YOUTUBE CHANNEL CHECKLIST

USE THIS CHECKLIST TO SET UP YOUR NEW YOUTUBE CHANNEL.

- ○ Create Google account
- ○ Create YouTube channel
  - www.YouTube.com/Create_Channel
- ○ Add Managers to YouTube channel (if necessary)
- ○ Upload YouTube default photo/channel icon
- ○ Upload YouTube channel art banner
- ○ Add channel description on your YouTube's "About" tab
- ○ Add links and contact details
- ○ Brainstorm video creative
- ○ Tell your friends and family to subscribe!

PROBLEM / SOLUTION

WRITE YOUR PRODUCT/ SERVICE →

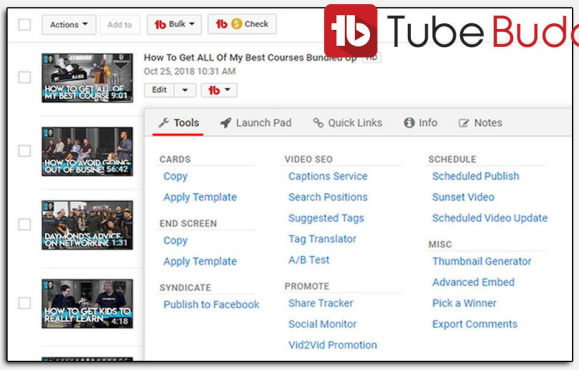
STEP 1: IDENTIFY THEIR 3 GREATEST PAINS	STEP 2: RELIEVE THEIR 3 GREATEST PAINS
PROBLEM (IN 1 SENTENCE)	SOLUTION (IN 1 SENTENCE)
1.	1.
2.	2.
3.	3.

YOUTUBE RESOURCES

USE THESE RESOURCES TO HELP YOU GET STARTED ON YOUTUBE.

TubeBuddy

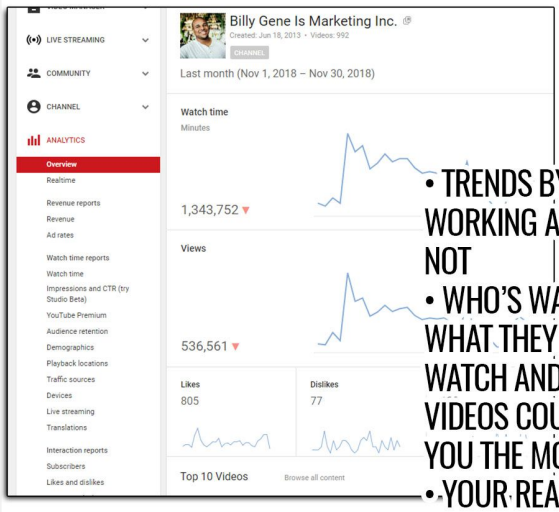
FREE BROWSER EXTENSION THAT INTEGRATES WITH YOUTUBE TO HELP YOU RUN YOUR CHANNEL WITH EASE. FEATURES INCLUDE:



- ADD SHORTCUT LINKS, HOW-TO VIDEOS AND ADVANCED ANALYTICS TOOLS
- BULK TOOLS FOR CARDS, ANNOTATION THUMBNAILS AND DESCRIPTIONS
- OPTIMIZATION, PROMOTION AND MANAGEMENT TOOLS ON EVERY VIDEO

YouTube Analytics

THIS IS YOUR CHANNEL'S PULSE. FROM LOOKING AT YOUR ANALYTICS, YOU CAN DETERMINE:

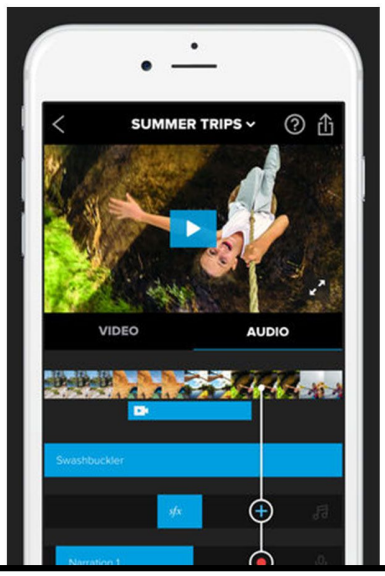


- TRENDS BY WHAT'S WORKING AND WHAT'S NOT
- WHO'S WATCHING, WHAT THEY LIKE TO WATCH AND WHICH VIDEOS COULD MAKE YOU THE MOST MONEY
- YOUR REACH
- HOW ENGAGED YOUR AUDIENCE IS

Splice Video Editor App

FREE AND EASY TO USE VIDEO EDITING MOBILE APP THAT ALLOWS YOU TO:

- ADD SOUND EFFECTS, MUSIC AND NARRATION
- TRIM, CROP. TRANSITIONS, SPEED CONTROL, ANIMATION, TITLES AND MORE...



VidIQ

FREE GOOGLE CHROME EXTENSION THAT HELPS GROW YOUR CHANNEL BY:

- DISCOVERING TRENDING TOPICS
- IDENTIFY TOP-RANKED KEYWORDS
- BOOST YOUR VIDEO SEO
- HELP AUTOMATE YOUR CHANNEL AND VIDEO TASKS

GETTING STARTED ON YOUTUBE

USE THIS CHECKLIST TO SET UP YOUR NEW YOUTUBE CHANNEL.

