, images that show a desired result and images with bright colours and coloured boarders.

Secondly, your headline should be powerful and results driven. Try to address a "pain point", "pleasure point" or "sympathy" with the viewer and then turn it into a question. In short, your ad should speak directly to the person you are trying to reach by researching and understanding their needs, pain points, needs and wants). For example:

Angina Pain?  
Short Video Reveals How To Get  
Guaranteed Results Fast. Watch Now!

The headline addresses addresses the pain point of the angina sufferer and the description then delivers a benefit to someone who had this problem. Finally, the call to action "Watch Now" tells the viewer what they should do next.

This type of ad could have an image as simple as white text on a red background with a coloured border. The text might read

"Fast Acting  
Angina Relief"

A simple design but one that will stand out and be noticed straight away in the recommended video listings.

Finally, your description should have a call to action - in other words a clear action that you want viewers to take.

Another angle to take with your adds is to use an ad format with that creates enough curiosity that a viewer feels almost compelled to click on the ad. For example,



Using the above format your ad might say:

"Control Angina With This  
Guaranteed Results Fast. Watch Now!"

Another example is:

"Lose Belly Fat With This  
Guaranteed Results Fast. Watch Now!"

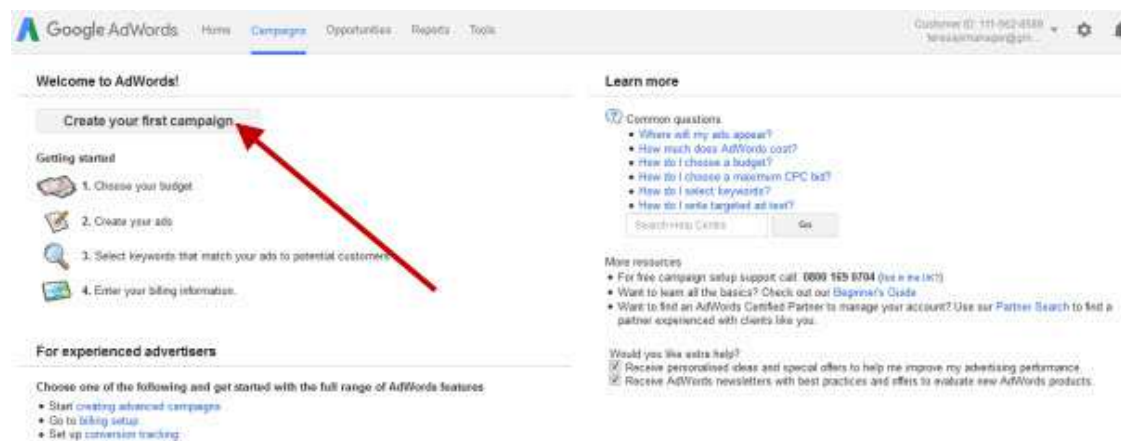
In the above examples a viewer who suffers from Angina or Belly Fat doesn't know what "This" is and so feels compelled to click on the add to find out more.

Keep in mind the following that your ad should always be consistent with your video. You should make it stand out from the competition as much as possible. Look at your competitors ads aim to make your ad better!

## STEP 7: Set Up Your Adwords Video Campaign

Next it's time to set up your Adwords video campaign.

So log into your Google Adwords account and select "Create your first campaign".



1 Give your campaign a name so that you will be easily able to recognise what it relates to when you return to check how your ad is performing.

2 Select "Video" for your campaign type and "Standard" for your ads.

3. Set your daily spend between \$10 and \$25 depending on your budget.

3 Select "Standard" for the delivery method.

Google AdWords Home Campaigns Opportunities Reports Tools

1 Create campaign 2 Create an ad group and ad

Campaign name: In Display - Search Angina Keywords US

Type: Video

Standard - Ads driving views, awareness and conversions  
 Mobile app installs - Ads encouraging people to install your mobile app  
 Shopping - Ads encouraging people to buy products listed in your Google Merchant Center account  
[Learn more about campaign types](#)

or load settings from: Existing video campaign

Budget: £ 10.00 per day (Format: 100.00)  
Daily budget represents your average spend over the month; actual spend on a given day may vary.

