



IJAHSS



Copyright@IJAHSS

## Creating Effective You Tube Advertisements For Enhanced User Engagement

Shiv Shankar Das

Assistant Professor, Journalism And Mass Communication, Birla Global University, Bhubaneswar, Odisha

**\*Corresponding Author**

Shiv Shankar Das

### ABSTRACT

YouTube advertising has become increasingly popular over the years as more and more businesses and individuals recognize the platform's enormous reach and power to engage audience. Today, You Tube is the second-largest search engine in the world. India has a large and growing online population, with a significant portion of internet users accessing the platform on a regular basis. YouTube advertisements in India are growing in popularity as a means of reaching a large and diverse audience. This provides advertisers with a unique opportunity to reach a wide range of consumers across the country. The platform offers a variety of ad formats, including video ads, display ads, and sponsored content, that allow businesses to effectively communicate their message to their target audience. Additionally, YouTube's targeting options, such as demographic targeting and interest-based targeting, make it possible for advertisers to reach specific segments of the Indian population with high precision. Overall, YouTube advertisements in India can be an extremely effective way for businesses to reach their target audience and achieve their marketing goals. This paper provides a tool-kit approach for creating effective You Tube advertisements that can resonate with the audience and have significant impact on them.

**Key Words:** *You Tube, Audience Engagement, Advertisement, Tool-Kit Approach*

### INTRODUCTION

At 467 million, India has the largest number of YouTube users. YouTube's popularity in India is driven by a variety of factors, including the availability of high-quality video content in multiple languages, the increasing availability of fast and reliable internet connections, and the growing adoption of smartphones and other connected devices. In addition to the large user base, India is also home to a growing number of YouTube content creators, including vloggers, comedians, and musicians, who are creating and sharing original content that is highly popular with Indian audiences. It is an important platform for advertisers looking to reach audiences, and its growing popularity and user base make it a valuable opportunity for businesses of all sizes. The effectiveness of YouTube advertisements depends on several factors, including the target audience, the content, and the placement of the advertisement. When these elements are well thought out and executed, YouTube advertisements can be highly effective in raising brand awareness and increasing sales. Additionally, the platform's vast user base and targeting options make it an attractive choice for advertisers. However, as with any advertising platform, results can vary and the overall effectiveness of YouTube ads will depend on the specific campaign and business objectives. For example, Dettol's "Banega Swachh India" campaign YouTube advertisement was viewed 8 million times and helped in enhancing its commitment to social good. Similarly, Pepsi's "Har Ghoont Mein Swag" advertisement was viewed over 202 million times and helped promote the soft drink among the youth.

YouTube advertisements are unique in several ways compared to other forms of advertising, including:

**Large and diverse audience:** YouTube has over 2.6 billion monthly users, making it one of the largest and most diverse platforms for advertising. This provides advertisers with the opportunity to reach a large and diverse audience with their ads.

**Interactive format:** Unlike traditional television advertisements, YouTube ads are interactive and allow viewers to engage with the ad in a variety of ways, such as by clicking to learn more, skipping the ad, or providing feedback.

**Video format:** YouTube is a video-based platform, which allows advertisers to create high-quality, engaging video advertisements that can effectively convey their message and build brand awareness.

**Targeted advertising:** YouTube's advertising system allows advertisers to target their ads based on a variety of factors, such as demographics, interests, and behaviours. This makes it possible for advertisers to reach a highly targeted audience with their advertisements.

**Cost-effective:** Compared to traditional television advertising, YouTube advertising can be more cost-effective, especially for smaller businesses and startups. Advertisers can choose from a variety of ad formats and pricing options, making it possible to create and distribute ads on a limited budget.

The unique features of YouTube advertisements make it an effective and cost-efficient platform for advertisers to reach and engage with their target audience. YouTube advertisements can be highly suitable for India's audience due to several factors, including:

**Large and growing online population:** India has one of the largest and fastest-growing online populations in the world. This presents a significant opportunity for advertisers to reach and engage with a large and diverse audience.

**Popular video content:** Video content, especially short-form videos, is extremely popular among Indian internet users, making YouTube a natural platform for advertisers to reach this audience.

**High smartphone adoption:** India has one of the largest smartphone user bases in the world. This high level of smartphone adoption makes it easy for people to access and engage with YouTube advertisements.

