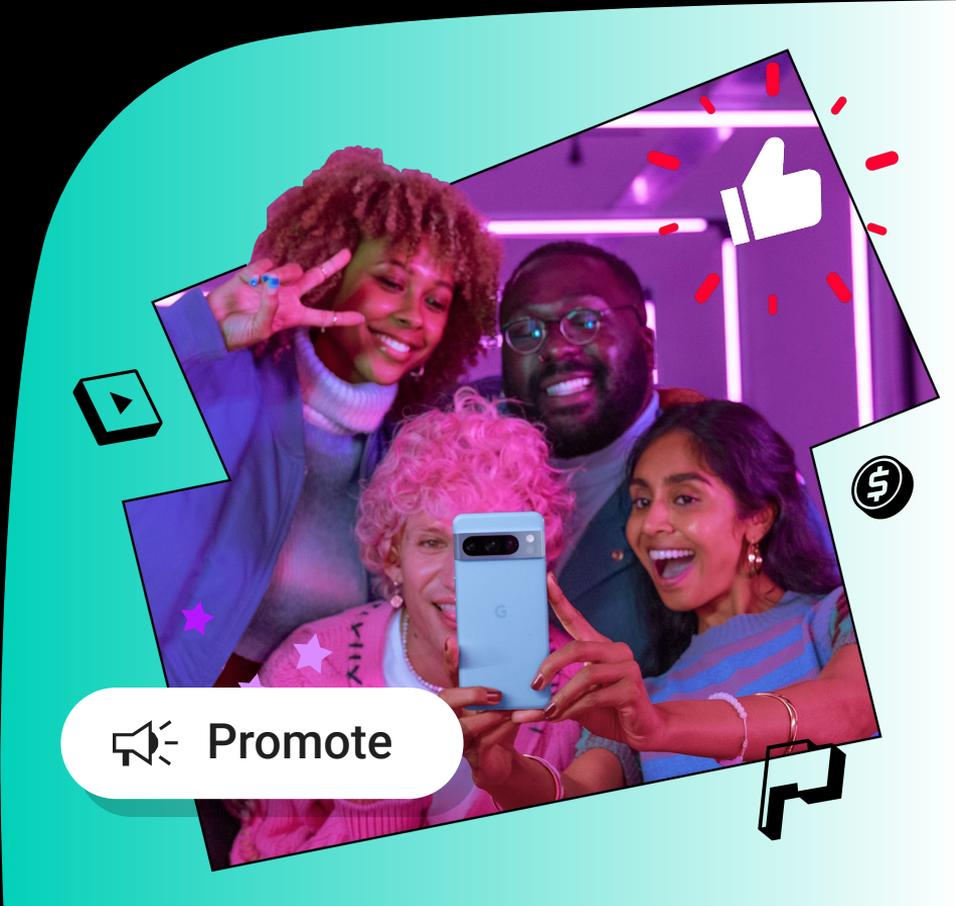


**CREATOR** PLAYBOOK  
**CREATOR** **PLAYBOOK**  
**CREATOR** PLAYBOOK  
**CREATOR** **PLAYBOOK**  
**CREATOR** PLAYBOOK  
**CREATOR** **PLAYBOOK**

Learn how to **grow your audience** and **boost your videos'** views with Promote



# CONTENTS

- 01** Promote basics
- 02** Campaign goals
- 03** Video selection
- 04** Targeting and budgeting options
- 05** Ad performance tracking
- 06** Maximising results
- 07** Ad creative best practices

FAQ

**PROMOTE**  
**BASICS**



# What is Promote?

Promote helps you to grow your channel and business on YouTube.

In addition to [search, recommendations and other organic tools that YouTube provides](#), you can use Promote to **drive engagement and subscriptions to your channel, boost your videos' visibility and increase clicks to your website.**

Built directly into both web and mobile YouTube Studio, Promote can amplify your videos to more viewers.

Get your videos in front of new fans.

**Get started with Promote today**



# Why should I try Promote?

**Put your videos in front of more viewers on YouTube – where the world watches.**

Whether you create content for fun, business or both, you want more people to see your work.

