

Google  YouTube

Video for every
business goal



Join this Presentation

1

Search
“Create with Google”
and enter the website



Create with Google



2

Within the site, tap the
menu icon



3

Tap “Join a Presentation”

Join a Presentation



4

Once prompted, enter
the Access Code
shown below

Access Code

Just a few questions
before we get started.

First Name
*Required

Last Name
*Required

Work Email
*Required

Role
*Required

Submit

How many times have you purchased ads on YouTube?



Never

Once or twice

Several times

Could give this talk

How many times
have you purchased
ads on YouTube?

Never

Once or
twice

Several
times

Could give
this talk

Customers come to YouTube to get...



Inspiration



Guidance



Confidence





More than half of us search for a product on Google



Then go on YouTube to learn more about it





90%

of people say they discover
new products on YouTube.



Over

half of shoppers

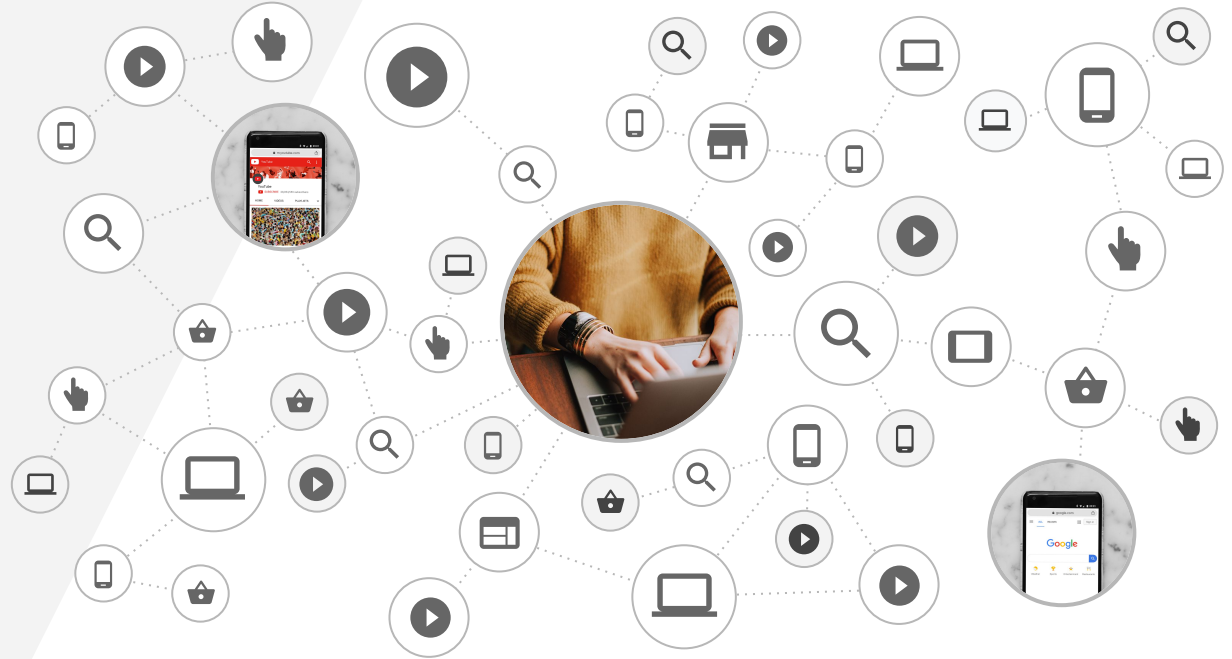
say online video has helped
them decide which specific
brand or product to buy.



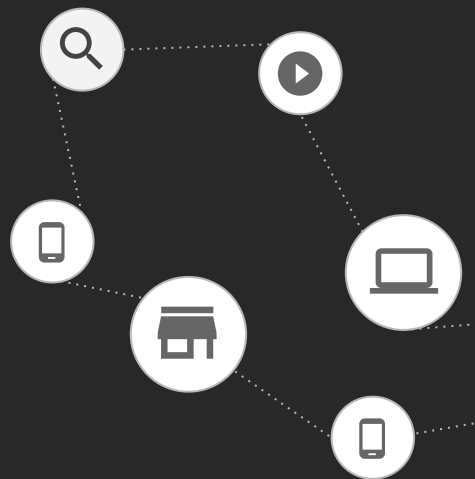
Over 70%

of YouTube campaigns drove a significant lift on offline sales.

