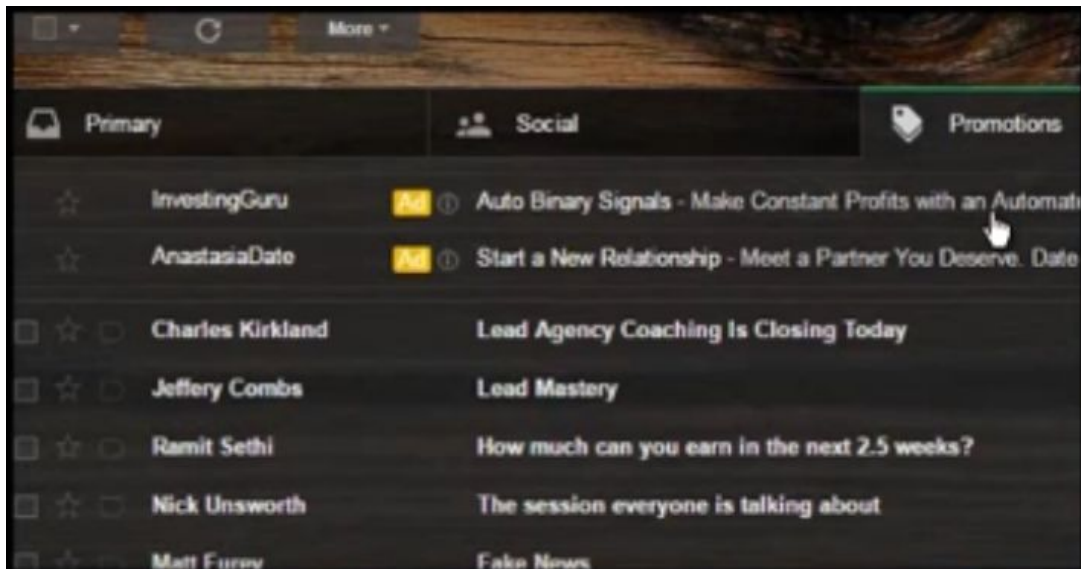


How To Sneak Into Your Best Prospects Gmail Accounts

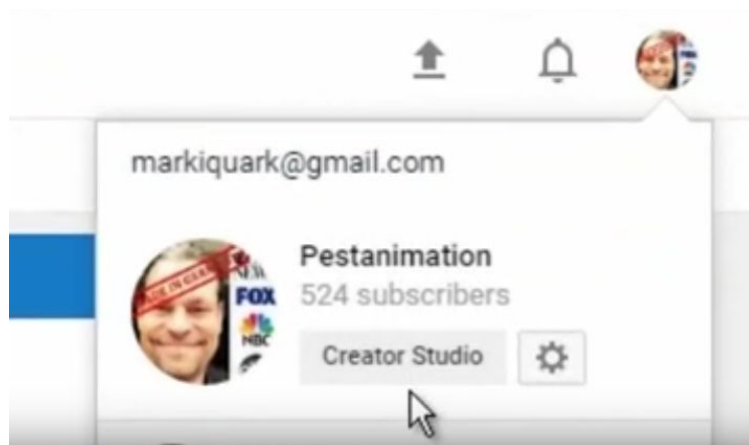
by pestanimation

Notice the two advertisements at the top of your Gmail inbox. Think: *Do they have anything to do, at all, with what you have been interested in over the past week, month, two months, or three months?*

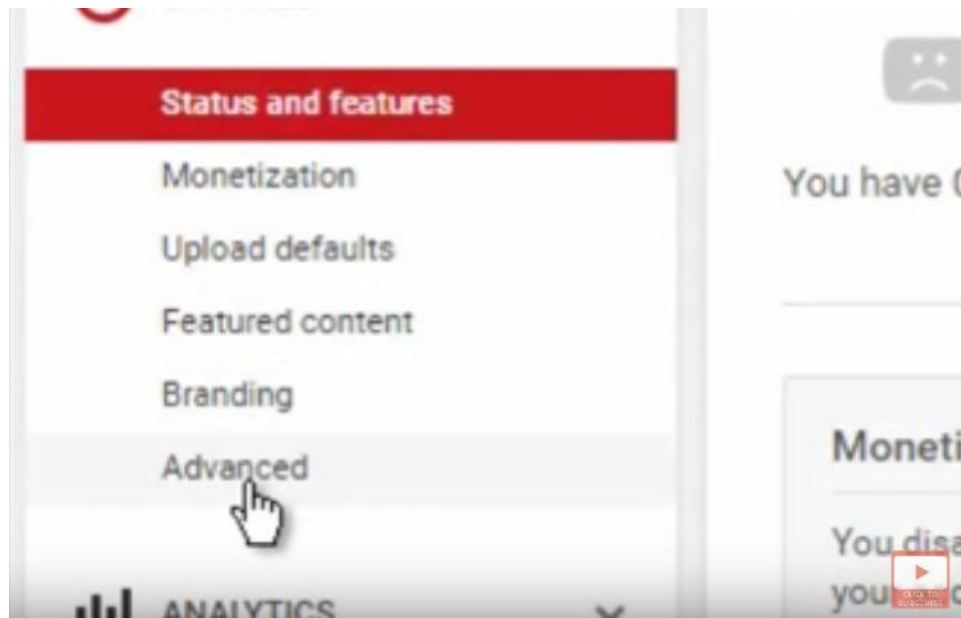


Today I will show you how to get into the potential (or real!) customers or prospects of your competition by using a video.

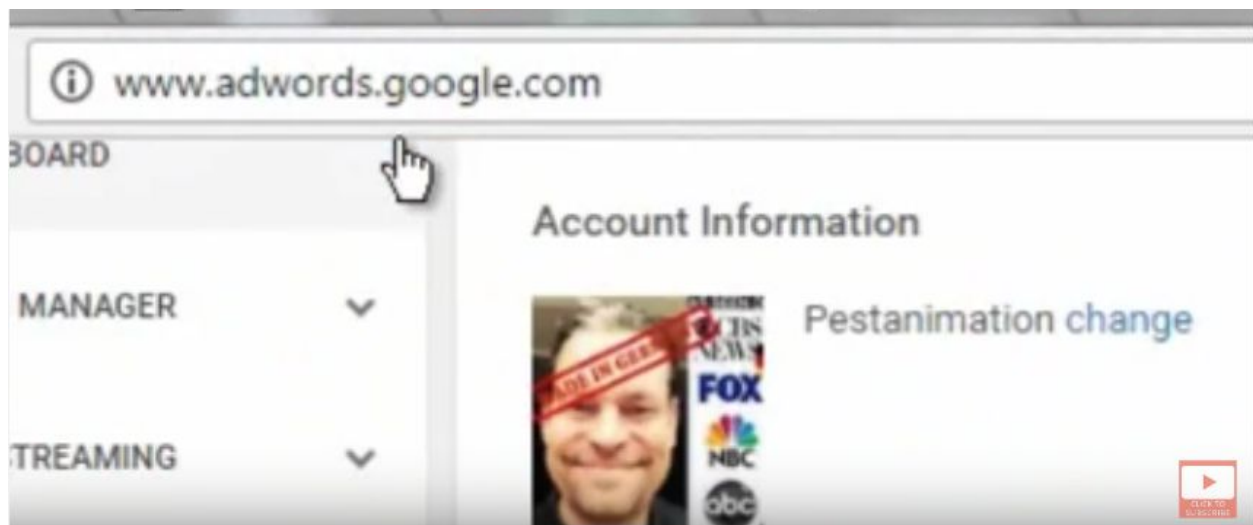
If you have not already set up a Youtube channel, please set one up. After you have opened your Youtube channel at www.youtube.com, hover over the icon (featuring your profile picture) and click the **Creator Studio** button.



