



**SPI 267**

# An Introduction to Video Advertising with Gideon and Anja from Veeroll

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Pat: This is a Smart Passive Income podcast with Pat Flynn, session number 267. Yo, let's go.

Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. Now your host . . . he has the speed of a road runner and the cunning of a rattlesnake . . . Pat Flynn.

Pat: What's up everybody? Pat Flynn here. Thank you so much for joining me in this session of the Smart Passive Income podcast. We're in 267 making our way over to 300, so I'm super thankful for you. Please subscribe to the show if you have yet to do so because we've got a lot of great stuff coming up.

Today, some of you might know we're right in the middle of what I call Advertising Month here on Smart Passive Income. We typically have some sort of theme of the month to base our content off of. It's really helpful for production and productivity . . . sorry I said that weird. What's really cool is today we're talking specifically about video advertising.

This is something that I'm exploring right now, to help me and to help you explore video advertising, and exactly what that means, how it all works, how to get started. I brought on not one, but two experts on the show today, from a company called Veeroll, V-E-E-R-O-L-L dot com, which was actually started by my good friend who we have on the show, Gideon Shalwick. You might of heard me mention him on the show awhile back. He and I haven't connected for a while, so it was great to talk to him here today. His campaign manager also came on the show, her name is Anja, and she's amazing too. She actually helps run all the campaigns for the clients that they have as well. We're going to get an amazing introduction to video advertising, specifically on platforms like YouTube, and how well they perform and how to do them, and all those kinds of things. Let's not wait any longer, and let's get right into it. Here they go, Gideon and Anja from Veeroll.com.

Hey guys, what's up? I'm so happy to welcome not one but two

amazing guests on the show today. This is Gideon and Anja who work at Veeroll, V-E-E-R-O-L-L dot com. Gideon, Anja, welcome to the show. Thank you both for being here.

Gideon: Hey Pat, great to be here, man. It's been awhile.

Anja: Hey. Thanks for having us.

Pat: Fun, quick, random story for all of you: Anja and I know each other. A lot of you probably heard of me talk about Gideon before. He has another company, Splasheo, Splash and then the letter E-O dot com, which I use for really cool animations in my videos. You can get some really quick, really good-looking animations for your own videos there too, so you can check that out. Anja and I know each other through a random occurrence. It was a few years back. I tweeted that I was looking to take singing lessons. Then Anja reached out and was like, "Hey, I'd love to give you a free lesson." I was like, "This is super cool." We got on Skype and it was an amazing lesson. She's like, "I'm not doing this for . . . I'm not taking clients, but I know somebody named Kerri Ho, The Songbird Tree, and she's amazing." A lot of you might remember, I took singing lessons for like a year. That was through Anja's recommendation, and they were awesome. First of all, thank you Anja, for that. How crazy it is that you're here now talking about video ads and stuff, that's kind of cool.

Anja: I know. It's funny.

Pat: Life is weird like that, sometimes. Gideon and I have been friends for what I feel like forever now. We come across each other at events every once and awhile. You're still in Australia, Gideon? Is that true?

Gideon: Yeah, on the Sunny Coast. Go Australia.

Pat: Nice. I will actually . . . I don't know if you know this, but I'm going to be there later this year at the Pro Blogger Conference, I got invited back.

Gideon: Cool. I think they're right on the Gold Coast. It's just around the corner from us.

Pat: Brisbane or something, we'll figure it out. It's going to be awesome. I want you to talk a little bit about Veeroll. That's why I have you guys both on the show today. You guys work together on helping people with their video ads. This entire month, May of 2017, we've been talking all about advertisements from Twitter to Facebook, Instagram, the whole gamut. There was no better person to speak to about video ads than you. Then you were like, "Anja knows . . . She runs all of our campaigns." I was like, "We got to talk about this."

Let's start with video ads. Gideon, why would a person want to even be interested in video ads when there's all this excitement about all these other ads that seem to be working? Who are video ads for and who are they not for?

