YouTube

CREATOR PLAYBOOK

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Learn how to **grow your audience** and **boost your videos'** views with Promote

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PROMOTE BASICS

01

What is Promote?

Promote helps you to grow your channel and business on YouTube.

In addition to search, recommendations and other organic tools that YouTube provides, you can use Promote to **drive engagement and subscriptions to your channel, boost your videos' visibility** and **increase clicks to your website**.

Built directly into both web and mobile YouTube Studio, Promote can amplify your videos to more viewers.

Get your videos in front of new fans.

Get started with Promote today

Why should I try Promote?

Put your videos in front of more viewers on YouTube – where the world watches.

Whether you create content for fun, business or both, you want more people to see your work.

In addition to the organic tools that you can use
to drive growth, Promote puts your videos in front of more viewers, helps you find new fans and keeps your audience engaged.
All while you stay in control of your content.

Reach and visibility

Get your videos in front of new audiences who are likely to love your content.

Targeted promotion

Easily connect with the viewers who matter most to your channel and set a budget for you.

Simplicity

Launch a promotion in just a few clicks – no complex ad-buying experience required.

Flexibility

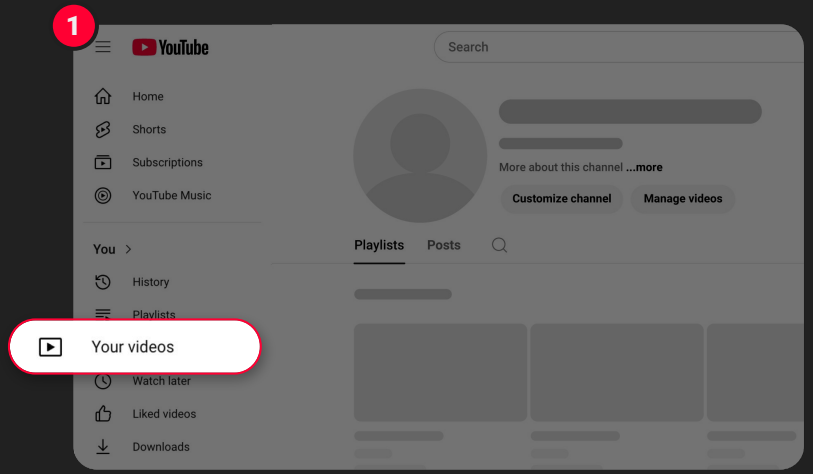
Whether you want more subscribers, views or website clicks, Promote is built to get you results.

CAMPAIGN GOALS

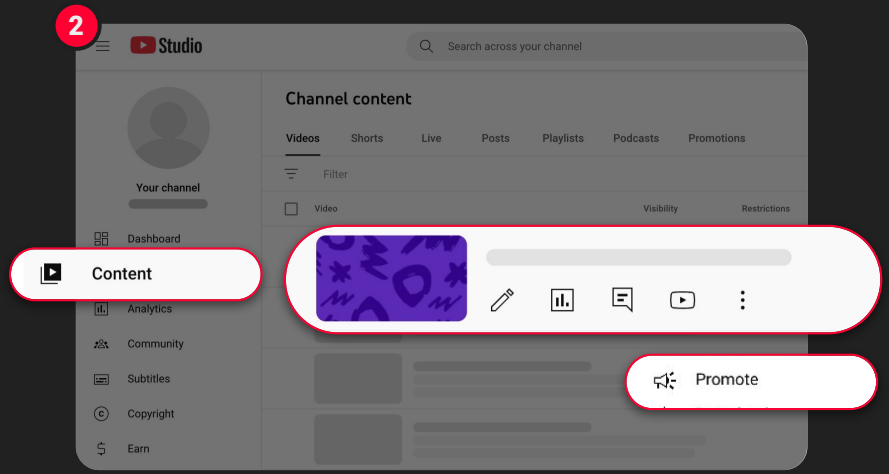
02

How do I use Promote?

To set up from your **desktop directly on YouTube***:



- Go to **Your videos**, where you'll be redirected to YouTube Studio.

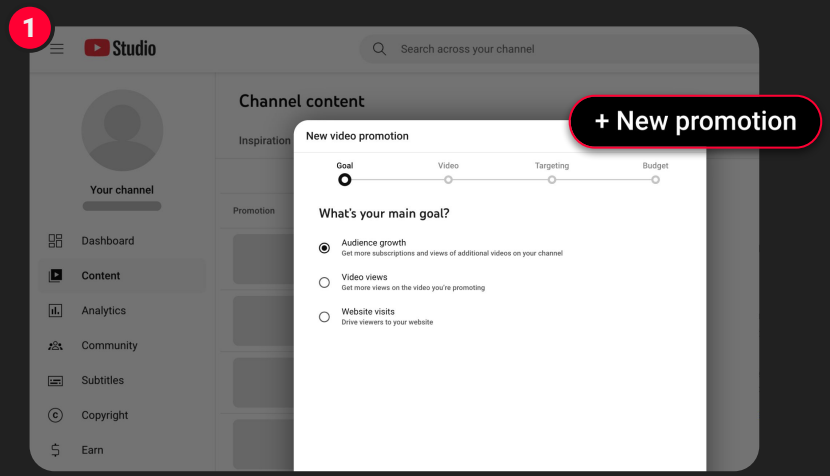


- Select **Content**.
- Click the **3-dot menu** on your desired video.
- Click **Promote**.