- ◯ Create Google account
- ◯ Create Google Ads account
- ◯ Create YouTube channel
- ◯ Link your YouTube channel to your Google Ads account
- ◯ Add credit card to billing on Google Ads
- ◯ Add Managers to YouTube channel (if necessary)
- ◯ Add Admin Users to Google Ads account (if necessary)
- ◯ Upload YouTube default photo/channel icon
- ◯ Upload YouTube channel art banner
- ◯ Add channel description on your YouTube's "About" tab
- ◯ Add links and contact details
- ◯ Choose effective Keywords
- ◯ Map out targeted Placements
- ◯ Research relevant Topics
- ◯ Film/edit your YouTube video
- ◯ Brainstorm video creative
- ◯ Tell your friends and family to subscribe!

WHAT TO SAY IN YOUR VIDEO

STEP 1: CAPTURE ATTENTION

A: THE GRAND ENTRANCE *(how will you enter?)*

B: CHOOSE YOUR TONE

EMOTIONAL	COMEDIC	PROFESSIONAL	SERIOUS	SILLY
HAPPY	FEARFUL	SARCASTIC	HONEST	OTHER:

C: ATTENTION GRABBING ONE-LINER:

STEP 2: MAKE A PROMISE *(subtle line to make someone stay)*

MY PROMISE:

STEP 3: MAKE AN OFFER call to action (CTA)

be grossly specific about what you want them to do!

EXAMPLES: SOLVE A PROBLEM
GIVE INCENTIVE → "CLICK HERE TO REGISTER FOR THE FREE TRAINING"

MY OFFER:

VIDEO SCRIPTS THAT SELL SH*T

HOW DO I WRITE MY SCRIPT? HERE IT IS IN 14 STEPS...

1. **Introducing...Yourself**
   - Show who you are and be clear about what the heck you do
   - Be human and show your personality
   - Smile!
   - Bring high energy - in fact, bring 10x what you would normally do. There's nothing worse than if you come to a video and the energy is like this:
     - "Hi I'm Billy Gene, welcome to our office." vs "What's up everybody??"
   - **Remember**: Energy is contagious. People are buying you and making their decisions within the first few seconds of seeing you. You might not even have much to say, but if you have energy people are going to be watching you

2. **Make A Promise Or Claim**
   - Hook them for the brief moment you have their attention.
   - Solve their biggest problem
   - Cliff hang to death. TV shows do this all the time.

3. **Pledge Their Time And Attention**
   - Tell them to put away their phones/distractions - you hear me do this all the time in my trainings.
   - Remove the play bars. People have a habit of checking out how long a video is and bouncing from the video, so we take away this option by removing the play bars.
   - Engage the audience
     - "*Type in the chat*" - I did this on all my webinars and trainings, and it's strategic. People have short attention spans so help them stay engaged.
     - "***Grab a pen and paper***" - Let them know that great information is coming, so they should definitely pay attention and take notes even

4. **Establish Credibility**
   - Talk about previous accomplishments and results
   - Always be specific
   - Be the reluctant hero and use anecdotal case studies
   - Use borrowed authority (e.g., the news)
   - State the problem
   - Make them feel like they are screwed. Demonstrate it even - physically show them the problem. This is commonly seen in cleaning commercials.
   - Use well-known references and just say it. Everyone should understand that problem.
   - Relate to the problem yourself

FILL IN THE BLANK:

A.

B.

C.

VIDEO SCRIPTS THAT SELL SH*T

5. **State The Problems**
   FILL IN THE BLANK:
   A.

   B.

   C.

6. **Stab Them And Twist The Knife**
   - Exaggerate the problem to make it feel emotional - go to another layer of what happens next

7. **Introduce Solution**
   - Paint the picture of the solution and relate

8. **Reinforce Benefits**
   - Reiterate all of the benefits

9. **Build The Value**
   - Make comparisons and use well-known situations

   FILL IN THE BLANK:
   A.

   B.

   C.

10. **Make Offer**
    - Do so with confidence. Don't flinch on the price.
    - Whatever you do, your audience will mimic your behavior

11. **Make A Guarantee**
    - Take away the pain by removing the risk

12. **Bonuses**
    - The purpose of bonuses are to beef up the offer to make them take action now
    - Show the monetary value of the bonuses

13. **Create Urgency/Scarcity**
    - Always give a reason
      - Limited time offer
      - Limited number available

14. **Addressing Objections**
    - Think of FAQs of your buyers and look at your refunds/ cancellations to evaluate previous experiences
    - All throughout your presentation or video you should be addressing those questions #Seeding
    - Leverage testimonials - Ask your current customers the same questions your ideal customers will be asking

VIDEO SCRIPTS THAT SELL SH*T

HOW DO I WRITE MY SCRIPT? HERE IT IS IN 14 STEPS...

1. Introducing...Yourself

FILL IN THE BLANK:

A.

B.

