



Bachelor of Innovation™
UNIVERSITY OF COLORADO **COLORADO SPRINGS**



WEAR BANDS

Client: Daniel Schreiber

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Executive Summary

Wearbands is a product and company that was created by Dan Schreiber. Mr. Schreiber applied to the University of Colorado Colorado Springs Bachelor of Innovation Program. This program assists existing companies and start-ups in enhancing their companies. The group of students was chosen by two senior student team leaders. There was a total of four students on the Wearbands project team. This team worked during the semester to deliver something of value to the client. Wearbands is an exercise tool that combines the ideas of convenient exercise at home and the simple idea of resistance training. The product anchors to the customers' waist, ankles, and wrists and creates resistance when doing any kind of workout. Having the convenience of being able to utilize this product anywhere at any time makes this product very versatile and enticing. Wearbands is based in Boulder, Colorado, and is expanding its product revenue through social media advertising and various marketing tactics.

Mr. Schreiber and the team identified several social media platforms with whom the client had existing accounts. The client has accounts on each platform, has a small but growing following, and is promoting their product through those accounts. The team examined many social media platforms, including YouTube, TikTok, Facebook, and Instagram. This research allowed the team to identify which platforms would be the most effective options for the client to promote the product with. The team also examined the differences between advertisement placements. Each platform has many options for how an ad can be shown and these are often unique to the platform. Determining a specific spread of advertisements ensures that the client reaches new potential customers and, by targeting specific audiences, increases the likelihood of a purchase. Finally, the team produced an advertisement for the client, which showcased the products being used by a variety of athletes. This advertisement was provided to the client to

place on the social media platforms of their choice, and the team made recommendations on the best practical options for the client.

The Wearbands project team identified which platforms would be the best for the client to focus their maximum efforts. The team worked with the client and generated an enticing advertisement that could be posted on any social media platform. The team recommends that the client apply for another UCCS Innovation Team and work with them to create a grant proposal for future company investments. The video and report analyses were delivered to the client as planned at the end of the project.

Statement of Accomplishments

The Wearbands project team completed three main accomplishments to meet Mr. Schreiber's needs. The first deliverable was a research report regarding which social media platforms would be the best for Wearbands advertising. The Wearbands project team identified which of these platforms can help reach a broader audience for the company of Wearbands. The next accomplishment was conducting a report on the most effective advertisement placements on each platform. This included examining how each platform enabled advertisers to market their products and the most common types of advertisements with which people engage.

The team found multiple ways to utilize each platform to its maximum potential. Starting with Instagram, the team discovered that the platform facilitates influencer-based advertising. This consists of paying a content creator to endorse a product directly. According to Santora (Santora, 2018), "Instagram is the preferred social media channel for brands who engage in influencer marketing." The view Santora has of Instagram makes it an ideal platform for these types of advertisements. The client's desired demographic was youth athletes and youth sports' coaches. Instagram boasts that 61 percent of its users are aged 18 to 34 (Kemp, 2019). This market demographic directly aligns with Mr. Schreiber's vision for the company's growth and marketing objectives.

Another social media platform the team found useful to the client was YouTube. YouTube uses monetization built on three key factors: the viewers, creators, and the advertisers. The process for YouTube is as follows: creators build the audience, advertisers buy ads to reach that audience, and viewers watch the ads. Under the partnership of Google Ads, content creators have the potential to place their ads wherever they want, but the most preferred is through mid-

roll ads, where the creator places their ad in the middle of a video that lasts eight minutes or longer. This practice greatly increases monetization potential (YouTube Creators 0:14-0:24). There are also two unique ways to seek audiences for ads: the first one is a function for YouTube ads called Keyword Targeting, which lets creators find audiences based on the keyword they type in (Singh 1:47). The second option is finding audiences through topics, which finds pre-defined audiences that are much broader than searching through keywords. These marketing options also directly align with Mr. Schreiber's goal of wanting to expand his products to reach a broader audience (Singh 16:52).

The team also researched Facebook, which allows advertisers to choose their target audience with surgical precision. Facebook has a remarkably diverse user base which allows advertisers to market to virtually anybody. Facebook has 2.94 billion monthly active users and is considered the most popular social media platform in the world (Meta). This reach is one of the most important aspects of Facebook advertising.