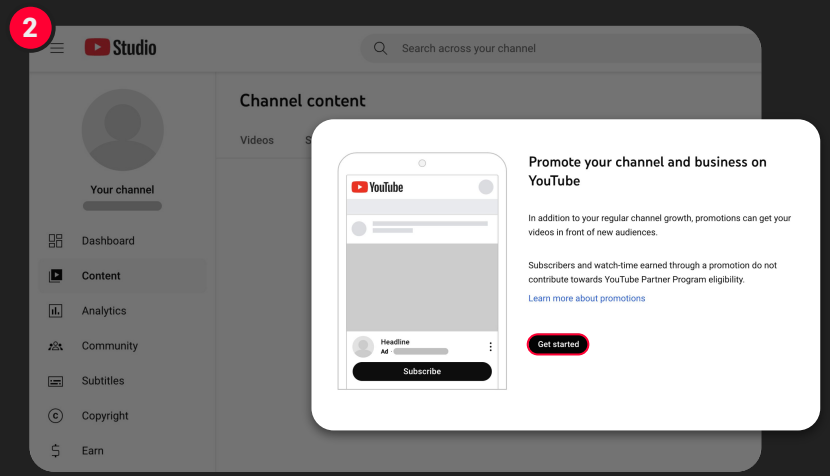
***Note:** A Google Ads account is required and gets set up for you as you create your first campaign

How do I use Promote?

To set up from your **desktop in YouTube Studio***:



- In YouTube Studio, select the **Promotions tab** and click **+ New promotion**

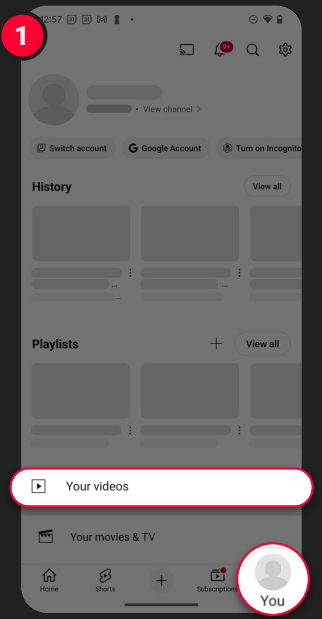


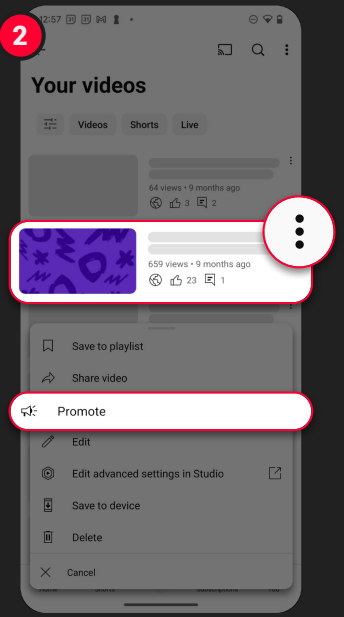
- If you're a new user, click Get started.

***Note:** A Google Ads account is required and gets set up for you as you create your first campaign

How do I use Promote?

To set up from your **mobile device for YouTube app***:



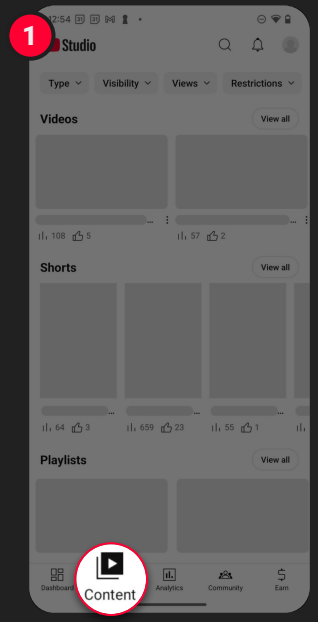


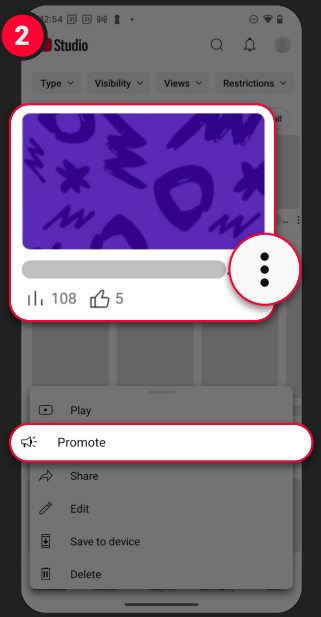
- From the **YouTube app**:
  - Go to the **You** tab.
  - Navigate to **Your videos**.
  - Select a video on **Videos** or **Shorts**.
  - Tap the **3-dot menu**, then tap **Promote**.

***Note:** Only available on the Android app

How do I use Promote?

