

Special Free Report



Video Ads 2.0

Made Easy

Powered By “Your Website URL here”

Skyrocket Sales and Profits Instantly
with these proven Video Advertising
Techniques

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Video Ads 2.0 Made Easy

(Full Training)



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Introduction:



Welcome to the latest and very easy to apply “Video Ads 2.0” Training, designed to take you by the hand and walk you through the process of getting the most out of Video Ads, for your business.

I’m very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Video Ads, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters organized into 4 sections. This is exactly what you are going to learn:

Section 1: Video Ad Basics

In Chapters 1 through 4, we’ll talk about:

- ✓ What Is Video Marketing All About?
- ✓ What Are Video Ads?
- ✓ How Can Video Ads Help Your Business?
- ✓ Shocking Video Advertising Facts To Consider

Section 2: Video Ads – Step by Step

In Chapters 5 through 10, we’ll talk about:

- ✓ Finding The Right Tool To Create Your Video
- ✓ Getting Started With YouTube Advertising

- ✓ Creating A Basic Video Ad Campaign On YouTube
- ✓ Using AdWords For Video
- ✓ Setting Up An In-Stream Ad
- ✓ Setting Up An In-Display Ad

Section 3: Advanced Video Ad Strategies

In Chapters 11 through 16, we'll talk about:

- ✓ Creating A Brand Awareness Campaign
- ✓ Creating A Video Ad On Facebook
- ✓ Creating A Video Remarketing Campaign
- ✓ Other Video Advertising Platforms To Consider
- ✓ Optimizing Your Video Ads
- ✓ Video Advertising Tips And Tricks

Section 4: Additional Tips to consider

In Chapters 17 through 20, we'll talk about:

- ✓ Do's and Don'ts
- ✓ Premium tools and Services to consider
- ✓ Shocking Case Studies
- ✓ Frequently Asked Questions

Well, it's time for you to start getting the most out of Video Ads on behalf of your Business. I know you'll love this training.

Your Name

Section 1

Video Ad Basics

Chapter 1: What Is Video Marketing All About?

Video marketing is, in its most barebone sense, the use of video to deliver online marketing campaigns. But because you can integrate video into so many stages of an online marketing campaign, it is better to define video marketing as a clever marketing strategy that integrates engaging and relevant video content into online marketing campaigns.



In other words, video marketing can either be a marketing strategy in itself or a complimentary strategy in any multi-media online marketing campaign.

Video marketing is a very straightforward process when looked at from the surface level. As a marketer, brand or business, you are in charge of creating or outsourcing the creation of videos to promote your name, your products, your services, your websites, or your retail locations. Your goal is to engage and convert your target audience into customers with video content.

But video marketing is a very data-driven online marketing strategy that requires you to do a lot of behind-the-scenes work before you launch your first successful video marketing campaign.

In fact, the majority of most marketers' first video marketing campaigns are not created with the intention of driving lots of sales; Instead, their goal is to track interactions and engagement metrics that can help them to create truly profitable video marketing campaigns.

Yet video marketing is not always used to drive direct sales. A lot of times, video marketing campaigns are designed to create brand awareness, or to generate traffic to a website, which are objectives that will generate sales or revenue later on.

To sum it all up, video marketing is an online marketing strategy that can be used to generate traffic, to capture leads, and to drive direct sales depending on what monetization method you integrate with your video marketing campaigns.

But please understand this: video marketing relies mostly on organic channels and word-of-mouth to spread, and you will need to be persistent, patient and network-savvy to make it work.

So what if you wanted faster results? What if you wanted to try a more direct, more aggressive form of video marketing? What if you didn't want to create marketing videos, but you would rather use other people's videos to promote your stuff like you would on a blog? The answer is in our next chapter, so tune in!

Chapter 2: What Are Video Ads?

Hey there everyone! So we already talked about video marketing, or about how you can use relevant video content to compliment any type of marketing campaign, and we're sure that you are now seeing how some of your favorite content creators are simply using video marketing to drive home their message as the most effective part of their content marketing strategy.