Your customers are on YouTube, at all different stages of their buying process



Reach your customers at every stage of the consumer journey



Reach your customers at every stage of the **consumer journey**



Show up at every stage of the buying cycle



Find your best customers



Measure growth at every stage

Reach your customers at every stage of the **consumer journey**



Show up at every stage of the buying cycle

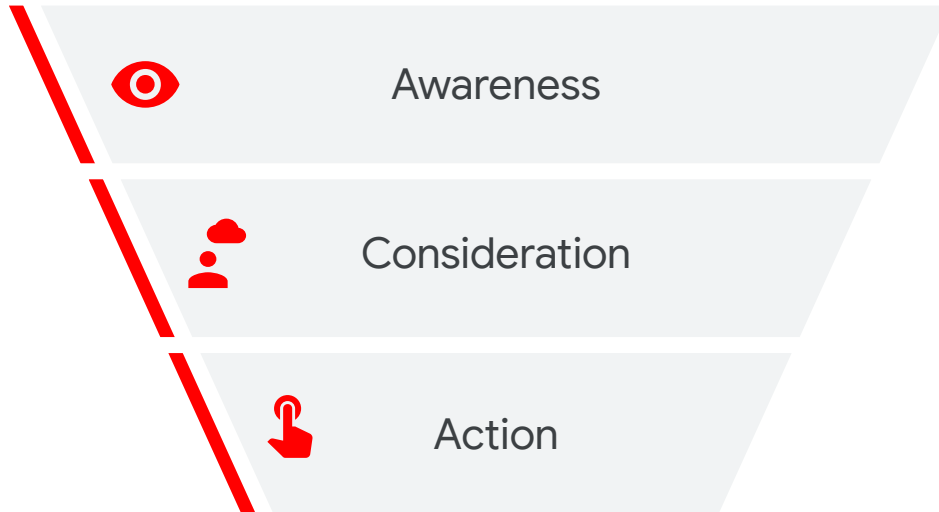


Find your best customers

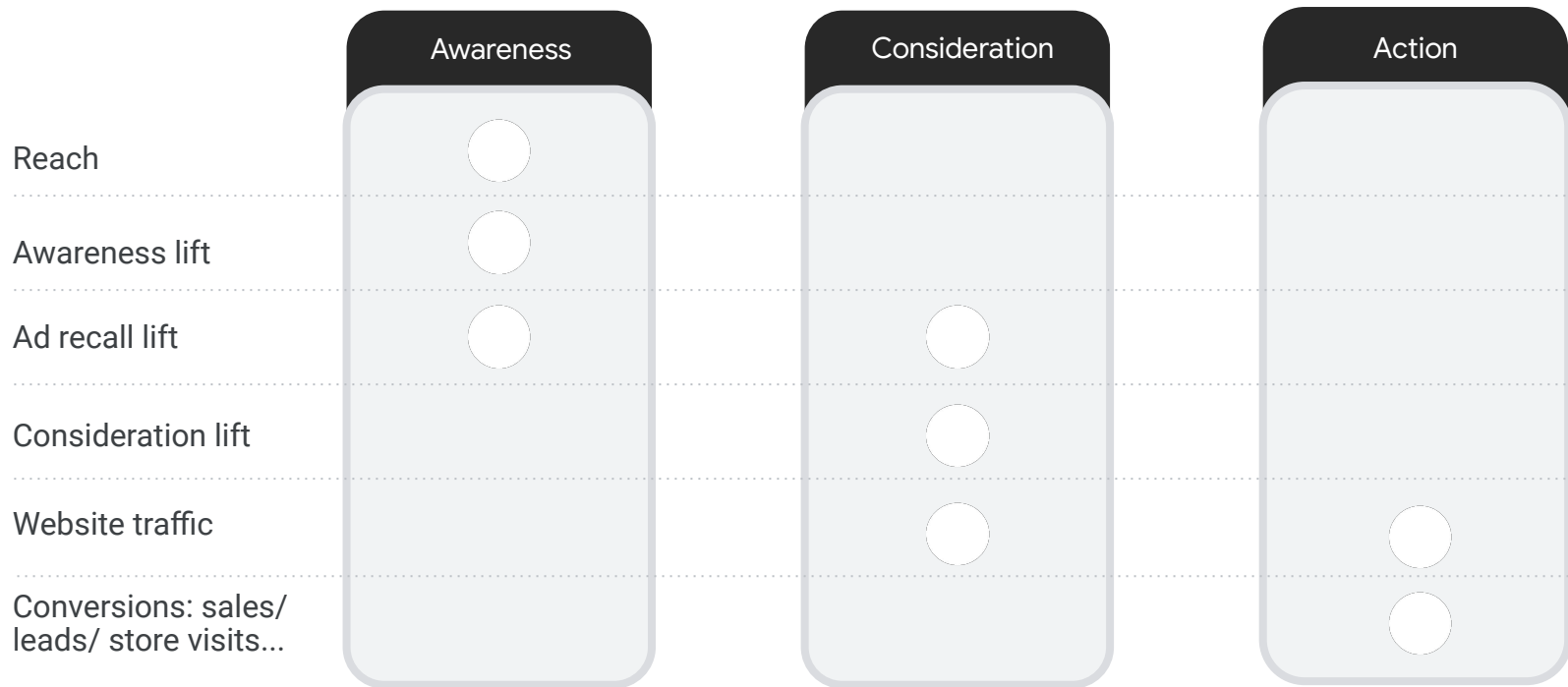


Measure growth at every stage

Reach your customers at every stage of the **consumer journey**



Define success for your business goals



More often than not, what is you / your client's primary marketing objective?



