

MAGIC TARGETING



IMARKETINGLOVE.COM

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Hello dear internet marketers, let's start!

The Secret Traffic Source is YOUTUBE ADS!

In Youtube Ads there is a Secret Targeting Option that only a few people know and it is incredibly powerful.

It allows us to target people who like (and usually purchase) on a particular website.

For Example: Clickfunnels.com

We can target people who bought Clickfunnels or navigated through their website.

It is exactly as we could have access to their Facebook Pixel.

How is that possible?

Simple, they use Google Analytics on their site. And Google owns Youtube. So they have access to all datas.

And this happens for any website in the world.

So this targeting system works for any niche.

You could say: does it work also with Display Ads? And the answer is yes! But

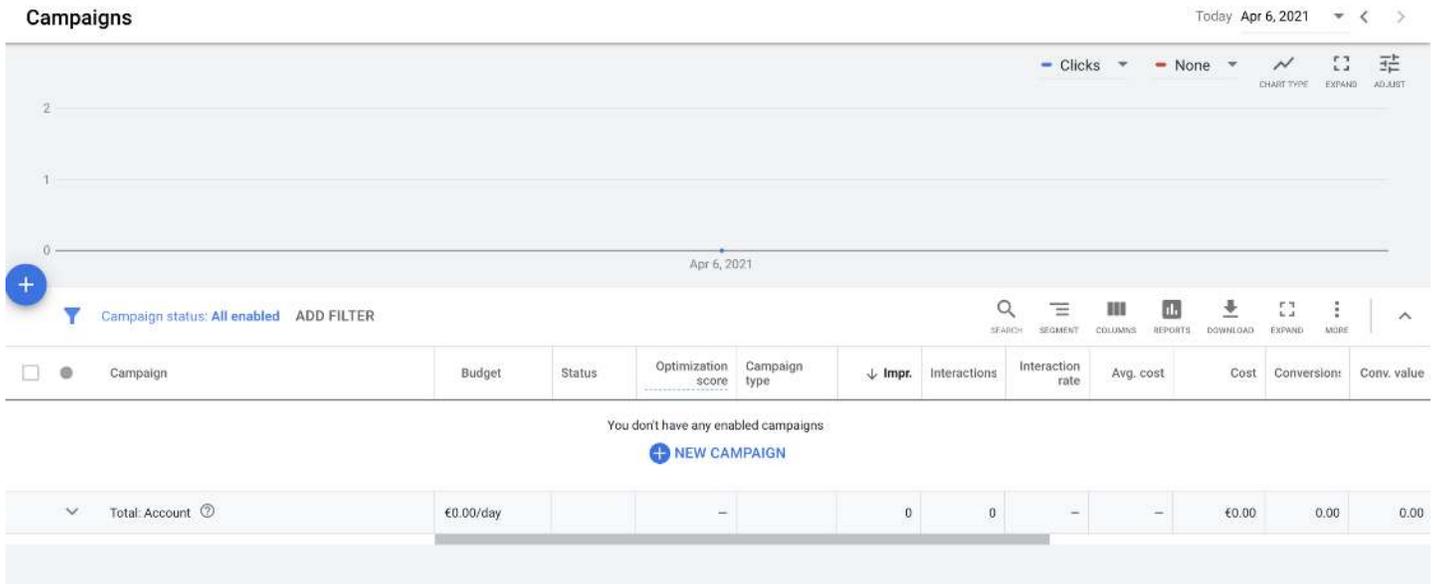
Youtube Ads are more effective.

Display Ads are used only for Retargeting.

THE SECRET

Let's now go to Google Ads and see where the magic option is hidden:

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Let's click on the "+" blue button and create a Video Campaign.

