

STAYING AHEAD OF THE GAME

A Guide To YouTube Ads
For Car Dealerships



By Turbo Marketing

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Introduction

There's no doubt that marketing on YouTube has become increasingly popular in recent years. And car dealerships are certainly no exception to this trend. After Google, YouTube is the second-largest search engine in the world, and it's only getting bigger. Every day, people watch billions of hours of videos on YouTube, and that number is only increasing.

A whopping 1.3 billion people use YouTube, which means that there are a lot of potential customers out there for car dealerships. And what's more, YouTube is incredibly powerful when it comes to marketing. In fact, studies have shown that YouTube advertising can be up to 6x more effective than TV advertising.



Most people target Facebook when it comes to social media marketing, but YouTube should not be ignored. It's a hugely popular platform with a ton of potential customers, and it should definitely be part of your marketing strategy. If we compare the two, as many as 85% of videos on Facebook are watched without sound, while on YouTube 96% of videos are watched with the sound on. Also, Facebook users spend an average of only 1.7 seconds watching a video, while YouTube users spend an average of 2.6 minutes watching a video. This just goes to show that people are more likely to watch and engage with a video on YouTube than on Facebook.

The traffic demographic on YouTube is also very different from that of Facebook. As many as 90% of YouTube users are between the age of 18 and 49. This is significant because car dealerships are typically targeting a younger audience.

There are a number of reasons why YouTube advertising is so effective. For one, it's very targeted. You can target your ads to people based on their interests, demographics, and even what they've been searching for on YouTube. This ensures that your ad reaches the right people, which is essential for getting results. Another reason why YouTube advertising is so effective is that it's highly engaging. People are used to seeing ads on TV and other forms of traditional media, but they're not used to seeing them on YouTube. This means that your ad will stand out and be more likely to capture people's attention.

YouTube also doesn't have the same ad inventory issues that other platforms have. For example, Facebook has been struggling with ad inventory for a while now. This means that there are fewer opportunities for businesses to get their ads in front of people. YouTube, on the other hand, doesn't have this problem. There's an unlimited amount of ad space on YouTube, which means that businesses will always be able to get their ads in front of people.

Another benefit of YouTube advertising is that it's very cost-effective. You can set your own budget and only pay when someone watches your ad for more than 30 seconds. This makes it a very affordable form of marketing, and it's one of the reasons why so many businesses are turning to YouTube advertising.

So it's no surprise that car dealerships are starting to take advantage of this powerful platform. After all, what better way to reach potential customers than through video? After all, a picture is worth a thousand words, and a video is worth even more.

But just because you're advertising on YouTube doesn't mean that you're guaranteed success. There's a lot that goes into running successful ads on this platform. In this book, we'll discuss everything from finding the right audience to tips for making your ad more effective.



Chapter 1: Finding the Right Audience

There's no use in creating a YouTube ad campaign if you don't have the right audience in mind. The first step to a successful YouTube ad campaign is, therefore, finding the right audience. This chapter discusses how to identify potential customers through various methods, including research and target market analysis. Once the target market is identified, this chapter provides tips on how to create ads that will appeal to this group.

When it comes to finding the right audience for your YouTube ad campaign, there are a few methods you can use.



Group-Based Research

Demographic research is one method you can use to identify potential customers. This type of research looks at factors like age, gender, income, and location. You can use demographic research to identify who your target market is and what type of ad would appeal to them.

Another method you can use to find the right audience is target market analysis. This type of analysis looks at the needs and wants of your target market. It also looks at how likely they are to purchase your product or service. This information can help you create an ad that appeals to your target market.

Once you've identified your target market, you can create an ad that appeals to them. When creating an ad, keep in mind what type of products or services your target market is interested in. You should also consider what type of ad would appeal to them.

Performance-Based Audience Targeting

In addition to group-based research, you can also use performance-based audience targeting. This type of targeting looks at the behavior of potential customers. It uses this information to target ads to those who are more likely to convert.