In addition to the organic tools that you can use to drive growth, Promote puts your videos in front of more viewers, helps you find new fans and keeps your audience engaged. All while you stay in control of your content.



## **Reach and visibility**

Significantly expand your videos' reach beyond your existing audience.



## **Targeted promotion**

Reach your ideal audience while staying within your selected budget.



## **Simplicity**

Quickly launch campaigns to start reaching new viewers.



## **Flexibility**

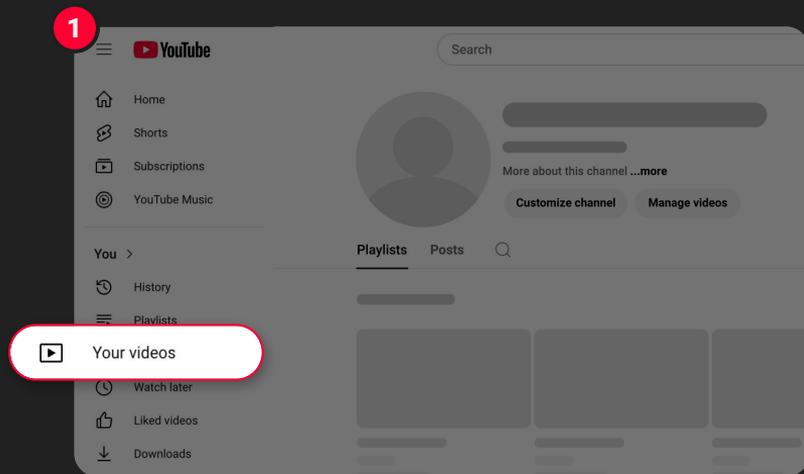
Whether it's new subscribers, views or website visits, Promote can help you achieve it.

**CAMPAIGN**  
**GOALS**

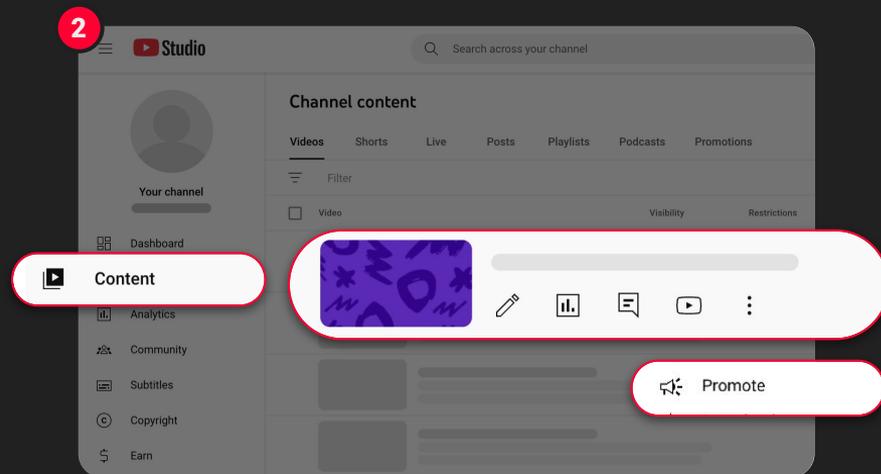


# How do I use Promote?

To set up from your **desktop directly on YouTube\***:



- Go to **Your videos**, where you'll be redirected to YouTube Studio.

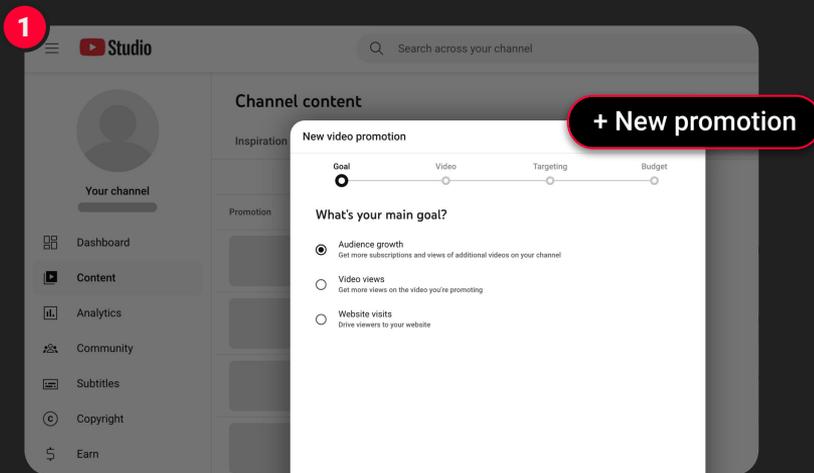


- Select **Content**.
- Click the **3-dot menu** on your desired video.
- Click **Promote**.