Gideon: I guess, first of all, the whole video ad thing falls under the paid advertising banner. As far as I can tell, there's only really three ways of getting traffic to your website or your web assets. You can get this thing that people would call free traffic or organic traffic, which is not really free because you've got to spend time on it. It takes a lot of time before you can build that momentum. Then there's borrowed traffic that you can get from influencers and joint venture relationships. That also has some issues. It's a double-edged sword because sometimes it creates a reciprocity feeling, or you get quite dependent on those relationships, which is not a safe way to only have that sort of traffic. Then there's the paid traffic one, where you are in control of how much traffic you want, when you want it, when you want to turn it off, where do you want to send it. It gives you a lot of control to be able to build your business faster, I think, than you can with organic or joint venture sort of traffic. If you're just starting from scratch, that is.

When it comes to video ads, that's a subsection of the advertising world. With video ads, what's great about that is that . . . As we all know now, I've been saying this for quite a few years, but . . .

Pat: You have.

Gideon: Video is . . . Yeah, you know that, right? Video is an incredible medium for engagement. There's a number of reasons why. First of all, the most obvious thing is that it moves. It's moving pictures, and that grabs people's attention so much easier than anything else. When you start combining movement with some clever messaging and psychology, you can . . . I think it's some pretty amazing results, even compared to other forms of advertising.

Pat: We're talking about videos in general. That could also be videos on other platforms such as Instagram or Facebook as well. I agree, the movement, that obviously captures your eye. A lot of people are using videos to start their campaigns on Facebook. You guys go into YouTube primarily. Is that right, Anja? You guys into YouTube to run your ads for these companies. Why is YouTube very powerful for advertising?

Anja: We started out being a tool mainly for YouTube, and now we have video templates for Facebook and Instagram. There's a lot of things that are really powerful about YouTube. You can get extremely targeted. For example, if you have a video ad reviewing a yoga mat, you can run your video on videos about yoga mats. You can get super specific. That's a really amazing way of reaching the exact right people for your offer. There are a lot of things about YouTube that people aren't really aware of yet that you can do. It's a lot less saturated. On Facebook, you hear a lot of stories about there are so many ads in the newsfeed, now that people have to try to find new ways to get their message or their ads in front of people. YouTube is a lot less saturated still.

Pat: On YouTube . . . Go ahead, Gideon.

Gideon: I was just going to mention, we've also been seeing some very interesting results on Instagram. I think similar to what Anja's saying: Facebook is getting more and more saturated, and Instagram's sort of like a new kid on the block. Similarly now with video ads on there, you can grab attention and drive people to your site very effectively.

Pat: On Instagram, it's those 60 second videos that we see in our feed. It says "sponsored" underneath, at least at this point in time. On Facebook we could see these ads in a similar way. On YouTube, there's a lot of different kinds of video ads, I've noticed at least. I've noticed what's called pre-rolls that go up before a video, like you were saying with that yoga mat one. I'll see something first related to that thing I'm about to watch, and then I click through it sometimes. Sometimes I actually watch all the way through. We'll talk about that in a minute.

I see, literally, it's like an advertisement in the middle. The video just stops, and then all of a sudden there's this advertisement. I'm like, "Whoa, what just happened?" That definitely captures my attention, plus it's in the middle of something so I'm going to continue to watch. I've seen videos like that that are short, but I've also seen ads that are an hour and a half, which . . . I don't know what the strategy is there, but sometimes I see millions and millions of views on there. Where do we even start with video ads? If we want to explore video as another option, Gideon, where would we even begin to start formulating, "What do we do here? Where do we start?"

Gideon: The answer I'm going to give you is probably going to be the same for any kind of paid advertising. Any business approach, when you want to drive traffic to your website, it all first starts with who you're trying to target. You've got to get really clear on the specific audience that you want to target. This is even more important than say, when you're going down the content marketing path or the borrowed traffic with influencers because with the paid advertising one, you pay for it. You pay money out of your pocket to make this stuff work. You've got to make sure that you're actually getting the bang for your buck. You want to make sure you get a return on investment. With the other ones, it doesn't hurt as much when it goes wrong. You want to make sure that you get the right audience, that's the first thing to get in alignment.

The second thing to get in alignment is your message, the message in your actual video ad. That's one thing that we . . . I guess at the beginning, we didn't appreciate how important it is and how it could

be quite challenging, if you're just starting out, to get right. With the right formula and the right training, you can get there very easily. That's the second thing, getting that right.

