



HOT VIDEO
AD TRENDS:

How to
Advertise
Your Business
on YouTube



If there is one thing we know, it's that video is king when it comes to advertising. The days of static image ads are not necessarily over, but they have been succeeded in terms of advertising effectiveness.

And why is that?

Because consumers have changed their viewing habits and preferences. And as an industry that relies on consumers to exist, we in turn, must change our serving strategy in accordance with the people we are trying to reach to grow our brands and businesses most effectively.

Similar to the debate that art imitates life, we must agree that advertising must imitate life as well if we want our ads to succeed. This means that we must move with the times and tides of an increasingly digital world, and we do so using pre-roll video advertising.

Since pre-roll video, specifically, is king, it should be treated as the first and almost only choice when it comes to promoting your brand/product. Why? Because it performs better in every regard.

Furthermore, you are able to say more with your ad, allowing viewers to remember more and even, interact more, which means you'll sell more.

If you are unfamiliar with the term "pre-roll" or what they are, rest assured – we've got you covered.

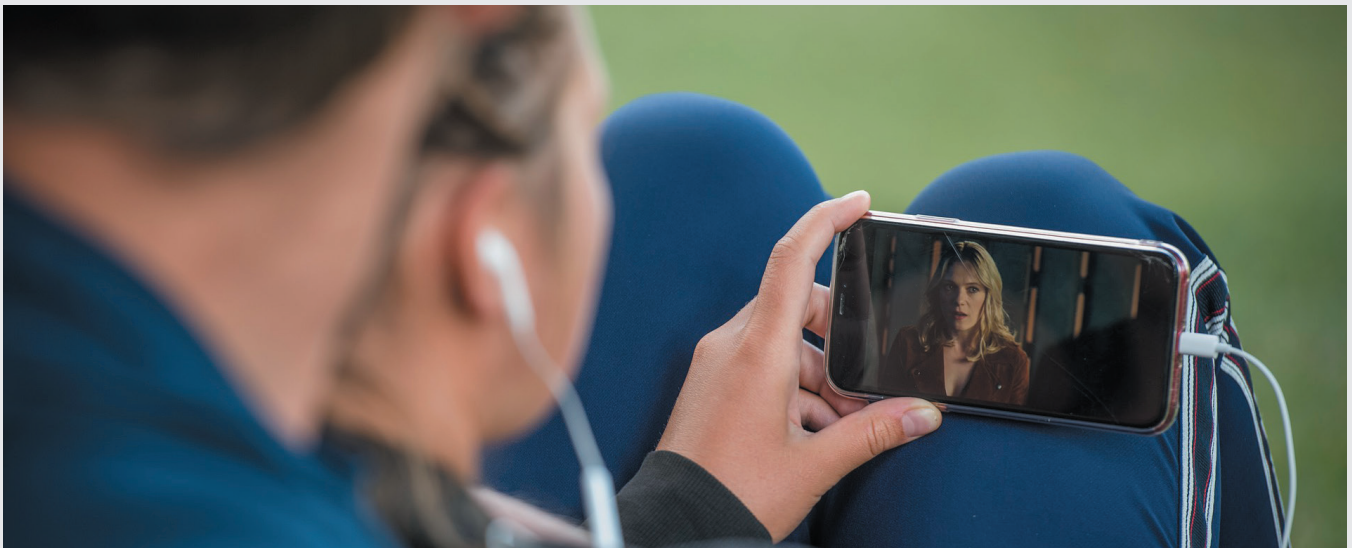
Though you may not have known the term, you've certainly seen pre-roll video ads before as they are EVERYWHERE. Pre-roll ads are video advertisements that typically play before any video you watch on the internet, sometimes even on social media apps. It can almost seem like you can't watch anything on a digital device *without* a pre-roll ad, whether that be on Instagram, TikTok, Youtube, or Hulu.

Essentially, if you have ever clicked on a YouTube video and been targeted with a highly-customized advertisement before the video begins, you've witnessed a pre-roll video ad in action. Not only is it a format that demands viewer attention, but it's also highly measurable, ensuring future campaign targeting accuracy, and highly customizable, ensuring that ad dollars are more effectively spent, sending ads to only the *right* audiences online.



And one specific reason why pre-roll ads are so effective is that more users online than ever before are **completing** videos because videos (and the platforms videos are showcased on) are getting so much more precise with their audience targeting. These videos are delivering personalized content that is more likely to be watched since it caters to the specific individual's tracked tastes and preferences.

