

Action Steps:

1. Create your google ads account by clicking here: ads.google.com
2. Link your Youtube channel with your google ad account. You'll find this in the tool and setting options and after that click on audience manager then go to audience sources you'll find everything there.
3. Get the google tag and paste that into the footer section of your website
4. Create a new campaign.
5. Choose traffic as your campaign objective.
6. Choose video as a campaign type
7. Put your daily budget
8. Choose bidding strategy as Maximum CPV
9. In networks choose only youtube videos
10. In exclude types choose embedded videos and live streaming videos
11. Choose keywords, topics, and placements according to your niche.
12. But I recommend you to create three separate campaigns and use keywords, topics, and placements separately to see which is working the best for your niche.
13. Upload your ad on your youtube channel and unlist it.
14. Now, at last put that youtube video link and choose your ad format as in-stream ads.
15. BOOM there you go