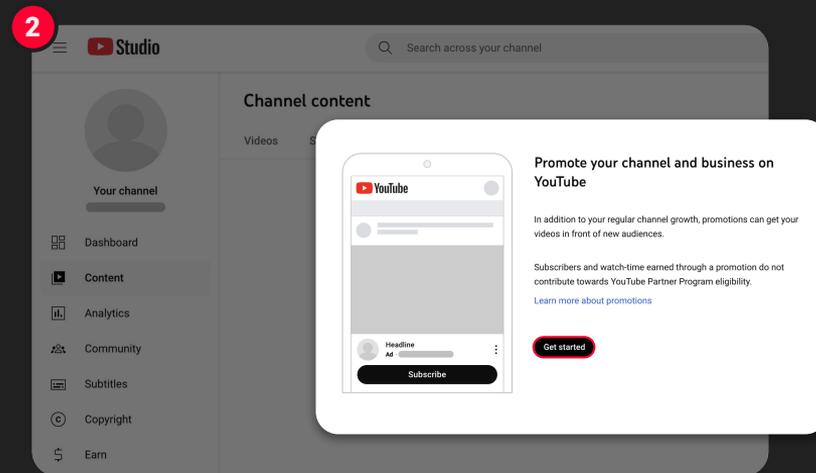
\*Note: A Google Ads account is required and gets set up for you as you create your first campaign

# How do I use Promote?

To set up from your **desktop in YouTube Studio**<sup>\*</sup>:



- In YouTube Studio, select the **Promotions** tab and click **+ New promotion**

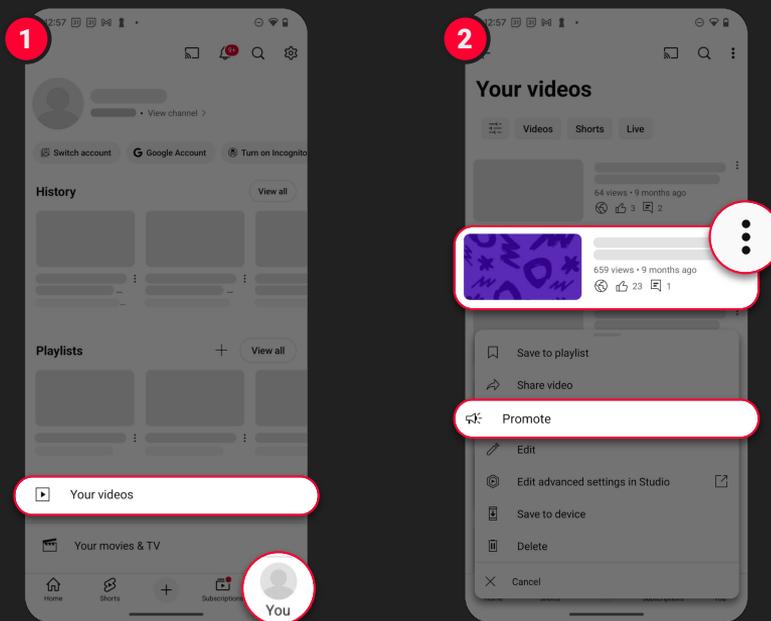


- If you're a new user, click [Get started](#).

