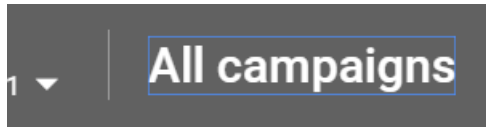# How Can you Create Video campaign in Google Ads to increase Video views ?

Ans:-
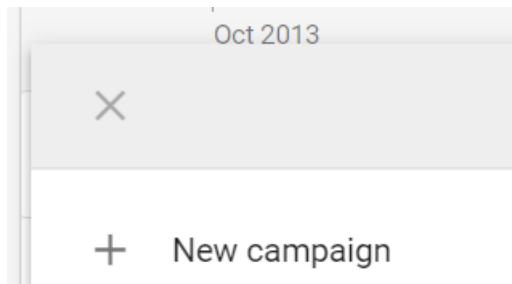
Step 1:- Click on all campaigns then

Step 2:- Left hand side click on campaigns and then click on plus icon.
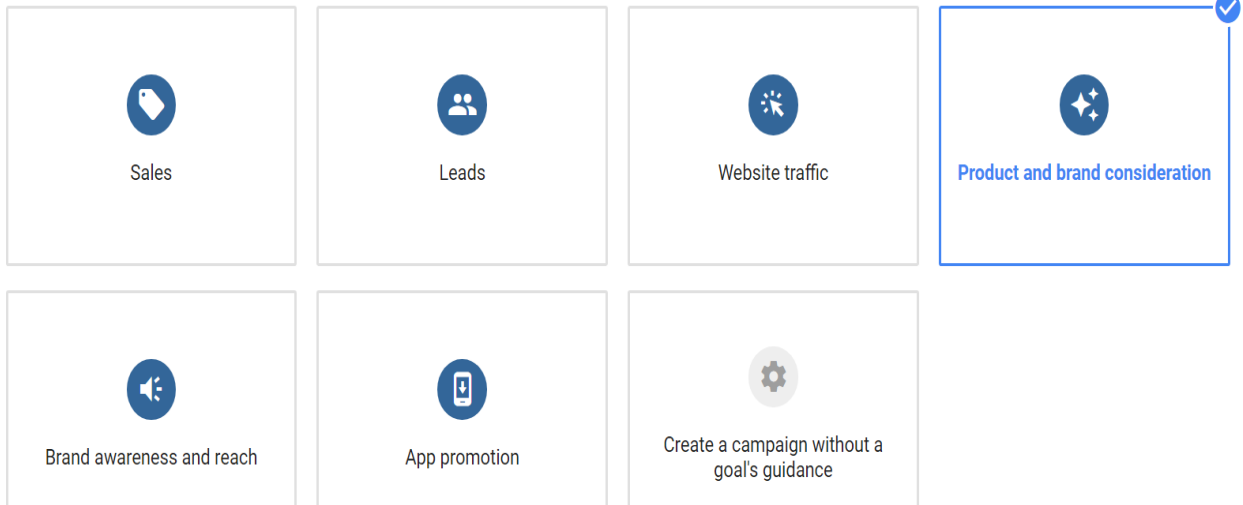

Step 3:- After click on plus icon click on new campaign

Step 4:-

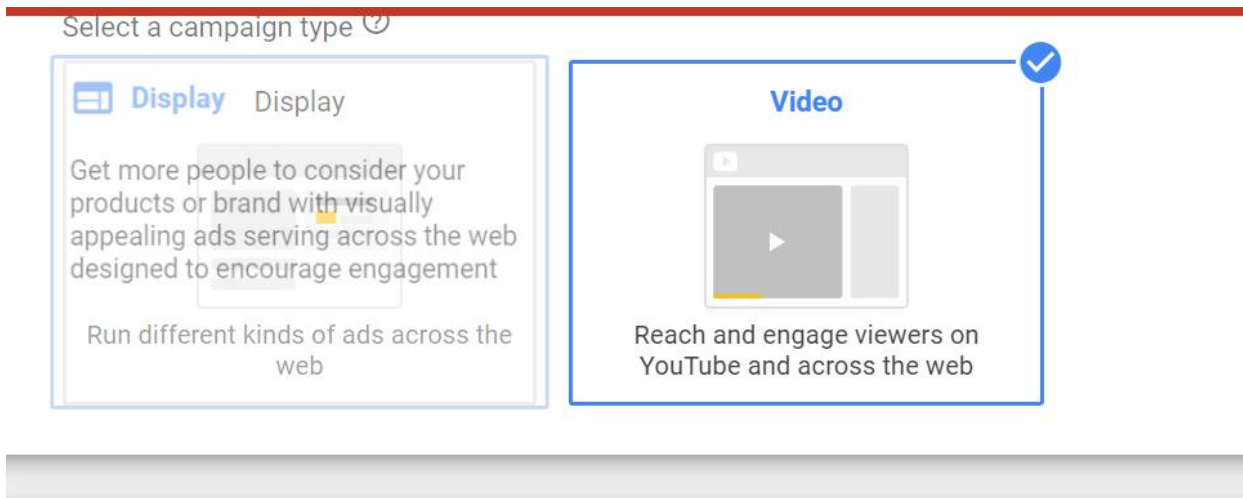Then select the goal for it click on product and brand consideration.