Yet by now you are also aware that video marketing is often used as part of a larger content marketing campaign for a reason, and that is because it is a longer-term strategy that is mostly used to create engagement instead of, say, create immediate sales.

Granted, you can use video marketing to promote affiliate products and make money off it, but the truth is that you will be required to deliver not only relevance, but also value to your target audience. That means that you won't be able to use video marketing to directly pitch your offers but to show your audience the benefits of your offer in an indirect way, which will in turn drive sales later on.

So the question now is, what if your objective is to send your message in the fastest way possible? What if you want to bypass all the formalities and the difficulties so often associated with organic engagement and tell your target

audience to buy your product now or to move on otherwise? Well, we might just have an answer for you: video advertising.

Ok, But What Is Video Advertising All About?



Just as the name implies, video advertising is all about the use of video for advertising. More specifically, video advertising is the use of online video for ad placements. In fact, video advertising is a very broad term that

encompasses not only ad placements but also the use of the unique features offered by video sharing platforms for advertising.

In this sense, video ads are no longer understood as simple banner ads flashing in online videos but also as any type of ad unit in video format. This is because you will also be able to see video ads outside of video sharing platforms such as YouTube, such as muted right-hand column video ads on blogs and pre-roll video ads on major sites.

The internet has gotten so used to video ads that you may have a hard time telling one video ad format from another; people are simply happy to watch or interact with a video ad, just like if they were watching a video on YouTube, and that's why so many marketers love video ads. Here are some of the most popular video ad formats; we're pretty sure you have seen them before!

- ✓ **Overlay Video Ads:** These are the classic banner ads that appear underneath the screen while you are watching an online video.

- ✓ **Companion Video Ads:** These display-like ads appear outside the video, around the video player.
- ✓ **Linear Video Ads:** These are non-static video ads that can appear both on online videos as pre-roll, mid-roll and post-roll, and on website content as on-top-of, in-the-middle or on-the-bottom of content advertising, and they often take embed-like positioning.
- ✓ **Interactive Video Ads:** This type of video ad often takes over the entire screen and integrates some form of interaction such as links, opt-in pages, and even mini games. They're generally longer, from 1 to 2 minutes long.

Awesome, right? Then wait until we tell you all about how video ads can benefit your business in our following chapter. Tune in!

Chapter 3: How Can Video Ads Help Your Business?

Hey there my friends! When you start looking for ways to rapidly expand your business, not every marketing strategy will do the trick. You need to make money and, just as importantly, you need to get a return on your investment. After all, you can't keep a business alive through brand awareness alone.

That is why video advertising should be your first bet. It is more effective than traditional TV advertising, and it costs substantially less, and there are many other benefits for your business aside from those. Here are our favorite ways video ads can help your business.

Videos Ads Can Help Your Business Reach A Highly Targeted, World-Wide Audience

One of the greatest advantages of video advertising is in its reach. By advertising on video sharing sites such as YouTube, which gets over 30 million visitors a day from all around the world, you will be able to reach out to millions of people with your video advertising campaigns within a very short time.



And who knows? You can compliment your video ads with highly relevant video content that can go viral and give you millions of views in a few days' time. You can imagine the benefits of that for your business!

Video Ads Increase Conversions



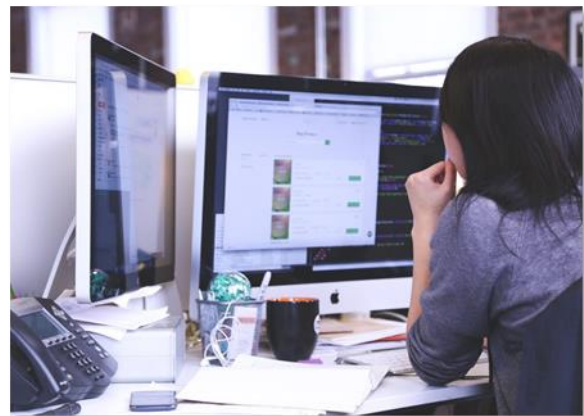
Video ads can increase conversions by up to 80% thanks to their disruptive nature. Because video ads interrupt the online watching experience, they are able to encourage people to take action on the spot.

