

YouTube marketing for business (4 hours)

Module	Takeaways	Key Exercise
Module 1: Opportunities	Scope and opportunities for businesses on the platform	Group discussion Q/A
Module 2: Type of Ads	Learn about all the different ways you can advertise on the platform.	Group discussion Q/A
Module 3: Targeting	Learn how to find your audience.	Group discussion Q/A
Module 4: Implementation	See how an ad is created from scratch using Google Ad Manager.	Google Ad Manager