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

Sales	Leads	Website traffic	**Product and brand consideration**

Brand awareness and reach	App promotion	Create a campaign without a goal's guidance

Step 5:- the select campaign type **VIDEO** and sub campaign type select **INFLUENCE CONSIDERATION.**

Select a campaign type ⓘ

Display Display

Get more people to consider your products or brand with visually appealing ads serving across the web designed to encourage engagement

Run different kinds of ads across the web

Video

Reach and engage viewers on YouTube and across the web

Select a campaign subtype

◉ Influence consideration

Influence consideration of your products or brand with skippable in-stream ads or video discovery ads. Learn more

Then click on continue.

Step 6:-   Then enter you campaign name for example digital marketing and you will see by default there is Maximum cpv (cost per view) bid strategy selected see given below .

Campaign name   Digital Marketing

                                                                                  17 / 128

Bidding strategy   Maximum CPV

Step 7:-

Then choose **Daily**   option and enter budget amount for example 100Rs

Budget and dates   Enter budget type and amount

                          Daily   ▼   ₹   100.00

                                                   Average that you want to spend each day

Step 8:- then click on advance search

Locations   Select locations to target ⑦

                   ◯ All countries and territories

                   ⦿ India

                   ◯ Enter another location

                   🔍 Enter a location to target or exclude   Advanced search

After that enter you location name and   click on include

⦿ Location   ◯ Radius

☐ Add locations in bulk

mumbai

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

After that you will see following 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

                                                    24 / 255

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.

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

Step 11:-

Then under content click on placements

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 ⑦

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 ⑦

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 ⑦

digital marketing course   ⊗

← YouTube channels

☑   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.

Then enter you bid amount .cost per view for example 1 rs.

Then create your video ad copy and paste your video url from youtube to given below

Create your video ad

Your YouTube video

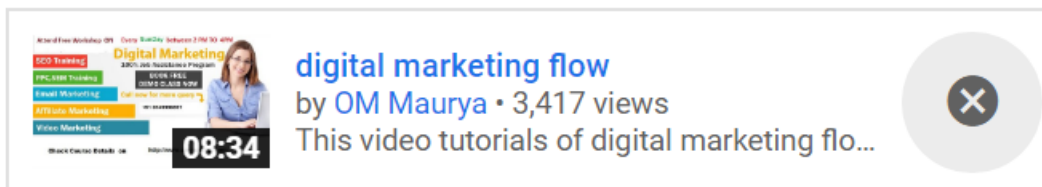Q   Search for a video or paste the URL from YouTube

After   that you will see following to option to   choose video ad format

First one is (1) skippable   in-stream ad

(2)video discovery ad

Create your video ad

Your YouTube video

digital marketing flow
by OM Maurya • 3,417 views
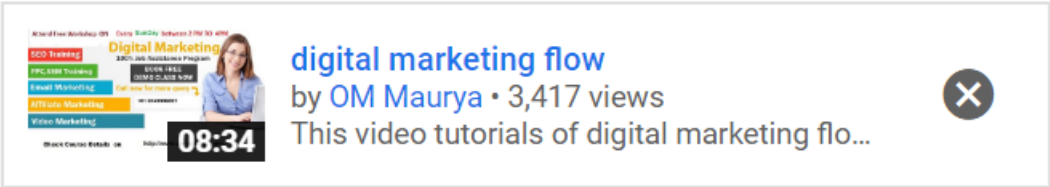This video tutorials of digital marketing flo...

08:34

Video ad format

◯   Skippable in-stream ad ⓘ

◯   Video discovery ad ⓘ

Select skippable in-stream ad. & enter you final url .

Then enter your display url note your final url and display url must same.

Then enter your ad name

Note:- always use your keyword + brand name in your ad name

⌄ Ad URL options (advanced)

Companion banner (computers only) ⑦

● Auto-generate using videos from your channel (recommended)

○ Upload an image

Ad name

digital marketing course by om sir

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CREATE CAMPAIGN   CANCEL

Finally click on create campaign.

Then finally click on continue to campaign

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
	0 / 255

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