Strategic YouTube Campaign Creator

November 11, 2026
A guide to planning a YouTube advertising campaign around an audience and objective.

What this guide covers

- Define campaign goals and audience.
- Consider video ad formats and placements.
- Plan campaign measurement and review.

Who this is for

For marketers preparing a YouTube campaign.

Putting the ideas to use

Use the format selection ideas to outline a campaign before setup.

Book details

Format: Guide. Pages: 14. Words: 870.

Download availability: After payment, download the complete ZIP package or the included PDF separately.