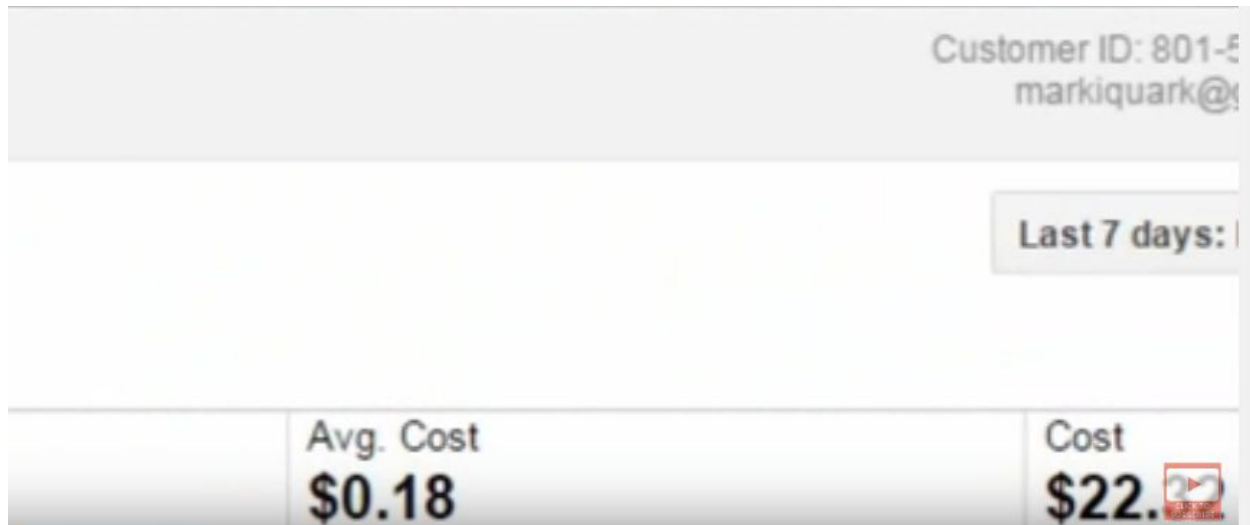
Find the column on the left side and hover over **Channels**, then, select **Advanced**. You will notice that under **Account Name**, it has a place for your customer ID.



Now, you will want to find your customer ID. To get this started, type "www.adwords.google.com" into your address bar.



You will find your customer ID at the upper right hand corner.

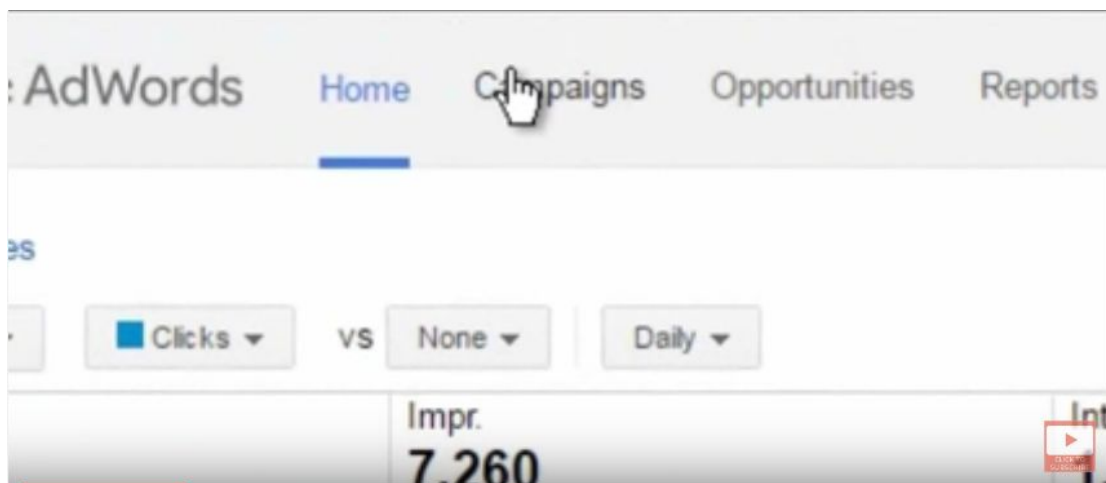


Customer ID: 801-5
markiquark@

Last 7 days:

Avg. Cost	Cost
\$0.18	\$22.

Now, head over to the left side of the page and click on **Campaigns**.