Video ads also offer the advantage of allowing you to integrate links to affiliate products, sales pages, sign up

forms or online stores, which makes it easier for leads to follow through with an offer.

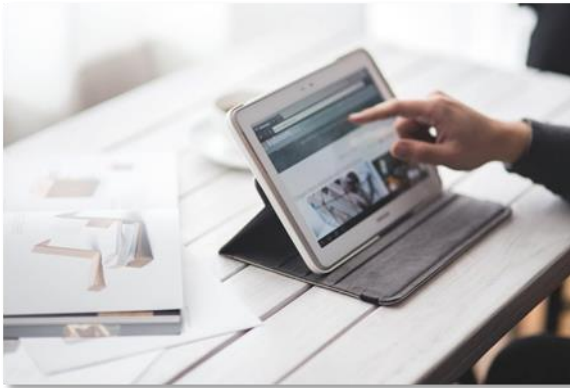
Video Ads Can Increase Awareness Of Your Business

Video ads can help you to deliver your message more efficiently because video grabs your audience's attention more aggressively, helping people to remember more of what they saw and heard. This is because people will spend more time watching your video ads than they would staring at a display ad.



And even if you use overlay and companion ads, people will most likely remember your business or product because they will be integrated into their audio-visual experience.

Video Ads Are Cost Efficient



We already mentioned how online video ads are way less expensive than TV commercials, but saying so is just the tip of the iceberg. Advertising on a site such as YouTube is a cheap alternative for your business as long as you know who you are going to

target. Effective targeting helps you to avoid targeting the wrong audience, thus helping you to save money on unqualified leads.

Cost reduction is not only because video ads are cheap, but also because video ads are cheaper to produce and edit, as you will be able to use affordable video capturing and editing tools to create your video ads! And the costs are lower when you factor in overlay and companion ads.

As you can see, video ads are a flexible, affordable, and engaging way of promoting your business the right way. Want to learn more mind-blowing stuff about video advertising? Tune in to our following chapter!

Chapter 4: Shocking Video

Advertising Facts To Consider

- ✓ Adding video ads on your landing pages can increase your conversions by a whopping 80%, regardless of your target niche. ([source](#))
- ✓ There are four times more consumers who would rather watch a video about a product than reading about it. Not only that, but 46% of people end up taking some sort of action or purchasing decision after viewing a video ad. ([source](#))
- ✓ On average, people spend up to 260% more time on pages with video content, and 88% more time on websites where they know that they will find video content. That effect doesn't diminish when such videos are video ads and, in fact, it's been found that people favor video ads over display ads on a website. ([source](#))
- ✓ Now, that doesn't mean that you should ditch your banner ads any time soon, as it has been shown that combining video ads with page display ads boosts ad engagement by 22%. ([source](#))
- ✓ Research on consumer response to online advertising has found that 71% of people like and prefer funny video ads, and that they make people



more likely to remember the business, product or service promoted in the video ad. ([source](#))

- ✓ Other video ad categories fare well below funny video ads when it comes to consumer preference, with educational video ads at 12%, sexy video ads at 8%, serious video ads at 4%, and patriotic video ads at 3%. ([source](#))
- ✓ The reason why video ads are such a powerful online advertising force is because targets retain 95% of your marketing message when they watch it on a video ad, whereas they only retain 10% of the message when they see it on a display ad or read it on a text ad. ([source](#))
- ✓ Businesses that use video ads as part of their overall advertising strategy get 27% higher click-through rates and 34% higher website conversion rates from their campaigns. ([source](#))
- ✓ Digital video ad spending in the US More than doubled in the span of 4 years, with \$5.96 billion in 2014 to \$12.82 billion in 2018. ([source](#))
- ✓ 75% of online advertisers have stated that online video ads have been equally as and sometimes more effective than traditional television ads, and with almost double their impact on key measurement metrics that include message recall, brand recall and ad likability. ([source](#))
- ✓ Video advertising has proven to work not only for Business-to-Consumer or “B2C” marketers, but also for Business-To-Business or “B2B” marketers, with over 96% of “B2B” companies integrating video advertising into their online marketing campaigns, with 73% of them reporting a positive return on investment. ([source](#))

