


**The 7 steps of how to create a YouTube advertising campaign**

## Introduction

Advertising campaigns are the most effective strategy a company can have to improve visibility, increase customer loyalty, and improve conversions and sales. Creating an advertising campaign takes a lot of work, but without a plan, the campaign can be nothing more than a waste of money. We'll cover advertising campaigns in this article, including how to create one for your own company

A social media campaign is a coordinated business marketing effort to promote information (about a brand, product, or service) using at least one social media platform such as Facebook, Instagram, Snapchat, Twitter, and other platforms. These campaigns focus strategically , have measurable results, and influence social media followers to feel or act a certain way

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## What are advertising campaigns and their types

An advertising campaign is a tailor-made strategy implemented across various media in order to achieve desired results such as increasing brand awareness and increasing sales

These goals are achieved through advertising through various means

Many business owners think that running an advertising campaign simply means creating an ad. However, they are wrong. In order for ads to achieve the best results, it is necessary to be well organized from the beginning

Types of advertising campaigns

Before starting to display the different types of campaigns, it is necessary to review the basic elements of advertising campaigns, which are

Target

the message

The audience

After you know the basics of advertising campaigns, let's take a look at the most important types of advertising campaigns that you can benefit from in your own business.

Product Marketing Campaign: Companies use product marketing campaigns to introduce a product (or product feature) to the market

Brand awareness campaign: Brand awareness campaigns highlight the brand and what it represents to improve recognition among the target audience

Search Engine Optimization Campaign: Search Engine Optimization (SEO) campaigns are a cycle of coordinated actions to improve the search engine ranking of a website

Email Marketing Campaign: These are just marketing campaigns that are disseminated through the email channel

Social media campaign: Just like with email campaigns, what sets social media campaigns apart from other types is that they use social media platforms to reach their target audience




## Steps to create the advertising campaign in an integrated manner for the business

Creating an integrated advertising campaign may seem difficult at first, but it is worth taking the time to plan and coordinate. If done right, it can be really effective and drive conversions and sales. So here's an overview of how to create effective integrated campaigns

Know your audience, You may be interested to see more than 5 types of customers, you should know their personalities

This is one of the most important aspects of marketing. You need to know the target segment of your business, where you can track their interests, behaviors, motivations, what their problem is and how you can solve it for them

Choose the marketing channel

As we said earlier, knowing your audience will help you shape your campaigns. Think carefully about the channels you use for your campaign, and how effective they are in reaching your audience. It can be tempting to try to do it all when it comes to an integrated campaign, but it's likely to be a waste of your budget and a poor return on investment

Ensure the consistency of your brand identity

Your integrated campaign should be recognizable and consistent across all channels. You want those potential customers who see your marketing output on different channels to know right away that they've seen this before, so they can start to take a closer look. An integrated campaign wouldn't create this all-important brand awareness if everything looked the same

mutual promotion

An essential part of the integrated campaign is cross-promotion of the content. Did you get a lot of influencer content on social media

This can be used as part of your email marketing automation, along with this amazing blog post and branding created specifically for this campaign

Make sure your messages are connected

Your messages need to speak to the audience and force them to act

Your messages should be clear, concise and easy to follow. If you want the audience to do something, make sure they know that's what they have to do
Measurement and reporting
Tracking campaigns are essential to measure success and ROI and analyze which aspects have been more successful than others

It is also important to comprehensively report and analyze across the campaign to test what worked and what to learn next

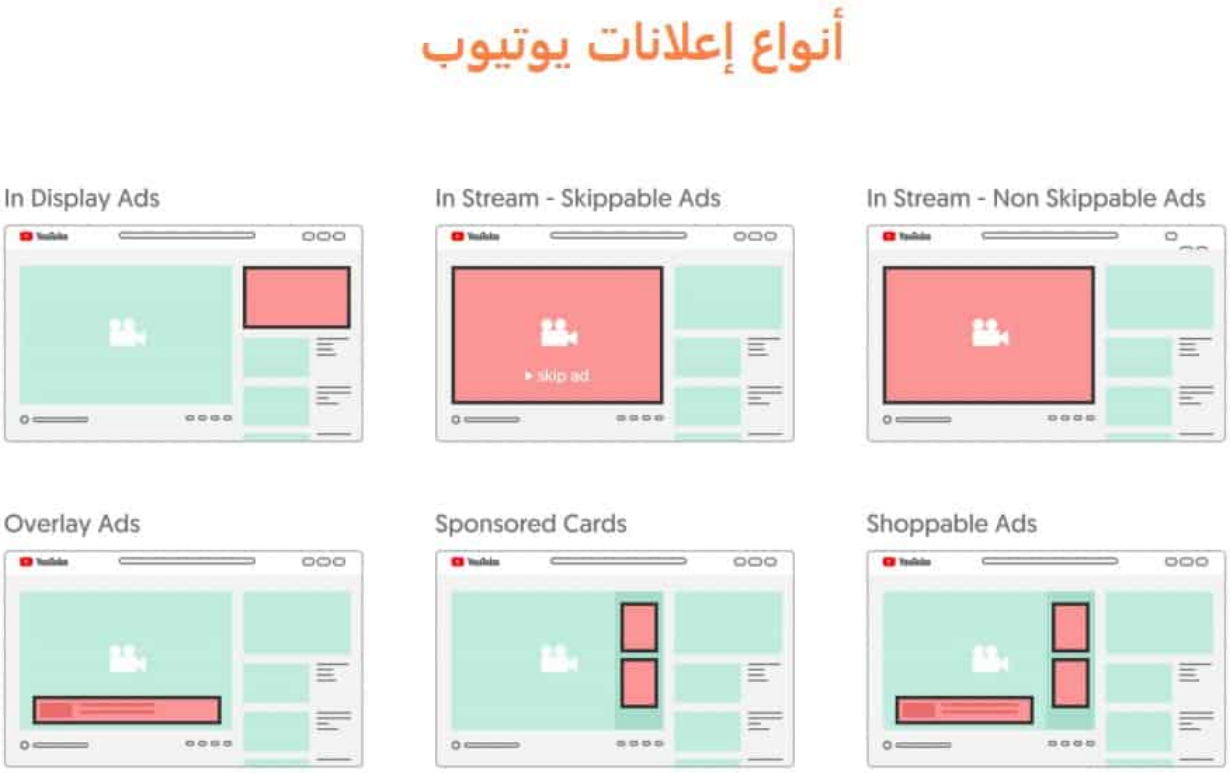
## What is the importance of campaigns on social media and their impact on your business

