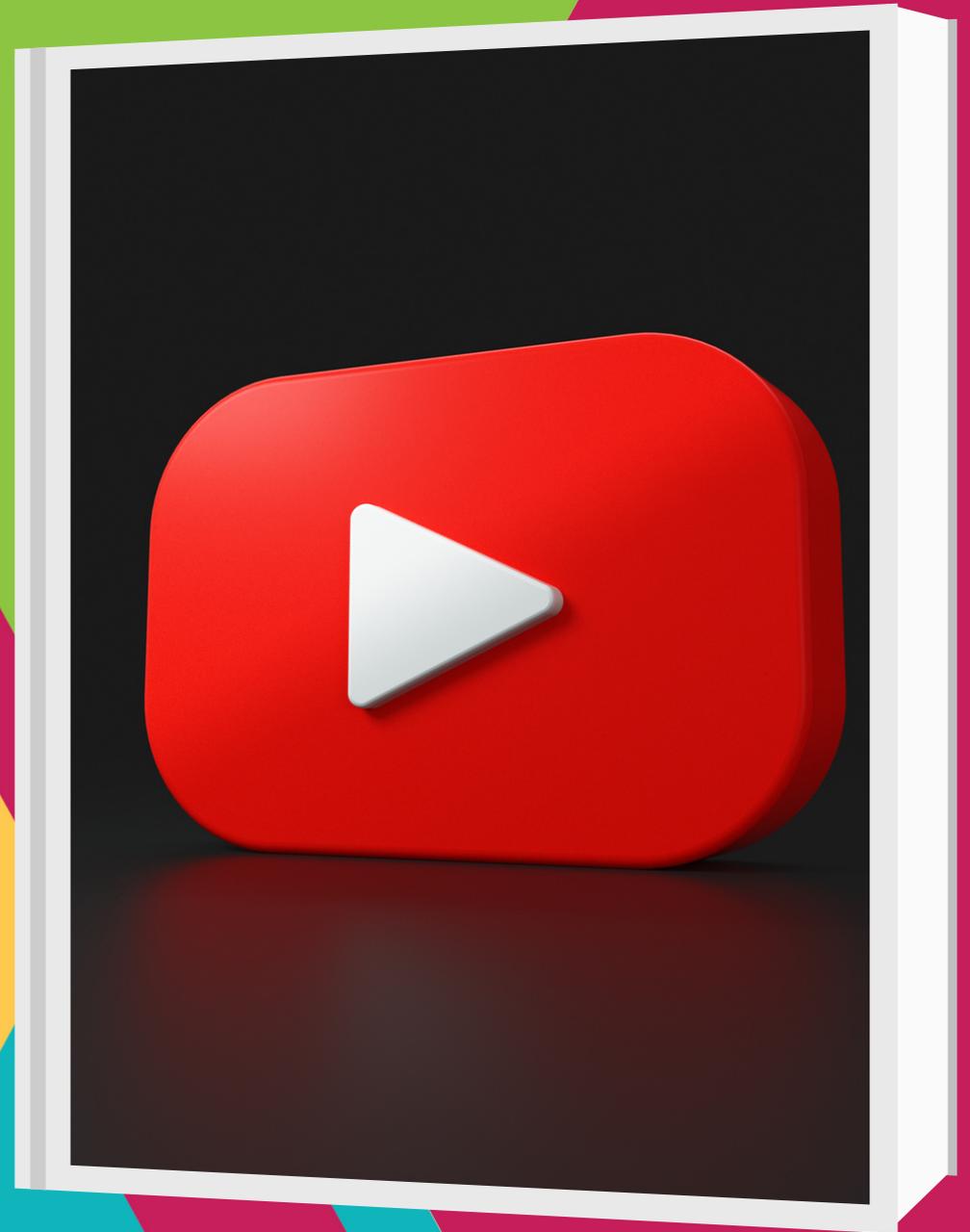


YouTube Ads Service Summary



**CREATIVE
CONVERSIONS**

www.creatiiveconversions.co



Service Summary

YOUTUBE ADS



WHAT?

YouTube Ads means advertising on YouTube, the online video-sharing platform, promoting video content, or in relevant search terms in YouTube Search.

WHY?

- Over the last two years, the number of small and medium-sized businesses advertising on YouTube has doubled.
- YouTube is the second most-visited website after Google.
- YouTube made \$4.96 billion in advertising revenue in 2019.
- YouTube reaches more 18 to 49 year-olds than any other broadcast or cable network on mobile.
- 6 of 10 users prefer online video platforms to live TV.
- 78.8% of marketers say that YouTube is the most effective video marketing platform.
- At current spend levels, YouTube delivers a higher return on investment (ROI) than television commercials in 77% of studies.
- 70% of shoppers say they're open to learning about products from brands they see on YouTube.
- 59% of executives prefer to watch a video rather than read text.