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
- Local store visits and promotions

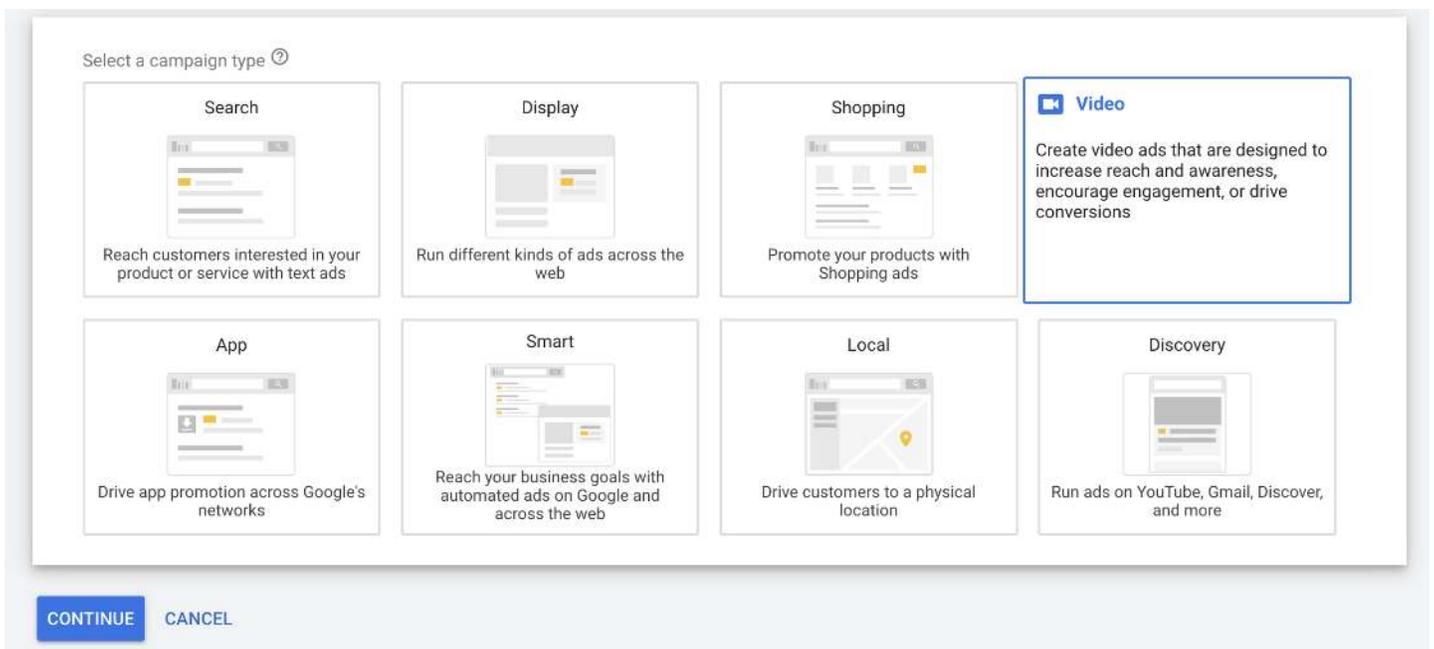
Create a campaign without a goal's guidance

Use any available campaign type and construct a campaign step-by-step without a goal's recommendations

CONTINUE CANCEL

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Let's use Create a Campaign without a goal's guidance. When you start this is the best option. Once Your Google Pixel will be trained with a lot of conversions you'll be able to switch to "Sales" objective. But I have to tell you that In some cases the "campaign without goal" performs as the best and you don't need to choose other options.



Of course, we choose Video. Because we want to create a Youtube Ad.

In the next page you can see that we'll select:

CUSTOM VIDEO CAMPAIGN

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Select a campaign subtype

- Custom video campaign**
Customize your own settings with skippable in-stream ads, bumper ads, or video discovery ads. [Learn more](#)
- Non-skippable in-stream**
Share your entire message with up to 15-second non-skippable in-stream ads. [Learn more](#)
- Outstream**
Reach people on their phones and tablets using vCPM bidding with outstream ads. [Learn more](#)
- Drive conversions**
Get more conversions with video ads designed to encourage valuable interactions with your business. [Learn more](#)
- Ad sequence**
Tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads, or a mix. [Learn more](#)
- Shopping**
Promote relevant products and get people to shop on your website with skippable in-stream ads. [Learn more](#)

With this option we'll have more features to choose for our Ad.