Awareness

Consideration

Action

More often than not,
what is you / your
client's primary
marketing
objective?

Awareness

Consideration

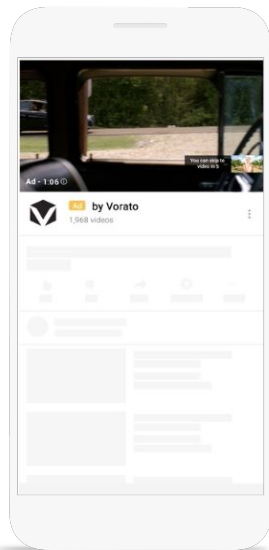
Action

The right **ad format** for your business goal

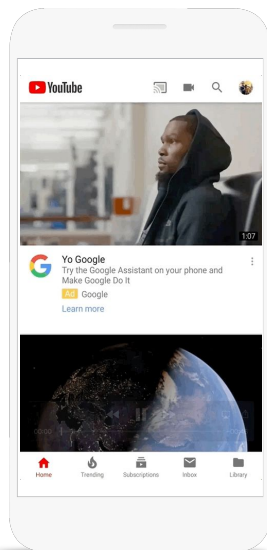
▶ Reach

Conversions ◀

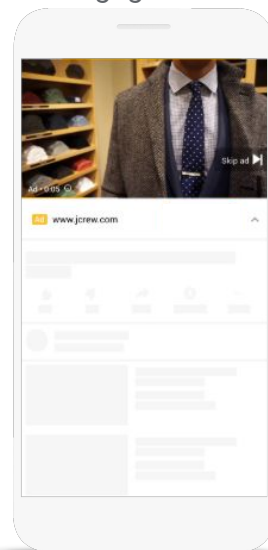
Achieve attentive reach at scale



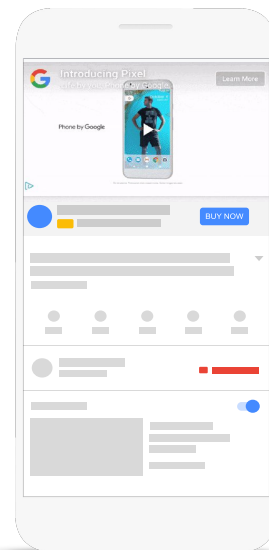
Engage at key moments



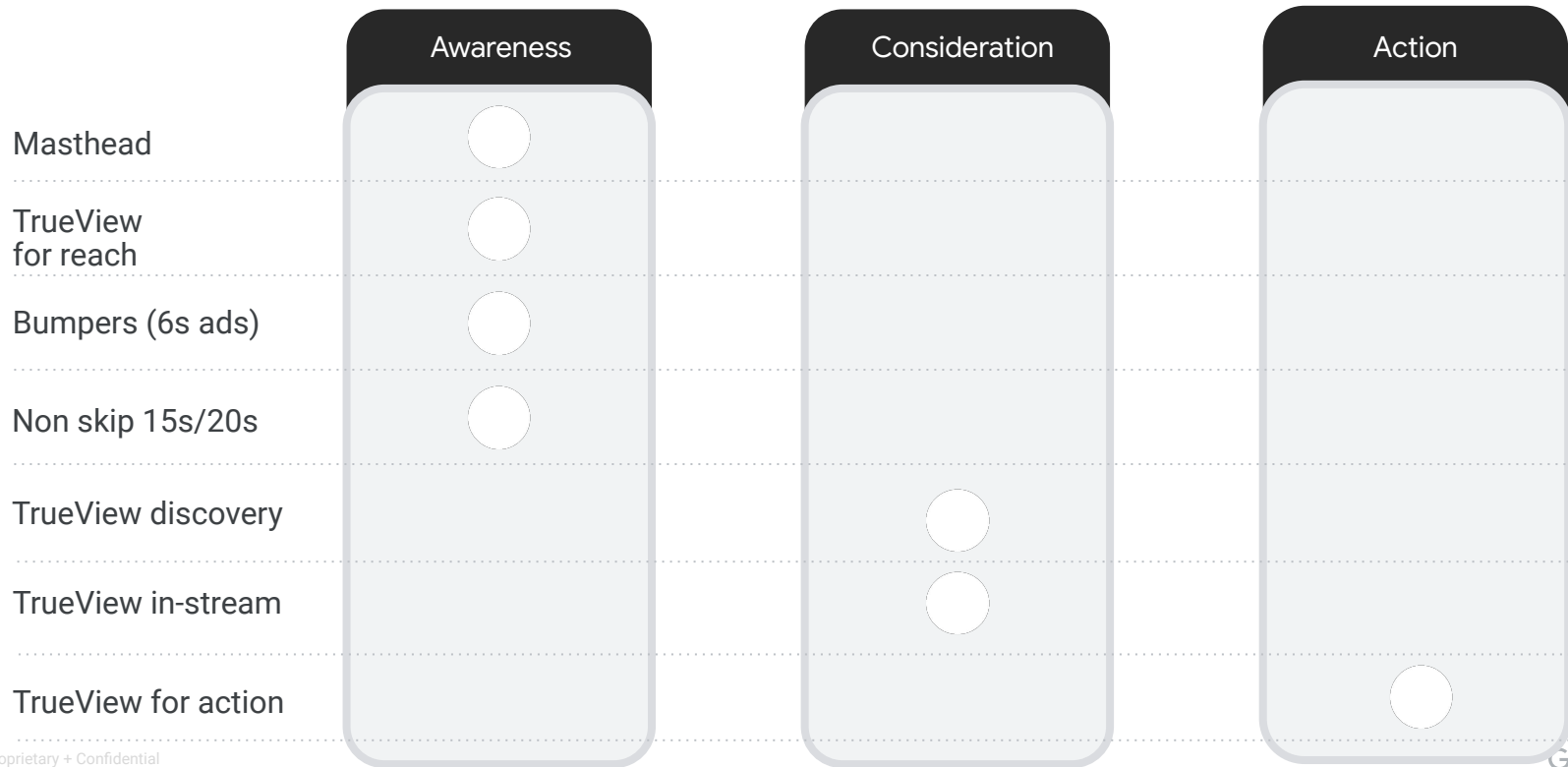
Allow skipping, identify engagement



Encourage action



Choose the right format for your business goals



Which option is NOT in our Awareness suite of offerings?



Masthead

Bumpers

TrueView for Reach

TrueView for Action

Which option is NOT
in our Awareness
suite of offerings?

Masthead

Bumpers

TrueView
for Reach

TrueView
for Action

