

KARMA JACK DIGITAL MARKETING AGENCY

6 REASONS WHY ADVERTISING WITH YOUTUBE IS BETTER THAN TV

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The marketing landscape is changing, and FAST. Running TV ads has always been the go-to method for traditional advertising, but how well does this strategy hold up in the current day and age?

The truth is that digital marketing fundamentally changed the game in a big way. The way we consume media is night-and-day different than it was in years past. The biggest change? YouTube. YouTube's user base is over 1 billion, and nearly 5 billion videos are watched every single day worldwide.

Given the way YouTube has exploded in popularity, it means advertising has to adapt to the times. Here are 6 reasons why advertising with YouTube is better than TV.

#1

YouTube's MASSIVE Audience



First and foremost, YouTube has an astonishing audience that continues to grow daily. Over 1 billion users, and nearly 5 billion videos watched daily.

YouTube reaches more viewers age 18-34 than any cable network.

In just a few short years, it is projected that more than half of viewers under the age of 32 won't even subscribe to cable or satellite TV. YouTube, however, isn't going anywhere.



#2

Better Engagement

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The way we consume media is totally different than days past. Most viewers have multiple devices running at once.

What does this mean for advertisements? Your average viewer will take out their phone and scroll social media or check emails the SECOND a TV ad comes on.

However, YouTube's own data shows that viewers are more likely to listen and watch their ads than viewers to immediately distract themselves from TV ads.

The background of the slide is a collage of US dollar bills and coins, including a \$100 bill, a \$20 bill, and a \$10 bill, along with several coins. The image is semi-transparent and serves as a background for the text.

#3

Price

On top of that, advertising on YouTube is actually cheaper than TV in most situations!

YouTube doesn't require a minimum investment unlike booking air time on TV, so you can commit to as much or as little as you'd like. Essentially, you get what you put in.

Even in situations where the pricing may be similar, you're getting way more bang for your buck given YouTube's audience, extra features, and more that TV doesn't offer.

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YouTube allows you to maximize your demographic with very specific ad targeting.

Pick who you advertise to. You can filter it by: age, gender, even geographically!

No wasted views, no advertising to demographics that don't apply to you. TV doesn't have the customizable options that help you focus on your targets.

#4

Hyper-Focused Demographic Targeting

#5

Plenty Of Format Options

TV ads essentially only come in one format. However, YouTube offers all sorts of options to fine-tune your strategy.

Choose from:

- Non-skippable ads before a video
- Skippable ads
- Semi-transparent overlay ads at the bottom of a video
- Sponsored ads
- And many more

More options means more cards in your deck to play. Each option has advantages and disadvantages, but you'll always have plenty of moves you can make.

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#6

Outstanding Reporting Metrics



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This is where YouTube really shines compared to TV ads. The data you'll gather through YouTube is absolutely invaluable. Your analytics come in real time so you can immediately see what's working and what's not.

Data includes:

- Views vs "true" views (views longer than ten seconds)
- Clicks
- Average cost per view
- Click rate
- And much more

All the intel you need is right at your fingertips as it comes in. Evaluate your ads and strategies quickly and efficiently so you maximize your time and money!

Are you ready for the future of digital advertising?

Get started at KARMAjack.com

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