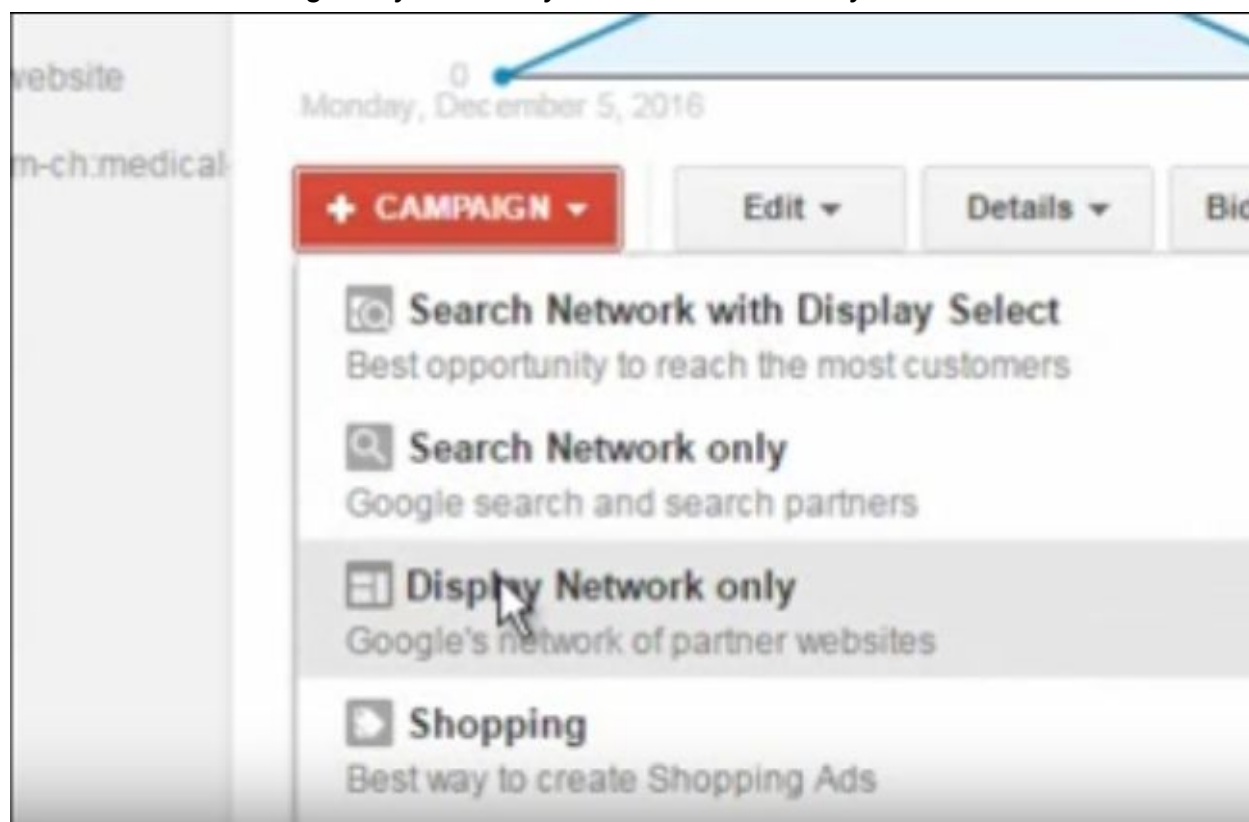


AdWords Home **Campaigns** Opportunities Reports

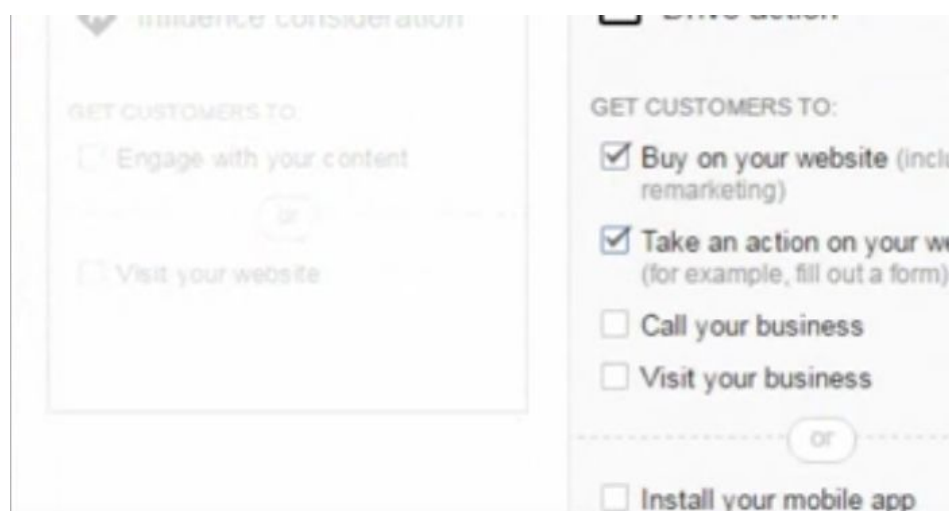
Clicks vs None Daily

Impr. 7.260 Int

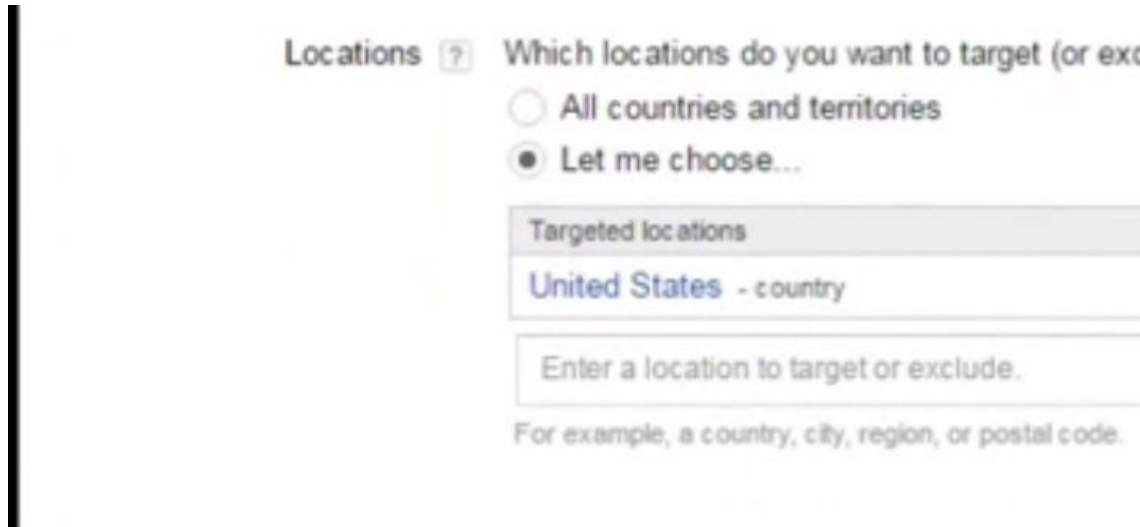
Find the red campaign button and underneath it, select **Display Network only**. *NOTE: This is done assuming that you already have a video under your channel.*



You will now want to head over to the right side of the page and check the boxes next to **Buy on your website** and **Take an action on your website**.



Selecting the location where your ad will be shown is your next task, which is done easily in the **Locations** section of the page. It is important to note that you can make the location as general (ex. United States) or as specific (ex. San Diego) as you need.



Locations [?](#) Which locations do you want to target (or exclude)?

All countries and territories

Let me choose...


Targeted locations

United States - country

Enter a location to target or exclude.

For example, a country, city, region, or postal code.

From here you can choose the languages you are advertising in. You may also set a budget of how much money you would like to spend per day.



Languages [?](#) What languages do your customers speak?

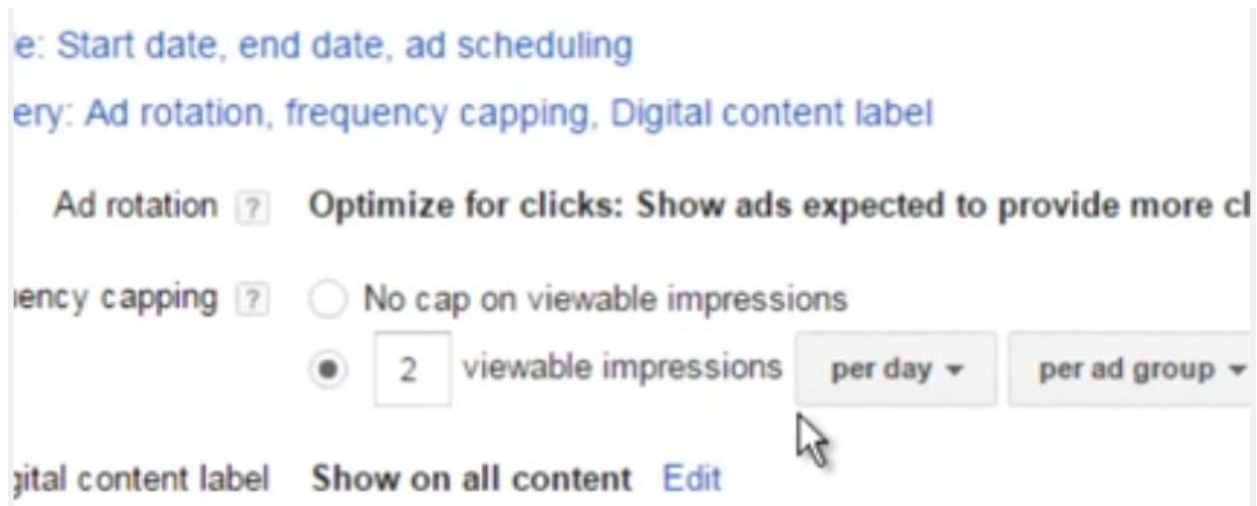
English [Edit](#)

Bid strategy [?](#) **Manual CPC** [Edit](#)