Reach your customers at every stage of the **consumer journey**



Show up at every stage of customers buy cycle



Find your best customers



Measure growth at every stage

YouTube delivers unparalleled reach

2B



Monthly logged in
users watching

1B+



Hours of video
watched per day



Relevant video ads get

3x

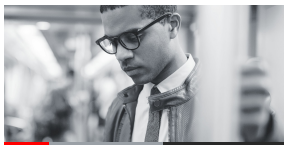
the attention compared
to the average video ad.

Reach the right audience for your goal

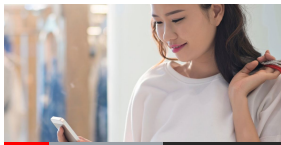
If you're selling insurance:



Detailed demo

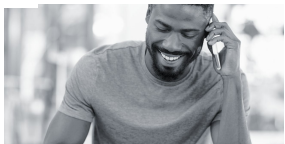


Custom affinity



Affinity

Thrill seekers who might be interested in a non standard life insurance.

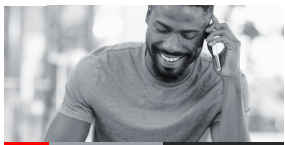


In-market



Life events

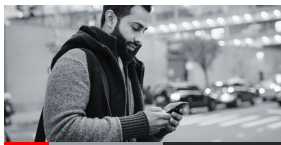
People who just moved to an apartment and might need home insurance.