<sup>\*</sup>**Note:** A Google Ads account is required and gets set up for you as you create your first campaign

# How do I use Promote?

To set up from your **mobile device for YouTube app\***:

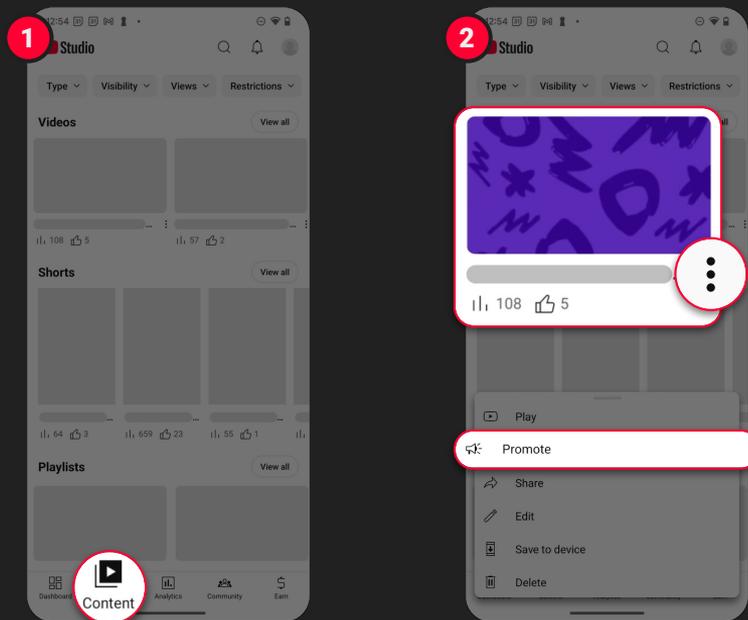


- From the **YouTube app**:
  - Go to the **You** tab.
  - Navigate to **Your videos**.
  - Select a video on **Videos** or **Shorts**.
  - Tap the **3-dot menu**, then tap **Promote**.

\*Note: Only available on the Android app

# How do I use Promote?

To set up from your **mobile device for Studio app\***:



- From the **YouTube Studio app**:
  - Go to **Content**.
  - Tap the **3-dot menu** of the video that you want to promote.
  - Tap **Promote**.

\*Note: Only available on the Android app

# Match your campaign to your goals

Promote offers **three distinct campaign goals** depending on what you want to achieve:



## Audience growth

Let's get you more subscribers.

Promote optimises the campaign to reach viewers who are most likely to subscribe to your channel.



## Video views

Let's pump up those views.

Promote will display your video ad to viewers who are likely to be interested in watching it, helping you boost its visibility and reach.



## Website visits

Let's get people to your website.

Promote will optimise your campaign to encourage viewers to click through to your website of choice, helping you to promote products, services or other online content.

# Success story: Escola Para YouTubers

[Escola para YouTubers](#) create videos that educate creators on how to grow their channel. They started experimenting with Promote to see if it could help increase their course sales. They promoted two key videos to help drive traffic to the courses on their website and saw a boost in sales and revenue that far outpaced their ad spend.

Category:

Education

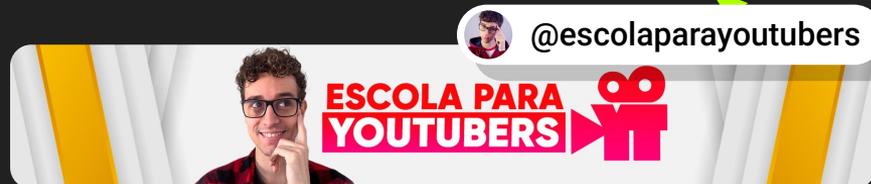
Size:

Established creator

Goals:

Video views

Website visits



Promotions are a great solution for creating ads. With just a few clicks, my promotions are up and running. **It's a simple setup process that's perfect for creators like me.**"

**Caique Pereira**

Creator of Escola para YouTubers

**VIDEO**  
**SELECTION**



# Choosing the right videos for Promote

It all starts with the right videos. Outside of needing to be longer than 10 seconds, **consider the following to engage your audience:**



## Relevance to goal

Match your video's content to your goal. For instance, if your goal is to increase channel subscribers, choose a video that showcases the type of content that viewers can expect from your channel.



## Total video control

Choose any video on your channel, regardless of past performance. Whether you want to boost a high-performing video or revive an older one, Promote puts you in control.