Budget [?](#) \$ per day

Actual daily spend may vary. [?](#)

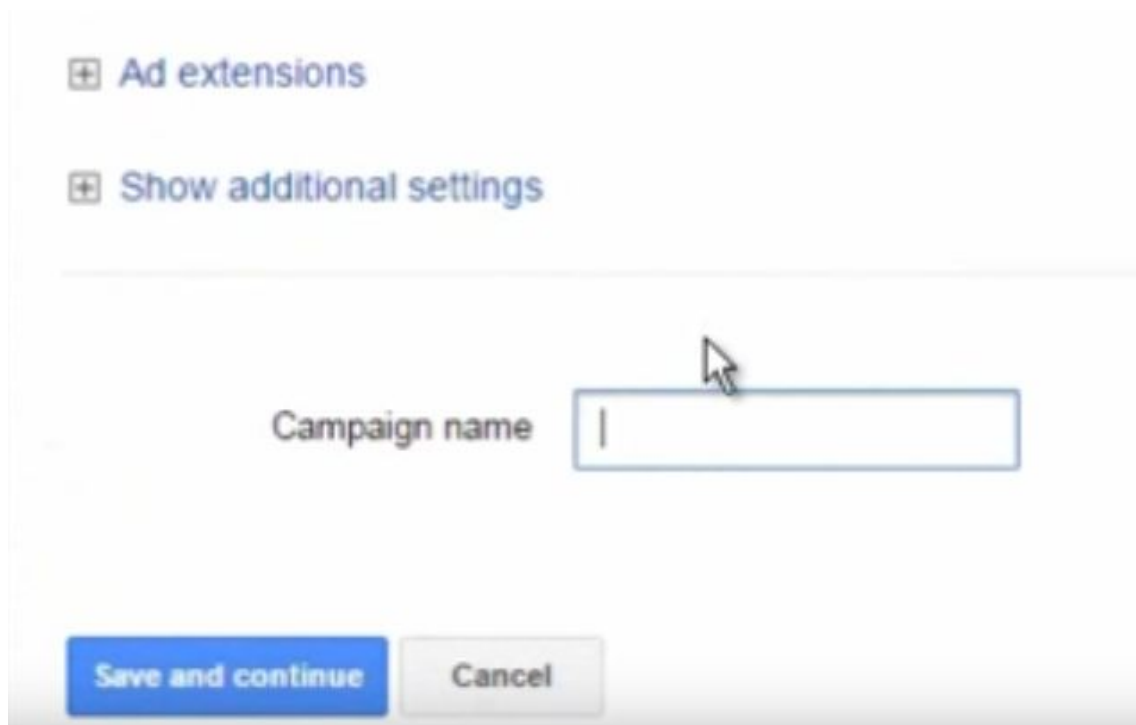
Skip over Ad Extensions, but click on **Show Additional Settings**. Under **Ad Delivery**, you will insert “2” viewable impressions “per day” and “per ad group”.



The screenshot shows the 'Ad Delivery' section of a Google Ads campaign. It includes the following elements:

- Ad rotation** [?] **Optimize for clicks: Show ads expected to provide more clicks**
- Frequency capping** [?] No cap on viewable impressions
- viewable impressions
- Digital content label** **Show on all content** [Edit](#)

Finally, you may type in your campaign name. Once you are done with that, you may select **Save and continue**.



The screenshot shows the 'Campaign name' input field. The field is empty, and a mouse cursor is hovering over it. Below the input field are two buttons: **Save and continue** and **Cancel**.

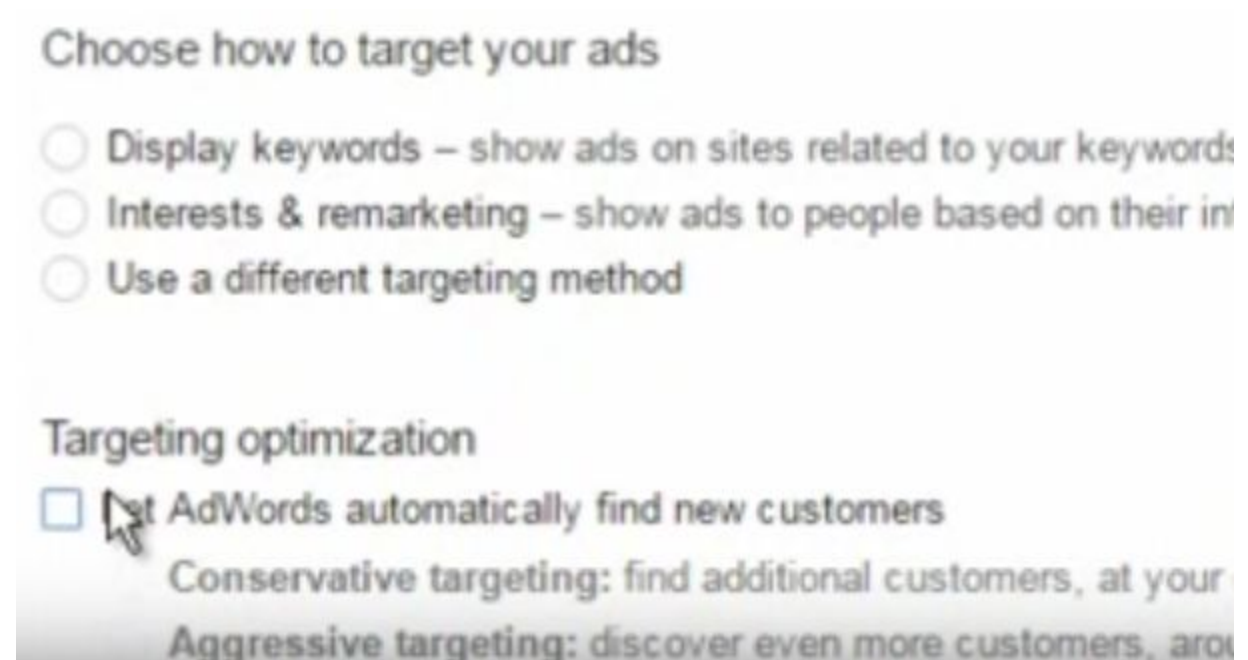
After you have saved, you may now determine the Cost per Click (CPC).



Max CPC bid \$

Landing page www.yourUrl.com

It is imperative that you uncheck the box next to **Let AdWords automatically find new customers**. This setting is pretty aggressive and recommended only for experienced users.



