

**Video Ads Made Easy**

**Section 1: Video Ad Basics**

**Chapter 1: What Video Ads are all about**

**What is Video Marketing?**

- Improved SEO Ranking
- It is Persuasive
- Connect with Your Audience
- It Improves Email Marketing Campaigns
- Attract More New Visitors

**What are Video Ads?**

**Video ads Pros and Cons**

- Pros of Video Ads
  - Delivery Speed
  - Grabs Attention
  - Mobile
  - Worldwide Reach
- Cons of video ads
  - Ad Skipping
  - Improper Placement
  - Timing

**Chapter 2: Why you should use Video Ads for your Business**

**Premium Benefits of video Ads**

- Video Boosts Conversions and Sales
- Video Ads conveys your business message
- Video Ads Builds Trust
- Video ads last longer
- Video Ads Explain Every Business Vividly

**Chapter 3: What types of Video Ads are available nowadays**

- Shocking Facts and Figures
- In-stream video advertising
- In-Stream and the End User
  - In-Display Ad
- Social video advertising
- Mobile video advertising
- Programmatic TV advertising

**Section 5: Additional Video Ads Tips to consider**

**Chapter 12: Do's to apply**

- Educate through your video ads
- Include website and contact information
- Include testimonials to make your video ads valuable
- Experiment with in-video CTAs (in Facebook)
- Use how-to videos
- Use behind the scenes videos
- Embed and brand your videos
- Use fun videos to highlight your products or services
- Take advantage of pre-roll ads

**Chapter 13: Don'ts to avoid**

- Don't use poor quality videos
- Don't forget about remarketing
- Don't neglect the thumbnail
- Don't skimp on good footage & music
- Don't forget about social media
- Don't make it too informative
- Don't use just YouTube to embed your videos
- Don't make uninformative sales pitch
- Don't create lengthy video that loses attention

**Chapter 14: Other tools and Services to consider**

- Metaps
- Sizmek
- Idomoo
- Eyeview
- Sightly
- GoAnimate
- Shakr
- Veeroll
- Viewbix
- Brainient

**Chapter 15: Shocking Case Studies**

- Cuisinart
- Safe Drive Systems (SDS)
- Retro Fitness
- Volkswagen
- Lincroft Village Jewelers
- Southern California dealer group
- Midwest Chrysler client
- North American OEM
- North York Chryslerwas
- Popular QSR Increases Brand Awareness with Mobile Video Ad Campaign

**Section 2: Creating your Video the right way**

**Chapter 4: What Types of Video can you create?**

- Brand Intro Video
- Product demo video
- Customer Testimonial Videos
- How-To Video
- Seminars Video
- Question and answer video
- Picture slideshow video
- vlogs or video blog
- Haul videos
- Biteable

**Chapter 5: Creating your Video with the Right Tool**

- SnapStudioPlus
- Viddyad

**Section 4: Setting up a Video Ads Campaign**

- Chapter 10: Setting up a Video Ad Campaign with YouTube
- Chapter 11: Setting up a Video Ad Campaign with Twitter

**Section 3: Video Ads Networks**

**Chapter 7: What to Look for in a Good Video Ad Network**

- Multi Screens
- Targeting
- Existing Customers
- Analytics
- Different FormatsTiming

**Chapter 8: Top Video Ad Networks**

- Brightroll
- YuMe
- Hutu
- YouTube/Google
- Live Rail
- Adap.tv
- Tube Mogul
- AOL

**Chapter 9: Other Video Ad Networks to consider**

- Undertone
- Advertising.com
- SpotXChange
- Ikoo
- Vdopia
- Value Click Media
- Say Media
- Collective
- Break Media
- Microsoft Advertising
- AdoTube
- Adconion

**Chapter 6: The Right Place to Outsource the Creation of Your Vide**

- Fiverr
- Freelancer
- BlissMediaWorks
- Upwork
- ReelContent
- SmartShoot

**What is ' Video Outsourcing?'**

- Criteria involves when outsourcing for a Video Editor

- Technical Competency
- Tools of the Trade
- Value