## Audience appeal

Choose videos that cater to the interests of the audience that you want to reach.



## Ad policy compliance

All promoted videos must comply with YouTube's [video ad policies](#). Ensure that your videos do not contain any content that violates these policies, such as inappropriate language, violence or misleading information.

# Success story: The Mönic

Brazilian rockers [The Mönic](#) were searching for a simple way to grow their fanbase and promote their music videos to a wider audience. While the goals were clear, the band had limited time to deal with complex advertising platforms. Enter YouTube Promote. Using the Audience growth goal to expand their subscribers and the Video views goal to accumulate video views, they were able to track the source of increased traffic and measure the effectiveness of each promotion.

Category:

Size:

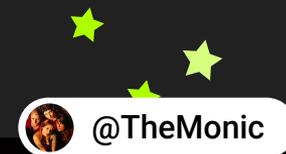
Goals:

Music

Emerging creator

Audience growth

Video views



It's a very, very powerful tool that every artist needs to know how it works. If you use it well, I really believe that the results are really amazing. **It's one of the best ways to promote your music."**

**Dani Buarque**

Member of The Mönic

**TARGETING**  
**AND BUDGETING**  
**OPTIONS**



# Targeting your campaigns effectively

Choose which audiences you want your videos to reach:



**Location**



**Language**



**Demographics**



For the broadest possible reach, skip Advanced targeting controls altogether and select many countries for your promotion.

New video promotion

Goal Video Targeting Budget

Who will see your promotion?

Your promoted video will be shown to people who are most likely to engage with your channel, based on your existing channel subscribers and views

Show to viewers in these countries

United States X

Advanced targeting

Show to the following genders

- Female
- Male
- Unknown ⓘ

Show to the following ages

- 18-24
- 25-34
- 35-44
- 45-54

Previous Next

# Determine a budget that works for you



## Performance optimisation

Promote uses your budget as efficiently as possible to achieve your campaign goals.



## Total budget control

You'll never be charged more than the total budget that you set for your campaign.



## Minimum recommendations

You can get results with as little as \$5 USD, but **we generally recommend at least \$100 USD**, as campaign performance tends to improve over time.

**Note:** Billing will depend on the settings that are selected in Google Ads with either automatic or manual payments. Visit the [Google Ads billing Help Centre](#) to learn more. If you encounter any billing issues or have questions about your payments, you can refer to the [Google Ads support team](#) for assistance.

**AD PERFORMANCE**  
**TRACKING**



# Monitoring key metrics

Keep track of how your campaign is performing and see where there's room for improvement.

Try testing different videos, goals and targeting strategies to find a winning combination.



## **Impressions**

Quickly view how often a thumbnail of your promotion is shown.



## **Views**

Monitor the number of views that your promoted video receives to assess the reach of your campaign.



## **Subscribers**

The number of new subscribers after watching 10 seconds of your video or clicking your promotion within three days.



## **Total cost**

See how much each campaign has spent at a given time.



## **Website visits**

The number of visits that your ad drives to your external website.

# Making informed adjustments

Use data to improve your campaign:



## Test different videos

Try promoting two different videos with the same budget and targeting. The results will show you which video performs best and help you to understand your audience better.



## Experiment with targeting

If your campaign isn't reaching the right audience, experiment with different targeting options to refine who you're reaching and improve engagement. For example, if your goal is to reach a wider audience, try expanding your demographics or geotargeting.



## Adjust your budget

Based on your campaign's performance, you can adjust your budget to increase or decrease your ad spend.

# MAXIMISING RESULTS



# Reaching new audiences

Promote is a powerful tool that can help you grow your channel, now and in the future.



## Set realistic goals

Define clear, measurable goals for your Promote campaigns and track your progress over time.



## Adapt and evolve

Be prepared to adapt your Promote strategy as your channel grows and your audience evolves. Regularly review your campaign performance and make adjustments as needed to stay ahead of the curve.



## Integrated approach

Promote is [one of many tools](#) that can help to grow your channel. Combine paid promotion with consistent video creation and engaging with your community.

