

Scaling on YouTube Using Ads

10 Point Checklist

Tom Breeze

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Through the years, rules in YouTube advertising have changed. In the early days, you could create an okay ad or website, get away with it, and still make money. That is no longer the case.”

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10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Conceptualize a remarkable and compelling content strategy. Create more than just an ok-quality ad or viewers will leave before receiving its message.
- Observe the constantly changing market behavior. Trends change often. For example, messaging and visual styles today may be irrelevant in the next few years.
- Gather and utilize collected data. For example, observe a published ad's viewer retention, engagement rates, clicks, etc. In terms of content creation, establish demographic profiling, branding, etc.
- Document what happens when an ad does or doesn't work. A checklist of dos and don'ts is an excellent basis for future reference.
- Find ways to reduce advertising costs. For example, consider DIYing tasks I'm confident handling or outsourcing jobs such as video editing, script writing, or graphic design to other agencies.
- Prioritize viewer retention. When people close an ad or leave YouTube in the middle of the video, the ad costs increase.
- Clarify my call to action. The goal is for people to click and follow through with what is offered. So take them on a journey and ensure they follow me until its end.
- Take advantage of YouTube Shorts. It's the new craze of content right now, and many viewers on the platform spend most of their time watching Shorts on their phones.
- Nurture relationships with my audience. It's not enough that I create an ad. What matters most is how I follow through. People subscribe or buy because of how a business makes them feel.
- Check out [Tom Breeze's website](#) for more resources on advertising on YouTube and [Bidurk](#) for a free YouTube scan!