Choose how to target your ads

- Display keywords – show ads on sites related to your keywords
- Interests & remarketing – show ads to people based on their interests
- Use a different targeting method

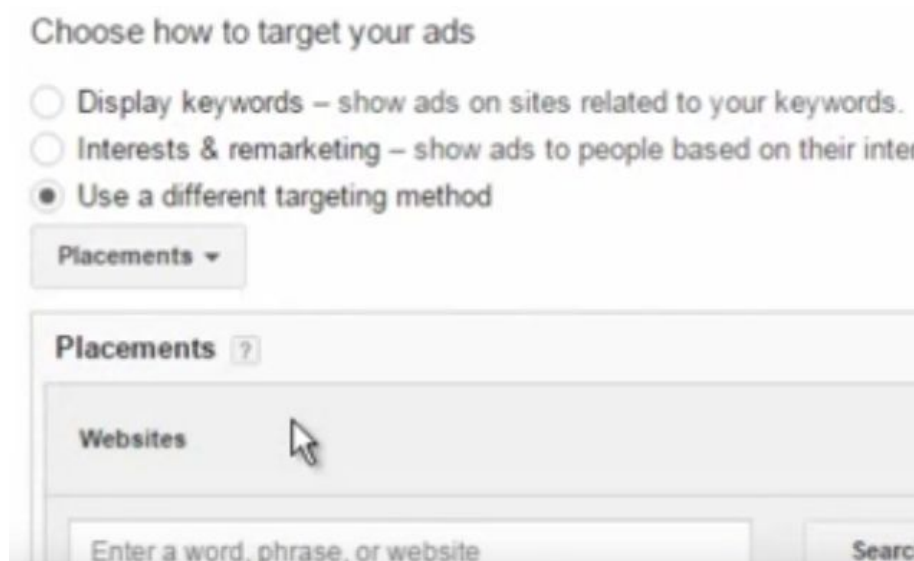
Targeting optimization

Let AdWords automatically find new customers

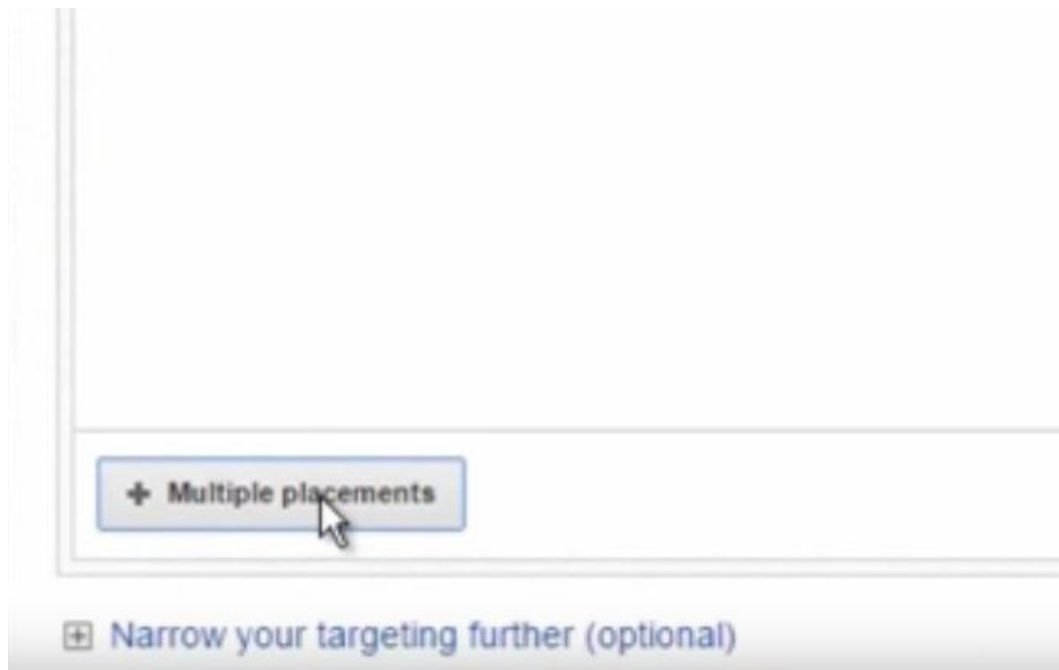
Conservative targeting: find additional customers, at your current bid price

Aggressive targeting: discover even more customers, around your current bid price

Under **Choose how to target your ads**, choose the option **Use a different targeting method**. Use the presented dropdown box to select **Placements**.



Below the huge white space that is now present, you will now select **Multiple placements**.



A window will then pop up where you will type in the following: **mail.google.com**
This step is extremely important, as it lets AdWords know where exactly you would like to have your ads sent.

Add multiple placements at once

mail.google.com

Again, leave **Let AdWords automatically find new customers unchecked**. You may now **Save and continue**.

Targeting optimization

Let AdWords automatically find new customers

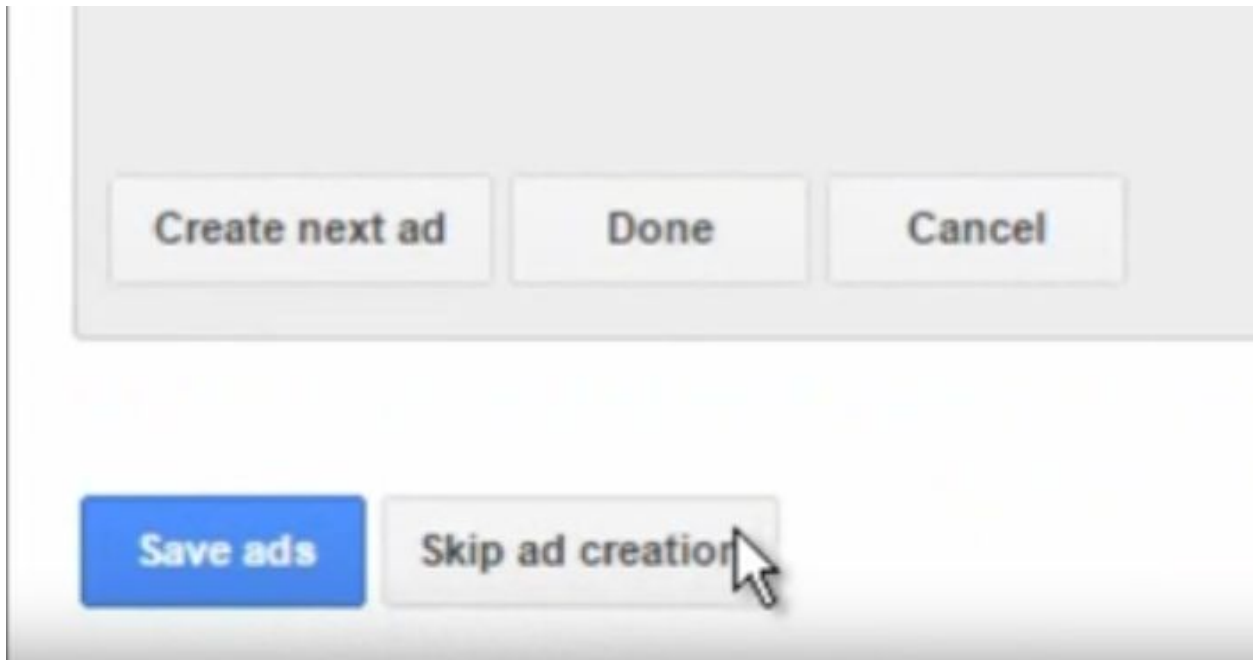
Conservative targeting: find additional customers

Aggressive targeting: discover even more customers

Save and continue

Skip ad group creation

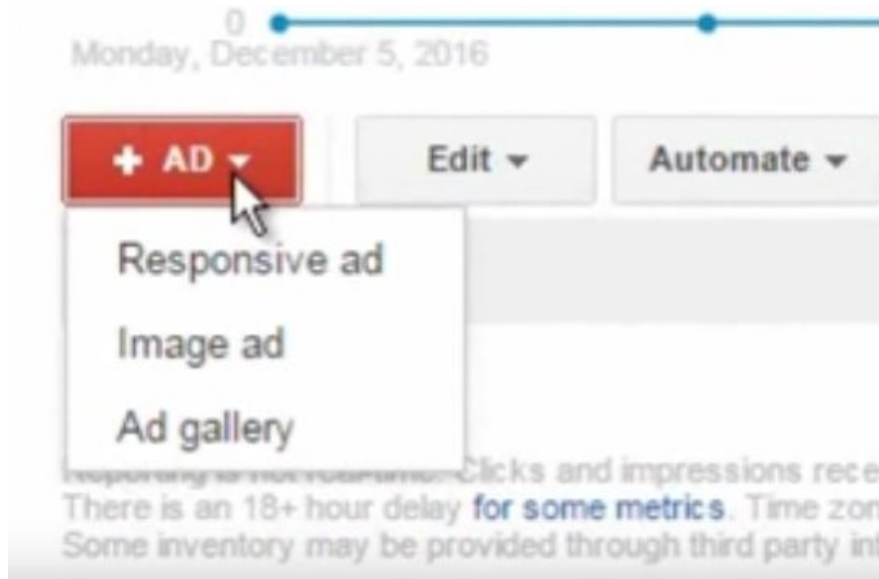
Be sure to click **Skip ad creation**.