In examining the various social media platforms, the team found a stark difference in the marketing opportunities present on each platform. For example, the team found that Instagram has many more influencers than other platforms, allowing sponsorships to be a much more effective way of advertising. Alternatively, platforms like YouTube allow advertisers to place ads directly on video content which means that an advertiser can target their audience very precisely. The team also researched the Child Online Privacy Protection Act (COPPA), which prevents platforms from collecting data about children. According to COPPA, advertisers cannot market their products directly to children. If content creators mark their videos as child friendly, targeted advertisements will not be run on these videos. By comparing the platforms, the team was able to help position the client to maximize their use of these platforms to boost their

revenue and reach. The team created a 30-second video advertisement for the client to utilize at their own discretion on whichever platform they choose.

The team's last objective was to create a new advertisement video compiled from existing footage that Mr. Schreiber sent the team. The team developed three advertisements that were approximately ten seconds long each; and they clearly depict the products being used. Mr. Schreiber has sent the project team about 1 hour of footage regarding how the product works. Then, one of the project team's members compiled that footage and composed it into four ads that were ten-seconds each, while adding some visual transitions to make one scene seamlessly transition into another, all in thirty seconds as promised.

Recommendations

During the project, the team identified two possible next steps for Mr. Schreiber to consider. Mr. Schreiber may benefit from strengthening the connections he has previously made through the process of starting his business. With these connections, Mr. Schreiber can reach clientele more professionally. The client should look to seek partnerships with sports teams and athletic groups to increase the number of reviews of his product development from real customers and have more customers purchasing his product. The client should also offer a discounted price for sports teams to buy his product and begin reaching out to athletic organizations and engaging them in trying it and possibly purchasing multiple products.

Additionally, the team recommends the client get involved with incubators or accelerators which are used to help businesses grow or establish a structured business model. An incubator will assist in establishing a business model and setting a schedule for the company to function on effectively. An accelerator will give the company a strong business model, accelerating the growth of the company. The team believes that the client may benefit from working with an entity such as this. For example, UpRamp is an accelerator located in Boulder, Colorado that specializes in helping businesses find where their product fits in the global market. Mr. Schreiber could use an entity such as UpRamp to better his company.

Conclusion

During the project, the team worked with Mr. Schreiber to create three high-quality videos for Mr. Schreiber to implement on his platforms. The team created these videos with data from reports that showed where the advertisement should be placed to have the most interaction. The team also provided the client with recommendations for future steps to increase the revenue of the company. The Wearbands project team provided the client with the reports and videos at the designated end of the project.

Supporting Materials

Appendix A: Project Charter

Name of the Project: *Wearbands*

Name of the Sponsor: *Mr. Daniel Schreiber*

Purpose of the Project: *Wearbands is in need of an engaging series of advertisements in order to boost the amount of customer revenue on the website. Advertisements will be posted on various social media platforms and targeted towards a specific audience of sports enthusiasts.*

High-level Project Description and Boundaries:

The Wearbands project team has been tasked with conducting and reviewing previously conducted research to assist the client in marketing to a wider demographic. By conducting a maximum of two reports, the team will identify the best social media platform as well as the correct targeted demographic for the videos to be shown to. The team will analyze former customers' experiences with the product. Then, by reaching out to former customers, with the approval of the client, the team will create an advertisement, under a minute, that can be posted on a social media platform. The client will review the advertisement and decide whether to run it themselves. Finally, the team will also begin conversations with influencers on various social media platforms about possible sponsorships or collaborations.

In-scope items for the project are report on the viability of using different social media platforms for advertisements, report on which advertisement placements are the most engaging, contact influencers about the possibility of sponsorships, and produce a new advertisement out of existing footage. Out-of-scope items for the project include securing a sponsorship or collaboration with any content creators, recording new footage for future advertisements, and running a targeted advertisement on a social media platform for the client.