Create brand awareness
Social media is a high-speed platform to create awareness of your business. Even if you create a website, you should get the audience to read your blog or content. So you need some platform to target audience to read your article, to read your content. Social media can create wide view to create awareness of your product by running social media campaigns, paid ads, etc ,You may be interested in learning the secrets of body language in the sales and communication process

Increase Sales
All businesses have a common goal of generating as much revenue as possible. If you do not include social media in your marketing efforts, you may be missing out on an additional source of income. This is related to brand awareness, the more people know about your business, the more opportunities you have to grow your customer base
Search Engine Optimization Optimization
A strong SEO plan is made up of many different factors, but many people are surprised to learn that their social media presence can also help improve their rankings. While it is not your actual social media marketing efforts that are directly driving search engine optimization, the actions that others take are what they do.
Best customer service
Brands big and small depend on excellent customer service to succeed. Whether you're asking a question, asking for more information, or troubleshooting an issue, most businesses offer customers a variety of ways to get in touch with them

Retargeting opportunities

As we briefly mentioned above, social media marketers have the opportunity to expand their reach to their target audience by investing in paid campaigns. Most importantly, social media is a great platform for retargeting ads




## How to create an advertising campaign on YouTube

We won't go over the traditional steps of creating a YouTube channel here, but we'll go over some guidelines that will help you configure your new channel for commercial use ,You may be interested in knowing more than 10 ways to market on YouTube

After logging in to YouTube, and clicking on “Your Channel” from the side menu, choose “Use a business name”, to be able to create a brand account The brand account is distinguished by the fact that it enables you to manage it jointly with others. In addition to the channel owner who has all the powers, there is the channel manager who has the same powers as the owner except that he cannot delete lists from the channel, and there is also the communication manager who has the powers to respond to comments and many more Other actions but can't upload a video or see channel analytics

Give your channel a visual identity similar to your website and social media

accounts so that your audience can easily recognize it and align it with your primary visual identity. You can do this by
Choose an icon for the channel (the channel icon) that looks like a Facebook profile picture, with a size of 800 x 800 pixels, square or round
Add a channel cover (channel image) using the same color scheme on your site, size 2560 x 1440 pixels 2 MB max, to appear in good quality on computer screens

Use the “Customize Channel” button to add a profile about your company that will appear to visitors when they click on the “About” section of your channel. This profile includes a “Channel Description” describing your business and the type of content you intend to share and including relevant keywords to help search engines find Label your channel, then add your company email for business inquiries, as well as links to your social media accounts to make it easy for subscribers to connect with you elsewhere
Add a short 30-60-second promotional clip that describes what your channel is about and what new visitors will see, and encourage them to subscribe
When you have more than 100 subscribers and your channel is a month old, you can add a custom channel URL, so it's easy for you to share with others
When the number of videos on your channel increases, put them in lists, so the videos will autoplay one by one and keep viewers on your channel for longer, and make the lists consistent so that viewers don't leave your videos and click on other videos

Here begins the next step, which is to determine the quality of the YouTube marketing videos that you will produce
promotional video
Product explanation video
review video
Customer testimonials video
Brand video
Blog Video
Pioneering video

The third step is the third: How to produce a video for YouTube marketing simply
After you have chosen the quality of the YouTube marketing video that you will produce based on the goals you seek to achieve, you must compete with thousands of channels to intensify your efforts in order for your YouTube marketing video to come out professionally

Fourth: Optimize your videos for YouTube SEO
YouTube is the second largest search engine on the Internet after Google, and in order to achieve success in YouTube marketing, ranking high in the YouTube search engine is no less important than creating attractive, professional-quality videos
Fifth: Promote your videos on YouTube
After you have captured the video and optimized it for Google, your video is not expected to go up in the search engine results and you have just added it, so it is important that you promote your videos on your different platforms, and fortunately YouTube allows sharing of videos in many places on the web Easily, here are the best ways to promote your videos on other platforms
Sixth: Advertising on YouTube
In addition to your “organic” YouTube marketing efforts, which means creating a channel, making videos and promoting them on your social platforms, you can add “paid” methods to your YouTube marketing campaign, by creating a paid advertising campaign
Seventh: Using YouTube Analytics
You put a lot of effort and time into creating great content and sharing it across different platforms, congratulations on launching your YouTube marketing campaign, but you're not done yet. Growing the success of your channel requires constant monitoring of YouTube analytics, to measure the success of your YouTube marketing campaign and make appropriate adjustments when needed

## Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team

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