Delivery method (advanced)  
 Delivery method: Standard: Display ads evenly over time  
 Accelerated: Show ads as quickly as possible

Networks  
☒ YouTube Search  
☐ YouTube Videos  
☐ Include video partners

- Next....
- 4) Select "You Tube Search" only.
  - 5) Select United States or the countries you wish to target.
  - 6) Select "English" unless you want to target other language speaking countries.

Networks ☒ YouTube Search  
☐ YouTube Videos  
☐ Include video partners

Locations  
 Which locations do you want to target (or exclude) in your campaign?  
☐ All countries and territories  
☐ United Kingdom  
☒ Let me choose...

Targeted locations	Reach	Remove all
United States - country	155,000,000	Remove   Nearby

Enter a location to target or exclude:  [Advanced search](#)  
For example, a country, city, region or postcode.

Languages  
 What languages do your customers speak?  
 English [Edit](#)

- Next
- 7) Select "Decrease" from the drop down box and enter 100%. This is because you do not want your ads displaying on mobile. If you wanted to run a campaign to mobiles with browsers then you would set up a separate campaign for this.
  - 8) Under Advanced Settings select "optimize for conversions".
  - 9) Click "save and continue".

Create campaign    Create an ad group and ad

Devices: Your ads will show on all eligible devices by default (desktop, mobile and tablet).

Advanced mobile and tablet options

- All available operating systems
- All available mobile devices
- All available operators and Wi-Fi

Mobile bid adj: Decrease by 100%  
Example: A GBP10.00 bid will become GBP0.00

Advanced settings

Schedule: start date, end date, ad scheduling

Ad delivery

Ad rotation:
 

- Optimize for views: Show ads expected to provide more views
- Optimize for conversions: Show ads expected to provide more conversions
- Rotate evenly: Show ads more evenly for each enabled TrueView format (in-stream and in-display)

Frequency capping:
 

- Limit this campaign to [ ] impressions per day to each unique user
- Limit this campaign to [ ] views per day to each unique user

Content exclusions: Standard (default)

Save and continue    Cancel new campaign

Once you click on the "save and continue" button it's time to set up your ad.

- 1) Give your Ad a name so you can identify it later on.
- 2) Enter the url of your video
- 3) Set your maximum bid per view at \$0.25.

Once you enter your url the video image will appear on the screen.

So now it's time to select which thumbnail you want to display. If you have created a custom thumbnail when you created your video it will show this as the first option so you will need to select the correct image to use as the thumbnail.

Next you will need to enter the headline of the ad and the description following the format we discussed earlier.

Select "My Channel page on YouTube" - this is where the viewer will be taken to watch the video.

Make sure "On YouTube search results" is the selection shown below your ad preview.

Create campaign    Create an ad group and ad    Account linking

In-display

Your in-display video ad includes an image and some text. It can run on YouTube search results, next to related videos, on the YouTube homepage, or on partner sites and apps. This ad will show differently, depending on the website or where on YouTube it appears. You pay only when someone clicks your ad to watch your video.

Thumbnail: [Image 1] [Image 2] [Image 3] [Image 4]

Headline: Treat Angina With This

Description 1: Watch This Short Video To Learn

Description 2: 6 Ways To Treat Angina Pain

Landing page:
 