To set up from your **mobile device for Studio app***:





- From the **YouTube Studio app**:
  - Go to **Content**.
  - Tap the **3-dot menu of the video that you want to promote**.
  - Tap **Promote**.

***Note:** Only available on the Android app

Match your campaign to your goals

Promote offers **three distinct campaign goals** depending on what you want to achieve:

Audience growth

Let's get you more subscribers.

Promote optimises the campaign to reach viewers who are most likely to subscribe to your channel.

Video views

Let's pump up those views.

Promote will display your video ad to viewers who are likely to be interested in watching it, helping you boost its visibility and reach.

Website visits

Let's get people to your website.

Promote will optimise your campaign to encourage viewers to click through to your website of choice, helping you to promote products, services or other online content.

Note: Any subscribers and watch time gained from Promote spending will not count towards YouTube Partner Programme (YPP) eligibility.

Success story: Escola Para YouTubers

Education | Established creator

Goals:

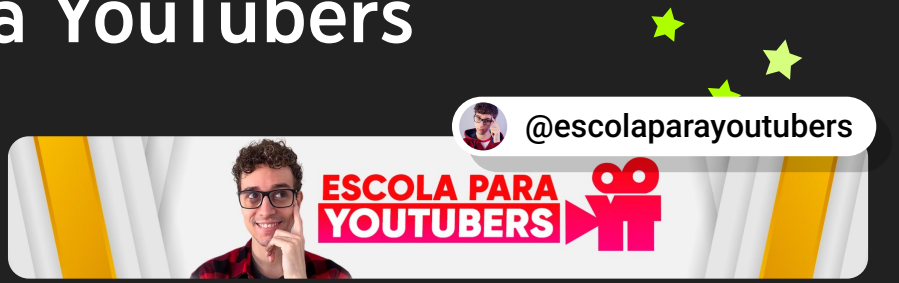
- Video views
- Website visits

Results:

2x increase in sales

7x return on investment

Escola para YouTubers create videos that educate creators on how to grow their channel. They started experimenting with Promote to see if it could help increase their course sales. They promoted two key videos to help drive traffic to the courses on their website and saw a boost in sales and revenue that far outpaced their ad spend.



Promotions are a great solution for creating ads. With just a few clicks, my promotions are up and running. **It's a simple setup process that's perfect for creators like me.**

Caique Pereira
Creator of Escola para YouTubers

VIDEO SELECTION

03

Choosing the right videos for Promote

It all starts with the right videos. Outside of needing to be longer than 10 seconds, **consider the following to engage your audience:**

Relevance to goal

Match your video's content to your goal. For instance, if your goal is to increase channel subscribers, choose a video that showcases the type of content that viewers can expect from your channel.

Total video control

Choose any video on your channel, regardless of past performance. Whether you want to boost a high-performing video or revive an older one, Promote puts you in control.

Audience appeal

Choose videos that cater to the interests of the audience that you want to reach.

Ad policy compliance

All promoted videos must comply with YouTube's video ad policies. Ensure that your videos do not contain any content that violates these policies, such as inappropriate language, violence or misleading information.

Understanding promotion policy reviews

How the review process works

When you create a promotion, your video automatically goes through a Google Ads policy review.

The review will look at content including (but not limited to):

- **Video content**
- **Headline**
- **Description**

Click here to learn more about Google Ads policies

Violation status

If a violation is found, the status of your promotion may be marked as 'Disapproved' or 'Active (limited)', depending on the violation.

You can learn more about the violation by hovering over the status.

Note: Reviews typically take 1–2 days before your ad can start to be served.

Examples of common violations and fixes

Political content

Any content featuring **a public office holder** (verbal or image) now qualifies as an election ad

Fix: Complete election advertiser verification and learn more about the political content policies and the election advertising verification

Healthcare and medicines

Certain beauty/health topics may be restricted

Fix: Review healthcare and medicine policies in depth, and select a different topic

Financial products

Financial products and services content must **comply with state and local regulations** for any location that your ad targets

Fix: Go through financial services verification and learn more about our financial products and services policies

Editorial punctuation, symbols and capitalisation

Emojis, excessive punctuation and all-caps text

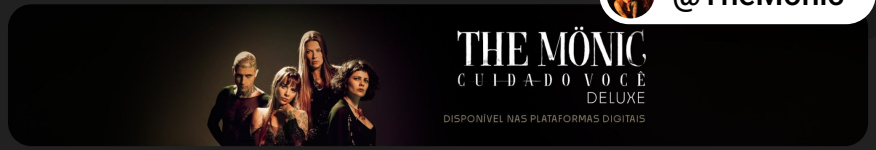
Fix: Keep copy clean and professional. Learn more about punctuation and symbols policies and capitalisation policies

Quick fix: *The fastest resolution for a disapproved video may be to switch the video for promotion. If you still want to run a promotion on your disapproved video, we recommend that you take a close look at the policy that was flagged to understand why your video received this status.*
Private videos: *Please note that you cannot run promotions on private videos.*

Success story: The Mönic

Music | Emerging creator

@TheMonic



Goals:

- Audience growth
- Video views

Results:

~2x new channel subscribers

2x video views

Brazilian rockers The Mönic were searching for a simple way to grow their fanbase and promote their music videos to a wider audience. While the goals were clear, the band had limited time to deal with complex advertising platforms. Enter YouTube Promote. Using the Audience growth goal to expand their subscribers and the Video views goal to accumulate video views, they were able to track the source of increased traffic and measure the effectiveness of each promotion.

