

music :) ally

# Google Ads For YouTube

Driving Discovery, Awareness & Views

**Practical**

# Agenda

- Introduction
- Account Set Up
- YouTube Ad Strategy
- Creating An Ad Campaign
- Audiences & Targeting
- Ad Reports & Analytics
- Key Learnings

# Introduction

# What Is Google Ads?

- Use to be called **Google AdWords**
- Online advertising across Google ecosystem
- Google Search Network and Google Display Network

# What Is Google Search Network?

- Collection of **search related websites and apps where you can buy ads**
- Google Play, Google Shopping, Google Images, Google Maps & **Google Search Partners**
- Targeting based on: keywords, demographics, interests, visits to your own website etc.

# Why Is Search Less Relevant In Music?

- Google search isn't where people are discovering music
- Limited video and audio options
- Not necessary when artist has good organic SEO
- More relevant for products/services with higher profit margins (D2C)
- Potentially useful around promo or advertising around a moment / event

# What Is Google Display Network?

- Collection of **35 million websites, videos and apps where you can buy ads**
- Includes **YouTube**
- Targeting based on: keywords, topics, specific websites, interests, demographics, visits to your own website etc.



# Why Is Display Less Relevant In Music?

- Do we want to advertise in websites and apps?
- Wrong type of ads for music industry generally
- Might want to **target specific websites** (e.g. Pitchfork) or use for **remarketing** purposes
- The main exception is **YouTube advertising!**

# YouTube

- **Biggest video-first platform** in the world with over 2bn monthly logged in users
- Evidence to suggest it's the **biggest search engine globally after Google**
- Google owned, meaning that **advertising takes place through Google Ads**
- **Remarket** to fans based on engagement with previous videos
- Opportunity to **target other verticals** (e.g. Gaming)

# Account Set Up

# How to Set Up Google Ads

- [ads.google.com](https://ads.google.com)
- Prompted to set up a campaign
- **'Switch to Expert Mode'** and create an account without a campaign
- Billing country, time zone, currency

# How to Set Up Google Ads

- To invite **other users:** Setup > Access and Security
- To get **YouTube access:** Setup > Linked accounts
- To set up **Google Ads tag:** Shared Library > Audience manager > Your data sources
- To set up **segments:** Shared Library > Audience Manager > Segments

# A Word Of Warning

- Make sure you spend some money within 15 months
- **Google cancels inactive accounts**

# Which Ads Work Best On YouTube?

# Benefits Of Advertising On YouTube

- Advertise to audiences that are **already watching music videos**
- No platform **drop off**
- Support a **new video launch** (directly driving views)
- Drive **awareness for music or a tour** (indirectly driving streams)



# Relevant Ad Formats

- **Skippable In-Stream:** Build views or brand awareness
- **In-Feed:** Mainly used for retargeting

# Measure

- **Are impressions converting** to clicks to music video or streams?
- Is the ad contributing to **YouTube's Earned Actions**?

# Converting Awareness To Streams

- Stay front of mind to encourage action: **reach and frequency**
- Reach as many **people that have interacted** with the artist as possible
- **Hit people 2-3 times** during campaign period
- **Set frequency cap:** Campaign > Settings > Additional Settings

# Considerations

- Paid advertising views **excluded from charts** and '24-hour debut' records
- Ads can drive **vanity metrics**, but goal should be true **engagement**
- **Exclude people** that have already seen the music video

# Creating An Ad Campaign

# Platform Structure

- Campaign
- Ad Groups
- Ads

# Ad Groups

- Demographics
- Audiences
- Keywords
- Topics
- Placements
- Bidding

# Ads

- **Test different combinations** of creative and text



# Uploading Ad Creative

- Upload videos via YouTube
- Search for videos
- URLs

# Creating YouTube Ads

- Type of ad
- Thumbnails
- Call-to-action
- Final URL (i.e destination)
- Display URL (i.e how URL shows up)
- Headline and Description

# Audiences & Targeting

# Targeting

- Demographics
- Devices
- Location
- Audiences

# Remarketing

# Remarketing Recap

- Aim is to move people **down the fan funnel**
- Target first-time viewers
- Target heavy engagers
- Remember to **include as well as EXCLUDE** remarketing lists

# Building Remarketing Lists

- **Website (or smart link) visitors** - requires **Google Ads Tag** installation
- **YouTube engagement** - requires Google Ads account to be linked with OAC and Vevo
- App Users and Customer Lists are less relevant in music

# Remarketing Strategy

- What content is **most valuable?**
- What content is **promotional?**
- What indicates **highest fan dedication?**
- How can we automate our ads to grow channels?



# Similar Audiences

- Similar audiences can help to grow an artist's fanbase
- Most commonly **built from remarketing lists**

# Content Targeting



# Content Targeting

- Topics
- Placement
- Keywords

# Analytics

# Metrics

- Impressions and Views
- View Rate
- Cost Per View
- Average Watch Time/Impression
- Earned Views, Earned Subscribers, Earned Shares, Earned Playlist Additions, Earned Likes

# Google Ads Reports

- Understand how your ad content is performing
- Various **graph options**
- Highly **granular and varied statistical options**
- **Download and email reports**

# YouTube Analytics

- Understand how your ad content is performing against your organic content

# Key Learnings

- Google Display and Search Networks are **less relevant to music**
- **Remarketing** campaigns based on past YouTube engagement
- Use **Video Discovery Ads** to generate reach (and views)
- Use **Skippable In-Stream Ads** to drive awareness and conversions



# Questions?

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