

9 STEP

**Video
Ads
Formula**



— SHAQIR **HUSSYIN** >>>



I'm here for you! Questions?
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#\$3 M Earner w/ MOBE (Big Ticket Commissions)
#\$1.5 M Earner w/ Empower Network (Passive Income)

Hi, and welcome to the **9 Step Video Ads Formula**.

My name is **Shaqir Hussyin** and I'm going to take you through my unique system for generating literally hordes of red-hot, super-qualified, laser-targeted traffic ready to buy whatever you're selling.

However..*first a couple of warnings:*

1 This breakthrough system is just between you and me!

Look, I've worked hard to seek through the masses of bad, recycled and often inaccurate information out there on getting traffic, and in fact I was so disappointed with just about every other system out there, I ended up simply creating my own.



So please, use these techniques in your funnels but don't just share them around, besides the many hours I've put into them, if you don't keep this document under lock and key, it could (and probably will) end up in the hands of your competition!



2 You will be tempted as this is too simple to be real!

There is a certain beauty in simplicity - and I made sure this system was as simple as I could make it, so it's easy to implement and doesn't take long to start making money for you.



The problem is...people will tell you it's too easy, it's too good to be true, you'll probably even think the same thing yourself if you're not careful. Just take my word for it - start using these strategies and you'll soon see how devastatingly effective they really are.



To grow any business, you need a constant stream of targeted, high converting traffic. Without it, you have no way of getting the 'new blood' you so desperately depend on.

If you've been building a business online for long, you've probably noticed it's become harder to convert cold visitors into leads and sales.



There is an unfolding crisis that is affecting businesses of all sizes.

Making it extremely difficult for average folks to get online and start making sales.

So you have two options:

You can compete with the masses until everyone outbids each other making advertising unprofitable for absolutely everyone in the game.



Or you can pay attention to trends and jump on the latest advertising opportunity before the masses.

Setup Your YouTube Account | 1

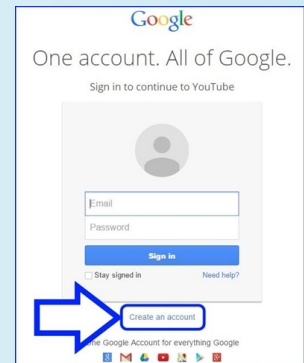
YouTube has over 1 Billion monthly active users and reaches more people than any TV cable network. You can even utilize the 76 different languages supported by YouTube. Even big brand names are using TrueView ads.

Create your account here:

www.accounts.google.com/signupwithoutmail

The strategy for successful video ads is to understand the audience you are targeting and want to market to. Find out their needs and wants so you can match a product or service to their needs and wants. You need a targeted compelling video that speaks your targets language.

The video should be around 30 seconds - 1 minute 30 seconds. Be very specific and straight to the point with a call to action.



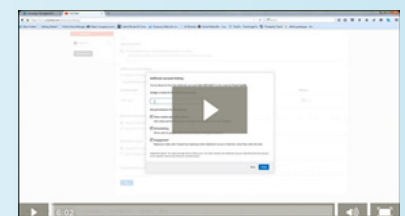
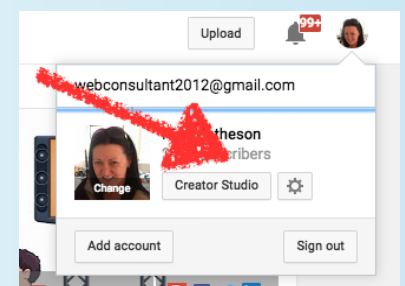
How To Set Your Channel Up Properly | 2

Click on Creator Studio and go into the Channel. Get your account verified and in good standing to keep a good long safe YouTube Channel.

Verify your account with Google to complete your registration. Link your adwords account with your channel.

Design your channel with nice artwork, website links to your social media accounts and add some keywords related to your niche in the settings.

You can use a service like Fiverr.com to get great designs for \$5.



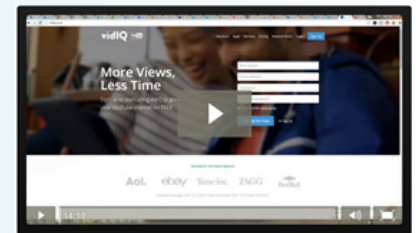
Advanced Audience Targeting | 3

Finding keywords using the Google Keyword Planner. Do a google search you will find the link. Login to your google adwords account.