**Growing e-commerce market:** India's e-commerce market is growing rapidly, and YouTube advertisements can be a cost-effective way for e-commerce businesses to reach and engage with potential customers.

**Multilingual audience:** India is a multilingual country and YouTube advertisements can be targeted to specific languages and regions, making it possible for advertisers to reach a highly targeted audience. The combination of a large and growing online population, popular video content, high smartphone adoption, growing e-commerce market, and multilingual audience make YouTube advertisements a highly suitable platform for reaching India's audience.

## **LITERATURE REVIEW**

Duffett[1] found that YouTube marketing communication had a significant impact on the cognitive, affective, and behavioural attitudes of Generation Z consumers. In terms of cognitive attitudes, the study found that YouTube marketing communication increased consumers' knowledge and awareness of brands and products. In terms of affective attitudes, the study found that YouTube marketing communication had a positive impact on consumers' emotions and attitudes towards the brands and products advertised. Finally, in terms of behavioural attitudes, the study found that YouTube marketing communication had a significant impact on consumers' intentions to purchase or recommend the brands and products advertised. The study also found that the effectiveness of YouTube marketing communication was influenced by factors such as the quality of the content, the credibility of the source, and the level of interactivity and engagement with the audience.

Miaetal,[2] highlights that YouTube was a popular platform among millennials for researching products, with over 80% of respondents reporting that they used YouTube to learn more about products before making a purchase. The study identified several factors that make YouTube a popular platform for product research and purchasing among millennials, including the ability to see products in action, the availability of product reviews and recommendations, and the ability to interact with other users and share opinions. In terms of the impact of YouTube on millennials' attitudes and behaviours towards brands and products, the study found that YouTube had a significant influence on their perceptions of brand quality, value, and trustworthiness. The study also found that YouTube had a positive impact on millennials' engagement with brands, with over 80% of respondents reporting that they were more likely to engage with a brand after watching a YouTube video.

Cher et al,[3] investigates the factors that influence the effectiveness of online video advertising, specifically on the platform of YouTube, from the perspective of Malaysian consumers. The study shows that message quality was the most important factor affecting the effectiveness of online video advertising, with a high majority of respondents reporting that the quality of the message was a key factor in their decision to watch an ad on YouTube. Entertainment value was also found to be an important factor, with over 60% of respondents reporting that they were more likely to watch an ad if it was entertaining. Credibility and personal relevance were also found to be important factors affecting the effectiveness of online video advertising, with over 50% of respondents reporting that they were more likely to watch an ad if it was credible and relevant to their interests and needs.

Belanche et al.[4] found that non-skippable ads were more effective at increasing brand recall than skippable ads. Participants who viewed non-skippable ads had higher levels of brand recall than those who viewed skippable ads. The study also found that the level of arousal and the amount of information in the ad had a significant impact on brand recall. Ads with high levels of arousal and low levels of information were found to be the most effective at increasing brand recall.

Febriyantoro[5] suggests that YouTube marketing communication can influence purchase intention by creating a positive brand image and increasing brand awareness. By presenting products in a compelling way, such as through product demos, reviews, and testimonials, brands can encourage millennials to purchase their products and services.

Sebastian et al.[6] explore the opinions of YouTube visitors towards advertisements and their influence on purchase intention among viewers. YouTube ads can influence purchase intention among viewers, particularly when they are well-targeted and aligned with the viewer's interests and needs. The article suggests that by understanding the needs and preferences of their target audience, advertisers can create ads that are more effective in driving purchase intention.

Ali et al.[7] found that the effectiveness of pandemic-related ads on YouTube was influenced by factors such as the frequency of exposure, the emotional appeal of the ad, and the credibility of the source. The respondents who were exposed to pandemic-related ads more frequently were found to have a stronger positive attitude towards the virus, and those who perceived the ad as emotionally appealing and credible were more likely to change their behaviour in response to the advertisement.

### **UNIQUENESS OF YOUTUBE ADVERTISEMENTS**

YouTube advertisements are unique in several ways compared to other forms of advertising, including:

**Interactive format:** Unlike traditional television advertisements, YouTube ads are interactive and allow viewers to engage with the ad in a variety of ways, such as by clicking to learn more, skipping the ad, or providing feedback.