GENEIUS TIP: Energy is contagious. People are buying you and making their decisions within the first few seconds of seeing you. You might not even have much to say, but if you have energy people are going to be watching you

2. Make A Promise Or Claim

FILL IN THE BLANK:

A.

B.

C.

GENEIUS TIP: Solve their biggest problem. Cliff hang to death. TV shows do this all the time.

3. Pledge Their Time And Attention

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B.

C.

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FILL IN THE BLANK:

A.

B.

C.

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5. State The Problems

FILL IN THE BLANK:

A.

B.

C.

6. Stab Them And Twist The Knife

FILL IN THE BLANK:

A.

B.

C.

GENEIUS TIP: Be the reluctant hero and use anecdotal case studies.

VIDEO SCRIPTS THAT SELL SH*T

7. Introduce Solution

FILL IN THE BLANK

A.

B.

C.

GENEIUS TIP: Paint the picture of the solution and relate

8. Reinforce Benefits

FILL IN THE BLANK

A.

B.

C.

9. Build The Value

FILL IN THE BLANK:

A.

B.

C.

GENEIUS TIP: Make comparisons and use well-known situations

10. Make Offer

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11. Make A Guarantee

FILL IN THE BLANK:

A.

12. Bonuses

FILL IN THE BLANK:

A.

B.

C.

GENEIUS TIP: Show the monetary value of the bonuses

13. Create Urgency/Scarcity

FILL IN THE BLANK:

A.

14. Addressing Objections

FILL IN THE BLANK:

A.

B.

C.

PLAN YOUR SHOOT CHECKLIST

BEFORE FILMING, MAKE SURE YOU'RE PREPARED BY USING THIS CHECKLIST:

- ◯ WRITE SCRIPT
- ◯ BATTERIES CHARGED
- ◯ EQUIPMENT PACKED (*refer to equipment checklist)
- ◯ STORAGE CARDS DUMPED (emptied onto computer)
- ◯ PLAN LIGHTING
- ◯ CHOOSE LOCATION(S)
- ◯ PREPARE SHOTS AND CAMERA ANGLES (STORYBOARD)
- ◯ DETERMINE ROLE FOR EACH VIDEOGRAPHER
- ◯ PRACTICE SCRIPT
- ◯ CREATE A PRODUCTION SCHEDULE

EXAMPLE:

SCENE #	LOCATION	SCENE	DATE	TIME	CAST	PROPS/ EQUIPMENT NEEDED

EQUIPMENT CHECKLIST

Directions: Check off the items you already have, then determine what items you want to get.

BASIC GEAR

☐ CHEAP TRIPOD

☐ BOX LIGHTS

☐ BASIC CAMERA

☐ ON-CAMERA MICROPHONE

☐ PORTABLE GREEN SCREEN

COOL SHIT

☐ DRONE

☐ STABILIZER

☐ ADVANCED TRIPOD

☐ ROLLING TRIPOD DOLLY

CLICK ON EACH LINK BELOW TO GET OUR RECOMMENDATION

Basic Gear	Cool Shit
• Cheap Tripod • Box Lights • Basic Camera • On-Camera Microphone • Portable Green Screen	• Drone • Stabilizer • Advanced Tripod • Rolling Tripod Dolly

MAKE YOUR VIDEOS ENTERTAINING

(EVEN IF YOU'RE BORING AF)

THE PROP	ENVIRONMENT	MUSIC

G.E.N.E.I.U.S. TIP

MUSIC CAN MAKE OR BREAK YOUR VIDEO, WE USE:

Art List (artlist.io) OR audiojungle (audiojungle.net)

FOR ROYALTY FREE OPTIONS

CREATING VIDEOS THAT SELL SH*T

STEP 1: CHOOSE YOUR CHARACTER *(CIRCLE ONE)*

THE RELUCTANT HERO

THE IDOL

US AGAINST THE WORLD

THE DARK SIDE

STEP 2: LAYOUT THE JOURNEY

BEGINNING *(state problem audience faces)*	MIDDLE *(an obstacle you overcome)*	THE END *(the opportunity)*

FINDING YOUR IDEAL CUSTOMER

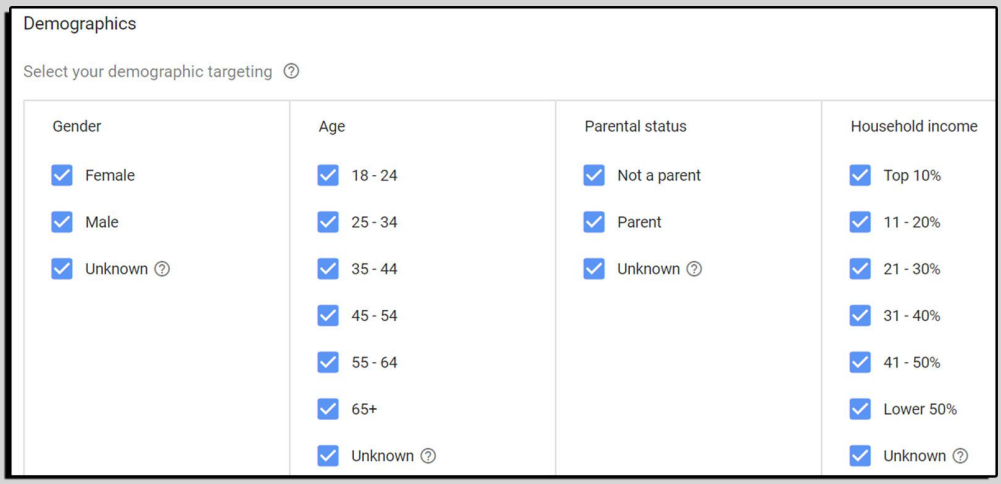
YOU CAN FIND PEOPLE BASED ON THEIR AGE, GENDER, PARENTAL STATUS OR HOUSEHOLD INCOME