Now you will want to select the **Ads** tab.



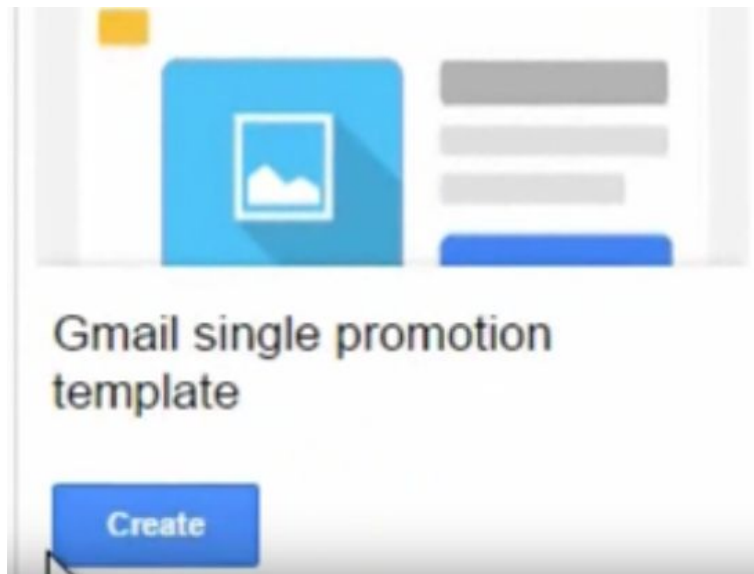
Once you have selected the Ads tab, you will want to create the ad. Click the red Ad button and then select **Ad gallery** from the dropdown.



You will now be greeted by a variety of ad types. From the selection, you will choose **Gmail ads** by clicking on the blue **Create** button underneath Gmail ads.



Once the page has loaded, you will find various ad templates. You will want to choose **Gmail single promotion template** by once again, selecting the blue **Create** button.

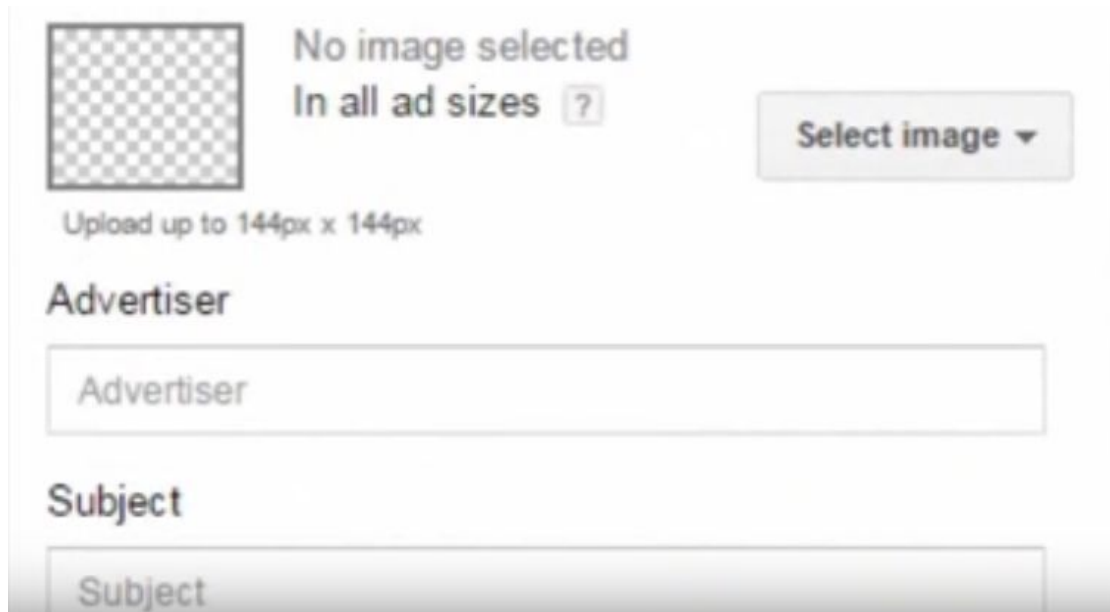


You will now want to fill out the form that appears with all of the pertinent information that it is requesting. This includes the ad name, display URL, and final URL.

A screenshot of a form for creating an ad. The form has a light gray background and contains the following elements:

- A blue button labeled "Ad from 12/12/16" at the top.
- A section titled "Display URL" with a text input field containing "www.yourURL.com".
- A section titled "Final URL" with a dropdown menu showing "http://" and a text input field containing "www.yourURL.com".
- A link at the bottom with a plus sign icon and the text "Ad URL options (advanced)".

Now it's time to deal with your logo. Click **Select image** and choose whichever image you would like.



No image selected
In all ad sizes ?

Upload up to 144px x 144px

Select image ▾

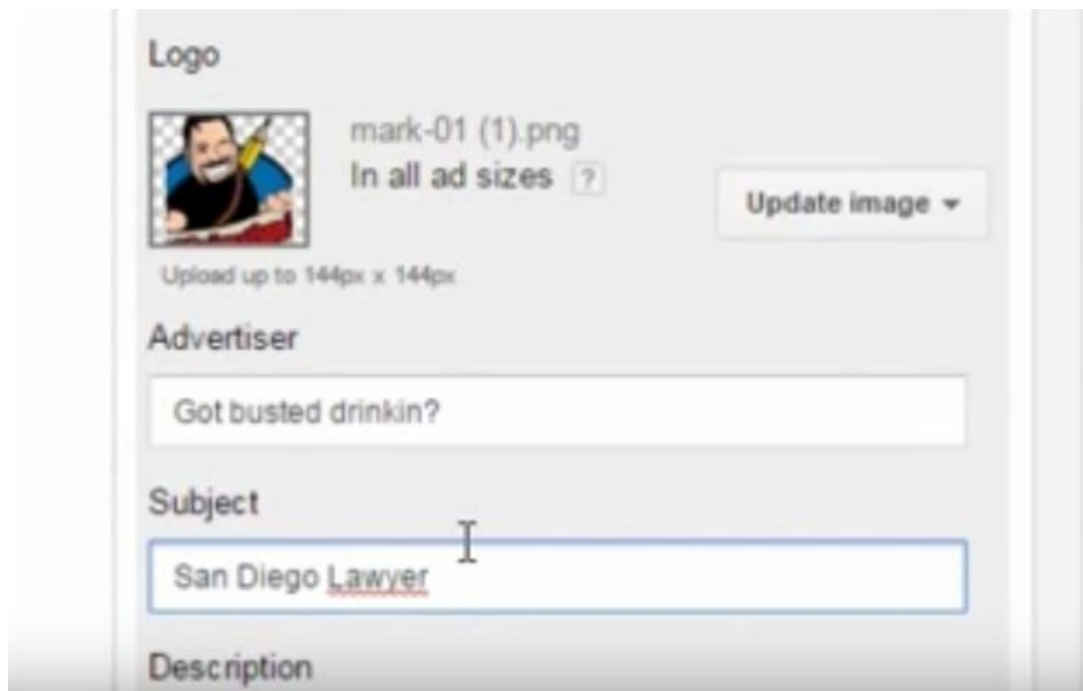
Advertiser

Advertiser


Subject

Subject

From here you will begin to construct your actual ad. As you input the required information, a mockup of the ad will appear on the right side of the screen as you edit it in real time.