**Video format:** YouTube is a video-based platform, which allows advertisers to create high-quality, engaging video advertisements that can effectively convey their message and build brand awareness.

**Targeted advertising:** YouTube's advertising system allows advertisers to target their ads based on a variety of factors, such as demographics, interests, and behaviours. This makes it possible for advertisers to reach a highly targeted audience with their advertisements.

**Cost-effective:** Compared to traditional television advertising, YouTube advertising can be more cost-effective, especially for smaller businesses and startups. Advertisers can choose from a variety of ad formats and pricing options, making it possible to create and distribute ads on a limited budget.

Overall, the unique features of YouTube advertisements make it an effective and cost-efficient platform for advertisers to reach and engage with their target audience.

### **STRATEGIC USE OF YOUTUBE ADVERTISEMENTS**

Developing a strategic plan for YouTube advertising involves the following steps:

**Define Your Target Audience:** The first step is to identify your target audience. Knowing who you want to reach will help you create effective and targeted advertisements.

**Set Your Advertising Goals:** You should have clear advertising goals that are aligned with your overall business objectives. Do you want to increase brand awareness, drive traffic to your website, or increase sales?

**Determine Your Budget:** Set a budget that aligns with your advertising goals. Decide how much you're willing to spend on each campaign.

**Choose the Right Ad Format:** YouTube offers several ad formats including display ads, overlay ads, skippable video ads, non-skippable video ads, and bumper ads. Choose the format that best suits your goals and budget.

**Create Engaging Content:** Your ads should be engaging and compelling to capture the attention of your target audience. Create content that is relevant, informative, and interesting.

**Use Keywords:** Use relevant keywords in your ads to improve their visibility and reach. This will help your ads show up in search results when people are looking for products or services like yours.

**Monitor and Optimize Your Campaign:** Monitor the performance of your ads and make adjustments as necessary. This will help you optimize your campaign and achieve better results.

**Measure Your Success:** Measure the success of your YouTube advertising campaigns by tracking key metrics like views, clicks, conversions, and ROI. Use this data to refine your strategy and improve future campaigns.

By following these steps, a strategic plan can be developed for YouTube advertising that will help reach the target audience and achieve advertising goals.

### **CREATIVE APPROACHES FOR YOU TUBE ADVERTISING**

When it comes to creating effective YouTube advertisements, there are many creative approaches one can take to capture the attention of the target audience. Here are some ideas to consider:

**Tell a Story:** Storytelling is a powerful way to connect with your audience emotionally. Use your ad to tell a story that resonates with your target audience and showcases your brand in a meaningful way.

**Humour:** It is a great way to grab attention and make your ad memorable. A well-crafted, funny advertisement can leave a lasting impression on viewers and increase brand recall.

**Personalization:** Personalized ads that are tailored to the interests and behaviours of individual viewers can be very effective. Use data and targeting capabilities to create ads that speak directly to your audience's unique needs and preferences.

**Interactive Elements:** Interactive elements such as quizzes, polls, and games can make your ad more engaging and memorable. Use interactive elements to encourage viewers to actively engage with your brand.

**Emotional Appeal:** Ads that evoke strong emotions such as happiness, nostalgia, or empathy can be very effective. Use emotions to connect with your audience and make your brand more relatable.

**Celebrity Endorsements:** Celebrity endorsements can be very effective in capturing attention and generating buzz. Consider partnering with a relevant celebrity or influencer to help promote your brand.

**Creative Animation:** Animated ads can be eye-catching and memorable. Use creative animation to showcase your brand in a unique and visually appealing way.

By experimenting with different creative approaches, one can find the best way to connect with the target audience and create YouTube advertisements that achieve the advertising goals.

### **Appeals**

Advertisers often use various appeals in their advertisements to attract and engage viewers. Some popular appeals used in YouTube advertising are:

**Emotional appeal:** YouTube ads often use humour, heart warming stories, or sentimental themes to evoke emotions in the viewer and create a strong connection with the brand.

**Lifestyle appeal:** Many YouTube ads showcase the brand's products being used in a desirable lifestyle setting, appealing to the viewer's aspirations and desires.

**Social proof appeal:** Some ads feature celebrities, influencers, or other recognizable figures endorsing the brand, which can help to build trust and credibility with the viewer.