Type: Video campaign 

Campaign name 8 / 128 

Bid strategy 

Budget and dates

[Apply from Shared library](#)

Start date: 4/6/2021 [EDIT](#)

End date: None

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#) 

Networks 

- YouTube search results**
Ads can appear next to search results on YouTube. You can use video discovery ads only.
- YouTube videos**
Ads can appear on YouTube videos, channel pages, and the YouTube homepage. You can use in-stream and video discovery ads.
- Video partners on the Display Network 

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Choose a name for your campaign. Select your daily budget.

As Networks: Choose Only Youtube videos.

Now the Location targeting options which are very simple to understand:

The image shows two sections of a targeting interface. The top section, titled 'Locations', has the heading 'Select locations to target' with a help icon. It contains three radio button options: 'All countries and territories', 'Italy', and 'Enter another location', with the third option selected. Below these is a list of 'Targeted locations (4)': 'Australia country', 'Canada country', 'United Kingdom country', and 'United States country', each with a close button. At the bottom of this section is a search input field with the placeholder 'Enter a location to target or exclude' and an 'Advanced search' link. The bottom section, titled 'Languages', has the heading 'Select the languages your customers speak.' and a sub-heading 'Your ads show to customers with these language preferences, or on sites with these languages.' It features a search input field with the placeholder 'Enter a language' and a selected 'English' button with a close icon. To the right of this section is a tip: 'To show ads to people with Spanish as a language preference, select Spanish as your campaign language and use Spanish ad text and keywords.' with a 'Learn more' link.

For Internet Marketing the Tier1 Countries are the best, but, of course, you can choose any country you like according to your business.

Now it's time to Target your Favorite Audience:

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Create your ad group Skip ad group and ad creation (advanced) ?

Ad group name 11 / 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	▼

Using the click of your mouse, expand the two options: Demographics and Audiences.

People: who you want to reach
Define your **Audiences, Demographic**, or both

Demographics ^

Select your demographic targeting ?

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ?		<input checked="" type="checkbox"/> Unknown ?