Objectives and Success Criteria:

- **Objective 1:** *Conduct a report on which social media platforms will be the best for an advertisement to appear on.*
 - **Success Criteria:** *Be able to help discover new audiences to allow the client to promote their product(s) more broadly.*

- **Objective 2:** *Conduct an evaluation of the most effective online advertisement placement on each platform.*
 - **Success Criteria:** *Be able to provide information on which specific advertisements are the most engaging.*
- **Objective 3:** *Produce a new advertisement from existing footage*
 - **Success Criteria:** *A thirty-second advertisement will be created for the client that depicts the product being used.*

High-level requirements:

- *The first report will detail which social media platforms required the fewest steps to identify a given audience, which had the most engagement on average, and which were the most cost-effective.*
- *The first report will outline three possible new marketing demographics.*
- *The second report will detail where the most effective advertisements were placed, and how many users interacted with each advertisement.*
- *The advertisement will be thirty seconds and will depict the product being used in three different sports by people from different demographics.*

Assumptions:

- Assumption 1
 - The team has access to the website that the client provides to help boost the WearBands company marketing schemes.
- Assumption 2
 - Certain members of the team have access to the Wearbands promotional social media so that the client can provide the team with marketing videos to display on said social media platforms.
- Assumption 3
 - The team has access to marketing data and demographics for the client's business and products
- Assumption 4
 - The team has access to existing marketing material or footage of people using the product.
- Assumption 5
 - The team has access to good-quality video editing software.

Constraints:

- **Constraint 1**

- Creating advertisements can be very expensive and the client has a restricted budget.
- **Constraint 2**
 - Very few members of the project team have experience involving content creation and social media.
- **Constraint 3**
 - When working with the owner of a business, it can be very difficult to find time to meet, even if pre-scheduled.

High-level Risks:

- **Risk 1 Usability**
 - *Athletes of smaller stature may have trouble fitting into the available sizes. If smaller or youth athletes are unable to wear the product, then the product may not be marketable to that targeted demographic.*
 - *Probability: Low*
 - *Impact: Medium*
 - *Planned mitigation actions: The team will focus advertisements towards a taller demographic.*
- **Risk 2 Lack of Views on Certain Platforms**
 - *Certain platforms that Wearbands has gotten access to could have fewer views than others.*
 - *Probability: Low*
 - *Impact on the project: High*
 - *Planned mitigation actions: We can compare, contrast, and measure the platforms that have the least amount of views and recommend to the client which platforms need more attention.*
- **Risk 3 Lack of Footage**
 - *If the client lacks the necessary video footage to compose a thirty-second ad, then the team will not be able to produce an advertisement for the client.*
 - *Probability: Low*
 - *Impact on the project: High*
 - *Planned mitigation actions: The team will review the footage that the client has and decide if a video advertisement is feasible with the materials on-hand.*

Summary Milestone Schedule:

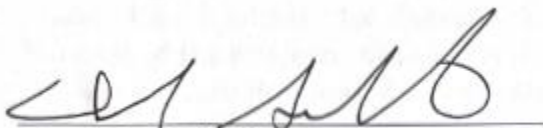
- **Milestone 1 Project Charter Complete**
 - *The team will complete the project charter and schedule.*

- *September 29, 2022*
- **Milestone 2 Social Media Report Complete**
 - *A report will be conducted and the team will know which social media to place the advertisement on*
 - *October 15, 2022*
- **Milestone 3 Advertisement Placement Report Complete**
 - *According to the report, the team will identify which social media platform will attract the most customer engagement as well as possible new demographics.*
 - *November 3, 2022*
- **Milestone 4 Advertisement Production Complete**
 - *The team will provide the client with a finished advertisement, and analyzed reports, that can be posted on a social media platform of the client's choosing.*
 - *November 24, 2022*

Stakeholder List:

- Mr. Daniel Schreiber
 - The owner of the Wearbands company.
- Partnered Coaches and Teams
 - Frequently uses the Wearbands product
- Team Members
 - Conduct meetings and discuss business topics

Approvals: By signature below, the project team and the client agree to this project charter:


Mr. Daniel Schreiber

10-3-22
Date



09-29-2022

Alina Ehry-Ventura

Date

Brendan Connolly

_09-29-2022_____

Brendan Connolly

Date

Brady Hindman

_09-29-2022_____

Brady Hindman

Date

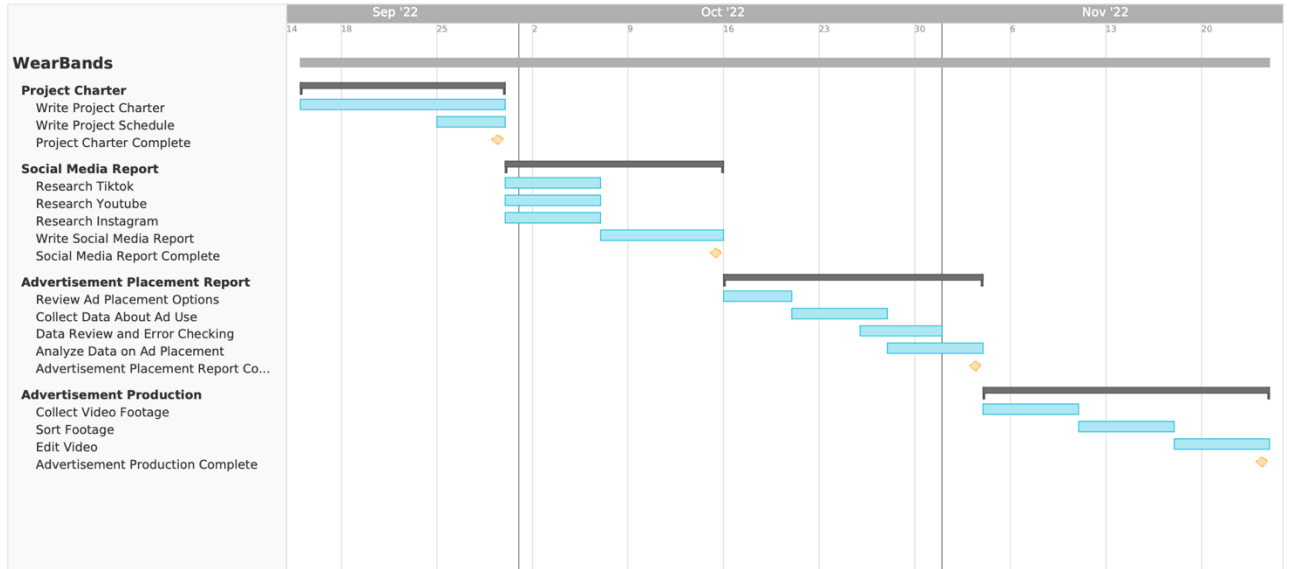
Nahum Zewdie

_9-29-2022_____

Nahum Zewdie

Date

Appendix B: Project Schedule



Appendix C: Social Media Report

YouTube

How Ads Work on YouTube

- Three key factors for monetization
 - Viewers
 - Creators
 - Advertisers
- The process:
 1. Creators build the audience
 2. Advertisers buy ads to reach that audience
 3. Viewers watch the ads
- How to run the first Ad:
 1. Set up a YouTube Channel
 2. Create a Google Ads account
 - a. Use a Gmail to link with a YouTube channel and Google ads account
 - b. Click the account in the “Use Google ads account” button
 - c. In the next screen (used for promotion), click either “promoting your business profile”, “your website”, or “your video itself.”
 3. Link the channel and ad account together
 - a. Navigate to “Tools and Settings” > linked accounts
 - b. Click “manage and link” next to YouTube channel.
 - c. Paste the YouTube channel

4. Choose a video to become advertised
 - a. Go to YouTube channel > click “YouTube studio” > “Content”
 - b. It’s recommended to have ads unlisted, so they don’t show up on the user’s channel
 - c. Copy and paste the video URL into the user’s Google ads account
5. Create a google ad campaign
 - a. In the Google ads account, select the “Create New Campaign” option in the left corner
 - b. Select the goal that the user wants used for the campaign
 - c. Select the type of ad the user wants to run (video)
 - d. Create a campaign subtype (whether the user wants to make their ads unskippable or shown on drive conversions)
6. Select Ad budget, Inventory, and Network (In the settings option):
 - a. Create the name for the campaign (the user needs to make it related to the ad they’re trying to run)
 - b. Select bidding strategy
 - i. Costs per view
 - ii. Cost per thousand
 - c. Budget and dates