#1 PEOPLE: DEMOGRAPHICS

A: First, do your RESEARCH and brainstorm by stereotyping what your ideal customer looks like. Refer to "IDENTIFY WHO'S MOST LIKELY TO BUY" worksheets to help you find your ideal customer!

B: Select the relevant demographics by checking those boxes

B:



BRAINSTORM: FILL OUT THE "IDENTIFY WHO'S MOST LIKELY TO BUY" WORKSHEETS AND TAKE NOTES IN THE SPACE BELOW IN ORDER TO DETERMINE WHO YOUR IDEAL CUSTOMER IS

A:

NOTES

IDENTIFY WHO'S MOST LIKELY TO BUY

GENEIUS TIP: EVALUATE WHO HAS BOUGHT THE MOST SHIT FROM YOU IN THE PAST

NOW LET'S STEREOTYPE YOUR AUDIENCE: (CIRCLE ONE IN EACH CATEGORY)

AGE: 18-24 • 25-34 • 35-44 • 45-54 • 55-64 • 65+ GENDER: MALE • FEMALE

LOCATION: _____

ETHNICITY: AMERICAN INDIAN • ASIAN • BLACK • HISPANIC • WHITE • OTHER _____

LANGUAGES THEY SPEAK: _____

EDUCATION LEVEL: ASSOCIATE DEGREE • COLLEGE GRAD • DOCTORATE DEGREE • IN COLLEGE
HIGH SCHOOL GRAD • IN GRAD SCHOOL • IN HIGH SCHOOL • MASTER'S DEGREE • OTHER

MONTHLY INCOME: LESS THAN $1K • $1K - $5K • $5K - $10K • $10K - $20K
$20K - $50K • $50K - $100K • OVER $100K

HOME OWNERSHIP: FIRST TIME HOMEBUYER • HOMEOWNERS • RENTERS

MARITAL STATUS: SINGLE • MARRIED • DIVORCED • WIDOWED • ENGAGED

ANNIVERSARY: ANNIVERSARY WITHIN 30 DAYS • ANNIVERSARY WITHIN 31-60 DAYS
NEWLY ENGAGED (1 YR / 6 MO / 3 MO) • NEWLYWED (1 YR / 6 MO / 3 MO)

BIRTHDAY MONTH: JANUARY • FEBRUARY • MARCH • APRIL • MAY • JUNE • JULY
AUGUST • SEPTEMBER • OCTOBER • NOVEMBER • DECEMBER

IDENTIFY WHO'S MOST LIKELY TO BUY

SECTION 2

CONTINUE TO STEREOTYPE YOUR AUDIENCE:

PARENTS: NEW PARENTS • ALL PARENTS • PARENTS W/ PRESCHOOLERS • PARENTS W/ EARLY SCHOOL-AGE CHILDREN • PARENTS W/ PRETEENS • PARENTS W/ TEENAGERS PARENTS W/ TODDLERS • PARENTS W/ ADULT CHILREN

POLITICS: CONSERVATIVE • LIBERAL • MODERATE • VERY LIBERAL • VERY CONSERVATIVE
FAVORITE POLITICIANS: _____

WORKPLACE: BEAUTY • CARETAKING • CONSTRUCTION • COOK • DELIVERY • DRIVER ELECTRICIAN • FARMER • FIRE FIGHTER • NURSE • OFFICE • POLICE • RETAIL • SERVER
OTHER: _____

WHERE DO THEY HANG OUT: BAR • CHURCH • CLUB • COFFEE SHOP • MALL • MUSEUM ONLINE • SCHOOL • SPORTING EVENT • RESTAURANT • OTHER _____
EXACT PLACES YOU'D FIND THEM: _____

FAVORITE MUSIC GENRE: ALTERNATIVE • BLUES • CLASSICAL • COUNTRY • DISCO • FUNK HIP HOP • HOUSE • JAZZ • ORCHESTRA • POP • RAP • REGGAE • ROCK • SOUL • TECHNO
FAVORITE ARTISTS: _____

BOOKS THEY READ: COMICS • DRAMA • FANTASY • FICTION • HISTORY • HORROR • MYSTERY NON-FICTION • POETRY • ROMANCE • SCIENCE FICTION • SELF-HELP • THRILLER • TRAVEL
FAVORITE BOOKS: _____

EVENTS THEY GO TO: ART FESTIVAL • CONCERTS • CONFERENCES • FILMS • NETWORKING PERFORMANCES • SEMINARS • SOCIAL • STAY AT HOME • WORK MEETINGS
EXAMPLES: _____