Make a notepad document with all of the keywords that you find using the keyword planner because you will have tons to work with.

Use YouTube related searches that are being searched for on YouTube.com search box. Use VidIQ.com as a really powerful tool to spy on the best keywords.

Make sure you are going after an audience that has a huge audience so you have a huge pool of people to work with. Also compile a large list of related keywords so you can increase your audience reach.

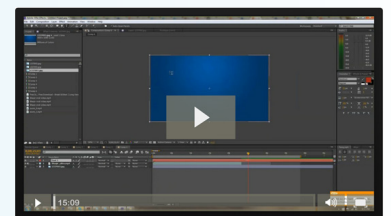
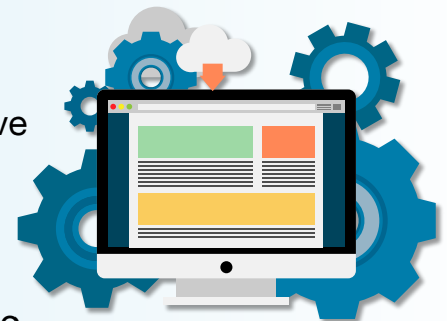


Start Making Some Good Videos | 4

If you prefer to outsource your videos, use Fiverr.com. Make your videos 30 seconds - 1 minute 30 seconds maximum to grab the attention of your viewers. People have such short attention span that you must capture their attention fast.

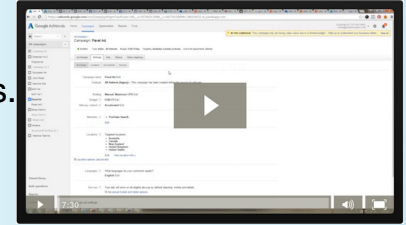
Leave 15 seconds at the end of your video to insert a call to action. Very important step that needs to say click the link below with your url.

You can use iMovie built in app or Adobe After Effects CS6 or Video Co Pilot. Video Co Pilot has tutorials you can watch and learn how to do next level effects for your videos.



Setting Up A YouTube Ad Campaign | 5

The first step is to sign in to your AdWords account and then click the Campaigns tab, click +CAMPAIGN, and then click Video. Enter the name of your campaign and all of the details.



Enter your budget, choose all the networks you want your ads to run on, the locations you want to target your prospects and the language you want them to speak. Click Save and continue.

The next step is to enter an ad group name and next to “Your video,” choose a YouTube video. Next to “Video ad formats,” choose either In-stream ad or In-display ad. Enter the required information and set a bid amount, then click Save ad group.



Advanced Conversion Tracking | 6

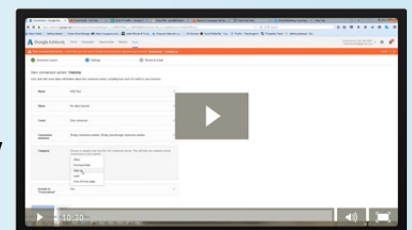
This is how you start tracking traffic, subscribers and sales by selecting a conversion category based on your objective. Very critical step that you must complete.



This works after your campaign has been optimized. You must wait at least 1 week for this to work properly and to make a big difference in your campaign. Tracking your sales is essential for growing.



Once your clicks per view is steady and not fluctuating up and down too much, go into your adwords account, settings, and switch to youtube search only. Set it to the accelerated delivery method for max benefits.



You want to optimize your video for views to get maximum amount of views on your videos with high conversions. Now you will see why video ads are the next best thing around for you.

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Add the conversion code onto the webpage the users lands on after they fill out your opt in form or survey to track leads and subscribers.

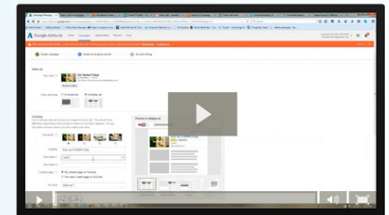
The sales conversion code goes onto the webpage the customer lands on after they purchase your product or service.

Follow Google's instructions to make sure you install the tracking codes in the proper places. You can click on View Page Source to ensure the code is installed on your webpages also.