Now that you have a grasp on what a pre-roll video ad is, let's talk about the best place to run your video advertising – Youtube. Though this may surprise you, let us tell you why this platform is so important.



During the past few years, Youtube has outgrown its simple rep as a funny viral video platform – now, the video playing platform is bigger and better than anybody could have imagined, serving millions of videos to the public every day.

Now, YouTube is the most popular video platform in the world, taking place as the second largest search engine ever closely behind Google. The platform has a total of 2 billion active users worldwide who spend 1 billion hours a day watching YouTube videos.

With numbers like these, every brand in the world is thinking of how they can best serve their ad on the platform, which is why we're encouraging you to start thinking about bringing your advertising to this lucrative platform that's buzzing with consumers wanting to buy products. And to get you started we've laid out a few tips and tricks and useful information below!

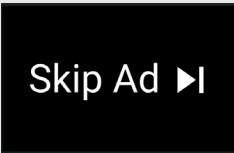


THE WAY YOUTUBE RUNS ADS IS MORE ECONOMICAL, ESPECIALLY IF YOU WANT VIEWS

TrueView

Youtube's video ad format is known as TrueView and is unique in its ability to give viewers and advertisers alike choices that are specific to their desired experience, as well as the ability to advertise via pre-roll video. This is especially important because we know how much more effective video ads are than static image/word ads are. Video marketing increases revenue 49% faster than other types of marketing. According to a recent WordStream article, videos enjoy 12 times more shares than text and images put together.

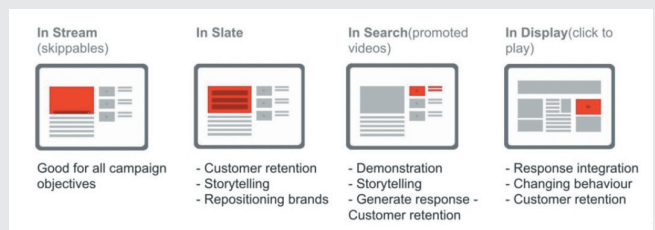
Other beneficial features of TrueView ads include the fact that every pre-roll ad you serve is both clickable and skippable, which can only benefit you and here's why. The clickable feature is important because it helps drive up your ROI, getting your viewers active and engaged in your brand's content. And with *YouTube's "TrueView"* ad model, it's skippable viewing feature greatly benefits your dollar since TrueView ads are sold on a cost per view (cpv), you only pay when a user views your video ad to the end. If they click "Skip Ad," for instance, you've still gotten your brand in front of interested buyers, but you won't pay a dime. This is a great money-saving trick! And, if your video ad is catchy enough to keep your audience's attention to the end, you're **23 times more likely** to get them to click on your ad.



Friendly reminder – all pre-roll ads are clickable. However, not all ads played on the platform are skippable. Trueview is in reference to ads that are skippable on the platform, sold on a cpv, while all other ads pre-roll ads on YouTube that are non-skippable are sold on a cost per impression (cpm), which is more beneficial for advertisers if they are looking for clicks.

TrueView is elite because it gives marketing strategy the flexibility needed to successfully engage an audience. Between the in-stream and display models, advertisers have the power of choosing a format that best suits their customer base. And as mentioned before, Trueview provides a cost-effective solution that promises enhanced ROI and likelihood of conversion, as companies usually only pay for the ads when the audience engages with the ad in some way.

Youtube ad formats function primarily in four different ways on the platform. Advertisers have the option of placing their ad in stream (skippable and non-skippable), in slate, in search, and in display. See graphic below for a visual representation of your options when deciding how you want your pre-roll placed on the platform:



Due to the way TruView functions, this is a great tip to keep in mind if you're looking to get you pre-roll video advertisements out there!



FINDING YOUR NICHE ON THE PLATFORM



YouTube is a MASSIVE platform, so it's important for your brand to find its niche within it.