- ✓ There are 53% of businesses reporting that using video advertising has not proven successful for them, which can be attributed to them targeting only one channel.

The good news is that those that started to target additional channels saw positive results, with 47% of them that integrated video ads in their email campaigns seeing an 80% increase in effectiveness rate, and 87% of those doing so in their social media campaigns seeing a 78% increase in effectiveness rate. ([source](#))

Section 2

Video Ads – Step by Step

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Video Ads 2.0 Made Easy

(Full Training)



Click Here to Access the Full Training!

(Insert your Front End Offer URL)

Section 3

Advanced Video Ad Strategies

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Video Ads 2.0 Made Easy

(Full Training)



Click Here to Access the Full Training!

(Insert your Front End Offer URL)

Section 4

Additional Tips to
consider

Chapter 17: Do's and Don'ts

Do's



Use Click-To-Play

The majority of people are really put off by video ads that auto play when they are browsing a page. Instead, enable “click-to-play” on your video ads to increase viewability!



Use Auto-Pause

Enable Auto-Pause in your video ads to stop your videos when a viewer switches to a different tab or application. This will help you to get your entire message across and to increase viewability.



Add Authenticity

Adding touches of authenticity such as real-world people acting in your video ads can help you build trust in your brand.



Encourage Action

Use the last seconds of your video ads to encourage your viewers to take action, such as telling them where to click or what to watch for next after they're done watching your ad!



Use High-Quality Production Values

Make your video ads the best quality that you can afford. Poor quality ads have little to no chance of getting the attention of users that already have several content options available at any time.

Don'ts



Don't Go For Too Long

Long video ads that take a long time to deliver the intended marketing message are always skipped by people even before you are able to show them value, or your call to action.



Don't Overproduce

Complex camera tricks, fancy graphical effects and other tricks won't add value to your video ads. They're just distracting.



Don't Go Over Budget

Spending a lot of money by blind-targeting your audience won't help your bottom line. Instead, learn who your target audience is so you can make a better use of your budget.



Don't Use Outdated Assets

Reusing elements from old video ads to create new ones can cause you to mistakenly include outdated elements in your new videos, such as expired URLs.

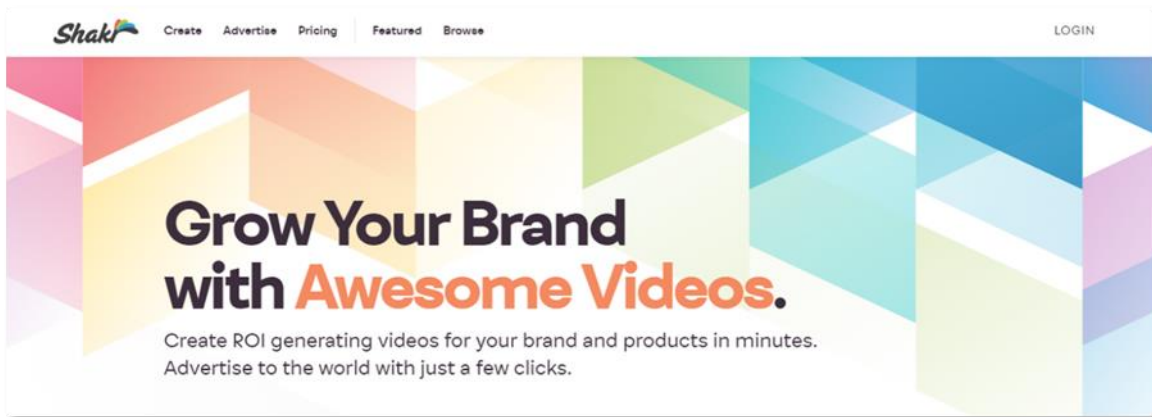


Don't Over Promote

While you should of course use your video ads to promote the benefits of your products or services, you should avoid using them to directly ask your targets to buy.