The third thing is where you're sending people. What sort of landing pad should you send people to? What do you do with people after that? Do you send people straight to the sales page? Do you send them to a page where they can get something free? Do you send them to a blog post? The flexibility just with that structure. When you get the right audience, the right message, and the right destination depends a bit on what you're trying to achieve. Are you trying to get leads? Are you trying to build pixels on a blog post, for example? Are you trying to get sales? Are you trying to build a movement? It depends a bit on what exactly you're trying to achieve. If you keep those three things in mind, the right audience with the right message to the right destination, your chances of success are going to be so much higher.

Pat: Great. Let's say we do have our audience in mind, we do have a message we want to share and a particular reason why we want to advertise to people, and then a specific goal. Perhaps let's start with leads, for example. I want to build leads, I have a message, I have something that I can offer for free to build those leads once they get to a landing page. What's the next step for video? I've tapped out on Facebook. I want to explore video. Where would I go from there?

Gideon: You need a video.

Pat: Okay, yes. I think it's funny, but that's a good point. It's obvious but I think is also a reason why other people don't do it because . . . A video, "I need to spend a lot of money on making a commercial or a really good video, so I'm just going to keep with these other things where I can write a few lines of text."

Gideon: Anja, I'm sure you'll be able to say quite a few things about this as well, but I want to create some context here. Pat, about ten years ago when I started my entrepreneurial journey, very quickly I started doing video. One of my first projects. I started doing video, and then

either they become a blogger project with Yaro and they moved on to Free Magic Live, which is a YouTube channel that became very successful. Then I had Rapid Video Blogging, and then I started Splasheo and now Veeroll. All of these projects or business had a massive video component in them. The number one issue that I always had was the video production. The time that it takes, the difficulty of the production, the editing, all this stuff. It was always a pain in the neck. If you look at my journey, every business that I started from that beginning was moving closer and closer to eliminate this pain point of video production for myself.

Pat: Yeah, you're right.

Gideon: That's where Veeroll is now. We've created Veeroll to essentially eliminate that pain point. That's a thing. You've got to create a video, and you've got to create a video that actually works, that gets people and move them to action. Once again here, it depends on what you're trying to do.

If you're just trying to get leads here, one really cool strategy is to first send people to a content piece. Maybe it's a blog post, or maybe it's another video on YouTube that you want to send people to. Now from that, you can build a remarketing list, for example, to warm people up first. Then from there, then you can send them to a lead capture page where you're giving something away for free, for example. In that process, video can play a huge role. You can have a video on your original blog post, but then you can use a very short and very effective video ad of 30, 40, 50 seconds long to drive people to your landing page. These videos need to be well thought through with a good message and good production value to help your maximize your return on investment.

Pat: These videos, they're definitely very short, but there's obviously a structure to them. This is obviously what Veeroll does provide for the people who use your service, which is great. If you could offer, Anja, a structure for a video. If I wanted to create one really quick, I'm curious to know what that would need to look like or how it would have to flow for this type of video that we're talking about



right now.

Anja:

What we notice is that, obviously, it has to have a good production value, but at the same time the message is so much more important than making it look super slick and fancy. That's the first thing to know for anyone that wants to start with video. Also, if they're making a video themselves, it doesn't have to look like an ad. In fact, it's better if it looks real and if it doesn't look too polished and perfect. It's important to focus on the message.

We use a formula. We call it AIDCA. The A stands for grabbing attention. We often start with a question, so for example, if you know that your product solves a specific problem, you start with a question like, "Hey are you struggling with XYZ?" Especially on YouTube, especially if you do the skipable in-stream ads, you have only five seconds to grab attention so that start is really important. If you're not grabbing their attention, they're going to skip it and you lost them. That's really important.

Then we use the second one to create interest. You want to give people . . . It's like you're creating an open loop. You want to say something that's going to keep them interested, build some intrigue, and create some desire for them to know, "What is this offer? Maybe this could actually solve my problem?" We only use, with our video templates, five lines of text for that, but you could also make it longer depending on how you create the video. The very most important thing at the end is also the call to action. Especially on YouTube, it's not always so obvious for people where to click or how to click. Also because you're disturbing a little bit, you have to make it really clear where the link is, how they can click on it. If anything, those are the most important things. Make sure you grab attention. Make sure you have a strong call to action. That's what I would focus on.