It's a very, very powerful tool that every artist needs to know how it works. If you use it well, I really believe that the results are really amazing. **It's one of the best ways to promote your music**.'

Dani Buarque
Member of The Mönic

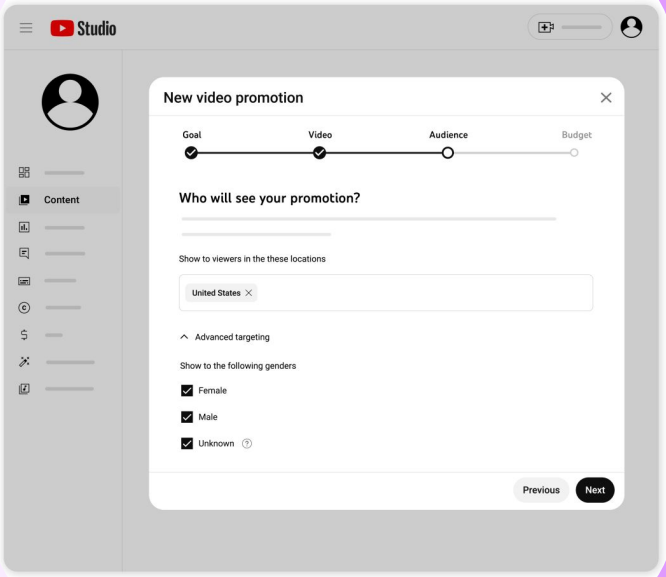
TARGETING AND BUDGETING OPTIONS

04

Targeting your campaigns effectively

Choose which audiences you want your videos to reach through demographic targeting, including **age, gender, country and interest**

Interest targeting will be available on desktop globally by December 2025 (subject to change).



For the broadest possible reach, skip advanced targeting controls altogether and select many countries for your promotion.

Note: Bear in mind that it may take one to two days for our systems to learn and optimise to ensure that your promotion is reaching the right audience. While we will honour demographic choices, we may expand beyond the specific interests that you select to help ensure that your content reaches the widest possible audience that fits your desired demographic. Learn more here.

Determine a budget that works for you

Performance optimisation

Promote uses your budget as efficiently as possible to achieve your campaign goals.

Total budget control

You'll never be charged more than the total budget that you set for your campaign.

Minimum recommendations

You can get results with as little as $5 USD, but **we generally recommend at least $100 USD,** as campaign performance tends to improve over time.

Note: Billing will depend on the settings that are selected in Google Ads with either automatic or manual payments. Visit the Google Ads billing Help Centre to learn more. If you encounter any billing issues or have questions about your payments, you can refer to the Google Ads support team for assistance.

AD PERFORMANCE TRACKING

Monitoring key metrics

Stay on top of your campaign performance and **easily spot what's driving success**.

Promote's reporting gives you the data that you need to **test different videos, goals and targeting strategies** to find your winning formula.

Impressions
Quickly view how often a thumbnail of your promotion is shown.

Views
Monitor the number of views that your promoted video receives to assess the reach of your campaign.

Subscribers
The number of new subscribers after watching 10 seconds of your video or clicking your promotion within three days.

Total cost
See how much each campaign has spent at a given time.

Website visits
The number of visits that your ad drives to your external website.

Note: Want to learn more? Find a detailed breakdown of key metrics here.

Making informed adjustments

Use data to improve your campaign:

Test different videos

Try promoting two different videos with the same budget and targeting. The results will show you which video performs best and help you to understand your audience better.

Experiment with targeting

If your campaign isn't reaching the right audience, experiment with different targeting options to refine who you're reaching and improve engagement. For example, if your goal is to reach a wider audience, try expanding your demographics or geotargeting.

Adjust your budget

Based on your campaign's performance, you can adjust your budget to increase or decrease your ad spend.

Success story: Bethel Music

Religion | Large creator

Goals:

Audience growth

Engagement

Results:

10x new channel subscribers

2x return on investment

Bethel Music wanted to create a moment around their 'We Must Respond' album and began experimenting with Promote. Excitingly, they saw success running promotions focused on driving new subscribers. To keep the momentum going, Bethel Music ran a dual-phase campaign for their artists, the McClures, starting with a 'soft intro' for an EP and following up with heavy promotion for a specific song. They discovered that the targeting offered by Promote helped them reach highly engaged viewers who were not yet subscribers. Today, they continue to use Promote with all new releases as an essential tool for reaching new fans and expanding their global presence.

@BethelMusic

Promote is very flexible, very easy and I'm continually surprised at the results that we get from something so simple! The fact that you can run Shorts as ads as well has been successful just as much as long form.'

Thomas Cannariato
YouTube Manager at Bethel Music

MAXIMISING RESULTS

06

Reaching new audiences

Promote is a powerful tool that can help you grow your channel, now and in the future.

Set realistic goals

Define clear, measurable goals for your Promote campaigns and track your progress over time.