Logo



mark-01 (1).png
In all ad sizes ?

Upload up to 144px x 144px

Update image ▾

Advertiser

Got busted drinkin?

Subject

San Diego Lawyer

Description

After you have filled out the text based information, you will want to choose the visual media that will populate your ad. Since we are using a video to advertise, choose **Select a video**.

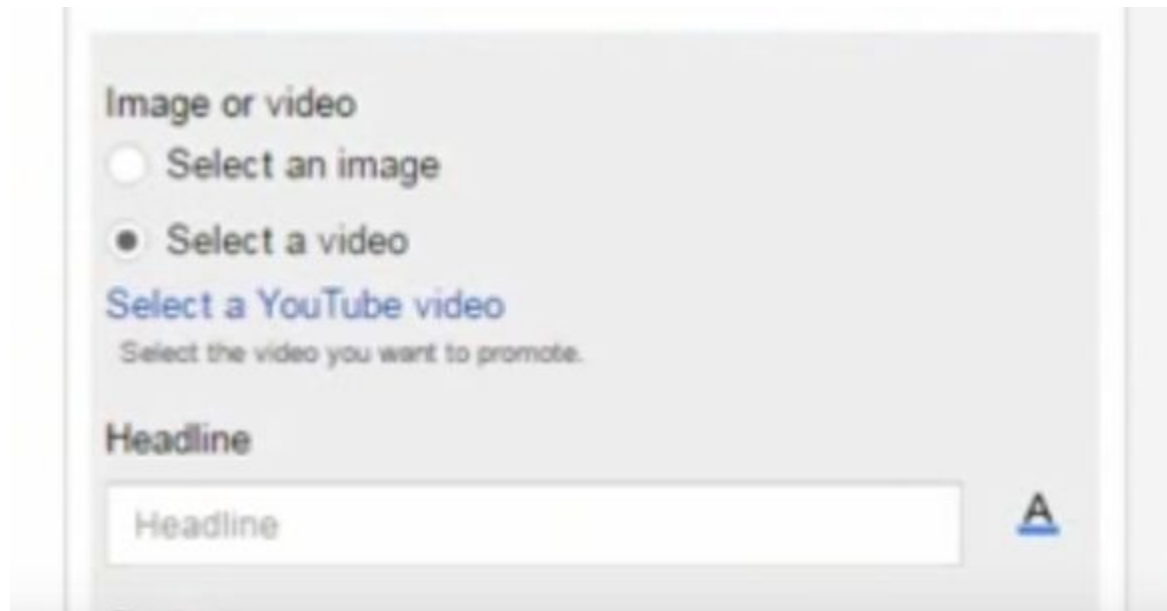


Image or video

Select an image

Select a video

Select a YouTube video

Select the video you want to promote.

Headline

Headline

A

Now you will fill out the other required information needed for your ad. The Call-to-action button is important, as it will lead to the video you are trying to advertise.



Select the video you want to promote.

Headline

Got busted drinkin?

A

Content

Are you in San Diego?

Call-to-action button

Video explains how

A

■

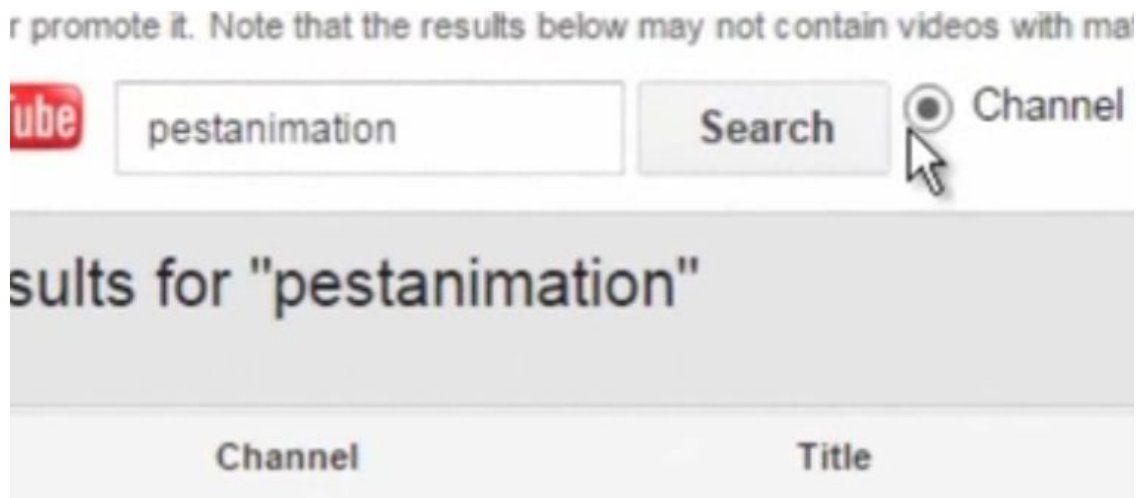
Next, you will want to choose the video that you will be advertising. Do this by clicking **Select a YouTube video**.



The screenshot shows a form with the following elements:

- Image or video** section with two radio buttons: Select an image and Select a video.
- A blue link: [Select a YouTube video](#) with the subtext "Select the video you want to promote."
- Headline** section with a text input field containing "Got busted drinkin?" and a blue "A" icon to the right.
- Content** section with a text input field containing "Are you in San Diego?"

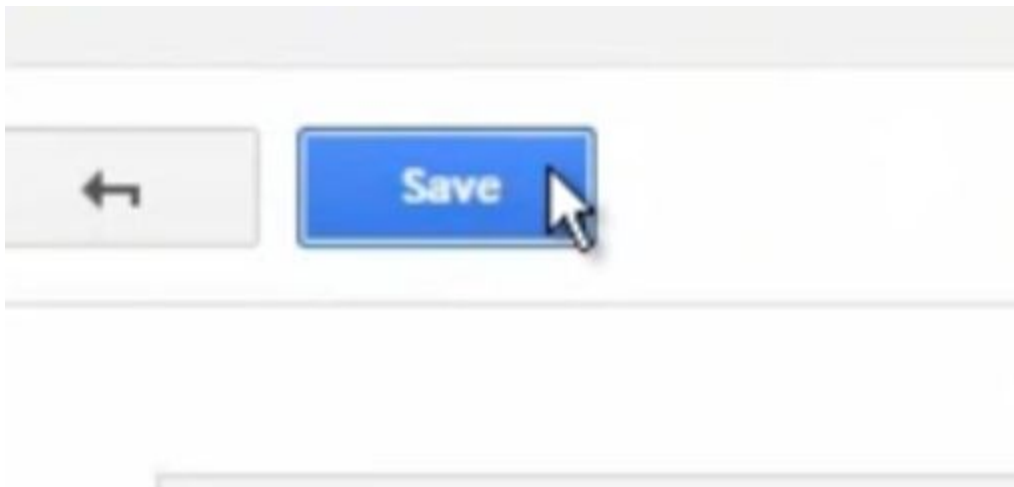
Be sure to search by channel-- Since you are most likely advertising your video, type your channel's name into the provided search bar. Once the results are loaded, select the video that you are using.



