

8 Considerations For Winning YouTube Ads



**3RD+
LAMAR**

Before you take a video from Meta Ads Manager and repurpose it in a YouTube campaign, consider what makes YouTube unique.



1. Sound-On Experience

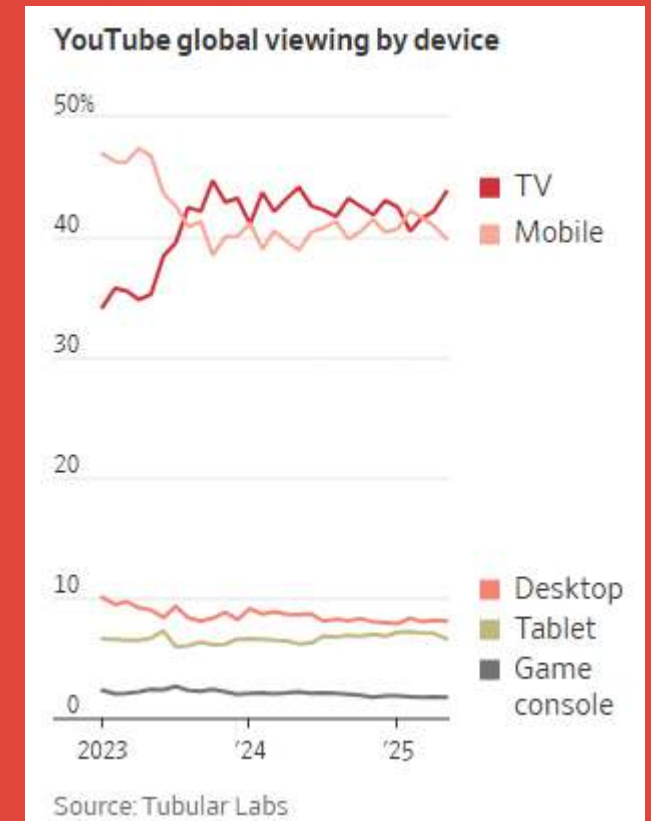
Unlike other platforms, YouTube is a sound-on environment. Use voiceovers, music, dialogue, or a combination of these elements.

Also, mention your brand name in the audio early in your video, as this has been shown to increase brand lift.



2. Production Quality

Most YouTube content is viewed on TVs, so produce your ads with 16x9 placements in mind. Also, focus on high resolution videos to ensure the content looks sharp on large screens and matches the quality of the surrounding programming.



3. Audience Expectations

On YouTube, most users consume content actively, not passively. They're intentional in what they choose to watch, and your ad stands in their way. So make sure your video ads add value.

For instance, many people visit YouTube to learn something new. Capitalize on that learning mindset by producing ads that teach people something new.



4. Audience Intent

Build custom intent audiences on Google consisting of people with specific search queries, or who have visited particular URLs.

Then create tailored YouTube ads for different buyer personas to maximize engagement and relevance.



5. Paid ↔ Organic Synergy

Don't use videos in YouTube ads that you wouldn't post organically on your YouTube. It defeats the purpose, since people often view YouTube ads and then visit the channel to see more content. You want that experience to feel seamless.

Play the long game. Tell stories, add value, build trust. This is a winning formula.



6. Brand Visibility

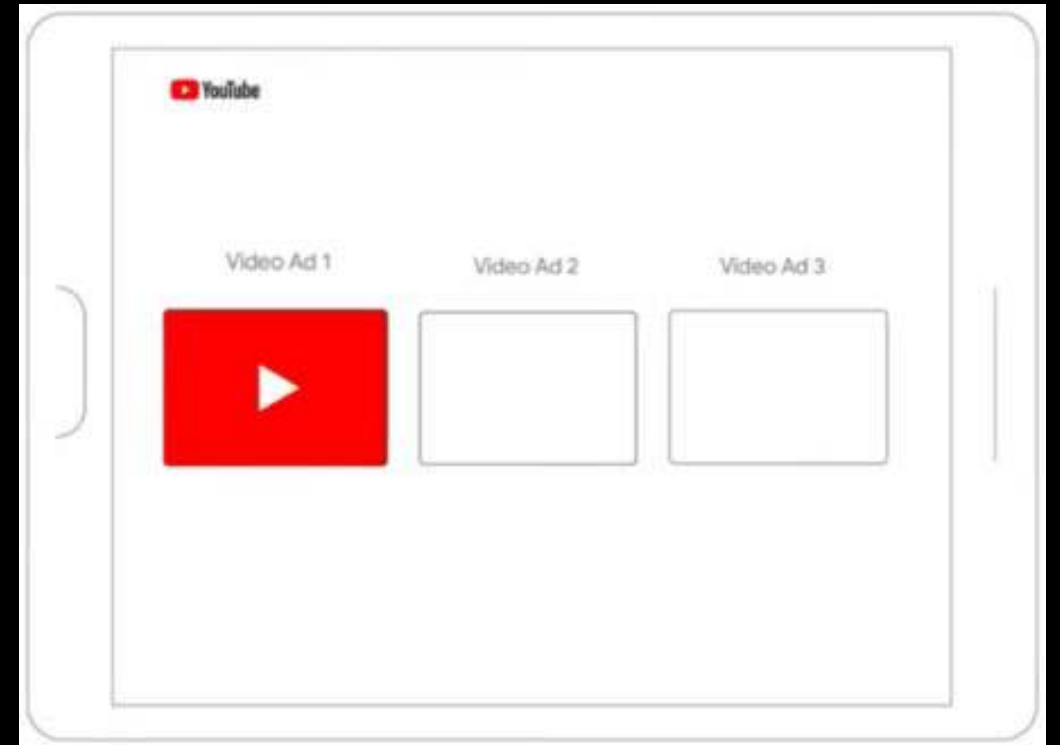
Include your logo, URL, and a clear call-to-action (CTA) both visually and audibly in your YouTube ads. This improves ad recall and drives action.

The CTA does not need to appear throughout the video, but the logo and URL should.



7. Use Video Sequencing

Leverage Google's video ad sequencing tool to tell a multi-part story or explain a complex process over a series of videos, showing them in a specific order.



8. Choose the Right Video Length

Skippable In-Stream: Skip button appears after 5 secs. No max length.

Non-Skippable In-Stream: 15 secs or shorter. Can be up to 30 secs on CTV.

Bumper Ads: 6 secs max.

In-Feed Video Ads: No max length.

Shorts Ads: Up to 60 secs.



Need help with your video content?

We can help you build a winning plan.

Email hello@3rdandlamar.com to schedule a video discovery call.