# Success story: RVi

[RVi](#), makers of innovative mobile home products, had a strong existing community of mobile home enthusiasts on their YouTube channel, but they wanted to reach a larger audience. They created general overview videos about the mobile home industry that would appeal to both mobile home newcomers and veterans alike. Then, they promoted them with goals set to audience growth and video views to reach a broader demographic.

Category:

Auto + transport

Size:

Emerging creator

Goals:

Audience growth

Video views



Don't base success or failure on one promotion campaign. **Run a few campaigns to figure out what your metrics are and how they measure up.** Then you can make your decision based on that."

**Chris Bonham**

Social Media Manager and Marketing at RVi

**AD CREATIVE**  
**BEST PRACTICES**



# Developing compelling ads

Your ad creative (headlines, descriptions and visuals) plays a crucial role in attracting viewers' attention and encouraging them to engage with your content.

**Follow these best practices to create effective ads:**

## Craft engaging headlines

Write headlines that are concise, informative and attention-grabbing. Clearly communicate the value proposition of your video and entice viewers to click.

## Write persuasive descriptions

Use the description to provide more context about your video and highlight its key takeaways. Include relevant keywords to improve searchability and encourage viewers to watch.



## Five essential tips for growing healthy indoor plants 🌱

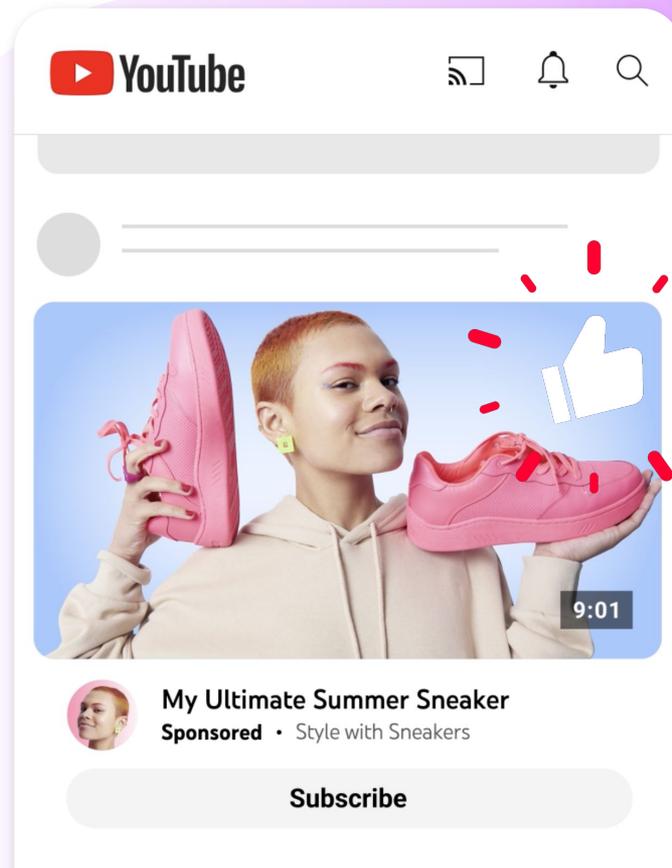
In this video, I'll show you my go-to routine for caring for indoor plants so that you can help your houseplants thrive.

**Sponsored** • houseplant obsessed

# Visuals that capture attention

The [thumbnails](#) of the videos that you choose to promote will be the same thumbnails as when those videos appear organically.

For promoted videos, you should **pay special attention to their thumbnails, as they'll be what many viewers see.**



# Success story: The Beaten Trail

Offroad extraordinaires [The Beaten Trail](#) wanted to expand their channel's reach on YouTube and increase subscribers, views and revenue. They started experimenting with Promote due to its user-friendly and straightforward setup. Focusing on audience growth goals, they strategically promoted videos that had already performed well organically and used curated thumbnails and storytelling elements to spark interest with their desired audience.

Category:

Size:

Goals:

Auto

Emerging creator

Audience growth

Video views



@TheBeatenTrail



**Promote has immensely impacted my channel** with the amount that I'm making and the eyeballs that are coming in while maintaining very good organic growth."