Over The Shoulder Campaign Setup | 7

To get your campaign setup, get your video ready and uploaded onto your channel. Make sure the video is unlisted and not public yet. Add a custom thumbnail image. Add your Title, Description and tags.



Your custom thumbnail must be sized at 1280x720 for it to fit and put a colourful border around your thumbnail image so it can stand out among the rest. In the advanced section you should turn off comments and ratings so nobody can leave negative comments on your video ad. Your website that you are sending your traffic to must be google compliant and looks really legit to first time visitors. Stay away from hype and big claims because Google will ban you for life if you decide to go that route. Create something that is easily approved so your ad can start running on YouTube fast.



Optimization & Scaling Techniques | 8

Start by lowering your bid on keywords that are too high and not performing well. You don't want to keep paying money for keywords that are not working for you. Refine, add and remove keywords as you go along to keep optimizing for the best performance of your video ads. Fix the age range for your ad to be displayed to only certain groups of people. Only pick keywords and niches that have to do with your topic. Keep it all congruent from your video ad to your product/service for sale to ensure your visitors stay on the path with you.



Raise the daily budget by \$25 a day very slowly everyday. Don't set just 1 set budget because it raises flags in the eyes of Google. Tweak your video ads headlines and description to see what works better for you. Your custom thumbnail can also be tweaked.



Start Remarketing For Maximum Profits | 9

Remarketing can help to you give huge profits, lower your conversion cost and skyrocket your results fast. Remarketing is when you re-advertise to people who already seen your video ad. You keep showing up while they browse the internet and they will keep coming back to you.



Your remarketing lists/audience is very profitable and you can turn people who did not buy anything from you, to red hot buyers using remarketing.



You can put remarketing code/pixels on your website to also track all the visitors coming to your website from your video ads. Install this on every webpage you have.

Start growing a massive list of people who have performed a certain action with you.

This is a secret of the most profitable online businesses as they re-market their visitors to maximize revenue. Inside your google adwords account, go into shared libraries to start building your remarketing audiences.



So these are the 9 steps to get your Youtube campaign up and running.

Here are 3 of my campaigns currently generating leads for \$0.50 in the online marketing niche, at \$0.03 per view!

*These are numbers that are nearly impossible to achieve on other platforms thanks to market saturation. That's why I'm all over YouTube and you should be too...

All campaigns > Campaign: Indisplay - MMOnlineTraining Previous | Next

Enabled Type: Video - All features Budget: \$10.00/day Edit Targeting: All countries and territories Edit Active bid adjustments: Device

Ad groups Settings Ads Videos Video targeting

All but removed ads - Segment - Filter - Columns - Search View Change History

Ad	Ad group	Status	Views	View rate	Avg. CPV	Cost	Clicks	CTR	View-through conv.	Conversions	Conv. rate	Cost / conv.
	kw - make money (aug11) (In-Display)	Approved	13,514	0.50%	\$0.05	\$725.19	25	0.00%	0	1,352.00	9.99%	\$0.54
	kw - work from home (In-Display)	Approved	10,456	0.27%	\$0.03	\$363.45	14	0.00%	0	499.00	4.77%	\$0.73
	kw - make money online (In-Display)	Approved	2,915	0.46%	\$0.04	\$107.43	0	0.00%	0	295.00	10.12%	\$0.36

In this report, I have pretty much given you my Youtube formula which has allowed me to get these kind of results. To help you get a MUCH BETTER understanding of Youtube Ads, I have created a detailed training webinar where I walk you through the campaign setup process and show you how to get quality traffic with Youtube Ads.

I also show you what kind of website you need to be sending your traffic to (it should be a Google compliant website) so that your account stays in good standing. Make sure you watch this webinar right away. This is important stuff.

SIGN UP FOR WEBINAR

IMPORTANT DISCLOSURE

Most People Fail at YouTube Ads

Why?

Because they setup their ads the wrong way, use the wrong ad types, the wrong videos and the wrong targeting.

Basically... they wing it.

When you wing it, you get sub par results.

You need to get all the components right or else your campaign won't fly like its supposed to.

There is a reason why me and my top clients get high quality leads & consistent sales from Youtube Ads while everyone else is jumping from one traffic source to another, struggling to find something that converts or scales.