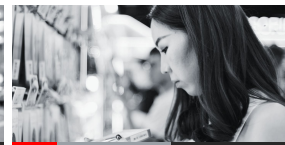
In-market



Customer match



Remarketing



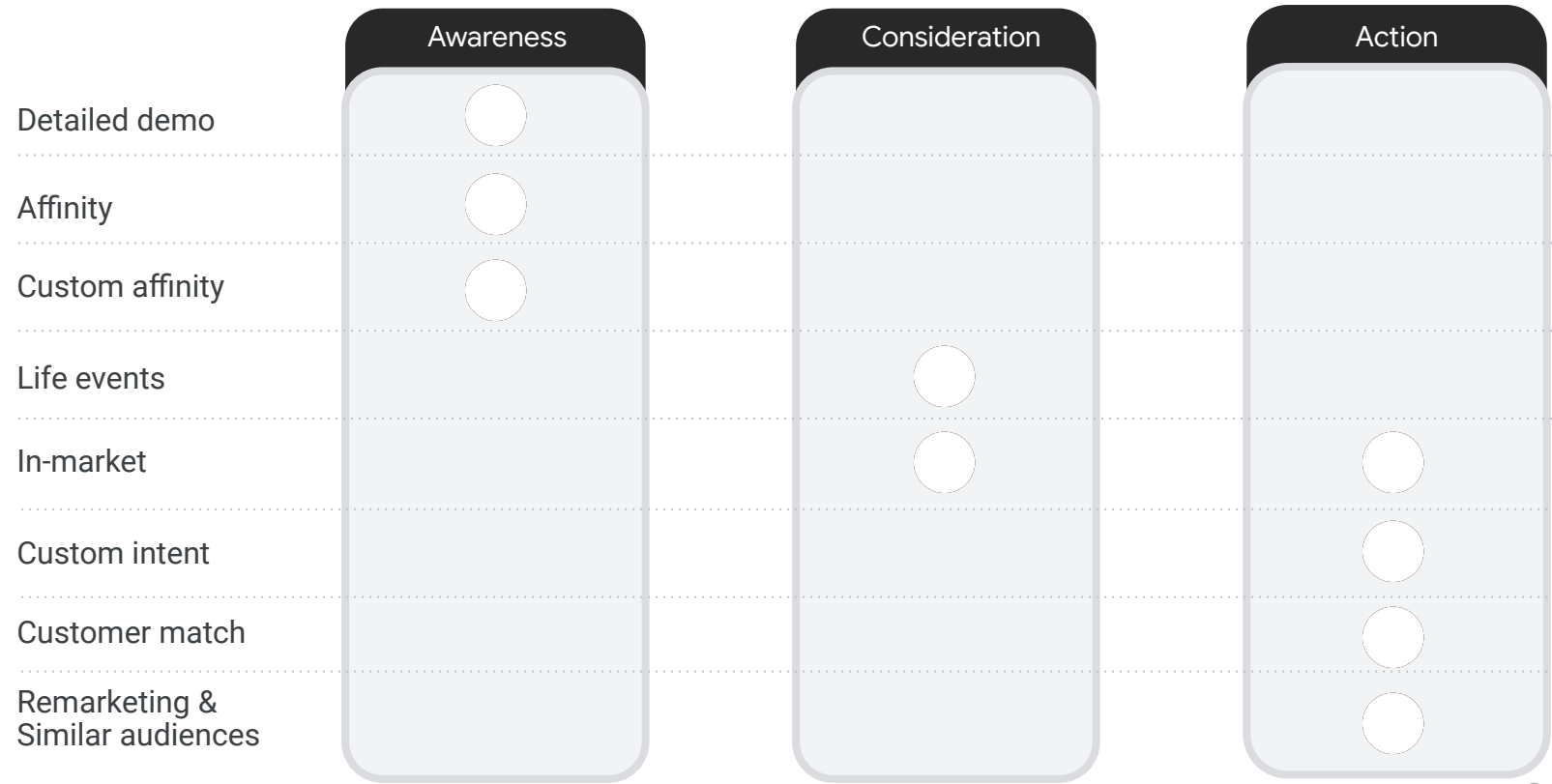
Similar audience



Custom intent

People who searched on Google for "car insurance"

Reach **the right audience** at every stage of the journey



Which of the following is NOT a Consideration or Action audience?



Detailed demo

Customer match

Custom intent

In-market

Which of the following is NOT a Consideration or Action audience?