To use performance-based audience targeting, you'll need to set up a Google Ads account. Once you've done that, you can create an ad campaign using either video or display ads. When creating your ad campaign, be sure to target your ads to those who have previously shown an interest in your product or service. You can do this by targeting keywords that relate to your product or service. You can also target demographics like age, gender, and location.

Basic Funnels



There are two types of funnels you can use when creating your ad campaign: the awareness funnel and the conversion funnel.

The awareness funnel is designed to reach a large number of people. It's best used for brand awareness or to generate leads.

The conversion funnel is designed to reach a smaller number of people who are more likely to convert. It's best used for products or services that have a higher purchase rate.

When choosing which type of funnel to use, consider what type of product or service you're selling and what your goal is. If you're selling a product or service that has a high purchase rate, then the conversion funnel is likely the best option for you. However, if you're selling a product or service that is new or unknown, then the awareness funnel is likely the best option for you.

Funnel Pipeline

There are four steps in the funnel pipeline:

- ① **Awareness:** The first step is to generate awareness for your product or service. This can be done through brand awareness campaigns or lead generation campaigns.
- ② **Interest:** The second step is to generate interest in your product or service. This can be done through targeted ads and content marketing.
- ③ **Desire:** The third step is to create a desire for your product or service. This can be done through product demonstration videos and social proof.
- ④ **Action:** The fourth and final step is to get people to take action. This can be done through calls-to-action, discounts, and free trials.

These four categories are divided into the top of the funnel, middle of the funnel, and bottom of the funnel activities.

Top of the Funnel

The audience at the top of the funnel is the largest and most general. The goal of top-of-the-funnel activities is to generate awareness and interest. This can be done through brand awareness campaigns, lead generation campaigns, and targeted ads.

Middle of the Funnel

The audience in the middle of the funnel is smaller and more specific. The goal of middle-of-the-funnel activities is to create a desire for your product or service. This can be done through product demonstration videos, social proof, and content marketing.

Bottom of the Funnel

The audience at the bottom of the funnel is the smallest and most qualified. The goal of bottom-of-the-funnel activities is to get people to take action. This can be done through calls-to-action, discounts, and free trials.

When creating your ad campaign, it's important to consider what stage of the funnel your target audience is in. This will help you determine what type of ad to create. The most effective way to reach your target audience is through a combination of awareness- and conversion-focused activities.

The Audience For Car Dealerships



When creating an ad campaign for a car dealership, it's important to consider who your target audience is. Are you selling to individuals or businesses? What type of car are you selling? What is the price range of the cars you're selling?

When targeting individuals, it's important to consider what type of car they're looking for. Are they looking for a new car or a used car? What is their budget? What type of features are they looking for? These can be further segmented in demographics, location, and so on.

If you're selling to businesses, then your target audience is likely decision-makers within those businesses. These are the people who have the authority to make purchase decisions. If you're selling to individuals, then your target audience is likely car buyers.

When targeting businesses, it's important to consider what type of business it is. For example, if you're selling luxury cars, then your target audience is likely CEOs and other high-level executives. If you're selling budget cars, then your target audience is likely small business owners and employees. These can be further segmented in demographics, location, and so on.

Put Yourself In The Shoes Of Your Target Audience

When creating your ad campaign, it's important to put yourself in the shoes of your target audience. What are their needs and wants? What kind of language do they use? What type of content do they consume? Taking the time to understand your target audience will help you create ads that are more likely to resonate with them.

There are a few different ways to get to know your target audience. One is to research them directly through surveys and interviews. Another is to observe them indirectly by looking at demographic data and social media behavior. And finally, you can also use market segmentation to identify potential customers.

Once you have a good understanding of who your target audience is, you can start creating ads that are tailored to them. Keep in mind that it's important to test different ad campaigns and optimize based on results. Don't be afraid to experiment until you find what works best for your business.



