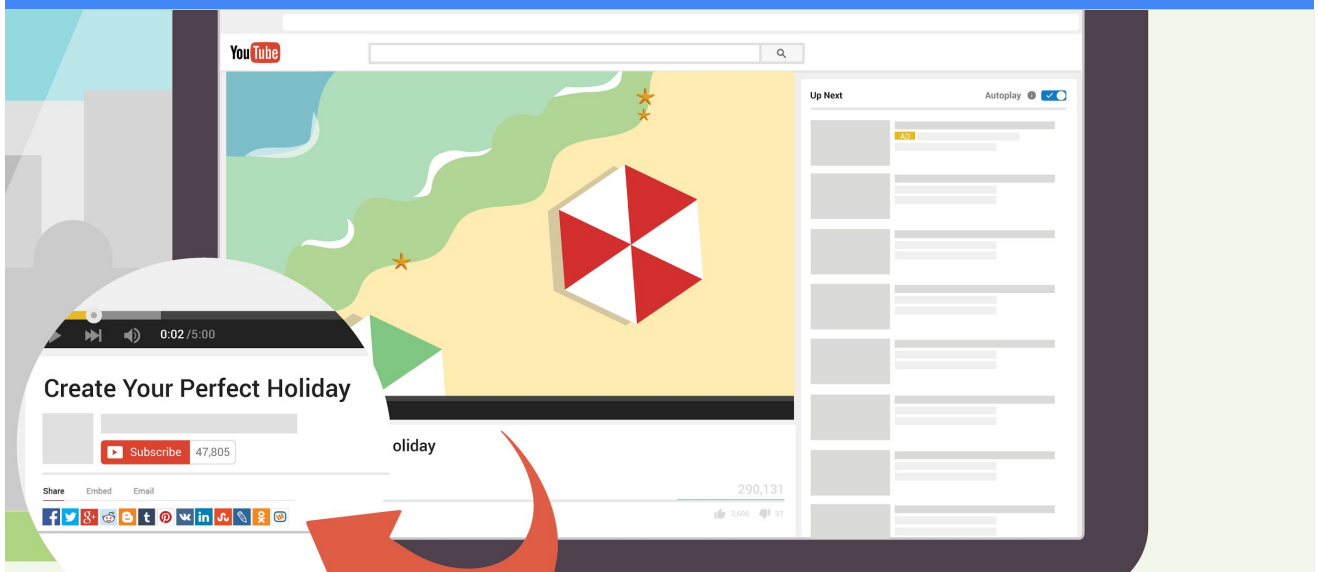# #Tips: 10 Game Changers for your Video campaign

You just founded your startup and want to get the message out to people?

Video marketing offers a unique possibility to startups to brand their business ideas. Video campaigns on Adwords let you show video ads on their own or within other videos on YouTube and across the Google Display Network. Check out our #Tips: 10 Game Changers for your Video campaigns:

- Come up with a bidding strategy
- How do I implement UAC?
- Choose the right ad for your audience
- Select the right ad attributes
- How is your video quality?

- Add Exclusions
- Add a call-to-action overlay
- Try out video remarketing
- Use advanced campaign settings
- Set frequency capping

1. Bet On Your Goals - Come Up With A Bidding Strategy

Choose your bid wisely. [CPV](#) is the default bidding strategy for YouTube ads. The advantage to this type of bidding is that you'll only pay when users actually watch your video. Increasing your bid can help you get more traffic, but you'll still need to choose bid limits that you're comfortable with.

2. Reach Your Audience - Set The Right Targeting

Choose topics - make sure your ads are shown on videos that are similar to your own. Target user interests - target users based on their **interests**. You can also target specific YouTube videos. YouTube offers a huge variety of [targeting options](#).

3. Tastes Differ - The Right Type Of Ad For Your Audience

Video ads are a great way to engage people who have no previous experience with your brand, whereas skippable ads tend to provide a better user experience. They're more engaging because users are choosing to watch the video. Look at the [different options](#) and make sure you're using the right type for your product.

4. Details Make The Difference - The Right Ad Attributes

Ad attributes include things like the text of the ad (for in-display ads), the destination URL, the image thumbnail and the name of the ad. E.g. Destination: Do you want the person who clicks on your in-display ad to be directed to a specific video or to your YouTube channel?

5. Quality Matters - How Is Your Video Quality?

We believe humor is key. Videos are the best means to convey feelings and consumer engagement. Make sure your video is of high quality and is telling your brand's story in a convincing and engaging way.

6.   Avoid Low Value Traffic - Add Exclusions

It's important to add targeting exclusions to your campaign or ad group. Here you can exclude certain demographics, topics, interests, keywords that are not relevant for your brand. Further, you can add **placement exclusions**. See where your ads have been placed and exclude irrelevant websites or videos.

7.   Be Blunt - Add A Call-To-Action Overlay

Call-to-action overlays are eligible to show on any TrueView video ad on YouTube. This feature is available at no extra cost to you, can increase viewer engagement and can add an interesting element to your ads.

8.   Increase Your Conversion Rate - Video Remarketing

Video remarketing is a powerful tool that takes viewers' activity on your YouTube channel to create highly specific lists to retarget your ads. After linking your YouTube account to your AdWords account, you can create these lists based on various ways people interact with your videos (watching, subscribing, liking).

9.   Capitalize On Opportunities - Advanced Settings

By using the right **settings**, you have a higher chance of targeting the right people. For example, if would you like to target people only in Paris or people interested in Paris, have a look at the advanced location settings for this. Further, you can choose the language of the sites and videos that your ads appear on.

10.   Enjoy In Moderation - Set Frequency Capping

Frequency Capping is a feature that limits the number of times your ads appear to the same person on the Display Network. When you set your frequency cap, it allows you to limit how many times an ad can show to a unique user and the time period when this limit refreshes.