**Fear appeal:** YouTube ads can also use fear appeals to create urgency, such as by highlighting the negative consequences of not using the product.

**Inspirational appeal:** Advertisers can use motivational or uplifting messages to inspire and encourage viewers to take action and engage with the brand.

The type of appeal used in a YouTube advertisement will depend on the target audience, the message being conveyed, and the desired outcome of the ad campaign.

### **METHODS**

There are several methods that advertisers can use when creating and distributing advertisements on YouTube:

**Pre-roll ads:** These are short ads that play before the main content of a video, usually lasting 15-30 seconds. Pre-roll ads are a common type of YouTube advertising and can be a cost-effective way to reach a large audience.

**In-stream ads:** These are ads that appear within the main content of a video, usually lasting 5-15 seconds. In-stream ads are a great way to reach an engaged audience, as viewers are more likely to watch the entire ad if it is part of the content they are interested in.

**Bumper ads:** These are short, non-skippable ads that play at the beginning of a video and are typically 6 seconds or less in length. Bumper ads can be a good way to reach a large audience quickly, but they may not be as effective as other types of YouTube advertising due to their short duration.

**Sponsored content:** This type of advertising involves creating content that is sponsored by a brand and shared on YouTube, either as a standalone video or as part of a series of videos. Sponsored content can be a powerful way to reach an engaged audience and build brand awareness, but it requires significant resources to create and distribute effectively.

**Display ads:** These are banner ads that appear on the YouTube homepage, search results pages, and other areas of the site. Display ads can be a cost-effective way to reach a large audience, but they may not be as effective as other types of YouTube advertising due to their less engaging format.

### **Tactics**

Advertisers often use a variety of tactics when creating advertisements for FMCG consumer products on YouTube which are:

**Product demonstration:** These ads show the product being used in real-life situations, highlighting its features and benefits. This approach is particularly effective for FMCG consumer products as it allows viewers to see the product in action and understand how it can improve their daily lives.

**Comparison ads:** These ads compare the FMCG product to similar products, highlighting its advantages and unique selling points. This approach can help to build credibility and overcome objections, making it a popular strategy for FMCG product advertisements on YouTube.

**Lifestyle ads:** These ads depict the product as a central part of an attractive or aspirational lifestyle, appealing to viewers' desires and emotions. This approach can be effective for FMCG products that are associated with a certain lifestyle, such as health and wellness products.

**Celebrity endorsements:** These ads feature well-known celebrities or influencers endorsing the FMCG product, helping to build trust and credibility with the target audience. This approach can be especially effective for FMCG products that are marketed to a younger, trend-conscious audience.

**Humorous ads:** These ads use humour to engage viewers and make a memorable impression. This approach can be particularly effective for FMCG products that are marketed to a younger, more light-hearted audience.

The approach taken in a YouTube advertisement for an FMCG product will depend on the target audience, the product category, and the desired outcome of the ad campaign.

### **YOU TUBE ADVERTISEMENTS THROUGH INFLUENCER MARKETING**

Advertising through YouTube involves partnering with popular content creators to promote products or services to their audience. As the second most popular platform for influencer marketing, this form of advertising can be highly effective because influencers have built up a large and engaged following that trusts their opinions and recommendations. The ways in which influencer advertising is done on YouTube include:

**Sponsored videos:** Influencers create videos promoting the products or services they are paid to endorse. These videos can take the form of product reviews, tutorials, or demonstrations.

**Product placements:** Influencers incorporate products or services into their regular videos, either as a central focus or as a subtle background element.

**Collaborations:** Brands and influencers collaborate on creating new, original content that showcases the brand and its products.

**Affiliate marketing:** Influencers promote products or services and earn a commission for each sale generated through a unique affiliate link.

Influencer advertising on YouTube can be a highly effective way to reach a targeted and engaged audience, especially for businesses targeting younger demographics or those looking to build brand awareness and credibility.

However, it's important for advertisers to carefully consider their choice of influencer so as to ensure that they are a good fit for their brand and target audience.

## **METRICS OF SUCCESS**

The several metrics that are used to measure the success of YouTube advertising campaigns are:

**Views:** This is the number of times your ad has been viewed. It's a basic metric that shows how many people have seen your ad.