In doing so, you will find that Youtube is unlimited in ways to find such success. Though we mainly emphasized pre-roll video ads, there is also the option for your brand to create their own content to a brand page. Not only are people viewing an insane amount of video content a day, but they are also posting their own content. **500 hours of video are uploaded to YouTube EVERY MINUTE, which is 30,000 hours of video uploaded an hour, for a total of 720,000 hours of video uploaded every single day to YouTube.**

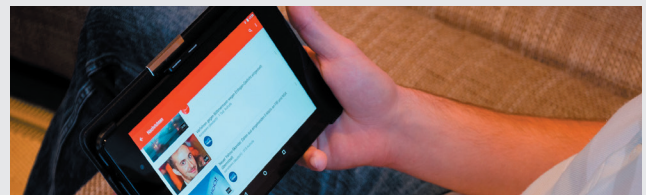
Now, that gives you and your brand two options. You can either create your own brand content or capitalize on already existing content by placing your brand's ads to your targeted audience via pre-roll video ads. Or both. And you wouldn't be the first business following this trend.

62% of businesses use YouTube as a platform to post their own video content to engage with existing customers as well as introduce themselves to new customers. YouTube is the second most popular channel for businesses to share video content, which is why your business needs to be taking advantage of this lucrative and pervasive platform.

You may be asking what kind of businesses see success on YouTube? Could mine? We're here to tell you that there is truly an audience for every single type of business on the platform. But here are some examples of industries that particularly benefit:

>> Arts & Entertainment

Since YouTube is a video platform, it only makes sense that the arts & entertainment industry would see high levels of success here. From tv show highlights to movie trailers and vlogs, YouTube provides a platform for every aspect for entertainment. YouTube users often know what they're looking for and what channels will provide that, which means you can become that go-to channel or advertise on it.



YouTube makes it easy for brands to have a number of targeting segments in order to find the right audience that will boost their brand engagement. There is also a huge opportunity to get fans involved with your content by giving them videos that would not be available to them anywhere else. For example, if you're trying to market a new tv show, you could very easily build up your audience by doing interviews with the cast, vlogs with the cast, or posting blooper reels. The options are seemingly endless.



>> Health & Fitness

YouTube provides people with the ability to get in shape and stay healthy without the expensive personal trainers. There are hundreds of workout and diet videos on the platform from both professionals and ordinary vloggers giving their genuine results. Users interested in building a better body or lifestyle can do that by simply looking up videos on YouTube. Therefore, if you are in the health & fitness industry, it would serve you well to add videos in the nature of workout routines, health vlogs, and cooking tutorials to your targeting strategy to increase VR.

>> Consumer Packaged Goods (CPG)

Consumers want to know the quality of a product before they buy it. Nobody likes wasting time or money. YouTube solves this dilemma frequently by its content creators who make videos reviewing products. Product reviews and unboxing videos run the show on YouTube, making them prime real estate for your CPG ads.

A specific subset of product reviews and unboxing is the fashion & beauty realm. There are millions of views on videos offering make-up and clothing reviews. Therefore, beauty and fashion brands should target their ads to these channels or try to reach out to YouTube influencers to promote their product on their channels.

>> Home & Garden

YouTube users love a good DIY video. We know this because how-to video consumption has grown 70% year over year on the platform. If you want to make something, YouTube probably has a tutorial for you, which is why home & garden videos are so popular on the platform. Users can learn how to build Ikea furniture to how to decorate a home to how to get rid of garden weeds all on their own.

So if your brand sells home & garden products, these videos are great places to serve your ad since you know the audience watching will be engaged and interested in your product, increasing your VR and CTR.

>> Quick Service Restaurant

Brand awareness and recall are important for quick service restaurants and YouTube can help lift both metrics. For this industry, it may be harder to create your own channel and content, which is why we recommend bumper/banner ads for your QSR business. These ad types can particularly boost your brand recognition within customers with Google Ads ability to let you geotarget your ads. With this tool, you can reach YouTube accounts in your restaurant's area for a greater chance of physically bringing in customers.

>> Technology & Computing

Technology and computing videos are also popular on YouTube. There are product reviews as well as tutorials. As mentioned before, unboxing reviews are extremely popular on YouTube. For example, Unbox Therapy, a channel dedicated to unboxing video reviews, has over 13 millions subscribers. The sheer popularity of unboxing videos alone should entice advertisers to place their product ads here.

And once somebody buys a product, how exactly do they use it. YouTube is home to an insane amount of tutorials, including technological skills or tasks. Tutorial videos should definitely be a part of your targeting strategy if you want to boost CTR to your product page.