Do you want to get a complete STEP BY STEP training on

- 1.** How to create videos that get people to click on to your site and join your list
- 2.** How to target your perfect audience who want what you are selling
- 3.** How to setup, run and OPTIMIZE your campaigns to get highest quality leads for the lowest possible price
- 4.** How to SCALE your campaigns to rapidly increase your revenues & profits
- 5.** How to retarget visitors across Youtube platforms so that you can maximize conversions from those who didn't take action after watching your first video ad

If so, then get my Video Ads Hack training course.



The report that you are reading right now contains the 9 STEP FORMULA to get traffic from Youtube Ads.

The Video Ads Hack course takes it to the next level and shows you how to EXECUTE each step of the FORMULA in a detailed manner.



This course is for serious marketers who ABSOLUTELY want to CRUSH IT with Youtube Ads.

I am getting 50 cent high quality leads from Youtube Ads these days. Its very very easy to profit when you get super cheap, high quality leads like I do.



If you would like to learn EXACTLY how I am able to get leads at this price, then get the Video Ads Hack course.

Once you get the course, you'll be able to model my hack, outsource your video, and have a winning campaign you can immediately plug into your business very fast.



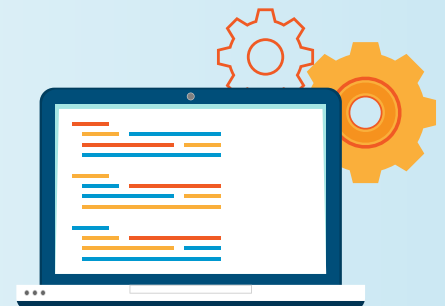
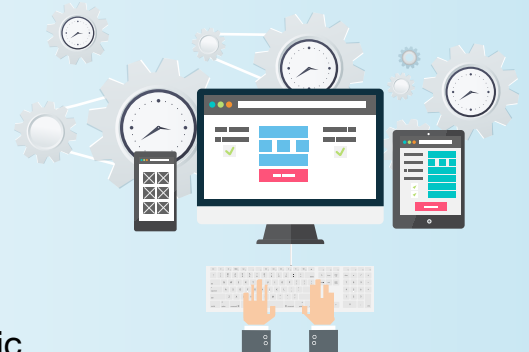
Traffic, leads & sales will flow in fast.

You will gain an UNFAIR ADVANTAGE over others in your marketplace due to this traffic source (which is literally a GOLDMINE).

GET VIDEO ADS

If in case, you don't have enough time to learn Youtube Ads marketing but you are very interested in getting this traffic for your business, then I have an AWESOME SOLUTION for you.

1. I have a Video Ads Traffic Agency where we setup Youtube campaigns for our clients and help them get the highest quality (and cheapest) traffic consistently...month in and month out.
2. As our client, you don't have to do ANYTHING to tap into this traffic source. We will setup the Youtube campaigns, load up killer Youtube video ads, test & optimize campaigns to send you 1000s to 10,000s of highest quality traffic every single month. We will also send you detailed weekly reports of how your campaigns are running.
3. All you need to do is focus on your funnels to maximize your sales (which will happen as the traffic we are sending you is ALREADY very interested in your product/offer).
4. To get started, all you need to do is APPLY for a 100% free consultation with one of our traffic experts who will explain the whole process in detail plus answer ANY QUERIES that you may have.



**APPLY FOR
VIDEO ADS AGENCY
STRATEGY CALL**

So there you go.

I hope you gained a LOT of value from this report.

So go out there and implement whatever you have learned here.

To recap:

1. Watch my training webinar to get a better understanding of how to setup campaigns on Youtube, what kind of website to send your traffic to, etc.

**SIGN UP FOR
WEBINAR**

2. If you want detailed training on how to execute each step of the 9 Step Youtube Formula, then get my Video Ads Hack course. Its heavily discounted for the time being (but price can go up at any time without notice).

**GET
VIDEO ADS**

- 3. If you would rather have my team setup Youtube campaigns and get you high quality traffic, then sign up for a free strategy session with one of our traffic experts.

**APPLY FOR
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STRATEGY CALL**

Wishing you all the best.



Shaqir Hussyin

Founder, SoloAdsAgency, VideoAdsAgency
Creator, S.H.I.C, GURU Funnels, WealthAcademy
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