Service Summary

YOUTUBE ADS



HOW?

YouTube ads campaigns which usually run through Google Ads, reach potential customers and have them take action when they watch or search for videos on YouTube – and only pay when they show interest.

WHO?

- Our YouTube Ads specialists will drive your YouTube Ads campaign towards success.

Some Important Benefits of Working with Creative Conversions:

- No Lock-in Contracts
- No Setup Fee
- Experienced Specialists
- Your Accounts Belong To You
- Proactive Communication

Our Approach To YouTube Ads Management

Our certified team understands what it takes to develop a great YouTube advertising strategy for your business. We focus specifically on creating targeted campaigns that are cost-effective & profitable.

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YOUTUBE ADS



Research & Discover

In the initial stages, we understand and research your business as much as possible, including its complexities & target audience.

Competitive Analysis

Our experts will analyze your business, industry, and how the different players in the market are running ads.

Comprehensive Account Analysis (Only for Running Accounts)

Without an understanding of historical data and competitive analysis in YouTube Ads management, you can't drive a campaign to success. The most important asset available to us is your historical account data. Our specialists focus on this and supporting aspects to meet your advertising needs and generate maximum results

Build Strategy & Campaign

Our research and analysis will jointly translate into an effective PPC strategy. Our YouTube Ads specialists draft a complete action plan and strategy that will deliver the best results to achieve your business goals.

Optimize, Grow & Repeat

Campaign Ads will be tested using A/B testing methods to determine which ads lead to high performance. Our experts will make sure that your YouTube Ads campaign is properly optimized to achieve your business goals.

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YOUTUBE ADS



TYPE OF ADS

We can run the most popular types of in-stream ads by keeping in view campaign goals. i.e.,

- Skippable
- Non-skippable

To run ads on YouTube you should have your channel on YouTube and video URLs as well to be provided while completing briefing docs.

OUR PROCESS

On Initiation

- We send a briefing document for you to fill in.

Campaign Setup

- We set up campaign parameters as per the brief.
- The final element is billing and going live.

Management

- Statistical reviews.
- Ongoing optimizations.
- Monthly Reporting.

Service Summary

YOUTUBE ADS



WHY CHOOSE US

Management

Being a reputable YouTube Ads service provider, we will ensure that you are connected with the potential audience.

Expertise

As a YouTube Ads management company, we have a team of highly skilled and experienced PPC consultants with years of hands-on experience in delivering good results.

Stability

With an extensive, full-time staff and a strong track record in different internet marketing disciplines, we are the YouTube advertising agency you can rely on.

OUR RESPONSIBILITIES

- Get appropriate information to set up a campaign.
- Set up campaign structures professionally and according to the brief.
- Prepare campaign content for your review and approval.
- Implement approved campaign copy to specification.
- Set up all conversion functions to ensure a clear measurement of results.
- Perform campaign optimization where needed.
- Report results accurately each month.

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YOUTUBE ADS



YOUR RESPONSIBILITIES

- Working closely with our YouTube Ads team to get the best engagement and result
- Filling out the initial brief completely and on time
- Review, fine-tune and approve the campaign structures and content in a timely manner.
- Work closely with our YouTube Ads specialists in the early weeks, for fine-tuning the campaign
- Work closely with us when recommendations are made to improve performance.

YOUTUBE ADS



LIMITATIONS

Campaign Limitation:

- Ads disappear once a campaign reaches its budget and listings will disappear once a campaign is complete.

Our YouTube Ads Process Limitation:

- Responding efficiently to each aspect of registered project proceedings is very important to be on a smooth path.
- Our YouTube ads team follows a well-defined process to keep track of projects.
- Any delays from your side towards any aspect of the project can create limitations for us to proceed and complete activities within a determined timeline. i.e.
 - If the intake form is not completed or partially completed on your side, there will be limitations that will arise for the Ads team to take the next step of Campaign drafting/setup on time.
 - If there is a delay in approvals from your side in regards to any opportunity, suggestion, or recommendation, the Ads team will be unable to implement the best practices, strategies, or experiments to improve the campaign.

Service Summary

YOUTUBE ADS



WHAT'S NEXT?

When the YouTube Ads campaign is successful and has achieved the goals it was set out to reach, then the strategy can be expanded by testing:

- Google Search & Display Ads
- Re-Targeting
- Social Media Ads
- SEO
- Social Media Management