The screenshot shows a search interface with the following elements:

- Text above the search bar: "r promote it. Note that the results below may not contain videos with ma"
- YouTube logo on the left.
- Search bar containing the text "pestanimation".
- Search button labeled "Search".
- Radio button selected next to the label "Channel".
- Section header: "Results for "pestanimation""
- Table with two columns: "Channel" and "Title".

Once you have selected your video, you are now ready to save!

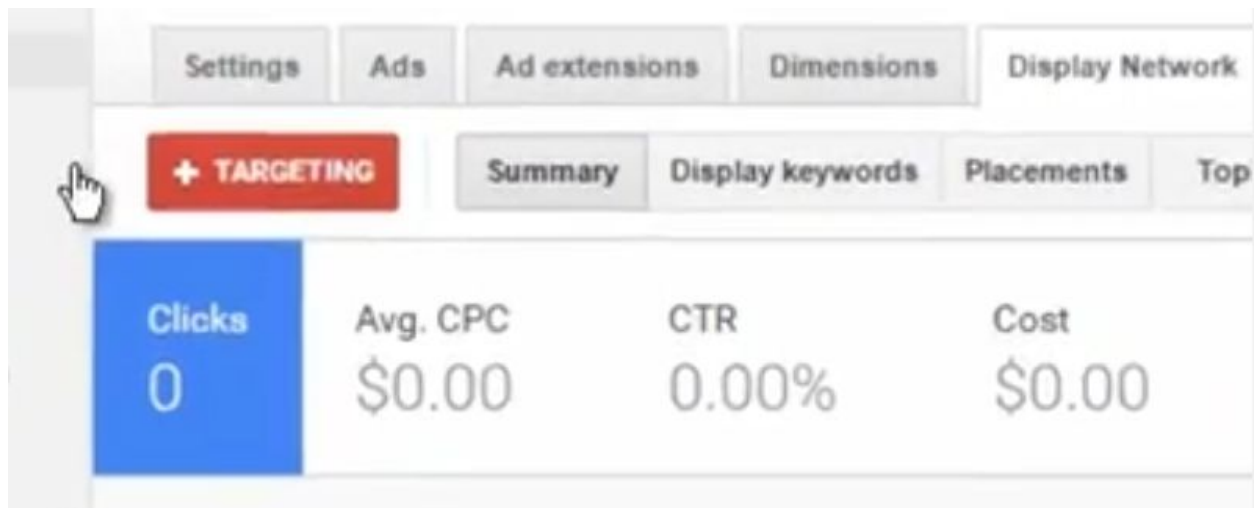


Now that you have completed your ad, you have the ability to check out how it looks by clicking **View full size display ad**.

A screenshot of an ad management interface. At the top, there are buttons for '+ AD', 'Edit', 'Automate', 'More actions...', and 'Labels'. Below is a table with columns for Ad, Status, Labels, % Served, and Campaign type. One row is highlighted in yellow and contains the ad 'Dui - gmail - san diegeo' with a status of 'Under review' and a link to 'View full size display ad'. A mouse cursor is clicking on this link. Below the table are summary rows for 'Total - all but removed ads' and 'Total - all ad group'.

	Ad	Status	Labels	% Served	Campaign type
<input type="checkbox"/>	Dui - gmail - san diegeo (120 sec) Display ad View full size display ad	Under review	--	--	Display Network only
Total - all but removed ads					
Total - all ad group					

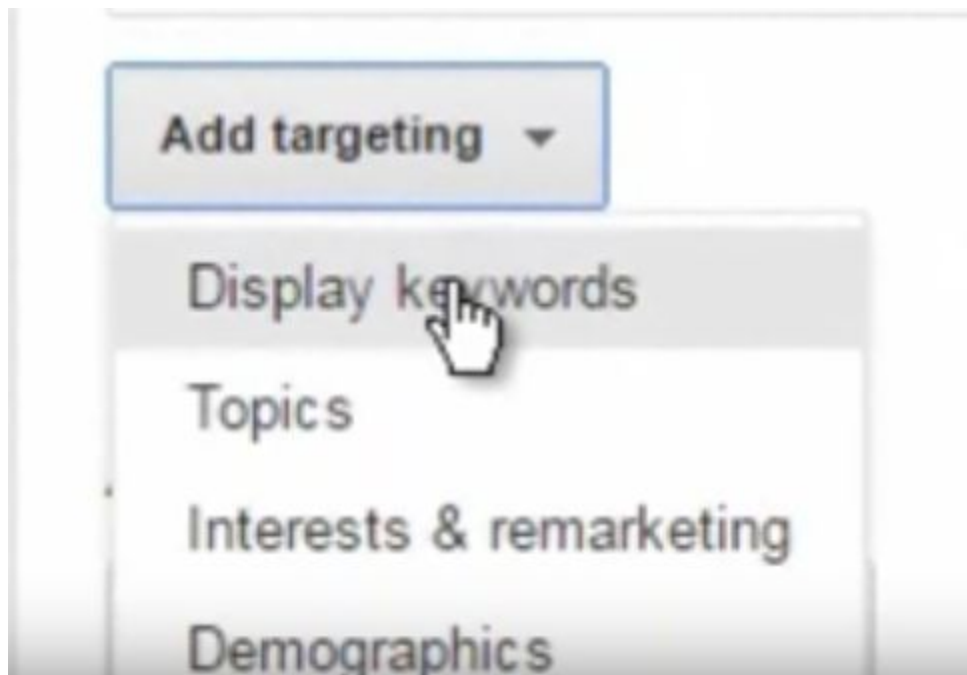
Your next task is to click on the **Display Network** tab and then click on the red **Targeting** button.



The screenshot shows the Google Ads interface with the **Display Network** tab selected. Below the tabs, there is a red button labeled **+ TARGETING**. To the right of this button are four sub-tabs: **Summary**, **Display keywords**, **Placements**, and **Top**. Below these tabs is a table with the following data:

Clicks	Avg. CPC	CTR	Cost
0	\$0.00	0.00%	\$0.00

Scroll down and then click **Add targeting**, followed by **Display keywords**.



The screenshot shows the **Add targeting** dropdown menu. The menu is open, and the **Display keywords** option is highlighted with a mouse cursor. Other options visible in the menu include **Topics**, **Interests & remarketing**, and **Demographics**.

Within the text box that pops up, you will input websites that are made up of your competitors. Take as long as you need with this step, as you want to be thorough in order to make sure that you are reaching your preferred audience.

Enter keywords one per line

<http://www.lawyer.com>

**Finished with the last step?
You're done!**

**For more helpful digital marketing
advice, www.digitalmarketer.com/lab is a
fantastic source.**

Thank you for reading!