Detailed demo

Customer match

Custom intent

In-market

Reach your customers at every stage of the **consumer journey**



Show up at every stage of the buying cycle

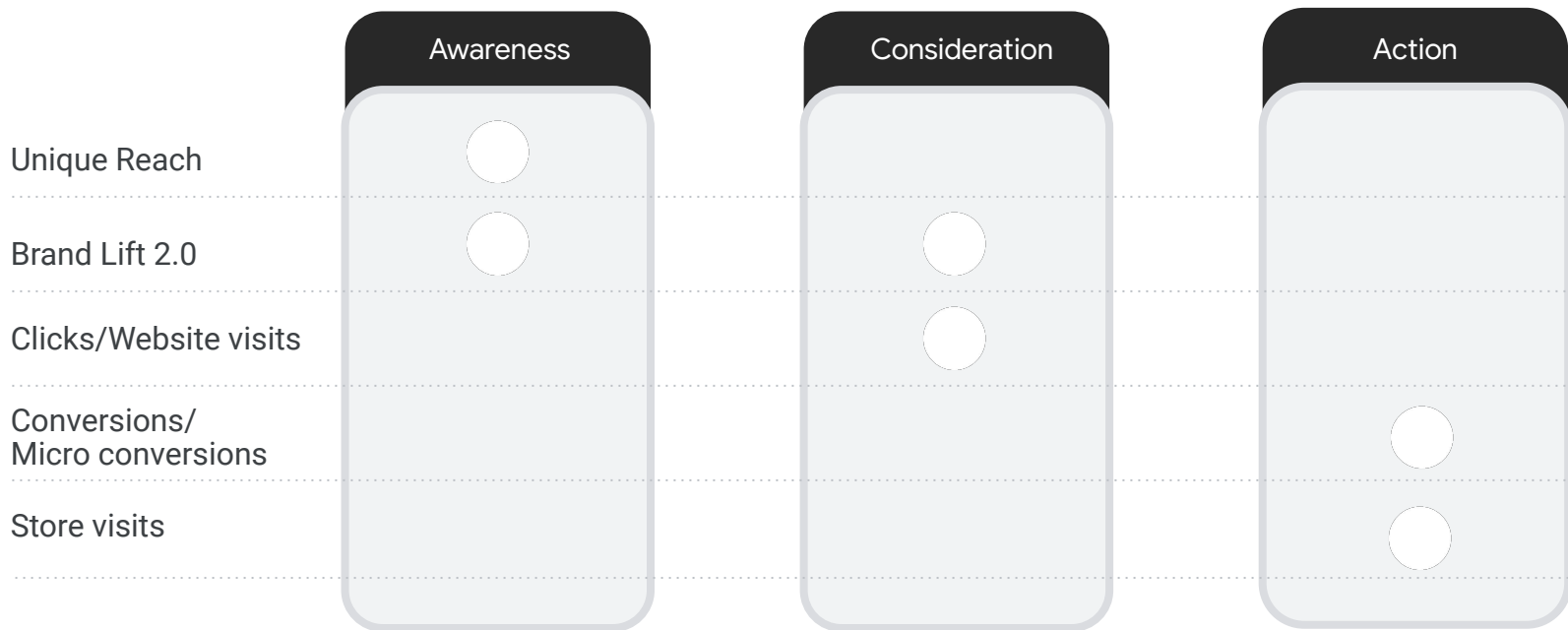


Find your best customers

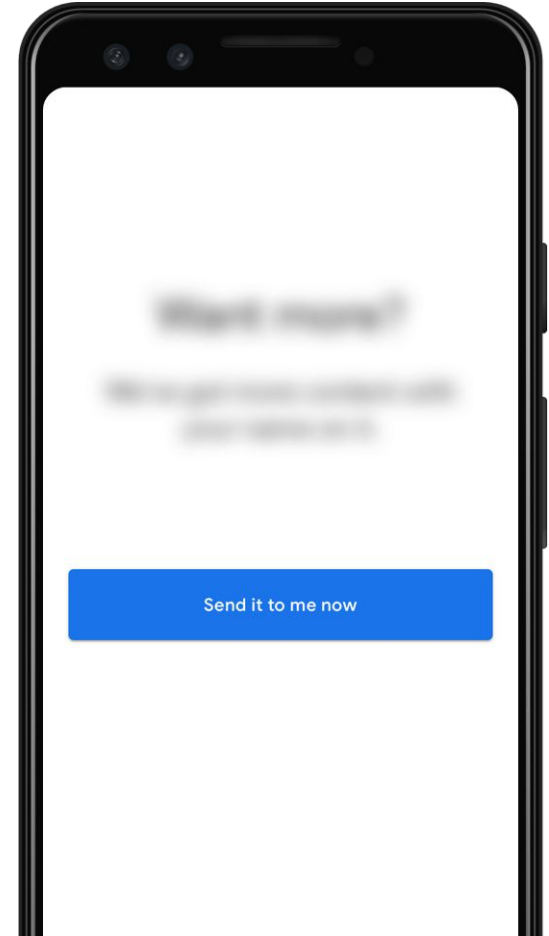


Measure growth at every stage

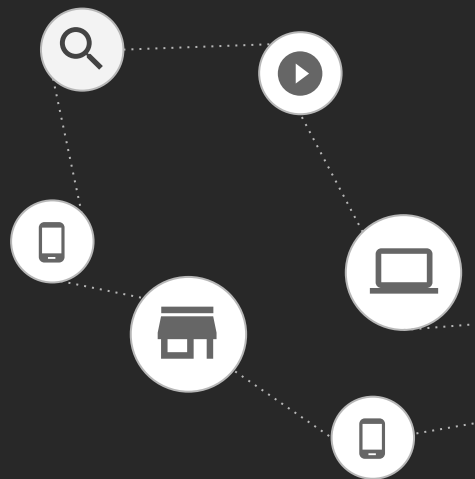
Measure results at every stage



Want the frameworks we just
presented in your inbox?
We'll send you an email.