COMPETITORS: _____

_____

IDENTIFY WHO'S MOST LIKELY TO BUY

SECTION 3

CONTINUE TO STEREOTYPE YOUR AUDIENCE: (CIRCLE ONE IN EACH CATEGORY)

THINGS THEY BUY: BUSINESS • CLOTHING • FOOD/DRINK • HEALTH/BEAUTY • HOME/GARDEN
HOUSEHOLD PRODUCTS • KID PRODUCTS • PET FOOD • SPORTS • SUBSCRIPTIONS
EXAMPLES: _____

FAVORITE TV SHOWS: AMERICAN HORROR STORY • CHOPPED • CSI • ENTOURAGE • FAMILY GUY
FRIENDS • GAME OF THRONES • GLEE • KEEPING UP W/ THE KARDASHIANS • THE OFFICE
MODERN FAMILY • SEX AND THE CITY • SHARK TANK • SUITS • TOP GEAR • WALKING DEAD
OTHER: _____

PEOPLE THEY FOLLOW: ARTISTS • ATHLETES • CELEBRITIES • INFLUENCERS • MUSICIANS
EXAMPLES: _____

TYPE OF APP THEY USE THE MOST: GAMES • SOCIAL NETWORKING • FINANCE/BANKING
PRODUCTIVITY • TRAVEL • TRANSPORTATION • EDUCATION • SHOPPING • SPORTS RELATED
EXAMPLES: _____

NOW LET'S LOOK INTO YOUR SOCIAL PLATFORMS:

PAGE LIKERS:	FOLLOWERS:
SUBSCRIBERS:	FOLLOWERS:
LIST SIZE:	MONTHLY WEBSITE VISITORS:
LIST SIZE:	STARS OR REVIEWS:

FINDING YOUR IDEAL CUSTOMER

YOU CAN FIND PEOPLE BASED ON THEIR DETAILED DEMOGRAPHICS, WHAT THEIR INTERESTS AND HABITS ARE, WHAT THEY ARE ACTIVELY RESEARCHING OR PLANNING, AND HOW THEY HAVE INTERACTED WITH YOUR BUSINESSS

#2 PEOPLE: AUDIENCES

A: First, do your RESEARCH by logging into Google Ads and seeing the different type of audiences you are able to target

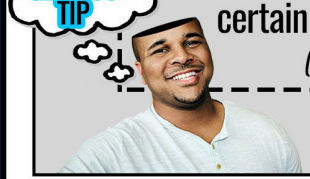
B: Choose the keywords and/or phrases you'd like use and it will automatically save to your choices

NOTE:

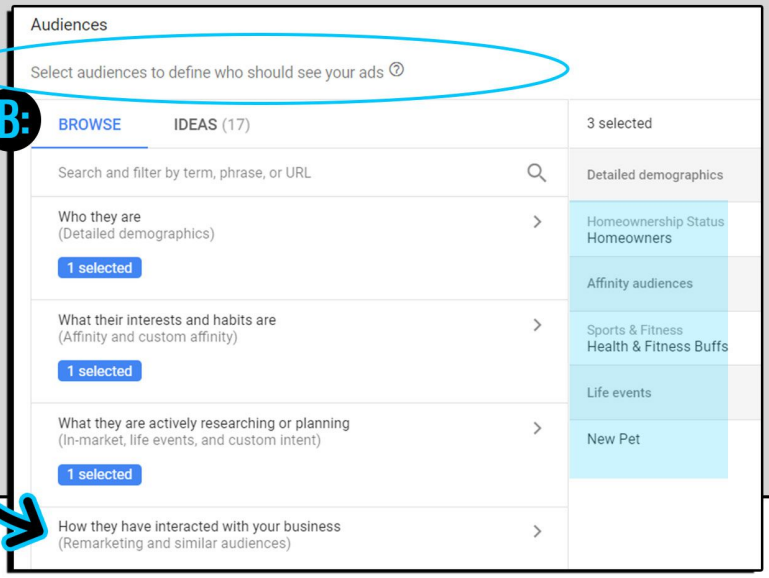
Always place your GLOBAL SITE TAG on all pages and create a REMARKETING LIST in order to stalk your website visitors and show them certain ads again and again.

(TO BE CONTINUED)

GENEIUS TIP



B:



BRAINSTORM: WHAT ARE YOUR CUSTOMERS LIKE, WHAT ARE THEIR INTERESTS, AND WHAT ARE THEY RESEARCHING?