Chapter 2: Creating the Ideal Ads

Now that the target audience has been identified, it's time to create ads that will resonate with them. This chapter discusses the different types of YouTube ads and provides tips on how to create effective ones. It also covers topics such as ad format, length, and frequency.



When creating YouTube ads, it's important to keep the following in mind:

- ❓ **Ad format:** There are a few different ad formats that can be used on YouTube, including in-stream (pre-roll), in-display (banner), and sponsored cards (overlay). In general, shorter ads perform better than longer ones, so it's important to keep the ad length under 2:30 minutes.
- ❓ **Ad frequency:** YouTube allows users to skip ads after 5 seconds, so it's important to make sure the ad is interesting and engaging from the beginning. If an ad is skipped, it doesn't mean it was unsuccessful – only that the user wasn't interested in that particular ad.
- ❓ **Length:** As mentioned above, shorter ads tend to perform better than longer ones. This is because people have short attention spans and are more likely to lose interest in a long ad.

Now let's look at how you should structure your YouTube ad.

Top Of The Funnel Video Ads



These are going to be the first interaction your potential customers have with your dealership, so it's important to make a good impression. The ad should be short and focus on introducing the viewer to your dealership. You can talk about your history, why you're the best place to buy a car, and what sets you apart from other dealerships.

The best way to write ad copy is to focus on the pain points of your target audience. What are they looking for in a car dealership? What are their biggest concerns? Write your ad copy with these things in mind, and you'll be more likely to create an effective ad.

First Part – The Hook

The first few seconds of your ad are the most important. This is the time when you need to hook the viewer and get their attention. You can do this by starting with a question, using humor, or showing off your dealership's unique selling proposition. These first 5-10 seconds are crucial, so make sure you give them some thought. Using a question that resonates with your target audience is a great way to get their attention. For example, if you're targeting new parents, you could ask, "Are you tired of driving a minivan?" This question speaks directly to their pain point – they don't want to drive a minivan, but they need a car that can accommodate their family.

If you decide to use humor in your ad, make sure it's appropriate for your brand. You don't want to come across as try-hard or unprofessional. A little bit of humor can go a long way, but if it's not done right, it can backfire.

Your dealership's unique selling proposition is what sets you apart from other dealerships. It could be anything from your large selection of cars to your low prices. Whatever it is, make sure you highlight it in your ad.

Second Part – Filtering Audience

After you've grabbed the viewer's attention, it's time to start filtering your audience. This is where you'll start to weed out people who aren't interested in what you have to say. You can do this by talking about your target audience, mentioning your product, or using a call to action. Mentioning your target audience is a great way to filter out people who aren't interested in your ad. For example, if you're targeting new parents, you could say, "This car is perfect for busy families." This lets the viewer know that the ad is relevant to them and that they should keep watching.



Third Part – Emotion

Now that you've filtered your audience, it's time to start evoking emotions. This is where you'll really start to sell your product. You can do this by talking about the benefits of your product, using customer testimonials, or showing off your product in action.

When you talk about the benefits of your product, make sure you focus on the ones that matter most to your target audience. For example, if you're selling a car for new parents, you could talk about how the car has plenty of storage space for all of their baby gear. This will resonate with them and make them more likely to buy the car.

Customer testimonials are always effective in selling a product. They provide social proof that your product is good, and they help to build trust with the viewer. If you have any customer testimonials, make sure to include them in your ad.

Fourth Part – Call To Action

The last thing you need to do is include a call to action. This tells the viewer what you want them to do next, whether it's visiting your website, call your dealership, or coming in for a test drive. Make sure your call to action is clear and concise. You don't want to confuse the viewer or leave them guessing.

Ideally, you should only include one call to action in your ad. If you include too many, it will be overwhelming for the viewer and they're less likely to take any action at all.

Bonus Tip – Landing Page



If you're including a call to action that directs the viewer to your website, make sure you have a landing page set up. This is a special page on your website that's designed for people who click on your ad. It should include information about your product, as well as a call to action. Having a landing page will help to increase your conversion rate and get more people interested in your product.