Adapt and evolve

Be prepared to adapt your Promote strategy as your channel grows and your audience evolves. Regularly review your campaign performance and make adjustments as needed to stay ahead of the curve.

Integrated approach

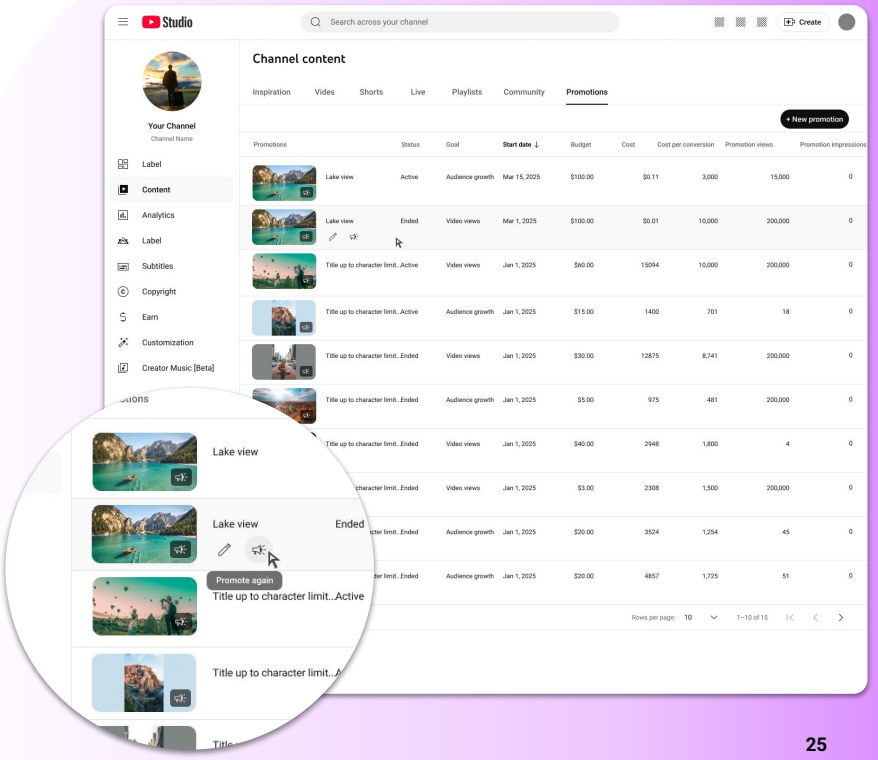
Promote is one of many tools that can help to grow your channel. Combine paid promotion with consistent video creation and engaging with your community.

Relaunching campaigns

Ready to keep the momentum going? With **Promote again**, you can effortlessly relaunch your most successful campaigns.

It instantly copies all your past promotion settings, letting you **restart a high-performing campaign in just a few clicks**.

Need to fine-tune something? You've still got **total control to adjust any settings after you relaunch**.



Success story: RVi

Automotive and transportation | Emerging creator

@RVi

Goals:

Audience growth | Video views

RVi, makers of innovative mobile home products, had a strong existing community of mobile home enthusiasts on their YouTube channel, but they wanted to reach a larger audience. They created general overview videos about the mobile home industry that would appeal to both mobile home newcomers
and veterans alike. Then, they promoted them with goals set to audience growth and video views to reach a broader demographic.

Don't base success or failure on one promotion campaign. **Run a few campaigns to figure out what your metrics are and how they measure up**. Then you can make your decision based on that.'

Chris Bonham
Social Media Manager and Marketing at RVi

AD CREATIVE BEST PRACTICES

07

Developing compelling ads

Your ad creative (headlines, descriptions and visuals) plays a crucial role in attracting viewers' attention and encouraging them to engage with your content.

Follow these best practices to create effective ads:

Craft engaging headlines

Write headlines that are concise, informative and attention-grabbing. Clearly communicate the value proposition of your video and entice viewers to click.

Write persuasive descriptions

Use the description to provide more context about your video and highlight its key takeaways. Include relevant keywords to improve searchability and encourage viewers to watch.

