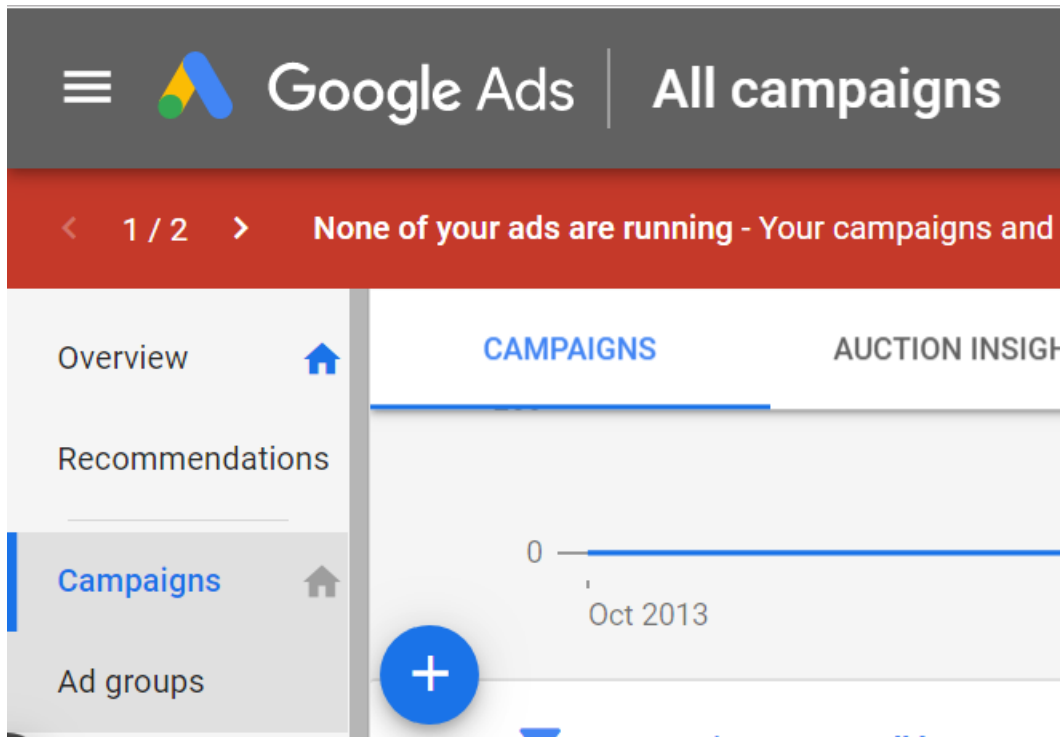
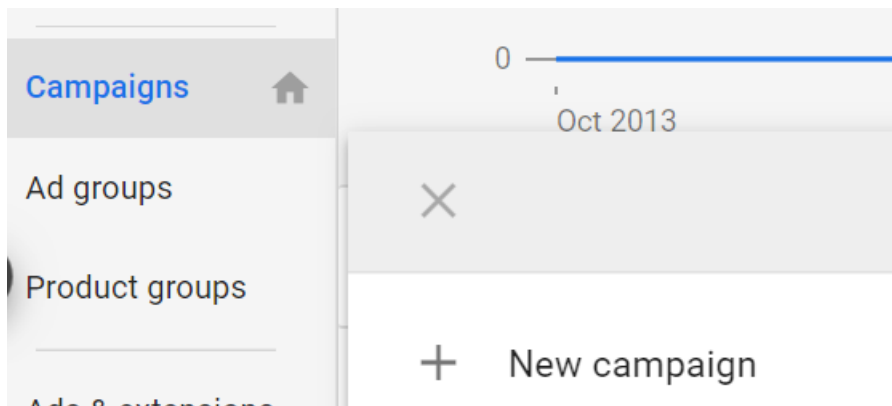


How can you create no skippable ads for youtube marketing on google ads?

Step 1:- click on all campaigns and then left hand side click on campaigns then click on plus icon.



Step 2:- then click on new campaign



Step 3:-

Then select your goals for this click on brand awareness and reach.

Select the goal that would make this campaign successful to you ?



Sales



Leads



Brand awareness and reach



App promotion

Step 4:- Then select your campaign type for it click on video.

Select a campaign type ?

