

YouTube Ads — Workbook

This workbook turns the course into a launch. You will link your channel and set up tracking, plan a clean campaign structure, design audiences and content targeting, brief and script hook-first creative, then build a measurement and scaling plan around view-through conversions. Work one section per module and finish with a tracked, ready-to-run YouTube campaign and a written plan to scale the winners profitably.

The YouTube Ads Foundation

Get the account, channel link, tracking, and campaign structure right before any spend so every decision lives in the right place.

Exercise: Link the Channel and Verify Tracking

Connect the YouTube channel that hosts your ad videos to Google Ads and confirm conversion tracking fires before you build anything. Work through each prompt and record what you find.

- Is the ad video uploaded to a YouTube channel as public or unlisted, with its URL noted?

- Is the channel linked under Tools, Linked accounts, YouTube, and approved by the owner if it is not yours?

- Is the Google tag or Google Tag Manager installed, with conversion actions and values defined?

- Did you fire a test conversion and confirm it in Google Tag Assistant before any budget went live?

Worksheet: Goal and Campaign Plan

Plan one campaign on paper before you build it. Decide the goal from the real outcome you need, then choose the format and bid model that fit it.

Business goal in one sentence (e.g. sell the starter kit at a profit)

Campaign goal chosen (Sales / Leads / Website traffic / Awareness and reach / Product and brand consideration)

Primary ad format (skippable in-stream / bumper / non-skippable / in-feed / Shorts)

Bid strategy that matches (Target CPM / CPV / Maximize Conversions / Target CPA)

Daily budget and why it can produce several conversions a day

Conversion action this campaign optimizes toward

Worksheet: Naming Convention Sheet

Write your naming scheme once and apply it everywhere so a results table reads itself. Fill the pattern, then a real example for the campaign you are building.

Campaign name pattern (e.g. Goal_Offer_Format)

Ad group name pattern (e.g. Audience_Theme)

Ad name pattern (e.g. Concept-hook_length)

Real campaign name for this build

Real ad group names for this build

Real ad names for this build

Checklist: Foundation Ready Gate

- Ad video uploaded to a linked YouTube channel
- Channel linked in Google Ads and owner-approved if needed
- Google tag or GTM installed and conversion actions defined with values
- Test conversion verified in Google Tag Assistant
- Country, currency, and time zone confirmed and recorded
- Campaign goal, format, and bid strategy match the real business outcome
- Naming convention written and applied to campaign, ad group, and ad

Targeting and Audiences

Design who you reach and where the ad runs, layered so you find buyers without strangling delivery.

Worksheet: Audience Build Sheet

Define the audiences this campaign will use. Fill at least one prospecting audience and one remarketing audience, with the signals behind each.

In-market segment(s) chosen and the buying intent they capture

Custom segment definition (search keywords, competitor or review URLs, or apps)

Affinity or life-event segment, if used, and the reason

Remarketing audience (site visitors, video viewers, customer list) and its size

Optimized targeting / similar segments: on or off, and why

Detailed demographics applied, if any (parental status, homeownership, etc.)

Exercise: Content Targeting and Brand Safety

Decide what content your ad runs against and what it must avoid. Work each prompt and record the placements, topics, and exclusions you will use.

- Which specific channels or videos would you hand-pick as placements, and are they large enough to spend the budget?

- Which topics or keywords open delivery if placements alone are too narrow?

- What content suitability (inventory type) and content exclusions protect the brand?

- Which topics, keywords, or placement types will you exclude up front?

Checklist: Anti-Over-Targeting Gate

- Only one strong primary audience per ad group, not a stack of layers
- Optimized targeting allowed to find adjacent buyers where appropriate
- Audience pool large enough that the campaign will not starve
- Bid strategy matches the format and goal (CPM / CPV / conversion bidding)
- Brand-safety exclusions and content suitability set before launch
- A plan to prune placements and audiences after data arrives

Creative That Earns the Watch

Brief, script, and test hook-first video built for the format, because creative is the biggest lever on cost.