Pat:

A, for attention, starting with a question or something that really pulls them in within that first five seconds. Interest, something that's going to keep them watching the whole time, something of value to them perhaps. Then D is the . . . Sorry I missed that.

- Anja: The D is for desire, so you want to create . . . I wasn't quite complete there.
- Pat: No, you're good.
- Anja: I want to create desire for them to keep watching. You have to make them think that you have the solution to their problem, obviously. Then, let's see . . .
- Pat: Then you said call to action was that the C and the A together?
- Anja: Yeah. We use a conviction as well. I think personally, the building intrigue, creating desire, creating conviction, they kind of link together. It's like the middle part of your ad where you want to convince people that your offer is worth checking out. The way that you structure that, we do it in five lines, but if you make your video in a different way, you can make that longer or do it slightly differently. At the end, a call to action is really important. Some people create longer form ads where they really give some actual content. For people who want to be on video, you can give them a tip or give them actionable advice to . . . You want to give value before you ask for something. That's really important for the middle parts, and then a call to action is vital as well.
- Pat: When you say five lines of text, is there actual text on the screen that you're sharing at those certain points?
- Anja: Yes. For the video templates, we use animated video. Some of them have images, some of them have just text. They have only five lines of text. They can work surprisingly well, what we've noticed. It can take some time to make sure that your message fits into those five lines. Like Gideon said in the beginning, you have to make sure you know exactly who you're targeting, what problem you're solving, all those kinds of things. You have to be super clear on that, and then you can fit in five lines and get people to come to your site. It's a lot. It can be very simple.
- Pat: Gideon, why lines instead of a face on camera? Is it really just about

. . . I'm curious to why that's the decision.

Gideon:

First of all, the way we started off with Veeroll was that it was a lot easier to do text moving on screen compared to fully animated sort of stuff. We just started off with that, and then we started adding more fancy stuff as we kept going. It became interesting because we wanted to see, "How would split test go if we were to split test a talking head video with one of these templates where it's just text moving on the screen?" We spent a good amount of time to create a nice talking head video, like a regular process, scripted out, recorded properly with nice camera gear, and then off to our video editor and in to-and-froing with him to make it all look perfect. It took about four days of work, not 100% of my time, but four days in terms of how long it took to get the video done. Then we created a much smaller video ad with basically the same message but condensed. It was just with text moving on the screen, that's all it was. Then we ran a split test between those two videos on Facebook.

We knew that the templated text-on-the-screen kind of video would get results, but we didn't expect it to out perform the talking head video. There's probably a number of reasons why that happened. I think one huge reason for Facebook and Instagram in particular right now, is that when people are scrolling on their feed, for a lot of people, the video starts autoplaying. If you have just a talking head autoplaying, there's no sound. All you see is this person's mouth opening and closing. There's no actual visual or intellectual clues why you should be watching the video. Compare that to text moving on a screen, especially if you've got the right text moving on the screen like starting off with a question that targets a pain point or a problem area in someone's life. That's immediately going to engage them and they're going to go, "What's this? I need to click on this or I need to watch this video." That was a really interesting test.

Nowadays, what we do is whenever we want to run a big campaign, we go first to this very simple, text-based template. We first focus on getting the message right, and then later on, if we want to and if we can be bothered, we might go and create something more fancy based on that. To be honest, quite often we stick with those simple

ones because they do the job and they do a really good job.

Pat: That's interesting. I like how because they have specifically five lines only, you have to really nail down what that message. It's very easy and clear to read when you're on the other end watching that ad. The other thing related to the talking heads that you had mentioned, if I'm targeting people who don't know me and then they see my face in their Instagram or Facebook, I am like, "Who's this guy? No. I'm only supposed to follow my friends and this guy is not my friend. I'm not going to even turn the sound on." That's actually a great. Everything you said in that there is a great argument for going the text route. What would the call to actions be at that point? Would it go to a landing page or click here? On YouTube, there's no where that you can include a link other than in the description, right? How would that call to action play out? Anja, if you don't mind sharing?

Anja: On YouTube, you have various ways that can show your link. It's good that you mentioned that because a lot of people don't know that.

