

Google Ads For YouTube: Task Sheet

Overview

In order to help you apply the learnings from the training course “Google Ads For YouTube” in a more practical sense, please find below some suggested tasks you can do after having watched this course. These are designed to help you implement what you’ve learned.

Audience Creation

Task: Link your / your artist’s YouTube channel to your Google Ads account and set up relevant audiences.

1. Go to Tools and settings -> Setup -> Linked accounts
2. Connect the relevant YouTube channel
3. Go back to Tools and settings -> Shared library -> Audience manager
4. Click the + sign to create a remarketing list. We recommend setting up the following lists:
 - People who subscribed to the channel in the last 365 days
 - People who watched any video from the channel in the last 540 days
 - People who watched any video from the channel in the last 30 days

Campaign Setup

Task: Set up an advertising campaign following the tutorial from Lesson 4: Creating an Ad Campaign. Consider the following:

- The target audience demographics (age, gender, location - look into YouTube Studio Analytics to see your current audience)
- The budget and the length of the campaign (daily budget vs. lifetime budget)
- The ad type (in-feed vs. in-stream) and the creative (custom ad creative vs. full music video)
- The keywords and placements (channels, videos) that are related to your ad