Now that you know how to create a top-of-the-funnel ad, it's time to move on to the middle and bottom of the funnel. These ads are designed for people who are already interested in your product or who have already bought from you.

Middle of The Funnel Ads

Middle-of-the-funnel ads is designed to get people interested in your product. They typically include more information about your product, as well as a call to action. For example, if you're selling a car, a middle-of-the-funnel ad could include information about the different features of the car, as well as a call to action to test drive the car.

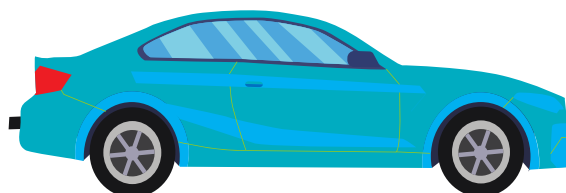
You ideally want to whet the appetite of your target audience with these ads and get them interested in learning more about your product.

Bottom of The Funnel Ads

Bottom-of-the-funnel ads are designed for people who are already interested in your product. They typically include a call to action, such as buy now or learn more. For example, if you're selling a car, a bottom-of-the-funnel ad could include a call to action to buy the car.

Showing them the process in this way is a great way to get them interested in your product. You're in a way removing hurdles for your target audience by breaking down the steps for them.

Now that you understand the different types of YouTube ads and how to create effective ones, it's time to start running some campaigns! In the last section, we'll discuss how to make the best use of your budget and track your results.



Chapter 3 – Tips for Making the Best Ads

The last section covered the basics of creating a good ad. Now let's get into more detail with some specific tips for making the best ads possible.



5 Tips to Instantly Improve Your Ad Performance

1 Think like your customer

When creating an ad, it's important to think about what your customers want and need. What are their pain points? What are they looking for in a car? Once you know the answers to these questions, you can create an ad that resonates with them on a personal level.

2 A/B test your ads

If you're not sure which ad is performing better, don't be afraid to run a few different versions and see which one performs better. A/B testing is a great way to optimize your ad campaigns and get the most out of your advertising budget.

3 Use negative keywords

Negative keywords allow you to exclude certain keywords from your ad campaigns. This ensures that your ads are only shown to people who are actually interested in what you're selling.

4 Analytics

Use analytics to track your ad performance and see where you can improve. Analytics can help you identify which keywords are performing well, what time of day your ads are being shown, and how much each click is costing you.

5 Keep your ads relevant

Make sure your ads are relevant to the products or services you're selling. Irrelevant ads will not only hurt your click-through rate, but they'll also damage your reputation with Google.



How To Make Your Youtube Ads Standout

Being the best out there should show in your ads

Quality Over Quantity

Don't try to cram too much information into your ad. Keep it short and sweet, and to the point. People have short attention spans, so make sure your ad is easy to understand and digest. You want them engaged till the end.

Use Professional Video Footage

Your video quality is a reflection of your brand. If you're using poor-quality video, it will reflect poorly on your dealership. Invest in professional-grade equipment, or hire a professional videographer to get the best quality video possible. You can find freelancers on sites like Fiverr or Upwork.

Utilize Calls to Action

Make sure your ad has a clear call to action. You want people to know what you want them to do after they watch your ad. Do you want them to visit your website? Call your dealership? Schedule a test drive? Make it easy for them to take action by including a call to action in your ad. Ideally, the call to action should incentivize them to take action, such as offering a discount or a free gift.

Include Your Location

If you're targeting a local audience, make sure to include your location in your ad. This will help people find your dealership easily. You can also include your address and phone number in the description of your video so people can easily find it.

Include A Sense of Urgency

Your ad should create a sense of urgency so that people don't wait too long to take action. Include phrases like "act now" or "limited time only" to encourage people to act fast. Another way to create urgency is to offer a discount that expires soon.