Pat: I didn't know that.

Anja: We use a very simple call to action, usually something like, "Click here to learn more. Click to download your free something. Click here to go to the site." Then we use arrows in our templates to show people visually where they have to click because, like you said, it's not very obvious. It depends on a bit on if you're running your ad on desktop devices or mobile how the link shows up. Sometimes it shows in the bottom left, you can also add it on the top right. There's annotations and screens. There's cards. There's so many ways that you can add a link. It's really important that you point people to the right area where they have to click. That's basically what we purely focus on for the last line. Remind them to click, and show them with an arrow where the link is.

Pat: Got it. In terms of where these ads are created, not production, but you're creating these ads . . . I know on Facebook there's the Facebook Power Editor or the ads manager. Where does one even

begin? Where does one upload ads for YouTube and Instagram?

Anja: For YouTube, you can upload it to your own channel. If you don't have a YouTube channel yet, you can create one. For the ads, they don't have to be public so often times we use them as unlisted videos. Then after we built your campaign, you go inside AdWords. That's where you also build campaigns for Google Search. Then you can link to your YouTube video.

Pat: AdWords is where it's at?

Anja: Yes, that's right.

Gideon: They used to have it separate.

Pat: Did they?

Gideon: It was quite cool back then because it was much simpler. Then they brought it together with AdWords. It's more powerful now, but there's a few more bells and whistles.

Pat: Is it something that a beginner could easily learn? To go through the process of setting up one of these ads, Gideon?

Gideon: I think so, especially with the right of instruction. There's a few little things that you need to be aware of and know about to make it more effective. You can, if you want to set up a YouTube video ad within less than 10 minutes and get a result. It might not be a great result. When I published a video on my YouTube channel and I want to get a little bit of traction to start it off with, I might set the targeting to very general, but then only pay one cent per view. Setting up a campaign like that is very easy, and you can get a lot of views very quickly like that. It may not get you the result that you're after. If you're only after views, then that's really easy.

The next step is to say, "What can I do to do a bit better here with my targeting?" Obviously, the better your targeting is on your video message and landing page, the better your results are going to be.

For the targeting, that's where things get really fun because you can target a specific video on YouTube, you can target a specific channel, you target a set of videos or a set of channels, you can target by keywords. There's a whole bunch of things that you can do for targeting. I guess that's where a little bit of extra training comes in a bit more handy, so that you can get that right. When you get that right, then your results improve a lot more as well.

Pat: Did you say one cent per view?

Gideon: I did.

Pat: That sounds like a good price to me.

Gideon: It does, but the . . . If your goal is just to get views and you want to pay one cent per view, then that's a very valid strategy. The audience . . .

Pat: Is that a good goal to have views? Can having more views help you, or should there be something more? I know sometimes the more views you have, the more popular your videos become in organic traffic, so maybe there is a reason for that. I don't know.

Gideon: The only real reason, I think, these days is for social proof and to give it some traction, just to get kick started. The trouble with it is that you're going out to a very general audience when you do that. Most people, I think, who come and watch your video for one cent, if you go for a really general targeting, are not very well suited to watch your video. They might watch a little bit, but they might skip away not watch the whole thing. Obviously you can get some bit of traction and a few more views, so that when other people see your video in their subscription feed, it can give the impression that there's a little bit of something happening there. That's the benefit, the social proof side of it.

Pat: That's boosting a post on Facebook. You post something on Facebook, and there's that boost button. I'm actually going through the process right now, as you guys are speaking. I picked a video. I

opened up the little promote button. If you go to video manager and look at promote, then it has, “Set your budget. Set your audience. Choose your locations. Choose your interests.” Literally that’s it. There’s nothing more advanced than that, so you’re right. It looks like it’s going to a very general audience in that way.

Gideon: That’s the thing. If you just want to get those first few views, then that’s fine for that. On YouTube, you used to get your videos ranked really well the more views you got. The thing is people started playing the system, and YouTube caught on to that. Basically, a few years ago, they made a huge change in their algorithm that prevented people from doing that. Anything that basically can be played, they minimize the effectiveness of ranking. The key thing they look for now is watch time and session time for how well your video might rank. Those are the two main things, but there are other things too, obviously. If you’re getting a lot of views from people that are not very targeted, then they’re not going to be that engaged. They’re not going to watch very long, so your watch time is not going to be that great.