I. Daily: The user doesn't need to set up a start and end date; just set the budget

II. Campaign Total: Users need to select a start and end date for the budget

d. Network: Users can have their ads shown in search results, videos, or platforms other than YouTube

e. Country and Language

f. Keep the inventory type standard to show it's appropriate on most brands

- Selecting a target audience:
 - Demographics: Gender, age, parental status, and Household income
 - Audience Segments: Users can click the browse tab to select their audience segments based on business data.
- COPPA (Children's Online Privacy Protection Act):
 - This tasks content creators to mark their videos on if they're made for kids or not.
 - There is a new "audience" setting that lets users do this in their YouTube channels.
 - There will also be an AI/machine learning system to help YouTube find content that's clearly made for kids.
 - If users don't set audience or if the AI detects abuse or any errors, they'll set the users' audience for them
 - There are two ways to set an audience:

- Channel Level: Users should select this option if they know their entire channel is completely made for kids or not.
 - Go to “Settings” in YouTube Studio > Channel > Advanced Settings > Audience Section>
 - Users should choose an option that best describes their channel.
 - Applies to older videos as well.
 - Recommended as a first step.
- Video Level: Users should use this option if some of their videos don’t align with th channel level setting.
 - To mark the audience for specific videos, go to Videos in YouTube studio > select the videos to be edited > right-click> audience.
 - Every time user makes a new video, YouTube will always ask if it’s made for kids or not.
 - On the “Details” tab on the “Upload Video” page, the user should choose the audience that best describes their video.
 - Channel level settings will automatically apply to new uploads.
- What is considered “Kid’s Content?” (Questions to consider)
 - The subject matter of the user’s video.
 - Are children the intended audience of the user?
 - Does user’s video include child actors or models?
 - Does the user’s video feature character, celebrities, or toys that appeal to children (cartoons)?

- Does the user’s video contain language meant for children to understand?
- Does the user’s video have activities that appeal to children (like play-acting, simple songs or games, or early education)?
- Does the user’s video have songs, stories, or poems made for children?
- “How old is a kid”
 - In the U.S, a kid is anyone under the age of 13
 - This differs in other countries.
 - No matter where the user is based, COPPA generally applies.
- “If the user sets their content as Made for Kids, what does it mean for their channel?”
 - YouTube will limit the data they collect on Made for Kids content to comply with the law.
 - Comments will not be shown on videos made for kids.
 - Made for Kids content will not show personalized ads.
 - Certain content creators might get a decrease in revenue.
- “What other features will no longer be available if the user sets their content as ‘Made for Kids?’”
 - Comments
 - Personalized ads
 - Info cards
 - End screens
 - Stories
 - Community tab

- Notification bell
- The user's viewers won't be able to "Save to Watch later" or "Save to Playlist."
- These restrictions are needed to follow the law.
- "What happens if YouTube's systems say my video is made for kids, but the user disagrees? Can they appeal?"
 - If the user hasn't set an audience for their videos, they should consider doing so.
 - If YouTube detects any errors or abuse on the user's channel, they should Click the "Send Feedback" button. This is in the Details tab in YouTube studio.
- "What happens if the user marks their video's audience incorrectly?"
 - This will result in compliance errors for the user under COPPA and other regulations.
 - If YouTube finds the user intentionally marking their videos incorrectly, this will result in consequences for their channel.
- "What if children watch the user's video, but it's not meant to target kids."
 - According to the FTC, the user's content isn't made for kids just because some children may see it.
- General audience content is content that appeals to everyone and isn't intended specifically for children or is intended for a teen or older audience.
- Mixed audience content is considered for children as an audience.

- If the user has content that appeals to both adults and kids, what's important is who they intend to target.
- Making a channel doesn't make a user's videos exclusively for people 18+. YouTube won't age-restrict their content.
- If the user's content is made for kids, they can still get revenue from non-personalized ads (made in the context of their video and not from user data).
- To determine if the user's content is made for kids, YouTube uses automated filters, user feedback, and human reviews to determine if the content is suitable for the YouTube Kids app.
- If the user marks their content as "Made for Kids", they could avoid litigation and fines, but they could lose a large portion of their audience, as well as ad revenue.
- If the user marks their content as not made for kids, they could risk a potential fine if their content looks even slightly appealing to a child.