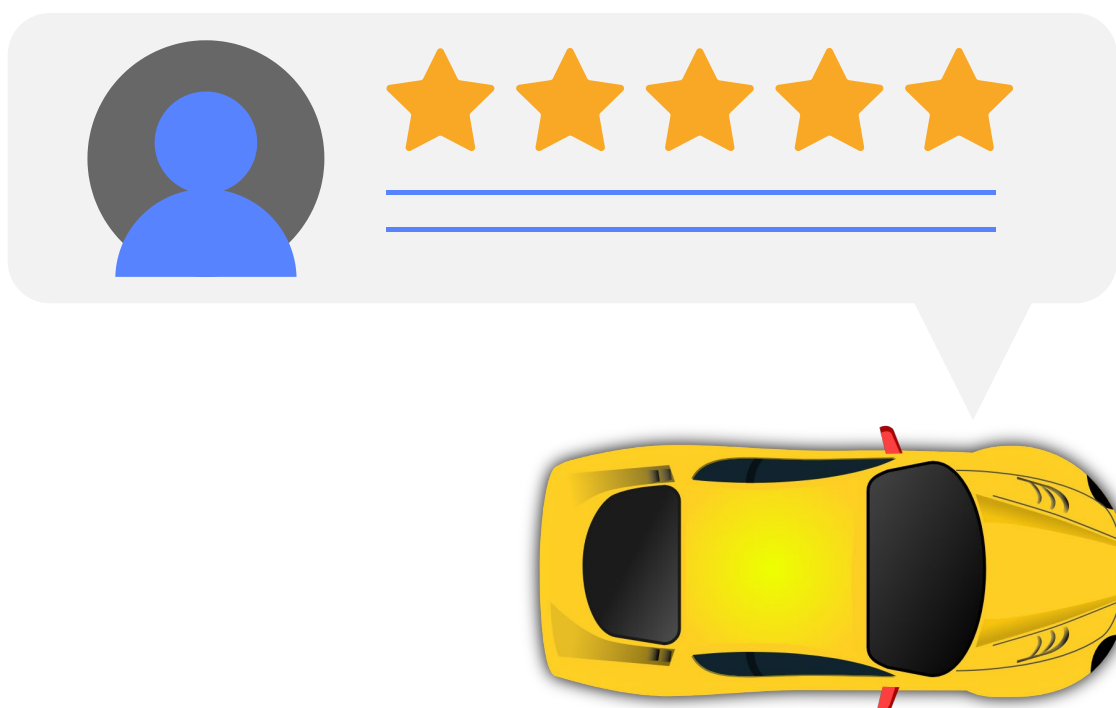
Make Sure Your Ad Is mobile-friendly

More and more people are watching videos on their phones, so it's important to make sure your ad is mobile-friendly. This means that your video should be able to play on all devices, and the call to action should be easy to see and click on.

Use Testimonials

Lastly, always show customer testimonials in your ad. This will help build trust with your audience and show them that you're a reputable dealership. You can either include customer testimonials in the video itself or in the description.

By following these tips, you can create ads that are more likely to generate leads and sales. So don't wait any longer, put these tips into action and see the results for yourself!





Parting Words

YouTube advertising can be an extremely effective marketing strategy for car dealerships. By reaching out to potential customers where they are already spending a great deal of their time, businesses can make a real impact. Additionally, by creating ads that are targeted and relevant to their audience, businesses can ensure that their message is seen by those who are most likely to be interested in what they have to say.

Let's quickly recap the main points we covered in this book:

- ❑ First and foremost, YouTube advertising can be extremely beneficial for car dealerships looking to reach a larger audience.
- ❑ It is important to keep your target audience in mind when creating your ad, as this will ensure that they are more likely to see and engage with your content.
- ❑ The science of persuasion can be used to create ads that are more likely to persuade viewers to take action.

By following the tips and advice in this book, you can start using YouTube advertising to reach a whole new group of potential customers for your car dealership. So what are you waiting for? Get out there and start creating your ads today!



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