A:

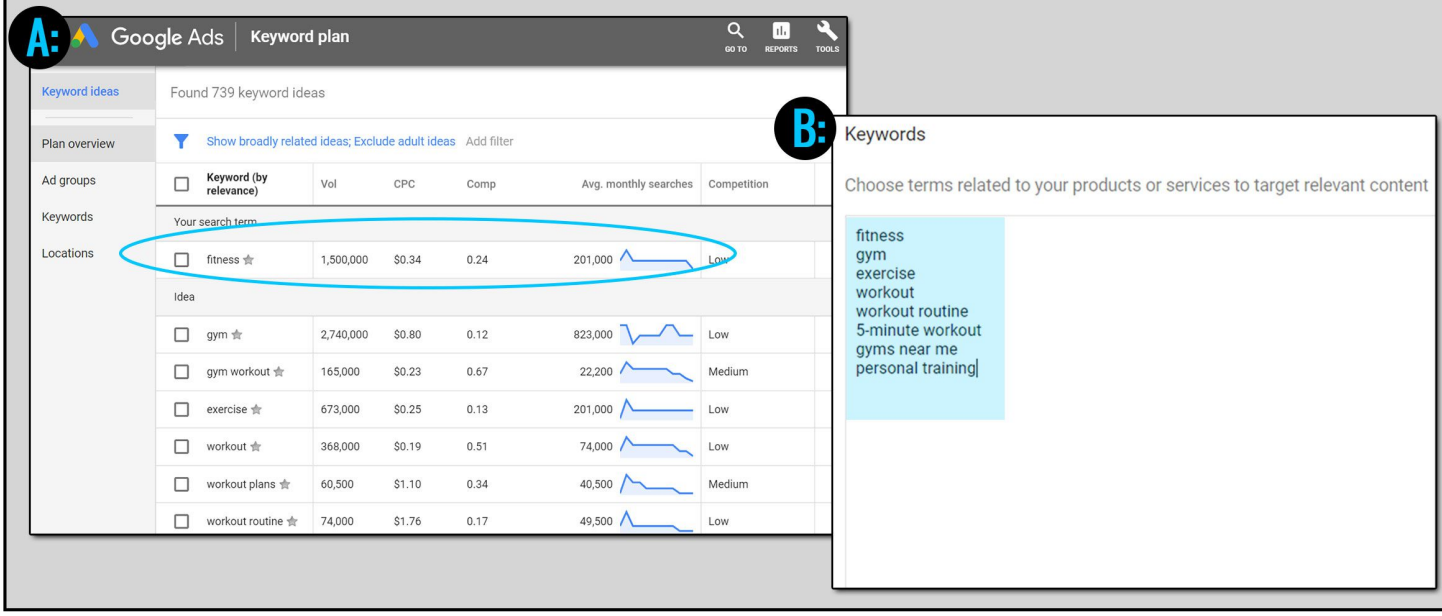
DETAILED DEMOGRAPHICS	INTERESTS AND HABITS	WHAT ARE THEY ACTIVELY RESEARCHING/PLANNING

FINDING YOUR IDEAL CUSTOMER

YOU CAN FIND PEOPLE BASED ON THE WORDS THEY SEARCH ON YOUTUBE

#3 CONTENT: KEYWORDS

A: First, do your RESEARCH and brainstorm by stereotyping what words or phrases your ideal customer would be searching for in the Keyword Planner
B: Choose the keywords and/or phrases you'd like use and it will automatically save to your choices



BRAINSTORM: WHAT TYPE OF KEYWORDS OR PHRASES ARE YOUR CUSTOMERS INTERESTED IN?

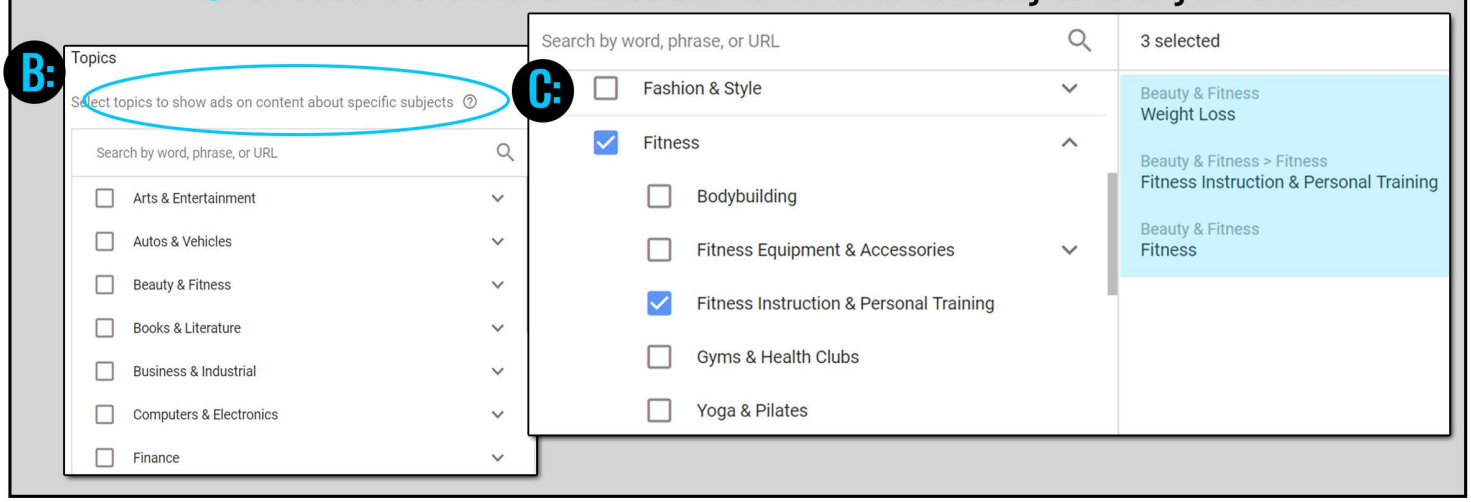
KEYWORDS	PHRASES

FINDING YOUR IDEAL CUSTOMER

YOU CAN FIND PEOPLE BASED ON THEIR INTERESTS AND PLACE YOUR ADS ON WEBSITE PAGES ABOUT THESE TOPICS

#4 CONTENT: TOPICS

A: First, do your RESEARCH and brainstorm by stereotyping your ideal customer
B: Choose the topics you'd like to advertise on
C: Select the channel or video and it will automatically save to your choices