Facebook Advertising

- Types of Facebook Ads
 - Asking Questions
 - By asking questions, it starts a conversation with the user's audience, causing customers to give genuine input on business decisions.
 - Behind-the-Scenes
 - By showing how things are behind the scenes, users can get to a more personal level, creating unique content for the user's audience
 - Trending topics

- Talking about topics that are trending in the world helps increase the odds of appearing in more feeds as well as getting customer interaction. (For example, mixing the product with something COVID related)
- Branded graphics
 - Helps create versatility for the company as well as bring uniqueness to the user's posts
- Tell stories
 - Helps get personal with the user's audience and helps connect to the audience and makes people feel emotion.
- Videos
 - Facebook loves to market its "Watch" section on their platform
 - Helps improve business strategies
 - Gives a more detailed look at the product(s)
- Photos
 - Very simple
 - Creating unique photos helps create engagement and shows the creative side of the business
- Infographics
 - Helps educate the user's audience on current industry trends
 - People love numbers and statistics
- Personality
 - Strays away from the business side of things and allows the audience to know more about the personal side of the company

- Creating a unique personality for the company gets people to recognize one specified user/creator from others
- Blogs
 - Sharing links to other posts or products from another website helps the user's company get recognized more due to content marketing
- Giveaways
 - Product giveaways create engagement with the company, even if the product doesn't relate to the company standards (such as iPads or money giveaways)
- Discounts and Sales
 - People love to save money, and posting different deals or sales allows people to be interested in investing money in the user's product or business.
- Facebook Statistics
 - Has 2 Billion Monthly active users
 - 75% of users spend more than 20 minutes on the site every day
 - 500 Million People watch Facebook videos per day
 - Facebook Live videos are 3x more watched than normal videos
 - Considered to be the most popular social media platform in the world day over YouTube and Twitter

Instagram

- Instagram Statistics
 - Average monthly active users in 2021: 1.074 billion

- Instagram minimum age requirement is 13
- 31% of Instagram users are 18 - 24
- 73% of US teens say Instagram is the best way for brands to reach them
- 500k active influencers on Instagram
- 55.4% of influencers use Stories for sponsored campaigns
- Companies have made as much as \$5.20 for every \$1 spent on influencer sponsorships

TikTok

- Types of TikTok ads
 - In-feed video
 - These are ads that appear among the native news feed of TikTok users on the “For You” page.
 - Brand takeover
 - This type of ad allows content creators to dominate the conversation as their message takes over the whole screen for a few seconds. It then turns into an in-feed video ad.
 - Spark ads
 - TikTok rolled out this ad type in 2021, giving brands the ability to sponsor popular organic content that relates to their products.
 - Image ads
 - Brands can place image ads in videos that appear via TikTok’s news feed apps: BuzzVideo, TopBuzz and Babe.
 - Video ads

- These ads are full-screen videos of 5 to 60 seconds that appear in a user's "For You" feed.
- Pangle ads
 - Pangle's video platform integrates with TikTok to offer video, native and banner ads, but this feature is available to only specific countries.
- Carousel ads
 - These ads include up to 10 images and appear in TikTok's news feed apps.
- Branded AR content
 - The content creator ads can also appear as branded stickers, lenses and other types of AR content so TikTok users can use them in their videos.
- Hashtag Challenge
 - This type of ad shows up in the "Discovery" section of the app and can encourage user participation.
- Sponsored influencer content
 - For this type of TikTok advertisement, the content creator gets their message across through sponsored content from an influential TikTok user.
- TikTok Statistics
 - 25% of TikTok's active users accounts in the U.S. are people aged 10-19.
 - 22.4% of TikTok's active users accounts in the U.S. are 20-29.
 - 21.7% of TikTok's active users accounts in the U.S. are 30-39.
 - 20.3% of TikTok's active users accounts in the U.S. are 40-49.
 - 11% of TikTok's active users accounts in the U.S. are 50+.

Appendix D: Advertisement Placement Report

Instagram Ad Placement

- Types of Ads
 - Images
 - Images are the simplest way to advertise on Instagram. Image ads are shown in between posts made by content creators or in banners which are displayed above or below the main content. They are often used to show off the product and images appear differently depending on the placement of the ads.
 - Video
 - Videos last up to ten seconds and are displayed organically adjacent to content. Depending on the placement of the video ad, the duration may change to match the formatting for the location. For longer video stories, the video will be split into multiple cards which may keep playing for up to 30 seconds depending on the user's preferences. Feed videos, which are played in line with other user content, last between one second and one hour. Reels are full screen vertical video ads. Similar to organic Reels, ads can be up to 90 seconds and people can comment, like, view, save, share, and skip ads.
 - Audience Network Rewarded Video: Rewarded video ads are full screen experiences where users opt-in to view a video ad in exchange for something of value, such as a virtual currency, in-app items, exclusive content, etc.

