

MASTERTUBE™
MBATUBE™

You **Tube**

ADS PROPOSAL



HISTORY BEING MADE BEFORE OUR VERY EYES

For the first time since its existence the internet has taken over television as the most watched medium, used by all age groups. On average people pick up their smartphone 58 times per day, spending an average of 3 hours and 15 minutes per day on their device. That's 20% of their waking life plugged into the matrix, eager to consume and itchy to buy!

People are being bombarded by thousands of messages: ads, dm's, emails, notifications. You name it. That's why attention is the new currency. And the right marketing mix of content, ads, traffic, interest and more, is essential for getting your message in front of exactly the right audience.

OUR APPROACH



Research

What is your audience looking for on YouTube? How do you connect?



Copywriting

With the right title, keywords, tags and cta you invite people to click.



Advertisement

Why wait for organic growth when you can put yourself on top instantly?



Results

Monitoring the results is key in getting the right insight in your campaign.

YouTube stats worldwide

- 6 out of 10 people prefer watching video online compared to television.
- 90% of young people from 18 to 24 use YouTube.
- YouTube is the second largest search engine in the world.
- We watch 1 billion hours of YouTube video per day!

WHAT TO EXPECT

Right now YouTube is one of the best channels to use for advertising. It's very effective because of the way people use it. It reaches a young interested audience and it gives you plenty of fair use tools to help you reach your goals.

Through very specific targeting we can maximize your ad spend. We focus on your right target audience, age group, language or subjects of interest. That way we only reach highly interested users, not people who are uninterested in what's on offer.

But let's go through the 3 most used and most effective ad formats on YouTube and explain what it can do for you. What ads are there? And how can it be used for optimal results?

SKIPPABLE IN-STREAM ADS

(duration: 15 seconds to 1 minute)



Before, during
or after a video

Skippable after
5 seconds

In-Stream Ads appear before, during, or after video content and are skippable after five seconds. You pay on a cost-per-view basis and are only charged when someone clicks on the ad, watches 30 seconds of it, or watches the whole ad. Your in-stream ad can be up to three minutes long.

This type of ad is great for leads, sales, website or app traffic, brand awareness and reach, and product and brand consideration. These skippable ads are preferred over non skippable ads in the same format, because viewers find it very annoying if the choice of skipping has been taken away. This adds to a negative brand experience.

With **CPV** bidding, you pay when a viewer watches 30 sec. of your video (or the full duration of the video if it's shorter than 30 sec.) or interacts with your video, whichever comes first.

DISCOVERY ADS

(duration of your content)



**Searchable as
normal content**

**And as
recommended**

Discovery Ads promote a video in places of discovery, such as next to related videos, as part of a YouTube search result, or on the YouTube mobile homepage. These ads are intended to promote a particular videos by directing users to a corresponding YouTube channel page and great for growing reach with a highly interested audience.

The other great thing about growing your content reach and growing your audience, is that more and more highly interested people are going to watch your already existing and future content. These are people who can be targeted over and over again, without having to pay for them each time you post new videos.

You'll be charged only when viewers choose to watch your ad by **clicking** the thumbnail (CPC).

BUMPER ADS

(duration: 6 seconds or less)



Maximum of
6 seconds and
non skippable

Perfect for awareness
and reach

Bumper ads are 6 seconds or shorter and play before, during or after a video. Viewers don't have the option to skip it. These ads are perfect if you want to create awareness and if you want to reach a larger audience with a short, memorable message. You pay per 1.000 views which makes them very affordable.

Bumper ads work best in combination with other ad formats like Discovery ads, because it really grabs the attention of a viewer. If the viewer is confronted with more content of the same brand, he or she will be more likely to watch longer versions out of curiosity.

Bumper ads use **Target CPM** bidding, so you pay based on **impressions**.

Note

- You can choose one ad format per option (this is important for maximizing results).
- For option 2 and 3 the best scoring ad is used moving forward to increase results.
- Every month we send a detailed report with results.

You Tube OPTIONS

1 AD*

Keyword research
Copywriting
Optimization
Monthly report

1 ad setup

€ 500**

(excl. vat)

2 ADS*

Keyword research
Copywriting
Optimization
Monthly report

2 ads setup

€ 750**

(excl. vat)

3 ADS*

Keyword research
Copywriting
Optimization
Monthly report

3 ads setup

€ 1.000**

(excl. vat)

* choose one type of ad format per option

** all options have a minimum purchase period of 3 months

REPORTING

Once everything is up and running, we compile a monthly report of the most important results and developments. Plus, at the end of every month the best scoring ad is selected. The other ads (in case of option 2 and 3), are replaced by new ads. We continuously optimize all YouTube advertisement. Let's only work with what scores best!

It's important to select one type of ad format per options to maximize the results. If the YouTube algorithm is packed with too much different messages it can't focus on performance.

It's possible to upgrade or downgrade to a different option, starting on the first of the new month.



VIDEO PRODUCTION

Do you need help with your video production?

We're here for you! We have the expertise and manpower to help you out and produce videos for you. Our dedicated and experienced video production team have produced hundreds of videos, helping institutions to tell their unique stories better. Let us help you produce a unique and cost-effective school branded video, specifically design to attract viewers on YouTube.

Contact us for the possibilities!

A photograph of two young women standing outdoors, looking at a smartphone held by the woman on the left. The woman on the left has blonde hair and is wearing a red sweater. The woman on the right has long brown hair and is wearing a light pink top. They are both smiling. The background is a blurred outdoor setting with trees. The entire image has a semi-transparent red overlay.

LOOKING FORWARD TO WORKING TOGETHER!

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