Worksheet: Hook and Script Sheet

Write the creative around the first five seconds and the format. Complete one sheet per ad concept you plan to test.

Format and length (6s bumper / 15-30s non-skippable / longer skippable / Shorts vertical)

First-3-seconds hook (problem, result, question, or product-in-use)

Who it is for, made obvious early so the right viewer self-identifies

Single proof point or value the ad delivers

Spoken and on-screen call to action

Sound-off check: does the message land with captions and no audio?

Landing page URL the ad promises and delivers

Exercise: Build a Creative Test

Set up two or three variations in one ad group that differ in a way you can learn from. Answer each prompt before you launch.

- What single variable differs across the variations (usually the hook or core angle)?

- How many impressions or how long will each run before you judge it?

- Which metrics decide the winner (view rate, watch time, conversions, cost per action)?

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- Is the next fresh hook already in production to swap in when fatigue hits?
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Checklist: Creative and Ad Review Gate

- Hook lands before the five-second skip point
- A face and motion appear early to hold attention
- Captions burned in so the ad works muted
- Vertical or square cut prepared for Shorts and mobile, subject kept clear of UI edges
- Clear spoken and on-screen call to action with a matching landing page
- Claims honest and substantiated to pass ad review
- Creative submitted at least a day ahead so review does not delay launch

Measure, Optimize, and Scale

Read the metrics that matter with view-through conversions at the center, then grow the winners without breaking them.

Worksheet: Metrics and Decision Sheet

Define the numbers you will judge this campaign on, including the view-through impact that click-only reporting hides. Fill targets and your review window.

Target cost per action and target return on ad spend

View rate you expect or need from the hook

Average CPV or CPM target for the format

How you will weight view-through conversions versus click conversions

Reporting window and time zone for reading day-over-day results

Weekly review day and the four levers you will check

Exercise: Weekly Optimization Loop

Run one focused weekly review instead of constant edits. Work each prompt and record the single change you will make and why.

- Placements: which videos, channels, or apps wasted spend and should be excluded?
 - Audiences: which segments produced cheap conversions, and where should budget shift?
 - Creative: is frequency climbing while view rate and conversions slide (fatigue), and is the next hook ready?
 - Bids and budget: does a proven winner justify a small step up in budget or Target CPA?
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Worksheet: Scaling Plan

Plan how you will grow spend on what works without throwing bidding back into learning. Fill each row before you scale.

Vertical scaling step size (e.g. 20 to 30 percent) and pause-to-stabilize period

Horizontal scaling: new audiences, placements, or geographies to add

Format scaling: which winning angle to extend (e.g. a Shorts cut of an in-stream ad)

Creative scaling: how many new hook variations to produce against fatigue

The cost per action ceiling at which you stop pushing budget

Checklist: Scale-Readiness Gate

- Campaign is profitable against target cost per action and return on ad spend
- Conversion bidding has completed its learning phase and is stable
- Budget increases planned in 20 to 30 percent steps, not jumps
- View-through conversions reviewed so video is not judged on last-click alone
- Fresh creative pipeline ready to fight fatigue as volume grows
- A defined stop point where the next dollar no longer earns an acceptable return

Your Action Plan

1. Upload your ad video to a YouTube channel and link the channel to Google Ads, getting owner approval if needed.
2. Install the Google tag or GTM, define conversion actions with values, and verify a test conversion in Tag Assistant.
3. Choose one campaign goal, a primary ad format, and the matching bid strategy, then write your naming convention.
4. Build one prospecting audience (in-market or custom) and one remarketing audience, keeping the pool wide enough to deliver.
5. Set content targeting and brand-safety exclusions, leaning on the placement report later to prune waste.
6. Script two or three hook-first creatives that land in the first five seconds and work with sound off.
7. Submit creative a day ahead for review, then launch with a budget that can produce several conversions a day.
8. Let conversion bidding complete its learning phase without daily edits.
9. Run a weekly review of placements, audiences, creative, and bids, changing one or two things at a time.
10. Scale winners in 20 to 30 percent steps and horizontally into new audiences and formats, stopping where the cost per action ceiling is hit.