Pat: It could actually work against you, it seems.

Gideon: It can. I’m not 100% sure how YouTube and Google looks at paid traffic versus organic traffic, and whether they separate that. I’m not sure if they bring that together for ranking. That’s something you’ve got to keep in mind when you build these campaigns as well.

Pat: Beyond the normal boost like I had just mentioned, what’s the proper way to do a video? I guess it depends on what platform too because it’s more than just YouTube, it’s Facebook and Instagram. By the way, confirm for me, Instagram: You can run ads through Facebook, right? That’s because they’re part of the same company now, right?

Anja: Yeah, that’s right.

Pat: Just making sure.

Gideon: I wonder if, Anja, if you quickly share with Pat how simple it is on Facebook, but then also the process you'd normally go through for creating a campaign on YouTube?

Pat: Yeah, that would be great.

Anja: First of all, you have to have your video obviously. That's the first thing, but again this doesn't have to be a super complicated, fancy one. If you get your message right, that's really important. Then when you know who you want to target, you're going to have to choose your targeting method. If you want to quickly build a campaign and you already have traffic on your site, a remarketing campaign is one of the easiest things to start with because you don't have to select any targeting settings other than the people that have visited your site. It works a little bit the same as on Facebook. You have a pixel on your site, and it collects everyone who visited.

Another thing that I think a lot of people may not be aware of is the video placement targeting and channel targeting. This is a great way to quickly get your message in front of very specific people. For example, I used to work with someone in the education industry, and he was selling a program for pre-health students. We would only target the video ad to people who were watching pre-health related videos. The views weren't as cheap as the one or two cents, but they were still quite cheap because there's not a lot of advertisers specifically targeting people watching those videos. On YouTube, you still see a lot of brands still seem to use it like the way they use TV ads. You probably know this. You see a lot of videos are not interesting to you at all. They're very general, and they look like TV ads. If you can think of, "Who are the people I want to target, and what videos are they watching?" That's a really powerful way to start and then collect lists of those video to run your ad in front of. That's one of the most targeted ways to start, so that's what I would recommend.

Pat: How do you re-target with Google? I know on Facebook, they give you a pixel script, and then you put it on your website and it begins



to track that way. Is it literally the same way with Google, too?

Anja: Yeah, it's the same way. You install the code, and then everything will be tracked.

Pat: It seems like if you're not tracking or putting pixels like that on your site right now, you're losing out. Even if you're not even doing ads right now, it's so worth doing that, so that when you're ready to do ads, you have all that data already. If you want to do what you just said, you can't do it today because you don't have any data to look at, right?

Anja: That's right. It takes some time to build that list. It depends a bit on how much traffic you have. It sometimes actually surprises me when there are businesses who have a lot of traffic but they still haven't installed that pixel. They may not realize how much they can get out of that. If people have visited your pricing page or they've looked at certain products on your site, one of the great ways to also use video advertising is to run a video ad to remind them, "I saw you visited my page." You can so easily get results from that kind of traffic. They're the people that already so warmed up. Everyone should have those pixels on their site for sure.

Pat: I pretty much can guarantee that most of the people listening to this right now probably don't have it. They're probably going to be doing that right now. Is there anything to worry about or look out for? I'm guessing for my audience, a lot of people have never even potentially heard of that before. For both Facebook and Google, is there anything to worry about? Is it literally taking that script that you get from Facebook for your Facebook pixels, and then Google for your Google pixel, so that it can track people and where they go, what they do? Is it just you copy and paste that, and put it in your header, and that's all you need to do? Do you have to set up anything in terms of, "I want to track how many people are coming to this page or that page?" How does that . . . ?

Anja: Great question. The only thing you have to start with is just installing the code. Later in time, you can go inside Facebook or inside AdWords and say, "I want to build custom lists of people who visited

that page.” You don’t have to do that to start with. Totally honest, people aren’t aware of that, so to start with, all you have to do is install the main code. It will start tracking even if you’re not ready to run paid traffic yet, even if you want to wait two years. Just have the code on there so you can target those people later if you want to.