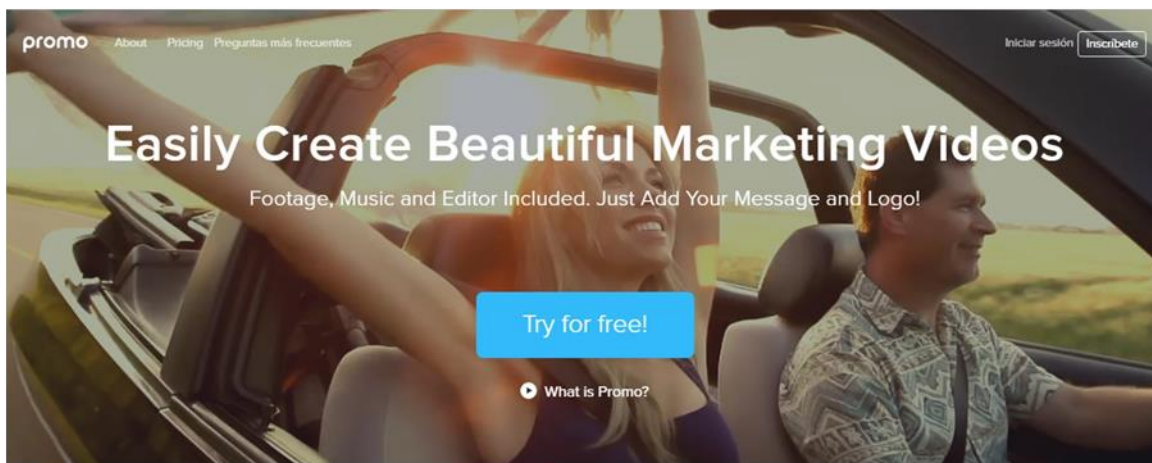
Chapter 18: Premium tools and Services to consider

[Shakr](#)



“Shakr” is a social media-oriented video advertising tool that will allow you to create, advertise, and grow your brand with awesome video ads. With “Shakr” you will be able to create your video ads right from within your browser and to promote your video ads on social media with a few clicks!

[Promo](#)



“Promo” is a premium do-it-yourself video ad creation platform that will allow you to easily create beautiful advertising videos. This groundbreaking service will give you lifetime access to thousands of video clips and hand-picked music that you can use to promote anything and anywhere on the internet!

Slightly



“Slightly” is a video ad technology company that allows small business and large corporations to personalize their video adverts towards a defined audience at a local level, which means that you will be able to quickly generate several versions of your video ads based on location. The company’s “people-centered” targeting delivers performance by matching interested viewers with your most relevant content!

Chapter 19: Shocking Case Studies

Tulane's Closet



“Tulane’s Closet” is a brand of post-surgery pet garments that were born as a more comfortable alternative to post-surgery plastic cones.

Objective: The brand’s objectives were to increase their reach and brand awareness on a budget.

Strategy: The brand’s owner created a series of video ads to show potential customers why the brand’s garments were a better alternative for their pets with videos where it was shown how comfortable and practical they are.

Results: Video ad targeting allowed the brand to reach the right customers, and it now sells to over 500 veterinarians across the US and the world. The brand also doubled their sales after it started using video ads!

LSTN Headphones

“LSTN Headphones” is a company that specializes in high-quality yet affordable headphones for hearing restoration.



Objective: The company wanted to spread awareness about hearing loss and hearing impairment.

