

YouTube Advertising

Video is the most engaging and sought after form of content by online audiences today. Embrace the trend and grow your local brand awareness with video ads on YouTube, the second most visited website in the world behind Google.¹



Reach New Audiences

Find users you haven't been able to capture through other marketing channels.

80% IN AN AVERAGE MONTH, 8 OUT OF 10 18- TO 49-YEAR-OLDS WATCH YOUTUBE.²



Grow Your Brand

Stay top of mind throughout the buyer journey with multiple ad types viewable across mobile, desktop, and living room TVs.

94% 94% OF 50 FORTUNE 100 YOUTUBE CAMPAIGNS DROVE AN AVERAGE OF 80% LIFT IN AD RECALL.³



Influence Purchase Decisions

Showcase your product to target audiences and tell your brand story in an engaging format that drives action.

#1 YOUTUBE IS THE #1 VIDEO SITE FOR INFLUENCING PURCHASE DECISIONS.⁴

Take Advantage of YouTube Video Advertising Without Becoming an Expert.

Zero in on Highly Targeted Audiences

Target based on demographics, interests, life events, users in the market for your product, targeted placements, topics, and more to find your perfect customer.

Stay Ahead of the Competition

Digital video advertising is still in its relative infancy. As an early adopter, you'll have less competition for inventory which means more opportunities to reach your target audience.

Promote Your Business Throughout the Buyer Journey

Multiple ad types, targeting, and placements allow you to share the right message with your audience at the right time during their buyer journey, from discovery to decision time.

Let Us Do the Work

Our YouTube Specialists will set up and manage your YouTube marketing campaign based on your specific advertising objectives and budget.

Get Transparent Reporting

We'll track and report on your campaign activity including impressions, views, and multiple engagement metrics so you'll know exactly how your campaign is performing.

"Working with ReachLocal has allowed us to reach an audience that we didn't have the opportunity to reach in the past."

*Maggie Gendernalik,
Sales + Marketing Manager,
Kennesaw State University*

*Additional fees apply for YouTube ad creation.

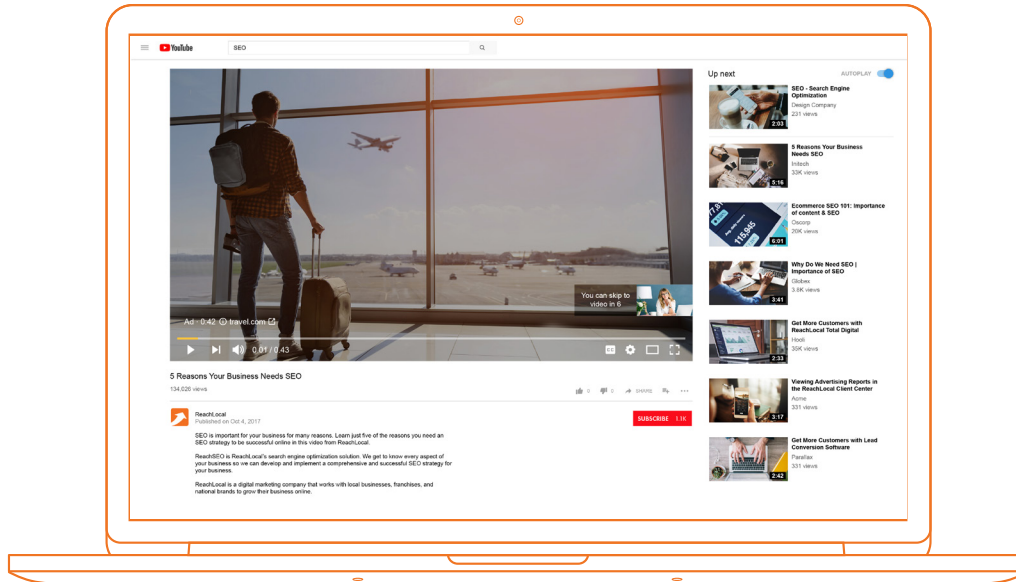
¹ World Economic Forum, April, 2017 ² Google-commissioned Nielsen study ³ Think With Google

⁴ Google / Ipsos Connect, Mobile Video Study, February 2016, n=2397, among adults A18-54 who watch online video

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YouTube Advertising

YouTube ads are similar to TV ads, but with a lot more targeting levers and engagement opportunities. We'll help you understand all of that so you can build ads that speak to users in the different phases of their journey from brand awareness, to interest, to consideration at the time of purchase. We'll take care of the rest.



TrueView In-Stream Ads

Pre-video ads are designed to capture the attention of your prospects in the first five seconds of the ad. The ad is free until it reaches 30 seconds, is played in full, or is clicked on (whichever comes first), making it an appealing option to reach a broad audience and grow brand awareness.



TrueView Discovery Ads

A thumbnail image from your video can appear to the side of the video content a user is watching on YouTube, in a search result, and/or on YouTube mobile homepages. Users who click on Discovery ads are typically more interested in your brand, having made a conscious decision to click on your ad.



Bumper Ads

These are 6-second, non-skippable videos that play before, during, or after a YouTube video. They're ideal to drive ad recall and awareness, and are a cost-effective way to reach your target audience and ensure your message is delivered.



Reporting and Performance Reviews

Regular reporting will quantify the effectiveness of your video ad campaign, allowing us to share targeted suggestions to help grow your reach and build your brand. Plus, we'll utilize Google's safeguard tools to manage where your ads appear, working to keep your brand away from potentially offensive content.⁵



Video Ad Production*

If you don't have the resources to create your own ads, we have a video production team at the ready to create engaging ads for your business. They'll use best practices to create engaging video ads that will get your brand noticed by your target audience.



Google Brand Lift Study

Google can conduct a brand lift study to quantitatively illustrate how YouTube Advertising impacts your brand. The study provides tangible performance metrics for non-conversion metrics like ad recall, brand awareness, consideration, and purchase intent that are directly attributable to your TrueView campaign.⁶

*Additional fee applies.

⁵ Google AdWords Standard content filter and content exclusions ⁶ Google performs the complimentary study for select clients spending at least \$7,500 per week on YouTube video advertising.

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