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## Youtube toy cars and trucks videos

December 12, 2013 4 min read opinions expressed by associates of entrepreneurs are their own. The following excerpt is from Jason R. Rich's book Ultimate Guide to YouTube for Business. Buy it now from Amazon | Barnes & Noble | iBooks | IndieBound If you have a budget, you should seriously consider using paid search engine advertising (also called keyword advertising) to promote videos on YouTube. For example, when you use Google AdWords, Google AdWords for videos, or similar services offered by Yahoo!, Bing, and Facebook, you can create short ads that include a direct link to one of your videos or a YouTube channel page. These paid advertising capabilities are cheap and highly targeted, ensuring that your ad (ad) is seen at exactly the moment someone searches for keyword-based content or search terms that match specific keywords associated with your video campaign. These services work on a pay-per-click (PPC) basis, which means you only pay when someone actually clicks on the link shown in your ad. While thousands of people can see the ad, if only 100 of these people actually click on the link, you only pay for those 100 clicks, not thousands of views. How much you end up paying per click - or your cost per click - will vary greatly, based on the popularity of the keywords you choose to associate them with your ad, along with a handful of other factors. Another advantage for this type of advertising is that you can set your budget in advance. For example, if you know that cost-per-click is 50 cents and you have a budget of \$100 per week, you know that at best your ad can generate 200 new views. You also know that people who watch your videos are well qualified and part of your target demographic. This method works best when your cost-per-click is low, but the clickthrough rate (the number of people who click on a link in an ad versus the number of people who see an ad) is very high. What people who watch your ad don't see, but that you as an advertiser need to create, is a list of very specific keywords or tags associated with anything you promote. It is these keywords (along with content within the ad) plus several other factors that will determine who sees your ad, where it's seen, and how often it's seen. The keywords you choose are just as important as the content of the ad itself. Every character, word, and line in the Google AdWords ad, for example, should have a purpose and impact, plus convey a message. The ad aims to get attention and find someone to click on the link to access your video, YouTube channel page, or your website that has your YouTube video embedded in both of them. All major search engines offer keyword advertising capabilities, as does Facebook. To learn more about these options, visit Google AdWordsYahoo! Search AdvertisingBing AdsFacebook AdsAll have a very low but offer the possibility to see your ads only at demographic groups in the time frame you select. One of the great things about using these advertising services is that you have the opportunity to target ad viewers. In addition, you can create, run, and see results from your ad within hours of launching a new campaign. It's also possible to easily run and track multiple campaigns at the same time that use another ad message or a different range of keywords. Because Google AdWords is so closely associated with YouTube, this is probably the best service to start advertising. However, you may want to run ad campaigns using two or more of these services simultaneously to reach web surfers when and where they are actually looking for your product or service. On YouTube itself, one of the methods based on video promotion fees is the AdWords for Video program. Like Google AdWords, AdWords for Video allows you to promote your YouTube videos in a way that is very targeted but is offered on a pay-per-click basis. One difference between AdWords and AdWords for video is that the latter involves a thumbnail of the video image within the ad. Keyword advertising can help you quickly build an audience for your videos, as you can create and run an ad campaign within an hour or two and instantly track its results in real time. Based on your budget, consider running multiple ad campaigns, with different text or keywords associated with each, simultaneously on one service, or on several services to build your audience more efficiently for your videos. Based on the age of the toy, its condition and packaging, Hess toys can be priced from about 15 to almost 2500 dollars. Hess's first toy trucks were manufactured in 1964 and are among the rarest and most valuable. Hess was the first company to produce trucks with toy with working lights and sound, which increases their value. Some of the most expensive Hess toys are a 1965 gas tanker, a 1966 Voyager tanker, a 1967 Mack gasoline truck and a 1969 Amerada Hess tanker. More than half the value is in the package. In order for the seller to sell the Hess truck for its full value, it must not have tears, traces or recessed corners, all elements must be present, including cardboard truck holder and instructions. 487,694 opinions December 12, 2013 4 min read Opinions expressed by associates of entrepreneurs are their own. The following excerpt is from Jason R. Rich's book Ultimate Guide to YouTube for Business. Buy it now from Amazon | Barnes & Noble | iBooks | IndieBound If you have a budget, you should seriously consider using paid search engine advertising (also called keyword advertising) to promote videos on YouTube. 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