5 Essential Tips for Growing Healthy Indoor Plants 🌱

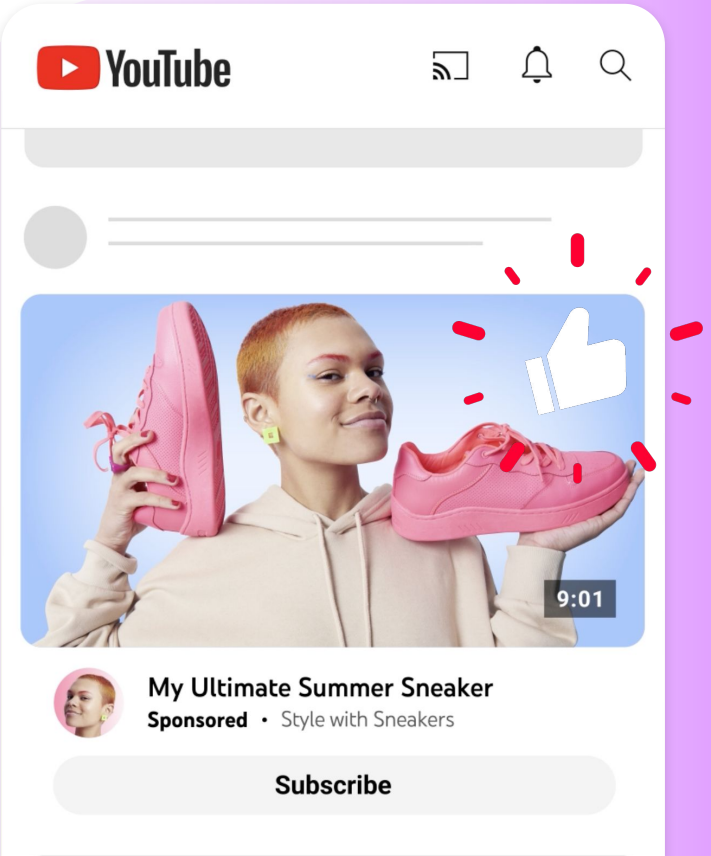
In this video, I'll show you my go-to routine for caring for indoor plants so that you can help your houseplants thrive.

Sponsored ▪ Houseplant Obsessed

Visuals that capture attention

The thumbnails of the videos that you choose to promote will be the same thumbnails as when those videos appear organically.

For promoted videos, you should **pay special attention to their thumbnails, as they'll be what many viewers see**.



Success story: The Beaten Trail

Automotive | Emerging creator

@TheBeatenTrail

Goals:

Audience growth

Video views

Results:

25K+ new channel subscribers

3x revenue growth

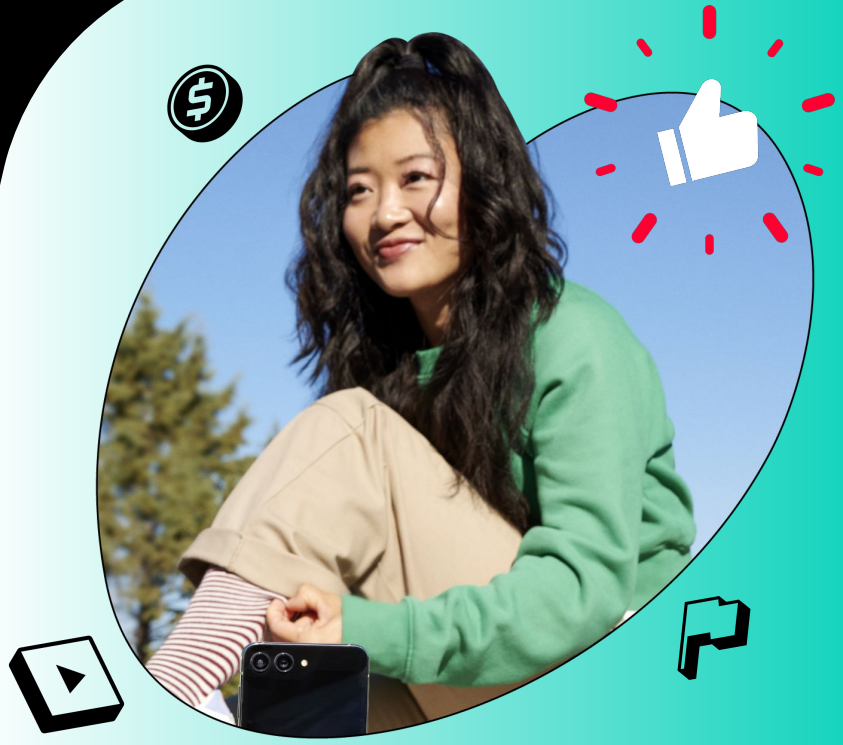
Off-road extraordinaires The Beaten Trail wanted to expand their channel's reach on YouTube and increase subscribers, views and revenue. They started experimenting with Promote due to its user-friendly and straightforward setup. Focusing on audience growth goals, they strategically promoted videos that had already performed well organically and used curated thumbnails and storytelling elements to spark interest with their desired audience.

Promote has immensely impacted my channel with the amount that I'm making and the eyeballs that are coming in while maintaining very good organic growth.'

Michael Herrmann
Creator of The Beaten Trail

YouTube

Billions of people* come to YouTube to find their new favourite video, creator or community.



Help them find you.

Get started with Promote today

*Claim: YouTube has billions of monthly logged-in users
Source: Internal Data, Global, July 2022

FAQ

FAQ

How do I get support?