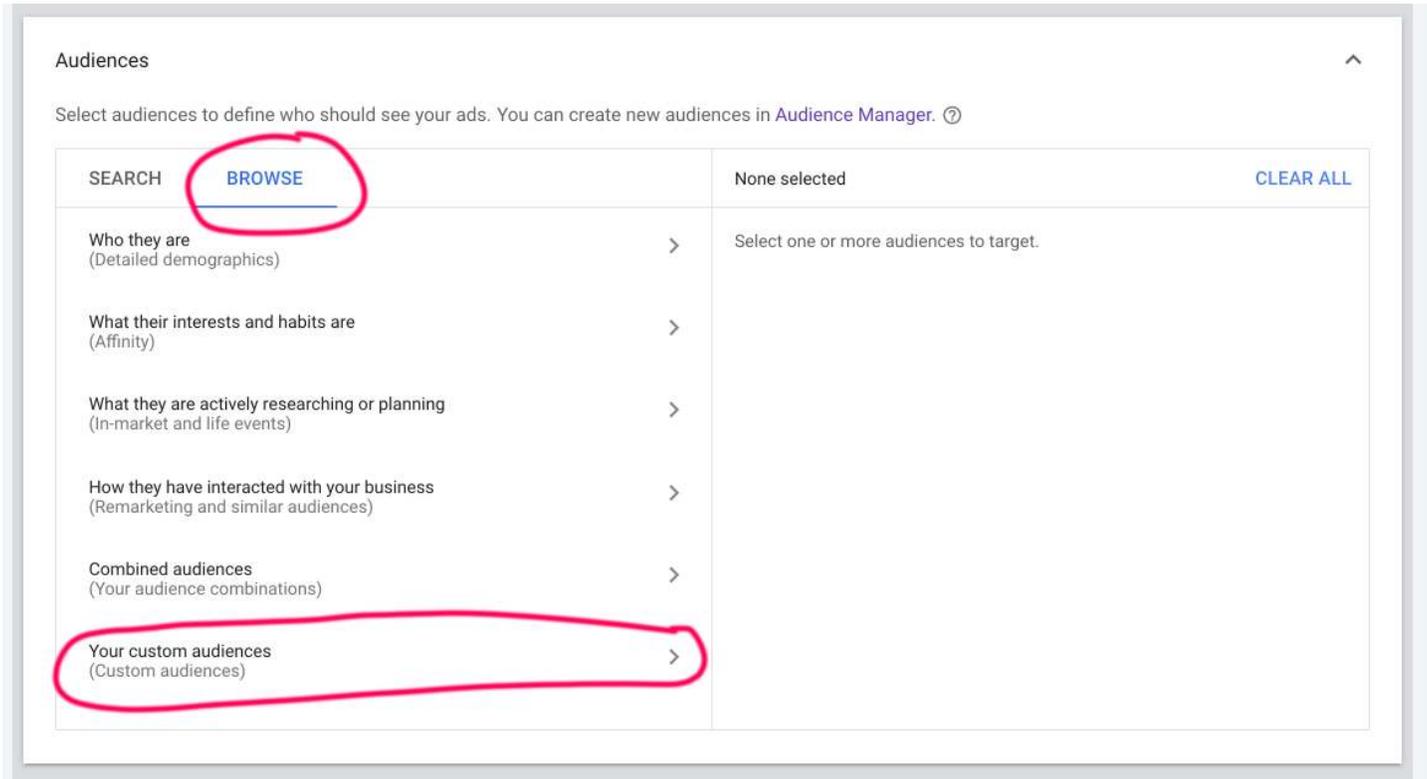
DEMOGRAPHICS:

First thing to do is to select the correct demographics for your business.

Choose gender and age. You can also choose parental status. Household income is also very useful (it is available only on some countries) especially if your are in the real estate business.

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Now go to Audiences:



Click on BROWSE and then go to Your custom audiences.

Click the blue button (+) CUSTOM AUDIENCE to add your own custom audience.

Here we'll find the SECRET TARGETING WEAPON:

We'll be able to create a new custom audience about almost any website of the web.

In this way it will be like using their own Retargeting Pixel.

Look in the next page:

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New custom audience

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Audience name: mycustomaudience1

Include people with following interests or behaviors ⓘ

- People with any of these interests or purchase intentions ⓘ
- People who searched for any of these terms on Google ⓘ
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

clickfunnels.com ✕

Add interests or purchase intentions

Expand audience by also including:

- [People who browse types of websites](#)
- [People who use types of apps](#)
- [People who visited certain places](#)

Audience insights
Australia (+3 more), English, Video

Weekly impressions
1M – 5M

Gender
71% male

Age
36% 25 - 34

Parental status
68% non-parents

Topics
Marketing, Advertising & Marketin...

For example, if you want to use the audience of people who like the website:

clickfunnels.com just add it on "Add interest or purchase intentions".

