



AD CREATION AND LAUNCHING CHECKLIST

Every type of campaign will differ, but here is what matters most...

CAMPAIGN SETUP

- Click new campaign and choose objective
- Choose the one conversion goal you want to optimize for
- Performance Max, will need up to 5 videos and 20 images
- Select campaign type (format of ads)
 - If video ads, will need video ad on YouTube
 - If display, will need to have banners designed
 - If shopping ads, will need to connect account
- Choose campaign settings based on ad type
- Choose a daily budget and bidding strategy

AD GROUP SETUP

- Define location (international, national or local)
- Define audience segments (new or use manager)
 - For search, choose and refine target keywords
 - Search and browse interests, demographics, etc
 - Expand audience by adding additional segments
 - Refine with targeting or advanced settings (optional)
- Select language and setting (varies by campaign)

AD SETUP

- If video, add video ad URL from YouTube
- Add landing page final URL and display path
- Create multiple headlines (action/benefit based)
- Write multiple descriptions (differentiate/give CTA)
- Optionally add tracking or other various ad options

 **Get your ad live and monitor it every day!**

10X MARKETING

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