



Checklist 11: Tips and Basics of YouTube Remarketing

Project Name: _____

Date: _____

Yes No

YouTube videos are the new and latest step in the evolution of remarketing. Remarketing with YouTube videos can allow you to grab the attention of your customer and to connect more openly and directly with them. Here is a checklist of how you can do it:

How to start?

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Set up your YouTube remarketing list. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Go to the Video Campaigns section in the Google Ads. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Select the campaign style required for remarketing, e.g. a current one or creating a new one. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | In case of starting a new campaign; make it before you go onto the next steps. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Click on the campaign you have selected to use for your video remarketing. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Next, click the Targets icon and then click on the Show more Criteria tab. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- 7 Look for the icon that says "Remarketing lists." Click on it and then click on "Add Remarketing Lists."

Moving on

- 1 Select the remarketing list or remarketing lists from the menu that will appear. Click on the "Add" button.

- 2 Save your targeting by clicking on "Add Remarketing Lists."

- 3 How to Make your Remarketing Ad:

- 4 Firstly, click on the tab that says "Ads" and then clicks on the "Add video Ad" icon.

- 5 Upon being taken to the new screen; select the YouTube video that you have to use in the add.

- 6 Click on the Select a video button.

- 7 Choose the video that you will use and make sure to fill in the fields that are applicable, e.g. URL, descriptions etc.

- 8 Save the details.

Notes



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Some Tips

- 1 To engage mobile customers; use square videos that are also vertical. This will bring in more mobile customers on the YouTube app.

- 2 Raise bids on certain topics; topics that bring you greatest ad response.

- 3 Use performance metrics to optimize your remarketing campaign.

Notes