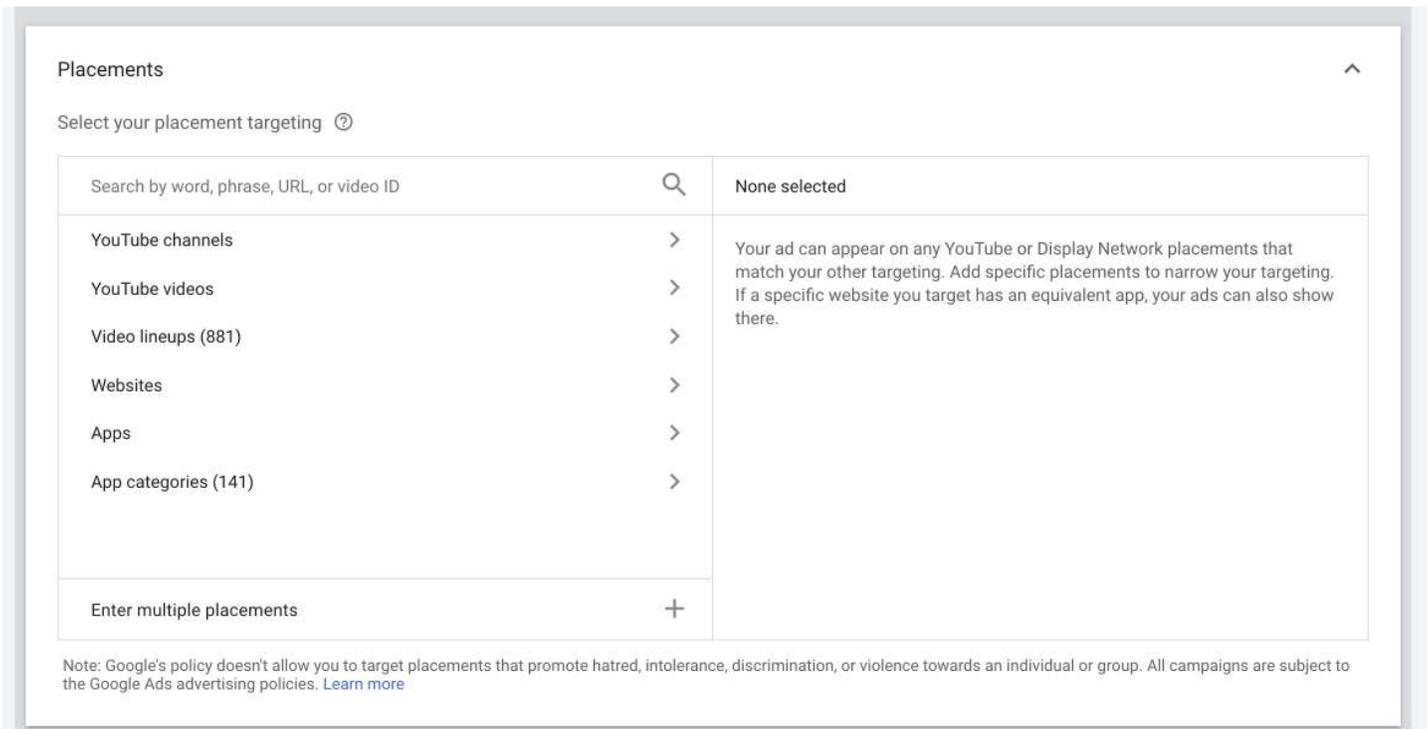
I think now you know how powerful this feature is.

You can target any competitor and you'll be able to get the best audience for your products and your business. Once you created your new audience just save it and use it.

SEARCH	BROWSE	1 selected	CLEAR ALL
← Your custom audiences		Custom audiences	
<input type="checkbox"/>	mailchimp		
<input checked="" type="checkbox"/>	mycustomaudience1		
<input type="checkbox"/>	Pinterest_Display:Gruppo di annunci 1:pinterest		
<input type="checkbox"/>	Solar_Offer:Solar_Displ_ann:solar system		
		mycustomaudience1	✕

Now you have to go on Placements:

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You have to Choose Youtube Videos or Channels where to Show Your Youtube Video Ad.

Why are we using this option? Because we want to Laser-Target our audience. We want to know where they live, their age, we want their gender, the websites they like and also, as final step, we want the PURCHASE Intent.