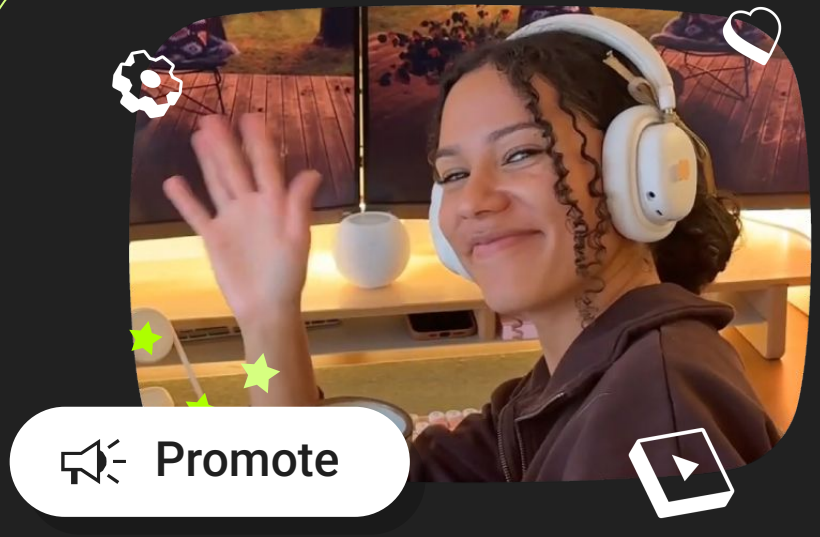
For help with troubleshooting issues in the Studio creation flow, contact our Creator support team*. For all other issues, including campaign delivery and billing, contact the Google Ads support team.

Does Promote hurt the organic reach of my videos?

No. Using Promote to advertise your videos does NOT negatively affect your channel's organic reach. YouTube's recommendation system and advertising system are separate and do not interact with one another.

Organic reach is driven by how viewers interact with your videos when they are recommended on their homepage, in search results or as a suggested video. The recommendation system focuses on serving the right video to the right viewer based on their watch history and engagement.

Promote is an advertising tool that is meant to be complementary to organic growth. The goal of advertising through Promote is to show your video to a targeted audience based on the campaign settings that you choose (e.g. demographics, budget).



*Note: Creator support is only available to those in the YouTube Partner Programme.

FAQ

Are the views and subscribers from Promote legitimate?

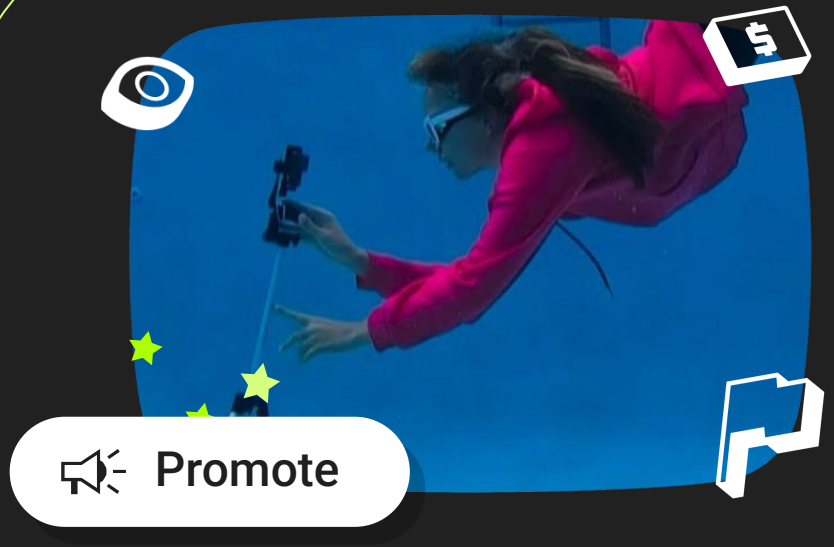
Yes, all views and subscribers that you gain through a Promote campaign are legitimate.

When you run a promotion, your video is shown as an ad to real YouTube users. These viewers make a conscious choice to watch your ad and can choose to subscribe to your channel directly from it. These are not bots – they are genuine members of the YouTube community who you've reached through advertising. A promotion may kickstart a viewer's relationship with your channel, and if you continue to provide content that's interesting and valuable to them, there are plenty of ways for them to engage once they're aware of you.

Bear in mind that when we look at eligibility for the YouTube Partner Programme, only organic subscribers will be counted to keep an even playing field for those interested in joining the programme.

Why do my promotions run at odd times or mostly in some countries?

In order to ensure consistent campaign performance, you may see your campaign serving in various geographies and at different times of the day due to optimised targeting.



FAQ

How do promotions find the right viewers for my video?

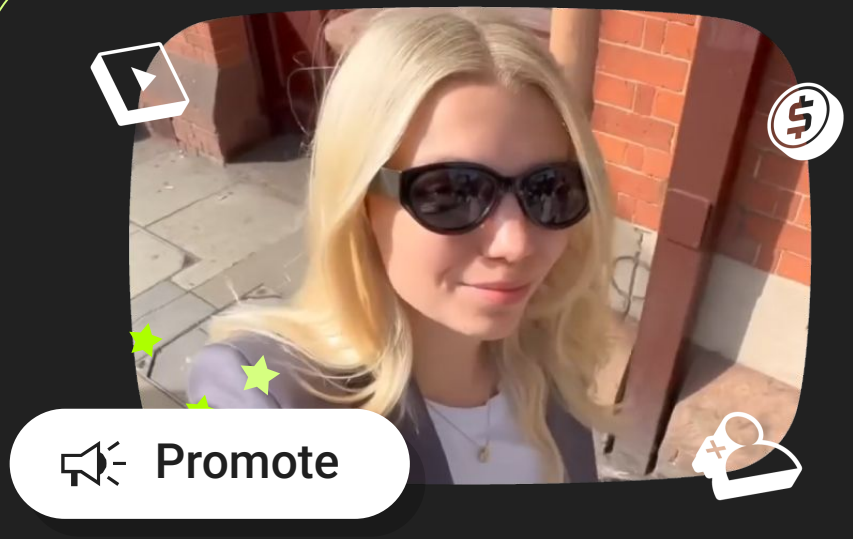
We utilise various signals from both your content and potential viewers to match promotions to viewers.