Now how can you combine everything to create a full-funnel media plan?



Example of a full-funnel media orchestration

Example 1: Enter a new market

Seed

Source your best audience, by creating your pool and assessing who reacts the best to which creative asset.

- ▶ Bumper

Blast

Reach a large audience to communicate about your brand and your products.

- ▶ TrueView for reach
- ▶ Auction non-skips

Repeat

Repeat the message + Drive leads

- ▶ TrueView for action to drive leads - **ALWAYS-ON**

Example of a full-funnel media orchestration

Example 2: Increase acquisitions

Shout out your promotion

Reach a large audience to communicate your new promotion.

- ▶ TrueView for reach

Collect engagers

Understand your best audience, by collecting remarketing lists of website visitors and video viewers.

- ▶ TrueView in-stream

Bring those conversions

Drive leads/conversions with Custom intent and with your remarketing lists.

- ▶ TrueView for action to drive leads - **ALWAYS-ON.**

Build your own plan!

[Decide on your bottom-line-goal]

[Define the goal]

- ▶ [Agree on success metrics]
- ▶ [Choose the right audience]
- ▶ [Choose the right format]

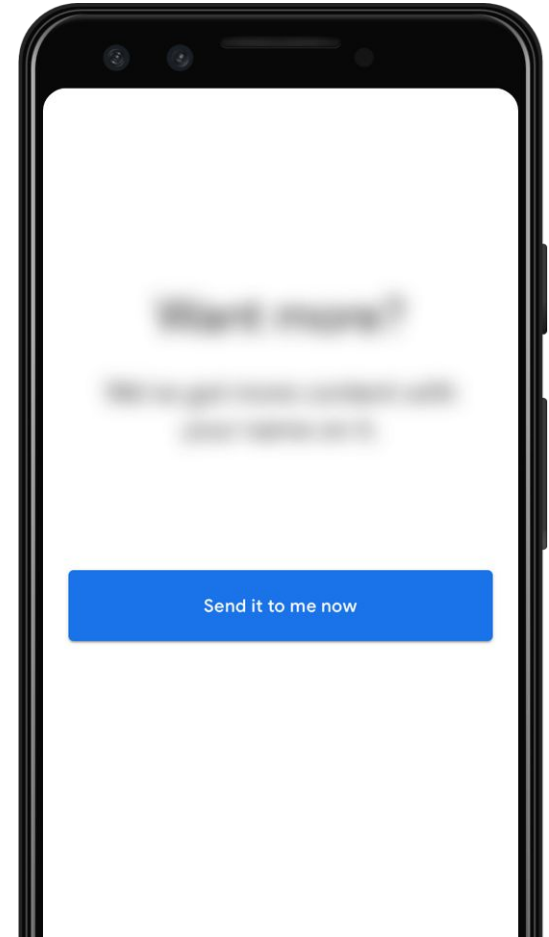
[Define the goal]

- ▶ [Agree on success metrics]
- ▶ [Choose the right audience]
- ▶ [Choose the right format]

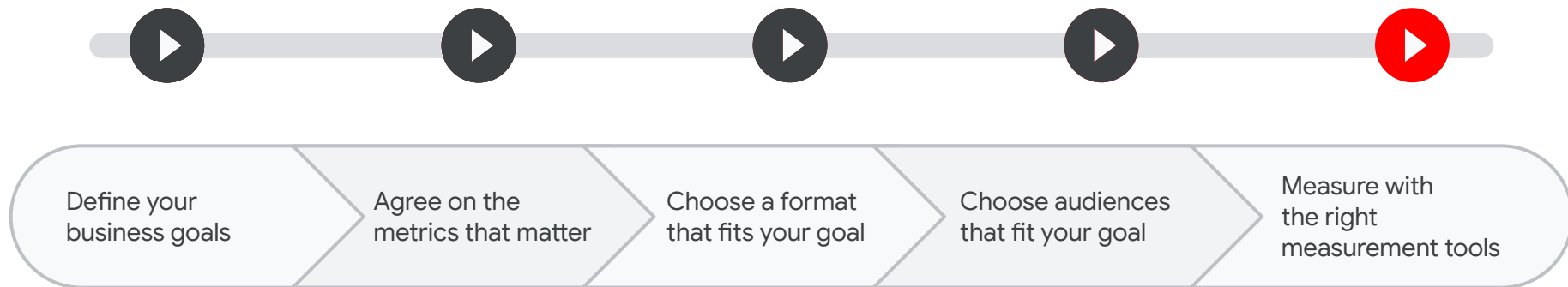
[Define the goal]

- ▶ [Agree on success metrics]
- ▶ [Choose the right audience]
- ▶ [Choose the right format]

Want this template in your
inbox?
We'll send you an email.