BRAINSTORM: WHAT TYPE OF TOPICS ARE YOUR CUSTOMERS INTERESTED IN?

TOPICS

A:

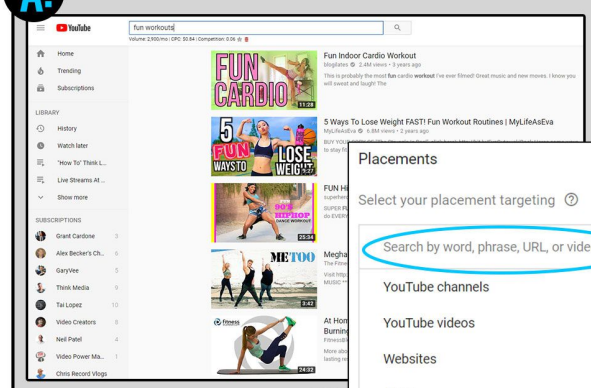
FINDING YOUR IDEAL CUSTOMER

YOU CAN SEARCH FOR POPULAR CHANNELS OR VIDEOS ON YOUTUBE AND PLACE YOUR ADS ON THEM

#5 CONTENT: PLACEMENTS

A: First, do your RESEARCH and brainstorm using YouTube's search bar
B: Enter your placements by searching word, phrase, URL or video ID
C: Select the channel or video and it will automatically save to your choices

A:



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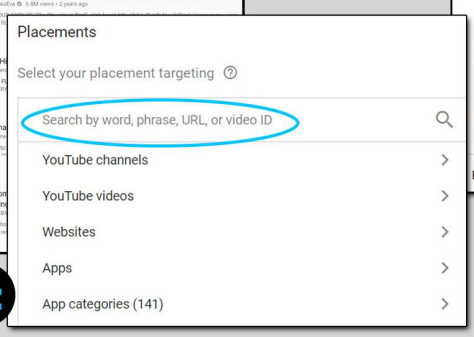
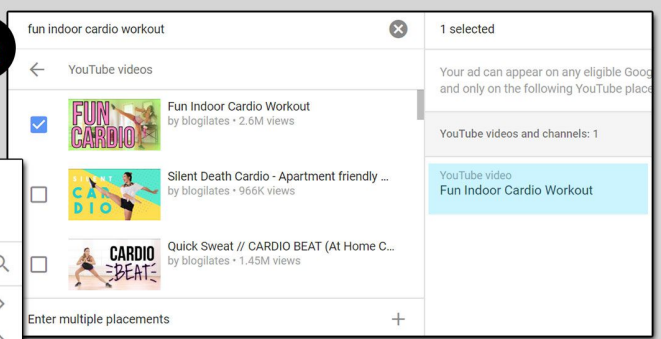


C:



BRAINSTORM: WHAT TYPE OF CHANNELS OR POPULAR CHANNELS OR VIDEOS SHOULD YOU ADVERTISE ON?

YOUTUBE CHANNELS

YOUTUBE VIDEOS

YOUTUBE TARGETING CAPABILITIES

DEMOGRAPHICS

Demographics

Select your demographic targeting

Gender	Age	Parental status	Household income
Female	18 - 24	Not a parent	Top 10%
Male	25 - 34	Parent	11 - 20%
Unknown	35 - 44	Unknown	21 - 30%
	45 - 54		31 - 40%
	55 - 64		41 - 50%
	65+		Lower 50%
	Unknown		Unknown

NETWORKS

Networks

- YouTube Search
- YouTube Videos
- Video partners on the Display Network

LANGUAGE

Select the languages your customers speak

Arabic, Bengali, Bulgarian, Catalan, Chinese (simplified), Chinese (traditional), Croatian, Czech, Danish, Dutch, Estonian, Filipino, Finnish, French, German, Greek, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Italian, Japanese, Korean, Latvian, Lithuanian, Malay, Norwegian, Persian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Tamil, Telugu, Thai, Turkish, Ukrainian, Urdu, Vietnamese, English

Start typing or select a language

LOCATION

Location | Radius

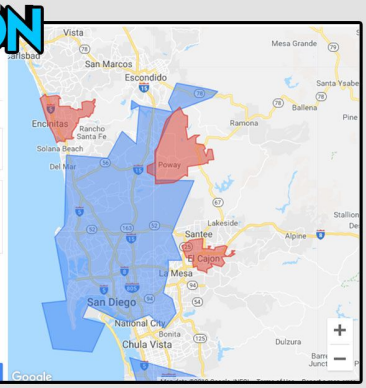
Add locations in bulk

Enter a location to target or exclude

Targeted locations (1)
San Diego, California, United States city

Excluded locations (3)
El Cajon, California, United States city
Encinitas, California, United States city
Poway, California, United States city

CANCEL SAVE



DEVICES

Devices

Your ads will show on all eligible devices by default (computers, mobile, and tablet).