What's the difference between Promote in YouTube Studio and YouTube Engagements in Google Ads?

The Audience growth goal in Promote and YouTube Engagements that optimises for YouTube channel subscriptions in Google Ads are the same product. Promote has a different, easier to use interface to make running a campaign easier. Engagements in Google Ads have more robust reporting and campaign settings. Choose Promote if you want a simpler, easier-to-use offering. If you want deeper insights and more control, use Engagements.

Do subscribers and watch time from ads count towards my YouTube Partner Programme goals?

No. Thresholds for the Partner Programme are based on organic subscribers and watch time.

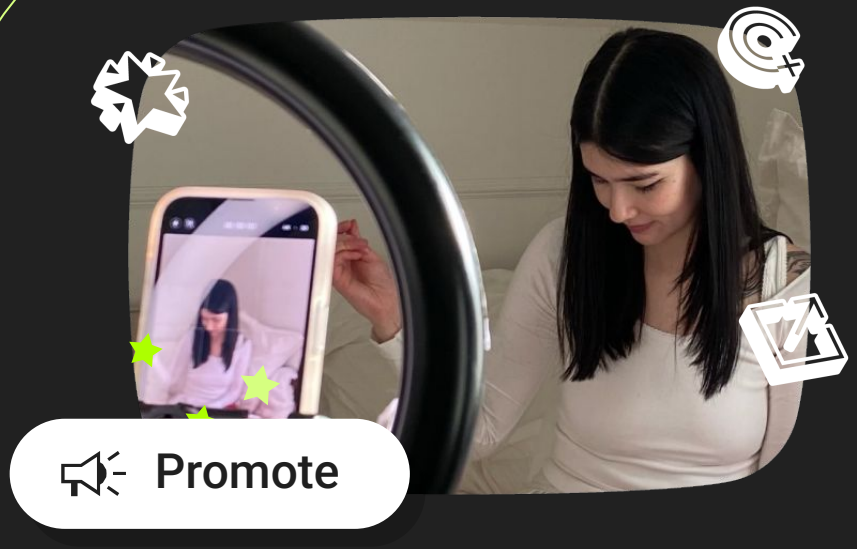


FAQ

If subscribers and watch time don't count for YouTube Partner Programme eligibility, why would I pay to promote my channel?

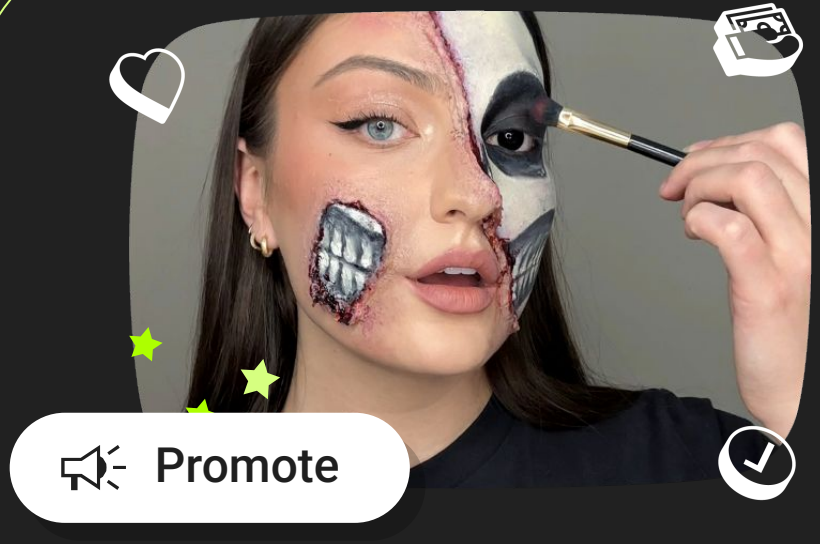
While subscribers who you gain from ads don't count towards programme eligibility, the views, comments and overall channel engagement create a more robust channel that is more likely to attract future subscribers and brand deals. Some creators promote to increase affiliate sales or website traffic. Others sell their own products or services. Subscribers are powerful, but that isn't the only way to benefit from a larger audience on YouTube.

Promote is an advertising product, and designed to be complementary to organic growth that you see on your channel. It can help you discover new audiences and gives you more control over who sees and interacts with your content. Subscribers, views and overall engagement from Promote can make your channel more well rounded and set you up to grow your audience or business.



FAQ

What do I do if my campaign or account is suspended?

All Promote campaigns must adhere to YouTube's advertising policies and community guidelines. If not, your ads may be disapproved and prevented from running, or in severe cases, your ads account may be suspended.

If you believe that there's been an error, you can contact support by clicking on one of your promotions and scrolling down to Promotions support.