Pat: I’m guessing that a video with how to do that might be useful for people.

Anja: Absolutely. We have some videos on our site as well in our training area.

Pat: Do you?

Anja: Absolutely because these are the things that can be overwhelming in the beginning, all the tech stuff and getting it ready. We have some content on that, for sure. It sounds complicated, but it’s not so hard if you watch the videos.

Pat: We’ll link to it in the resource section of this post, for sure. Can you run us through a sample campaign? You don’t have to say any company names or anything like that, but I’m curious to know the approach that was taken and how much was spent on ads, and what it turned into after. The “before”: how much was spent, and how much was actually earned back as a result, like the ROI. Do you have any examples to share that can help us understand what the potential is here? Maybe Gideon, if you have any?

Gideon: I’ll mention one, but Anja will know the details more. We had a client in the education space. Unfortunately, we can’t mention too much details.

Pat: That’s okay.

Gideon: This client had a wonderful business where they were selling a high ticket item. A training course, basically, an in-person training course. I remember us sending traffic to that business and getting some very good return on investment for that particular campaign. Anja, did you want to talk a little bit about that? Was there anything that

you think we could mention that would be useful?

Anja:

We had a client where . . . What I previously mentioned, we were targeting pre-health students watching videos related . . . They were preparing for their exams. We were very specific about who we wanted to target also with their age. Basically, we sent them to a landing page so they could sign up for more info. Then eventually, part of those people would buy the program. This is something that, when you're doing paid traffic and you want to get a high return, it's really important to know your lifetime value. It's really important to know how much you're going to make per lead or per customer. That's something that can be a bit hard in the beginning. Sometimes people just want to slap up a campaign and be like, "Great, I'm going to get more traffic." Yes, you can get a lot of views, you can get a lot of traffic, but at the end of the day you have to think of, "Am I going to make money from this traffic?" It will cost you money.

In this case, this program was about \$8,000. If one person signs up for that, that's pretty awesome. We got an amazing return on investment because of that. The value of a customer is so incredibly high. That's one way we did it for that client.

Another one of my favorite stories is actually one of our customers. He wasn't a client that I worked with, but he told us his story, how he used our tool as well. Basically that was a very different purpose. What he did, he was working with a songwriter, and because my background is also in music, it was really an exciting story for me. Basically what they did is run videos of . . . They're a singer-songwriter. She has cover videos and she makes videos for YouTube. They were running her videos in front of similar artists. Basically what she did is she built her entire online brand, her YouTube channel, so that could be another goal with those ads. She gained a lot of subscribers. We actually . . . I wrote an article for the Digital Marketer about this, so people can find that as well. Maybe you can link to it. It was really great. Her channel grew a lot from running those ads. Another interesting effect was that the manager of the artist she was running her ads in front of actually reached out to her to perform, like open for the artist.

- Pat: That's crazy. That's cool.
- Anja: That's so cool because that's the one of the things that you can do that people don't realize. Especially with music or arts, there's a lot of things people are watching on YouTube that you can get business or art in front of them. For some businesses the goal will be to sell a certain program, but it could also be to build your brand. There's so many great ways to use it. I'm really excited about that.
- Pat: That's really fun. That's a cool story. It seems like video, there's definitely a lot of opportunities, but a lot of it has to do with not just the messaging but who you are targeting because that's ultimately who your customers or subscribers are going to be. It's very similar to what we're hearing related to other platforms. I think this is just another outlet that one might be able to use. I think for some industries might be the answer if the others may be are not working. Gideon, are there any final tips or words of encouragement for people out there who may want to look into getting into video ads?
- Gideon: I think it's the same with everything else that you're doing online, depending on how big your team is. Set that vision for what you want to create, but don't get stuck on the tech details. If you get stuck on that, find someone else or a tool, something that can help you with the tech stuff, so that you can get the result that you're after. It would be a pity if you don't use advertising and video advertising to help it grow if it's because of a tech-related bottleneck or block that you may have.
- Pat: You're competitors are out there figuring it out, and you're losing business because of it.
- Gideon: Exactly. In one of our businesses, we're getting conversions from a remarketing sort of audience for, I think, it was less than 50 cents. This is for a customer. This is not for a lead. The thing is, when you get such good targeting, you can get customers for very cheap. Which means you can spend more money on your advertising and you can grow your business much faster. Certainly in terms of the priority in terms of targeting, for us retargeting or remarketing being our number one most effective, highest return on investment