**Michael Herrmann**

Creator of The Beaten Trail

**Billions of people\*** come to YouTube to find their new favourite video, creator or community.

**Help them find you.**

**Get started with Promote today**

\*Claim: YouTube has billions of monthly logged-in users  
Source: Internal Data, Global, July 2022



# FAQ

# FAQ

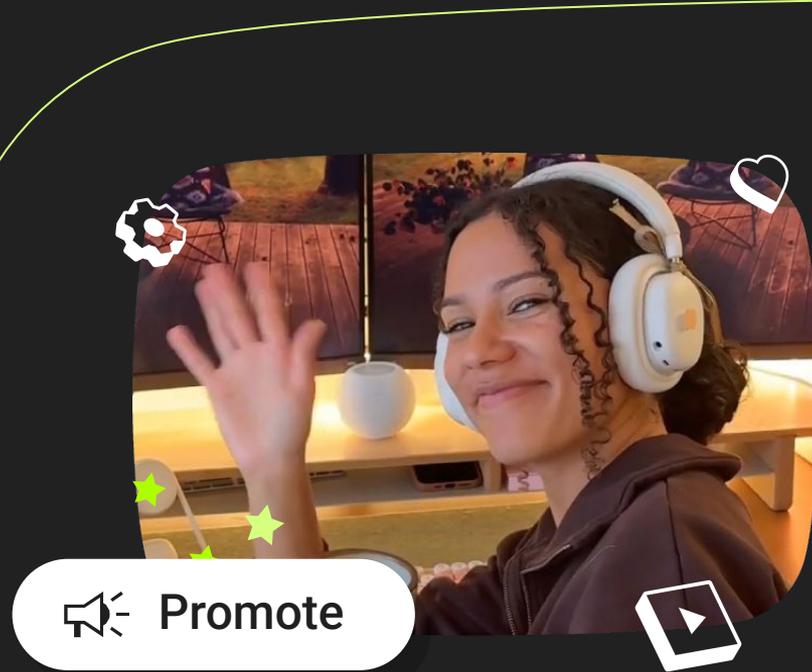
## How do I get support?

For help with troubleshooting issues in the Studio creation flow, contact our [Creator support team](#)\*. For all other issues, including campaign delivery and billing, contact the [Google Ads support team](#).

## Do promotions hurt the organic reach of my channel, or my other videos' performance?

[Organic search and discovery](#) on YouTube is based on how content performs when it is recommended, not when it is run as an ad through Promote. Promote is an advertising tool that is meant to be complementary to organic growth. At the same time, it's possible that Promote can have a positive impact on the reach of your channel as it helps you to find new audiences who may continue to engage as part of your community.

\***Note:** Creator support is only available to those in the YouTube Partner Programme.



# FAQ

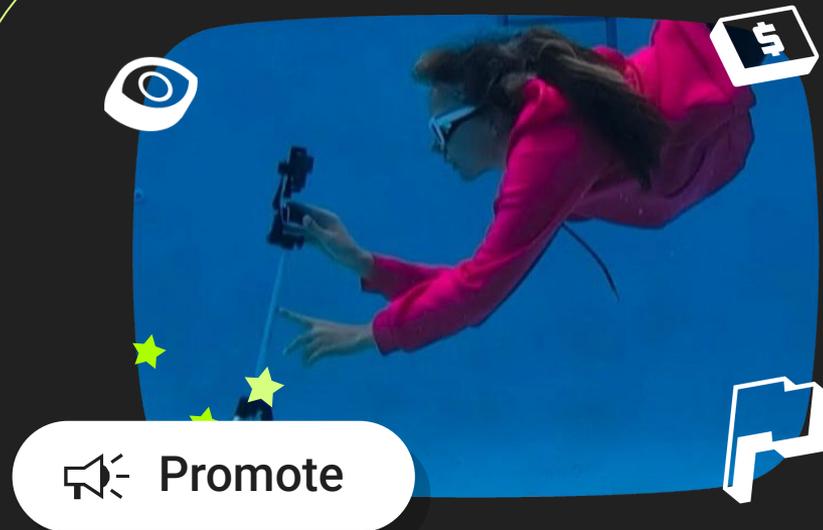
## Are the subscribers from Promote real?