- Carousel
 - Carousels consist of a set of images or videos that appear in a sequence. The first 3 items will be shown to people and the remaining will be shown if the user engages with the ad further. Each item has its own link which can be used for analytics.
- Collection
- Ad Places
 - Stories
 - Stories provide full screen images or videos which are placed in between organic posts from content creators, influencers, and other advertisers. They provide a way for advertisers to publish ads in a seamless way, intermixed with other content.
 - Feed
 - These ads appear alongside images and videos that individual users will be shown in an endless stream.
 - Explore
 - Explore is where users are shown content and ads that they typically would not see on their feed. This allows users to find more interests, content creators, and brands they may not have heard of or considered before.
 - Reels
 - Reels are videos which allow advertisers to post content in the same way that

- Audience Network
- Objectives
 - Brand Awareness
 - Reach
 - Engagement
 - Traffic
 - Conversions
- Calls to Action
 - Learn more
 - Shop now

YouTube Ads Placement

- Using Midroll ads
 - When the user can place their ads in the middle of a video lasting 8 mins or longer.
 - A great way to increase monetization potential.
- How to enable midroll ads:
 - Go to the monetization page for any eligible video in YouTube Studio
 - Go to the Location of video ads; The user has three options on where to place their ads:
 - Before Video
 - During Video (By Default, the number and position of ad breaks are auto generated).
 - After Video

- There are two ways the user can place their mid-roll ad
 - Automatically: Default; the number and position of ad breaks are auto generated).
 - Recommended because it's easier and creates a better experience for viewers.
 - Manually: Add mid-rolls so they show how the user wants them to.
 - It lets the user create, preview, and edit automatically generated or manually set mid-roll ad breaks.
 - In YouTube Studio, under the location of ads, after the user selects their video ad preferences, they click "Place manually" under "During video."
 - To insert ads manually, the user should click "+Ad break"; each new addition will populate in the list below.
 - The user can edit specific time breaks, or they can drag and drop the ad in the video bar below.
 - If the user wants to use the automatic tool, they can click "Place automatically"
 - Note: The user needs to make sure they're putting mid-rolls in natural breaks and not in the middle of sentences or actions.
 - Notes: When the user adds midrolls to their videos, ads won't always appear.

How to Target an Audience with YouTube Ads

- Different Ways to reach a preferred audience.
 - Custom Audiences based on Google Search:
 - Ex: If people search “Coffee beans” on Google, the user/content creator can create an audience based on that and target that audience while they’re on YouTube.
- YouTube Ads Keyword Targeting
 - Based on the video title/metadata
 - Very powerful targeting method
 - High-intent audiences and the user/content creator may spend a lot depending on the niche.
 - Go to the Google Ads campaign
 - Click the “Keywords” sidebar
 - Enter or paste keywords, one per line
 - Click save, and the user turns that keyword into its own campaign.
 - The user can also enter their product or service or the URL of a site related to their product to get keyword ideas.
 - NOTE: they’ll only show keyword ideas relevant to the user’s business. To get ideas, the user enters their landing page, a related website, or words/phrases that describe their product or service in the field above.
- Topics
 - Broad topics based on video metadata. So, the user is showing up in front of videos about that niche.

- Decent target choice but keep an eye on cost per purchase. This is a wider targeting option so CPL may be low, but the cost per purchase could be high because leads aren't as qualified.
 - The best part is the massive scale. If YouTube has a great offer and wants to start scaling to the tens of thousands a day topic can be a great way to scale.
 - Topics are pre-defined, unlike keywords.
1. In the Google Ads account, select the “Topics” side tab.
 2. Click on the “+ Topics” button.
 3. Click “Select an Ad group”
 4. Select an add group.
 5. Choose a topic of choice.
 - d. Each topic has a lot of subcategories.
 - e. Because the campaign's topics might be broad to the audience the user/content creator is trying to reach, the cost for said topics and ads might be low.

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