Strategy: The company created a series of video ads for YouTube to showcase how its products could help the hearing impaired.

Results: Video ads helped the company to quickly gain traction, and they were able to help over 20,000 afflicted people to get new headphones as gifts!

RevZilla

“RevZilla” is a Philadelphia-based retail and e-commerce store that offers a wide range of motorcycle gear and apparel.



Objective: The company’s objective was to reach new customers and to re-engage old ones.

Strategy: The company used its collective knowledge to produce cool video ads demonstrating new products as well as safety tips for its target audience.

Results: The company’s video ad campaign has reached over 7 million views and a 50% increase in revenue in the past few years.

Chapter 20: Frequently Asked Questions



How Much Will It Cost You To Produce An Awesome Video Ad?

The cost of creating and producing a video ad can fluctuate depending on what type of video you want to produce, what type of audience you want to reach, what type of product, business or service you are going to promote, and how much you can afford to spend on creating the video ad at the expense of other aspects of your video marketing campaign such as ad spend.

On average, agencies can create a video ad on a \$25,000 to \$80,000 budget, sometimes higher. If you do it on your own, expect to spend close to \$15,000.

But that's if you want to produce a TV-Like ad, because you can easily create very affordable video ads by using online tools and outsourcing the more technical stuff, such as voice overs. You can even create video ads for free if you only use online video animation tools as long as you have the right idea!

How Much Can It Cost To Get A Million Views On A Video Ad?

Getting a million views on a video ad depends on a lot of factors outside of your ad spend. These factors include the size of your audience, the video advertising platform where you are serving your video ads on, and the locations that you are targeting.

On YouTube, for example, you would have to spend from \$40,000 to \$60,000 to get a million targeted views. That doesn't count organic views, and you are only charged for targets that watch your video ad for more than 30 seconds, so you might end up spending less than that.

Is Video Advertising Profitable?

Yes, video advertising can be profitable when your objective is to generate revenue. Lots of businesses have made turnovers that range from \$1 to \$4 million in a single year with video ads!

Conclusion:

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.



And in order to take your Video Advertising Efforts even farther, we invite you to get the most out of it by getting access to the Video Ads 2.0 Full Training [clicking here](#) (Insert your Upsell offer URL).

Thanks so much for the time you have dedicated to learning how to get the most advantages from Video Advertising.

Video Advertising have come to stay in the market forever.

To Your Success,

Your Name

Top Resources



Videos

<https://www.youtube.com/watch?v=8giuM5zllpY>

<https://www.youtube.com/watch?v=xrYGH0asd3o>

Tools & Services

<https://blog.bufferapp.com/video-tools>

<https://www.fiverr.com/gigs/video-ads>

Training Courses

<https://www.udemy.com/video-marketing-facebook-video-ads-mastery/>

<https://www.udemy.com/youtube-marketing-training/>

Blogs

<https://blog.kissmetrics.com/google-adwords-video-ads/>

<https://adespresso.com/blog/facebook-video-ads/>

Forums

<https://www.americanexpress.com/us/small-business/openforum/articles/9-tips-for-an-effective-video-ad/>

<https://www.sitepoint.com/community/t/video-advertising-question/238393>

Affiliate Programs

<https://accounts.clickbank.com/mkplSearchResult.htm?dores=true&includeKeywords=video+ads>

https://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=video+ads

Webinars

<https://www.youtube.com/watch?v=uJHyuAmYaYY>

<https://vimeo.com/120722725>

Infographics

<http://www.bain.com/infographics/tv-advertising/>

<https://blog.hubspot.com/marketing/video-marketing-statistics>

Case Studies

<https://www.youtube.com/watch?v=yhAylz7gh9Q>

<https://www.contagious.com/blogs/news-and-views/five-great-advertising-case-study-videos-or-how-to-wow-awards-juries>

Facts

<https://blog.adstage.io/2017/05/08/video-ads/>

<https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

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