BUY KEYWORDS ON YOUTUBE FOR BETTER ROI THAN GOOGLE ADS

If your company is currently using Google Ads for keyword/pay-per-click advertising, you need to give advertising on YouTube a try. There, you can buy by keywords and run pre-roll ads in front of videos that appear off those keyword searches. In our opinion, buying by keyword on Youtube is a more effective use of your ad dollars than the other platforms.

Here's the deal: Both Google Ads and YouTube ads allow you to laser-target your audience to those likely to need your products and services. The core of Google Ads only offers paid search simple text ads in the margins of your target audience's searches, whereas, YouTube pre-roll ads have several advantages that make them a better choice for your advertising spend.

As we now know, Pre-roll ads run before the video that your target customers searched for. A benefit of *Youtube's Keyword Search technology*, is that your pre-roll ad will be served to a customer who is already looking for your product or service. For example, if someone searches for dog toys on YouTube, a number of videos related to dog toys appear in the search. If you sell dog products (let's say toys) your pre-roll ad can play in front of a Youtube video related to dog toys, making the chances of a sale more likely.

We're used to targeting an audience, but how do we target keywords?

Just like on Google Ads, you need to target certain keywords for your ads. When people search for certain items, artists, or services on YouTube, your pre-roll appears on the relevant video content so it's important to get very narrow with the focus of the keywords you are buying.

To find keyword ideas, you'll need a YouTube keyword tool.



Since YouTube hasn't come up with a proprietary tool, several companies have both free and paid versions of YouTube keyword tools. Try the free versions to see which one works best for you, before you spend money on a paid keyword tool. Another idea if you are buying Google Ads is to take your top 20% keywords by impression and apply those words only to your YouTube campaign.

Once you've decided on the right keywords, you'll need to bid on them to determine the price you'll pay per view. You can either hire an outside firm to manage this for you or do it yourself in your adwords account. You can access YouTube via your Google Ads account.

But for the best results for your campaign, we recommend not only buying Youtube keywords, but buying them as a compliment to an overall ad buy on the platform. This way you are guaranteed the most efficiently targeted and served audiences for your pre-roll advertisement. By utilizing both the platform and its keyword technology, your ad will have a better chance of overall engagement by interested consumers.



LEARN FROM BRANDS WHO ARE ALREADY DOING IT

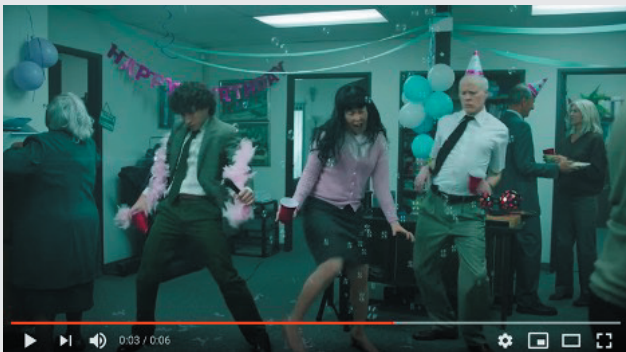
We've been talking a lot about pre-roll advertising on Youtube and how brands are succeeding and keeping up with consumer viewing trends. You may be feeling overwhelmed with all of this information. Or maybe you just need to see it to understand it. Whatever way you are feeling, the hard part is over.

Now, you can sit back and enjoy watching some pre-roll video ads and content from brands who have already taken their shot at Youtube advertising and done it well. Below you will find a few examples of the aforementioned strategies and trends and we hope you can picture your brand doing the same!

Remember on these we don't have the videos as examples (just the still image on a pdf – so have a good description of each where the image appears.

HEFTY PARTY CUPS

Here is an example of a brand who made a memorable 6 second ad! Within the 6 seconds, Hefty showed a humorous scene of office coworkers dancing with their red cups at an office party. It's comedic take was effective in capturing audience attention in seconds!



GEICO

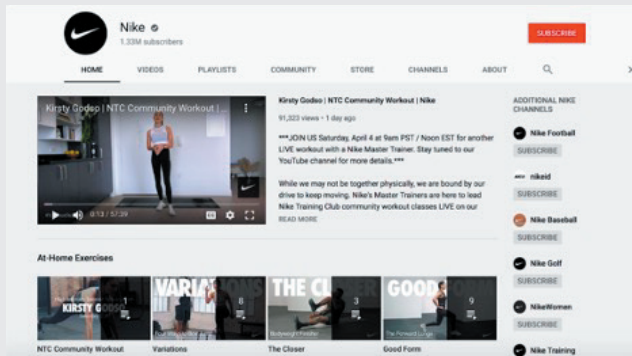
Here is an example of a brand that made the first 5 seconds so good, people stayed for the whole 1:10 minutes! (Side Note: Youtube ads can be both short and long form, from anywhere between 5 seconds and 10+ minutes! For more info on these options and the benefits of each format, click here!) In this clever ad, two men shake hands in the elevator and the narrator says, "You can't skip this Geico ad, because it's already over," however, for a while minute later, the ad continues as other actors enter the elevator. This is both memorable and original!