Yes. Subscribers gained from Promote are real subscribers just like any others. Bear in mind that when we look at eligibility for the YouTube Partner Programme, only organic subscribers will be counted to keep an even playing field for those interested in joining the programme.

They can receive notifications about your new content, and they can become robust members of your community. A promotion may kickstart a viewer's relationship with your channel, and if you continue to provide content that's interesting and valuable to them, there are plenty of ways for them to engage once they're aware of you.

## Why do my promotions run at odd times or mostly in some countries?

In order to ensure consistent campaign performance, you may see your campaign serving in various geographies and at different times of the day due to [optimised targeting](#).



# FAQ

## How do promotions find the right viewers for my video?

We utilise various signals from both your content and potential viewers to match promotions to viewers.

## What's the difference between Promote in YouTube Studio and YouTube Engagements in Google Ads?

The Audience growth goal in Promote and YouTube Engagements that optimises for YouTube channel subscriptions in Google Ads are the same product. Promote has a different, easier to use interface to make running a campaign easier. Engagements in Google Ads have more robust reporting and campaign settings. Choose Promote if you want a simpler, easier-to-use offering. If you want deeper insights and more control, use Engagements.

## Do subscribers and watch time from ads count towards my YouTube Partner Programme goals?

No. Thresholds for the Partner Programme are based on organic subscribers and watch time.



Promote

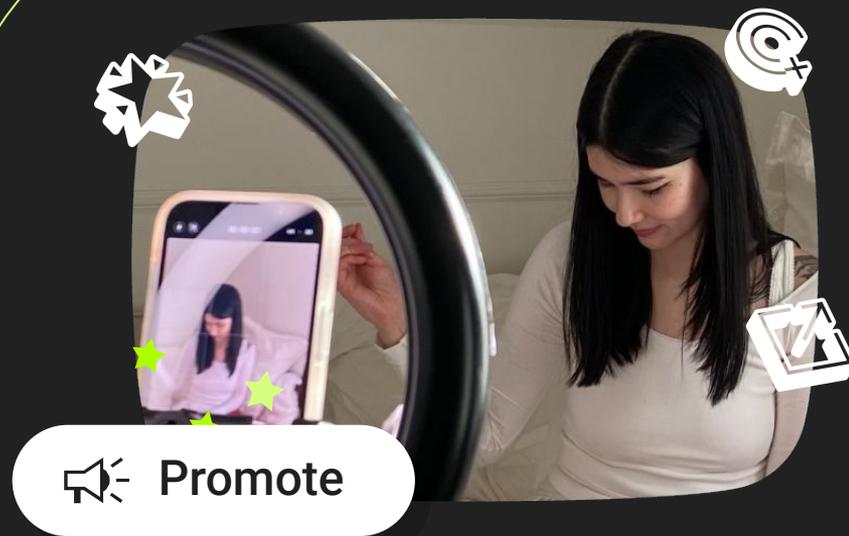


# FAQ

## If subscribers and watch time don't count for YouTube Partner Programme eligibility, why would I pay to promote my channel?

While subscribers who you gain from ads don't count towards programme eligibility, the views, comments and overall channel engagement create a more robust channel that is more likely to attract future subscribers and brand deals. Some creators promote to increase affiliate sales or website traffic. Others sell their own products or services. Subscribers are powerful, but that isn't the only way to benefit from a larger audience on YouTube.

Promote is an advertising product, and designed to be complementary to organic growth that you see on your channel. It can help you discover new audiences and gives you more control over who sees and interacts with your content. Subscribers, views and overall engagement from Promote can make your channel more well rounded and set you up to grow your audience or business.



# FAQ

## What do I do if my campaign or account is suspended?

All Promote campaigns must adhere to YouTube's [advertising policies](#) and [community guidelines](#). If not, your ads may be disapproved and prevented from running, or in severe cases, your ads account may be suspended.

If you believe that there's been an error, you can contact support by clicking on one of your promotions and scrolling down to Promotions support.