Display



Run different kinds of ads across the web

Video



Reach and engage viewers on YouTube and across the web

Step 5:- then select campaign sub type for this click on Non-Skippable in-stream

Select a campaign subtype

- Skippable in-stream
Get efficient impressions and reach with skippable in-stream ads. [Learn more](#)
- Bumper
Get efficient impressions and reach with bumper ads. [Learn more](#)
- Non-skippable in-stream
Share your entire message with up to 15-second non-skippable in-stream ads.
[Learn more](#)

Then click on continue

Step 6:-

After that you will see options to enter your campaign name and then you will see bidding strategy Target CPM selected by default.

Campaign name	digital marketing Non-skippable 32 / 128
Bidding strategy	Target CPM

Step 7:- then choose daily under budget and dates and enter your budget for example 100 rs.

Budget and dates	Enter budget type and amount
	₹ Amount that you want to spend on the entire campaign
	<input type="text" value="100"/>
	<ul style="list-style-type: none">DailyCampaign total

For example.

Budget and dates Enter budget type and amount

Daily ₹ 100.00

Average that you want to spend each day

Step 8:- then choose location under that click on advance search .

Locations Select locations to target ?

All countries and territories

India

Enter another location

[Advanced search](#)

Enter your location for example Mumbai & click on include. as shown below.

Location Radius

Add locations in bulk


mumbai


Matches

Mumbai, Maharashtra, India city	INCLUDE EXCLUDE
Chhatrapati Shivaji International Airport, Maharashtra, India airport	

Then click on save.

Enter a location to target or exclude

Included locations (1) 

Mumbai, Maharashtra, India city 

CANCEL

SAVE

Step 9:- Then enter your ad group name for example:-

Create your ad group

Ad group name digital marketing course

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Step 10:-

Then under people click on audience then click on search & the enter phrase words related to your business. For example digital marketing course.

People: Who you want to reach

Define your **Audiences**, **Demographic** or both

Demographics

Any age, Any gender, Any parental sta

Audiences

Select audiences to define who should see your ads. You can create new

SEARCH

BROWSE

IDEAS (19)

| Search and filter by term, phrase or URL



After search you will see related list to your business select all relevant list see given below example.

Select audiences to define who should see your ads. You can en

SEARCH BROWSE IDEAS (18)

digital marketing course

- In-market audiences
Education Jobs
- In-market audiences
Advertising & Marketing Services
- In-market audiences
Early Childhood Education
- In-market audiences

Step 11:-


Then under content click on placements







Content: where you want your ads to show
Narrow your reach with **Keywords, Topics** or **Placements**

Keywords	Any keyword
Topics	Any topic
Placements	Any placement


After click on placements you will see options to search by words phrase or by url then enter your words phrase related to your business.








Placements

Select your placement targeting 

Search by word, phrase, URL or video ID 
YouTube channels 
YouTube videos 
Popular content (2) 
Websites 
Apps 




After searching with words for example “digital marketing course “ you will see following list of website, youtube channels, videos , apps .

Select your placement targeting 

digital marketing course	
YouTube channels (1K+)	
YouTube videos (1K+)	
Popular content	
Websites (291)	
Apps (1000)	
App categories	

Then select youtube channels and youtube videos website list where you want to promote your videos. Then click on back icon.

Select your placement targeting 


digital marketing course	
 YouTube channels	
<input checked="" type="checkbox"/> 	Online Digital Marketing Training 141 videos • 4.88K subscribers


In this manner you can select youtube videos and website where you want to place your video ad.


Select your placement targeting ?

digital marketing course ✕

← YouTube videos

 Best Digital Marketing Courses Online
by John Crestani • 10.4K views

 Digital Marketing Free Training Course Fr...
by Technical Yogi • 121K views

 Free Digital Marketing Course | Google C...
by Digital Dhairya • 9.63K views

Step 12:- then enter your Target CPM bidding amount for example 20 rs.

Bidding	Target CPM bid
	₹ <u>20.00</u>

STEP 13:- after that search your videos or copy youtube videos url & paster given below

Note :- this ad format only accept 15 seconds video.

Create your video ad

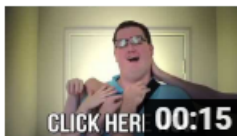
Your YouTube video

 Search for a video or paste the URL from YouTube

After that you will see

Create your video ad

Your YouTube video




Markiplier in 15 Seconds

by Markiplier • 1,901,815 views

Pretty much everything you need to know a...




Video ad format

Non-skippable in-stream ad 

The following ad formats aren't available in this campaign: skippable in-stream ad, video discovery ad, bumper ad, outstream ad

Then enter your final url and display url both must be same.