Advanced mobile and tablet options

- **All available operating systems**
- **All available mobile devices**
- **All available carriers and Wi-Fi**

Edit

Set device bid adjustments

Mobile bid adj.	Decrease by	50	%
Tablet bid adj.	Decrease by	100	%
Computer bid adj.	Increase by		%

Example: A USD10.00 bid will become **USD5.00**.

Example: A USD10.00 bid will become **USD0.00**.

Enter a number above to see an example.

AUDIENCES

Audiences

Select audiences to define who should see your ads

BROWSE | IDEAS (19)

Search and filter by term, phrase, or URL

Who they are
(Detailed demographics)
3 selected

What their interests and habits are
(Affinity and custom affinity)

What they are actively researching or planning
(In-market, life events, and custom intent)
1 selected

How they have interacted with your business
(Remarketing and similar audiences)

4 selected CLEAR ALL

Detailed demographics

Marital Status
Married

Parental Status > Parents
Parents of Toddlers (1-3 years)

Homeownership Status
Homeowners

In-market audiences

Food

KEYWORDS

Keywords

Choose terms related to your products or services to target relevant content

HOW TO BAKE A CAKE
BAKING
FOOD NETWORK

Get keyword ideas

Enter a related website

Enter your product or service

We only show keyword ideas that are relevant to your business. To get ideas, enter your landing page, a related website, or words or phrases that describe your product or service in the fields above.

TOPICS

Topics

Select topics to show ads on content about specific subjects

Search by word, phrase, or URL

- Finance
- Food & Drink
  - Beverages
  - Cooking & Recipes
  - Food
  - Food & Grocery Delivery
  - Food & Grocery Retailers
  - Restaurants
- Games
- Health

3 selected

Food & Drink
Cooking & Recipes

Food & Drink
Food

Food & Drink

PLACEMENTS

Placements

Select your placement targeting

FOOD NETWORK

YouTube channels

- Food Network Canada
  834 videos • 19.2K subscribers
- Tasty
  2.61K videos • 11.8M subscribers
- India Food Network
  2.31K videos • 317K subscribers

Enter multiple placements

1 selected CLEAR ALL

Your ad can appear on any eligible Google Display Network placement and only on the following YouTube placements:

YouTube videos and channels: 1

YouTube channel
Food Network

YOUTUBE OPTIMIZATION CHECKLIST

USE THIS CHECKLIST TO OPTIMIZE YOUR ADWORDS CAMPAIGNS!
PLEASE KEEP IN MIND THAT YOU SHOULD NOT MAKE TOO MANY CHANGES ALL AT ONCE. YOU'LL WANT TO BE ABLE TO TRACK WHICH MODIFICATION MAKES THE DIFFERENCE/IMPROVEMENT AND GO FROM THERE.

- [ ] CHECK THAT YOUR CAMPAIGN IS APPROVED AND RUNNING ON ADWORDS
- [ ] SORT COLUMNS BY YOUR BEST METRICS
- [ ] DEPENDING ON THE GOAL, SORT ROW TO SEE LOWEST PERFORMING GROUP
- [ ] REVIEW ALL TARGETS IN TARGETING GROUP
- [ ] CHECK THAT BIDS AREN'T SET TOO LOW OR TOO HIGH
- [ ] LOWER OR RAISE ANY BID AMOUNTS IF NECESSARY
- [ ] PAUSE ANY LOW PERFORMING TARGET GROUPS
- [ ] MAKE SURE TARGET GROUPS ARE NOT OVERSPENDING
- [ ] DOES YOUR VIDEO GRAB THE VIEWER'S ATTENTION IN THE 1ST 5 SECONDS?
- [ ] IF VIEW RATE IS LOW, CONSIDER ADJUSTING THE VIDEO
- [ ] TEST NEW WORDING FOR CALL TO ACTION (CTA)
- [ ] CTA OVERLAYS/END SCREENS/ANNOTATIONS DIRECTED TO THE CORRECT LINK
- [ ] LANDING PAGES ARE CONGRUENT WITH CAMPAIGN'S CTA
- [ ] (VIDEO DISCOVERY ADS) REPLACE THUMBNAIL OR HEADLINE TO TEST
- [ ] CONVERSION CODE SET UP PROPERLY AND "RECORDING CONVERSIONS"
- [ ] ENSURE REMARKETING TAGS ARE TRACKING CORRECTLY
- [ ] CONSIDER TESTING A DIFFERENT OFFER
- [ ] TRY CHANGING THE LAYOUT OF THE LANDING PAGE
- [ ] LOOK INTO SWITCHING OVER TO NEW AUDIENCES IN TARGETING

G.E.N.E.I.U.S. TIP

"MASTER YOUR SKILL SET. DUPLICATE YOUR RESULTS. SHARE WITH PROOF."

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UNDERSTANDING METRICS