To get it we want people that are searching on Youtube for a Video that is very related to the product we want to promote or to our business.

For this purpose there are some softwares that allows you to immediately find the best videos according to the keywords you want, or the best youtube channels, but if you are patient you can also do it manually .

The software I suggest you to use is this one: [CLICK HERE](#)

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For example, if I want to promote an Email Marketing Software, I'll search for Videos about Email Marketing.

I have made my research and I found these ones:

https://www.youtube.com/watch?v=hWyA_OGySpg

<https://www.youtube.com/watch?v=slAT81S6Khl> <https://www.youtube.com/watch?v=gRS4WH0VyB8>

<https://www.youtube.com/watch?v=DFzOl821-A8>

I'll add them in the Placement Sections under: "Enter Multiple Placements"

(For best Results you need to add as much video as possible)

Placements



Select your placement targeting ?

<p>Enter multiple placements ×</p> <p>https://www.youtube.com/watch?v=hWyA_OGySpg https://www.youtube.com/watch?v=slAT81S6Khl https://www.youtube.com/watch?v=gRS4WH0VyB8 https://www.youtube.com/watch?v=DFzOl821-A8</p> <hr/> <p>ADD 4 PLACEMENTS</p>	<p>None selected</p> <p>Your ad can appear on any YouTube or Display Network placements that match your other targeting. Add specific placements to narrow your targeting. If a specific website you target has an equivalent app, your ads can also show there.</p>
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Now move to the Bidding Section:

Enter \$0.20. You'll never pay that much. If you did your targeting properly you'll usually get \$0.02 per view. Even for very competitive keywords. That's why Youtube Ads are so special.

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Bidding

Maximum CPV bid

€ 0.20

▼ Top content bid adjustment ⓘ

Your Maximum CPV (cost-per-view) bid is the highest amount you're willing to pay for someone to view your video ad.

[Learn more](#)

Now the final part is to add your Youtube Video:

The screenshot shows the YouTube ad creation interface. On the left, the 'Your YouTube Video' section displays a video thumbnail for 'UNLIMITED AUTORESPONDER' by Internet Marketing Lovers. Below this, the 'Video ad format' section has three options: 'Skippable in-stream ad' (selected), 'Video discovery ad', and 'Bumper ad'. A note states that non-skippable, in-stream, and outstream ad formats are not available in this campaign. The 'Final URL' field is set to 'http://', and the 'Display URL' is empty. The 'Call-to-action' is set to 'Learn More'. The 'Headline' field is empty. Under 'Ad URL options (advanced)', the 'Companion banner' section has two options: 'Autogenerate using your channel banner (recommended)' and 'Upload an image' (selected). A 'CHOOSE FILE' button is visible. On the right, the 'ON YOUTUBE' preview shows the ad on a mobile device. The ad features the text 'UNLIMITED AUTORESPONDER' and 'ONLY \$19 ONE TIME PRICE!' with a 'Skip Ad' button. Below the video, there is a channel name 'Internet Marketing Lovers' and a 'LEARN MORE' button. The preview also shows 'Mobile' and 'Desktop' device icons, a 'PREVIEW AD ON YOUTUBE' button, and a 'COPY LINK' button.

Use Skippable in-stream ad.

Then fill all the parameters with your youtube video link and your Website link where you want people to go to buy your product or to get their email (Lead generation).

VERY IMPORTANT:

When you create your Video Ad, it's imperative that you grab your viewers attention in the first 5 seconds.

Say something bold and powerful and unique. Otherwise they will click the skip button.

In your Video Ad you must teach or give something of big value and tell your public exactly what action to take.

CLICK ON THE BLUE BUTTON "learn more" to go to our site.

or: go to www.yoursite.com

In this way your Youtube Ads will crush!

Remember: Tell them to click the blue button or to go to your site otherwise you'll end up having tons of views and just a few website clicks.

Thank you very much for buying this guide.

We wish you Success with your business!

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