- My channel page on YouTube
- The video's watch page on YouTube

Ad name: Video ad 1

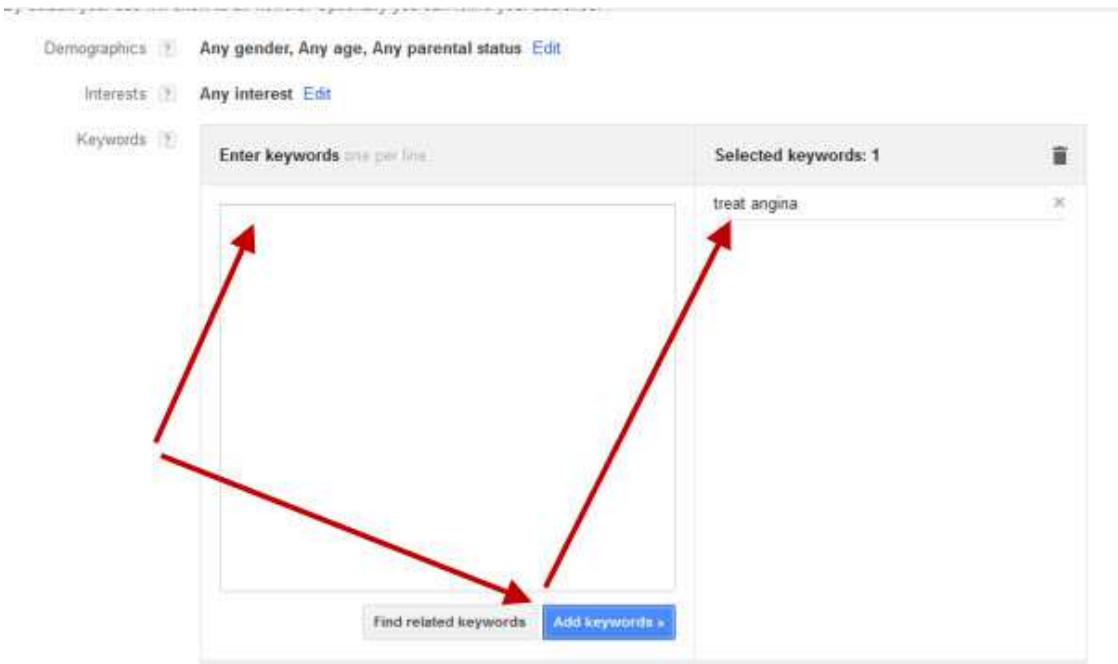
Preview in-display ad

On YouTube search results    On YouTube related videos    As a YouTube overlay    On partner websites

Next...

- 4) Enter your keywords and then click on the "Add keywords" button and the keywords you have entered will move over to the "Selected keywords" box.

When you are starting out, especially with a small budget it is best to use between 1 and 3 keywords until you can see how your ads perform. You can always run more keywords at a later stage but at first stick with your main keyword and run a test with that.



Once all this is completed click the "save ad group" button.

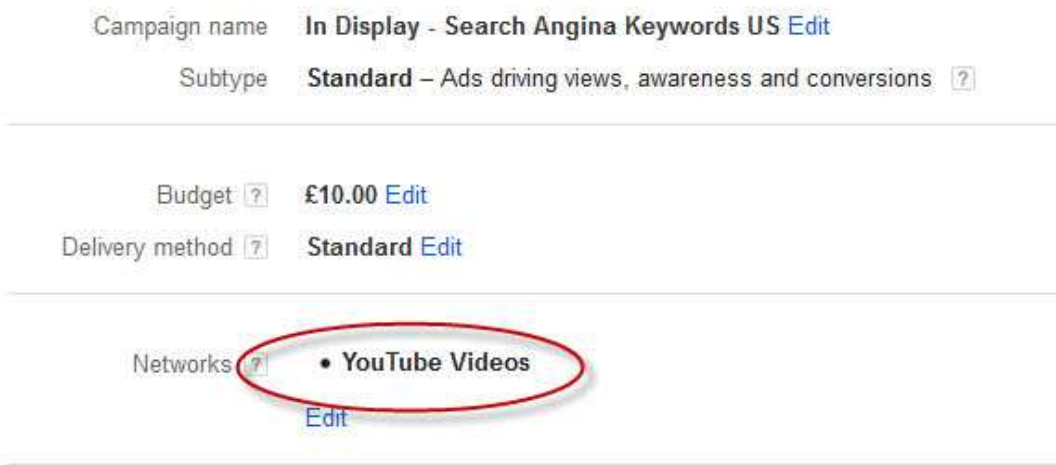
If you haven't already linked your youtube channel with your adwords account then on the next page you will be asked to do this. It's a very quick and simple process which we covered earlier in this guide.