Final URL ?

http://  www.ommaurya.com

Display URL ?

http://www.ommaurya.com

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Then enter your ad name

Note:- your ad name should include your keyword and brand name.

click on create campaign

Companion banner (computers only) ?

Auto-generate using videos from your channel (recommended)

Upload an image

Ad name

digital marketing by om sir

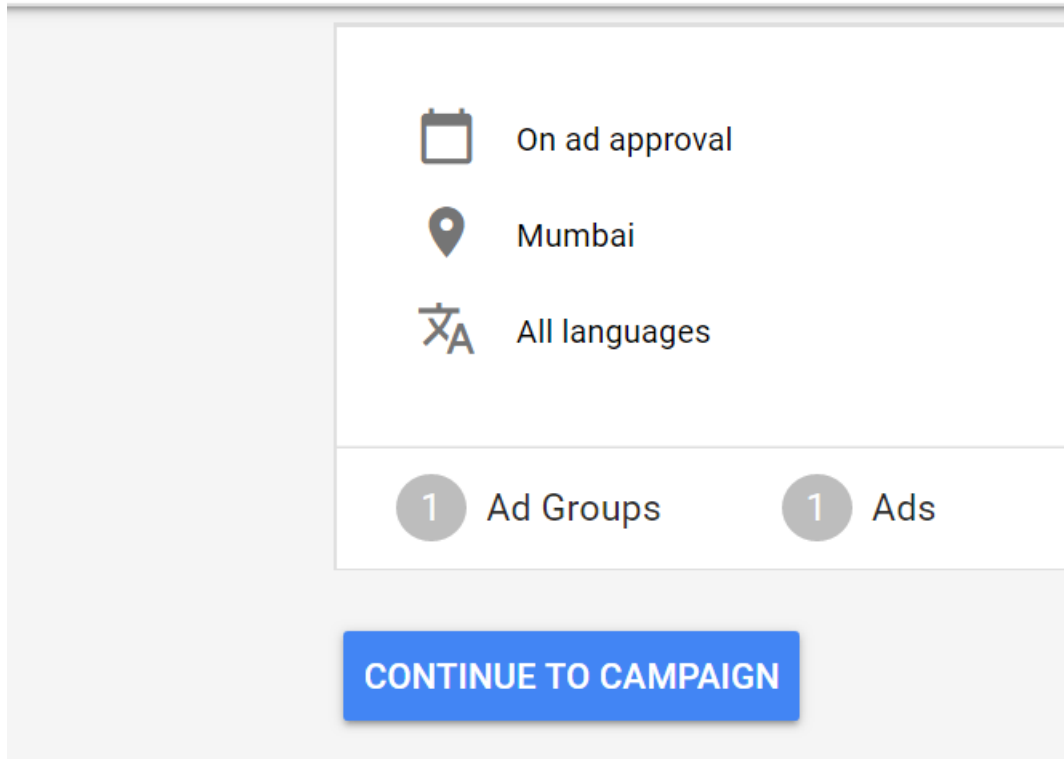
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CREATE CAMPAIGN CANCEL

Finally click on create campaign.

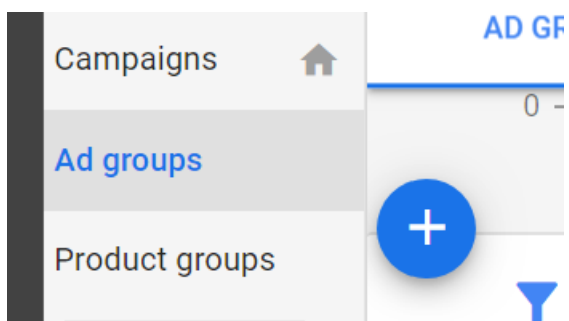
Then finally click on continue to campaign

✓ Create your campaign ——— 2 Confirmation



Now you can create another ad groups and new ads in this campaign.

For this click on all campaigns and then click on campaign name and then click on ad groups on left hand side. & then click on plus icon See given below.



The repeat same process. As we have done in above steps

Create your ad group

Ad group name

Ad group name

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People: Who you want to reach

Define your **Audiences**, **Demographic** or both

Demographics

Any age, Any gender, Any parental status, Any household income

Audiences

Any audience

Content: where you want your ads to show

Narrow your reach with **Keywords**, **Topics** or **Placements**

Keywords

Any keyword