audiences. Second from that would be if you've got an email database, for example, to upload that to either Google or Facebook and Instagram to then target those people that you can run ads to. That can be very effective, too. Of course what's cool about all these platforms is that you can build these similar audiences or similar groups of people who are on that list already, and then run your ads to those people as well. That you can reach really big audiences that are very targeted. From there, there's other options like on YouTube with targeting videos and channels, keywords, and all sorts of things.

I guess the final thing I want to say there is to keep it simple. Keep it really simple at the beginning. Don't try to do too many things at the same time. Go after one audience with one message and one landing page, and keep it really simple. That would be my key message.

Pat: Cool, I love it. Anja, any final words of wisdom for people who want to get into this as well?

Anja: I love the whole keeping it simple thing. Also for people who are new to YouTube advertising specifically, at the end of the day, it works. The details might be slightly different, but if you're already doing some Facebook ads or Twitter ads, it's not that different. You have to click a few different things, you have to learn a few different details, but it's not . . . You can learn it. It's not that different. I hope that for people listening, if you think that YouTube might be where your audience is hanging out, definitely look into that because it's an amazing platform that you can get a lot of great traffic from.

Pat: Awesome. Before you go, I think you mentioned earlier Gideon, that you had something for the SPI audience who is listening. Can you talk about that real quick?

Gideon: We have some extra training if you're interested in finding out a bit more about how it all works. Anja's created an hour-long presentation which goes through all the steps of how to set up a successful video ad campaign. We do have a special offer at the moment as well, if you're interested in that. If you just want to sign up for the training, that's all good. If you want to get access to that,

it's at [Veeroll.com/SPI](http://Veeroll.com/SPI), so V-E-E-R-O-L-L dot com/S-P-I.

Pat: Thank you very much. Thanks guys, appreciate you both being here and we'll talk soon.

Gideon: Thanks Pat. Talk to you soon.

Anja: Thanks.

Pat: Alright, I hope you enjoyed that interview with Gideon and Anja from Veeroll. Again, if you want to check out their product and everything they can do for you, there's a nice welcome video from Gideon specifically just for the SPI community. You can check that out at [Veeroll.com/SPI](http://Veeroll.com/SPI), that's V-E-E-R-O-L-L dot com/S-P-I. Gideon, I know you listen to the show. Thank you so much for coming on. I appreciate you, man. I look forward to seeing you hopefully in Australia later this year when I speak at the Pro Blogger Conference, which is going to be a lot of fun. If you want to check out all the links that we mentioned in the show notes, head on over to [SmartPassiveIncome.com/session267](http://SmartPassiveIncome.com/session267).

Then also, I want to mention before I finish up, we had an amazing launch a couple months ago for my brand new course, Smart From Scratch. We had several hundred students go through. A lot of them are seeing success. Actually, a few of them are already getting their first customers for their very first ideas, and this is what this course does. It helps you walk through the idea of; How do you make sure that this thing you're going to work on with your business is actually one worth working on? Is it going to work in the market that you're getting into? Is it one that fits into your lifestyle? All those kinds of things. It takes the concepts of *Will It Fly?*, my book, and puts them into practice with a lot more detailed walkthrough, step by step, by schedule information. Plus, you get access to me in office hours and access to a community, which everybody is saying is the best part about it.

If you want to check it out, it's relaunching in June. It's going to open up once again to a certain amount of students, who I'm then going to work with, have office hours for, and help you all, walk you



through the process of validating your first business idea. If you want to sign up for the wait list, you can do that right now by going to SmartFromScratch.com. Again, that's SmartFromScratch.com.

Thank you so much. I appreciate you, and I look forward to serving you in next week's episode. Until then, make sure you subscribe and keep working hard, guys. Keep getting uncomfortable because that's where all the results are. Keep getting uncomfortable. You rock. Take care. See you next week, bye.

Announcer: Thanks for listening to the Smart Passive Income podcast at [www.SmartPassiveIncome.com](http://www.SmartPassiveIncome.com).



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