And that's it, your ad is ready to run.

So the above process covers gives you a template for running YouTube InDisplay YouTube Search campaigns for people searching on Youtube.

But not only should you be targeting people searching on YouTube you will also want to target people who are actually watching videos. We call these YouTube InDisplay Youtube Video campaigns.

When setting up your campaign for people watching videos your settings would remain the same except for the network you select. In this case you would select "YouTube videos" instead of Youtube Search - see below:



**STEP 8: Analyse Your Campaign Results.**

So at this stage your campaign should be running and because of that you can now take a look at your campaign data and decided what the next steps are for your campaign - in other words you need to decide if you should you "kill" your ad because it is not performing, "tweak" it because it's performing ok and is worthwhile tweaking slightly to improve performance or you have a winner so you should let it run until sales die off.

Killing your ad is self explanatory as all you need to do is pause your ad to stop it running. Likewise if you have a winning campaign then just let it run until sales start to die off.

However, if you decide to tweak your ad then you can either raise your bid amount and daily budget or you could try and change just one element of the ad i.e. run it with a different but relevant video for that niche, or you may decide to change one element on your landing page if you are getting views but no sign ups to see if this makes a difference.

We recommend you only change one element at a time so that you can test it out. If you change 2 or 3 elements at one time and your ad improves or declines you will not know which element of change is responsible for this so it is best to just change one aspect at a time. If this change improves your ads performance let it run for a few days and tweak again. If your change doesn't result in an improvement in your ad performance then change another aspect and test that out.

Remember, even a slight tweak to your ad can cause a huge difference in the viewers engagement so it is very worthwhile to test and aim to pin point the winning aspects of your ad.

### **First 5 days**

So you should have bid high as we recommended but with a low budget starting out - you can always increase your daily budget if needs be.

However, once you start getting traffic you should lower your bid slightly to see what effect it has on your traffic. If your ad stops showing or your traffic slows down then you should raise your bid slightly so your traffic increases again.

The idea here is to find the exact "sweet spot" so that you only pay what you need to pay for your ad to show and get traffic. You should do this every day for the first 3 to 5 days and monitor each day at this stage to get your bid amount as low as it can be without adversely affecting your traffic numbers.

### **First 2 - 3 Weeks**

So by now you should have established your "sweet spot" for traffic and your ad should be running along nicely.

Next you need to pay attention to your target groups. If you have more than one target group then you need to "kill" the target groups that are not performing.

So if you are targeting more than one keyword in your campaign then "kill" the keywords that are not performing. The best way to do this is to pause the campaign and pull out the keywords that are performing well and put them into an adgroup of their own and run that campaign. However, if you have just one keyword per ad group you can just go ahead and kill that ad group and leave it at that.

As a rule of thumb you should let a campaign run for \$10 - \$15 before killing it - this is not set in stone just a guideline. If you have an instinct that it's not going to perform even at \$5 then just kill it because 99% of the time your instinct will be right.

If you have a scenario where none of your targeting groups are performing then you need to go back to your video and look at the VTR (view through rate) to see how many viewers are clicking through to your landing page.

Ideally follow these guidelines - again they are not set in stone but to be used as a yardstick for measuring the likely success of your campaign. These are guidelines to be used after following the steps above and NOT in the first days of your campaign - give your campaign a chance to succeed and then after 2 - 3 weeks follow these guidelines:

If you are getting views and click through's but your sign ups on your landing page are not happening then you need to look at your landing page and improve it by tweaking the header, the image it has or any text on the landing page. Again just tweak and test one element at a time so you can establish what is or isn't working on the landing page.

This may seem like a long process but it isn't really because more often than not it is just one element of your campaign that you have to tweak in order to improve the overall performance of your campaign.