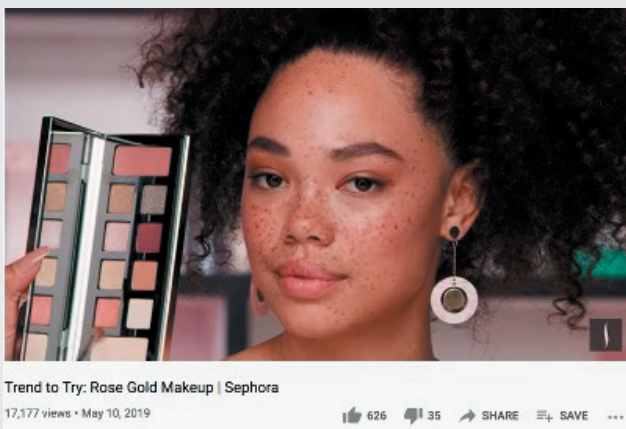
NIKE

Nike is king of YouTube, taking full advantage of what YouTube has to offer. Not only does Nike make some of the best ads in the game, but they run their own YouTube channel that encaptures a total of 1.33M followers. The brand is not only interested in ads, but cultivating their brand outside of their stores and into their customers' homes. This is a great example of a company that makes both ads and their own video content!



SEPHORA

Sephora's YouTube channel is home to 1.28 million subscribers and millions of more views. The make-up brand's channel consists of a wide array of video types: make-up masterclasses taught by make-up professionals, customer stories, diversity & inclusion testimonies, educational videos on skincare and hair, and more. And to enforce customer purchase, the brand plates links to every product used in their videos for easy sales.



PLAYSTATION

With over 3,500 videos to its channel, Playstation has been hailed one of the top ten brand channels, with a whopping 9.74 million subscribers. There is a massive gaming world on YouTube. Video game enthusiasts spend hours watching game hacks, game plays, game reviews, and game trailers. PlayStation's channel helps gamers stay up to date on the latest games and helps them improve their gaming skills through their gameplay videos. And on every single video, is the strategically placed PlayStation logo in the upper left hand corner to further enforce brand recognition.





BOOK YOUR FREE VIDEO STRATEGY SESSION TO INCREASE (3X) YOUR CONVERSIONS USING DIGITAL VIDEO ADVERTISING – (WORTH \$1,000)

If you're serious about not only growing your business, but dominating the market to maximize your advertising ROI, you shouldn't take the aforementioned tips lightly. If not, chances are you're spending more money than you need to on marketing for little reward. But when you work with Oculu, we target a 3:1 ROI on your video marketing spend. Our goal is to get \$3 into your business for every \$1 you spend on video marketing.

And though the information we have provided you with is sure to get your business up and running with its video advertising efforts, we want to offer you a headstart! To eliminate any wariness or hassle, Oculu will help you through your first steps so you can be sprinting on your own in no time. All you have to do is set up a **FREE** complimentary video audit with us.

Please note, this is not a sales call – you will be speaking with a highly experienced Video Expert, not a salesman. And we promise to invest our best efforts into making your video campaigns achieve explosive ROIs that we guarantee will put your business on the map.

Here's How it Works. First, let's look at your current video assets and determine what we can use for advertising (if you don't have any video assets - That's ok)! Next we'll dig deep into your business, goals, industry, and competitors to understand the best way your company can use video to maximize sales and leads and sales for your business. Then, based on what you tell us, we will develop a **CUSTOM** video plan exclusively for your business. Free of cost.

If you're ready to run full force with a foolproof strategy on your feet and achieve your business goals and then some, book your FREE strategy session call now! We can't wait to offer our best insights and sow an impactful relationship with your company!

BOOK YOUR FREE VIDEO STRATEGY SESSION NOW