**View-through Rate (VTR):** This metric shows the percentage of viewers who watched your entire ad or at least 30 seconds of it (or the full duration if the ad is shorter than 30 seconds). It's a good indicator of how engaging your ad is to viewers.

**Click-Through Rate (CTR):** This metric shows the percentage of viewers who clicked on your ad after seeing it. A high CTR indicates that your ad is resonating with your target audience.

**Cost per View (CPV):** This is the amount you pay for each view of your ad. It's an important metric to consider when budgeting for your advertising campaign.

**Conversions:** This metric measures the number of viewers who take the desired action after seeing your ad, such as making a purchase or filling out a form.

**Return on Investment (ROI):** This metric measures the revenue generated by your ad campaign compared to the amount spent on advertising.

**Engagement:** Engagement metrics measure how viewers are interacting with your ad, such as likes, comments, and shares. These metrics can provide insights into the effectiveness of your ad content and help you refine your strategy.

By tracking these metrics, one can measure the success of YouTube advertising campaigns and make data-driven decisions about future campaigns. It's important to choose metrics that align with the business goals and objectives. Also a regular review and optimization of the campaign based on the results can make it a success.

## **CONCLUSION**

In today's digital age, YouTube advertising has become an essential tool for businesses and content creators to reach their target audience and drive engagement. With its vast user base, robust targeting options, and diverse ad formats, YouTube offers unparalleled opportunities to showcase products, services, and content to a global audience. The key features of YouTube that make it a powerful marketing tool, such as its visual and interactive nature, its ability to create communities and build engagement, and its potential for virality and shareability. However, creating a successful YouTube advertising campaign requires more than just placing ads on the platform. Advertisers must create high-quality, relevant, and authentic content that resonates with their audience and contributes to a positive user experience. There are different types of YouTube ads, including pre-roll ads, in-stream ads, and sponsored content, that can be tailored to a business's specific needs and goals. Its targeting options also allow advertisers to reach specific demographics, interests, and behaviours. By investing in YouTube advertising and focusing on creating valuable content, businesses can build brand awareness, drive conversions, and establish a strong online presence. As the platform continues to evolve and grow, YouTube advertising is likely to remain a critical component of any digital marketing strategy for years to come. It offers a wide range of opportunities for businesses to connect with their target audience and promote their brand. As long as advertisers approach YouTube advertising with a clear strategy and a commitment to creating effective content, they can reap the rewards of a successful campaign.

## **REFERENCES**

---

1. Duffett, R. (2020). The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers. *Sustainability*, 12(12), 5075. MDPI AG. Retrieved from <http://dx.doi.org/10.3390/su12125075>

2. Miya, A., & Pradhan, V. (2022). Impact of you tube on millennials buying decision. *Cardiometry*, (25), 734-742. doi: <https://doi.org/10.18137/cardiometry.2022.25.734742>

- 
3. Cher, M. F. E., & Arumugam, V. (2019). The factors affecting the effectiveness of online video advertising: A study on Malaysian consumers' perspective towards ads on YouTube. *Global Business and Management Research, Suppl. Special Issue*, 11(2), 167-184. Retrieved from <https://www.proquest.com/scholarly-journals/factors-affecting-effectiveness-online-video/docview/2236680703/se-2>
  4. Belanche, D., Flavián, C. and Pérez-Rueda, A. (2020), "Brand recall of skippable vs non-skippable ads in YouTube: Readapting information and arousal to active audiences", *Online Information Review*, Vol. 44 No. 3, pp. 545-562. <https://doi.org/10.1108/OIR-01-2019-0035>
  5. Febriyantoro, M. T. (2020, January 1). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management*, 7(1), 1787733. <https://doi.org/10.1080/23311975.2020.1787733>
  6. Tresa Sebastian, A., Lal, B., Anupama, J., Varghese, J., Agnus Tom, A., Rajkumar, E., Joshua George, A., Jeyavel, S., Pandey, V., Wajid, M., & John, R. (2021, January 1). Exploring the opinions of the YouTube visitors towards advertisements and its influence on purchase intention among viewers. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021>
  7. Ali, Z. S., & Yang, X. (2022, March 25). The Impact of YouTube Pandemic Advertising on People's Attitudes Towards COVID-19. *Online Journal of Communication and Media Technologies*, 12(3), e202214. <https://doi.org/10.30935/ojcm/11922>