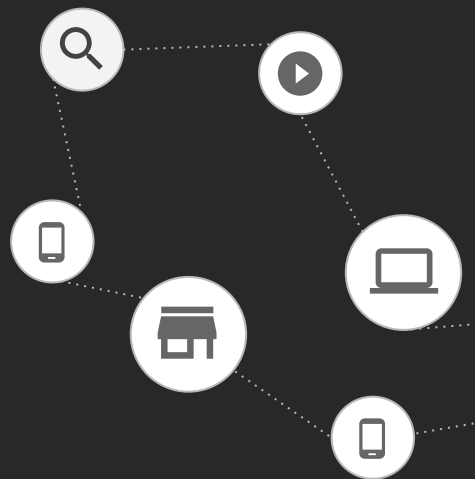


What to do next?



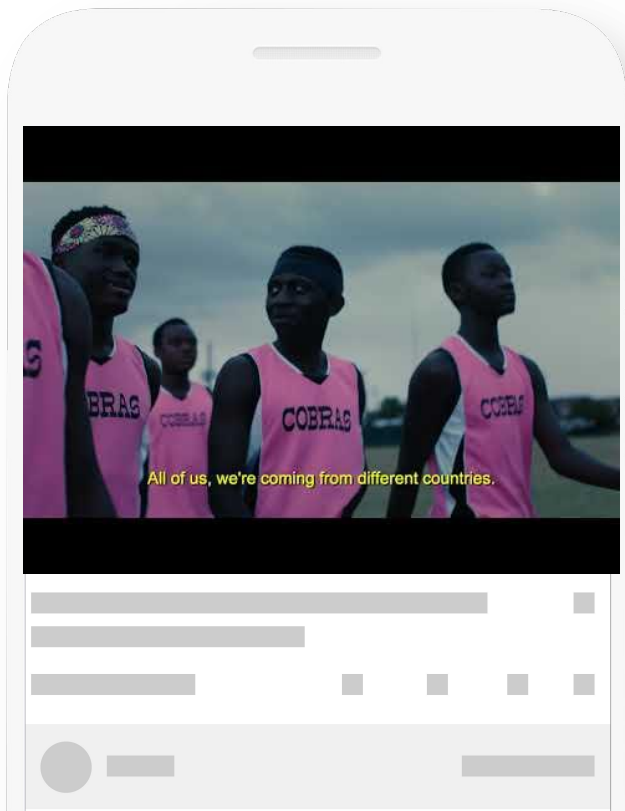
To drive the full funnel, do this for each one of the stages!

How can this come to life?

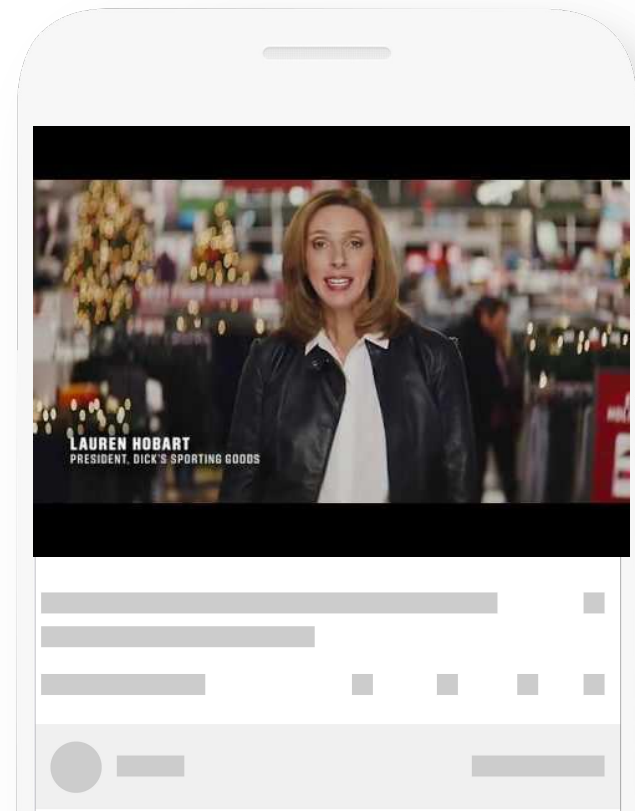




Brand-focused



Performance-focused





10:1
return on ad spend



Thank you