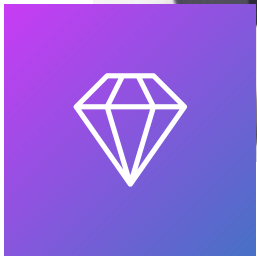


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YOUTUBE FOR BUSINESS:
TYPES OF YOUTUBE CHANNELS

with Leah Murray



welcome! Introduction

.....

YouTube is an unparalleled tool every business owner should use to generate new evergreen business leads and create multiple streams of residual income. Video creates stronger connections between brands and their customer than any other marketing medium.

your host Leeah Murray

I am a digital marketer who has spent the last 20 years helping brands & entrepreneurs establish and elevate their digital presence. I own a boutique digital marketing agency working with small businesses, coaches, creators & entrepreneurs to create digital strategies that grow their brand, boost sales, and increase online visibility.





Class Agenda

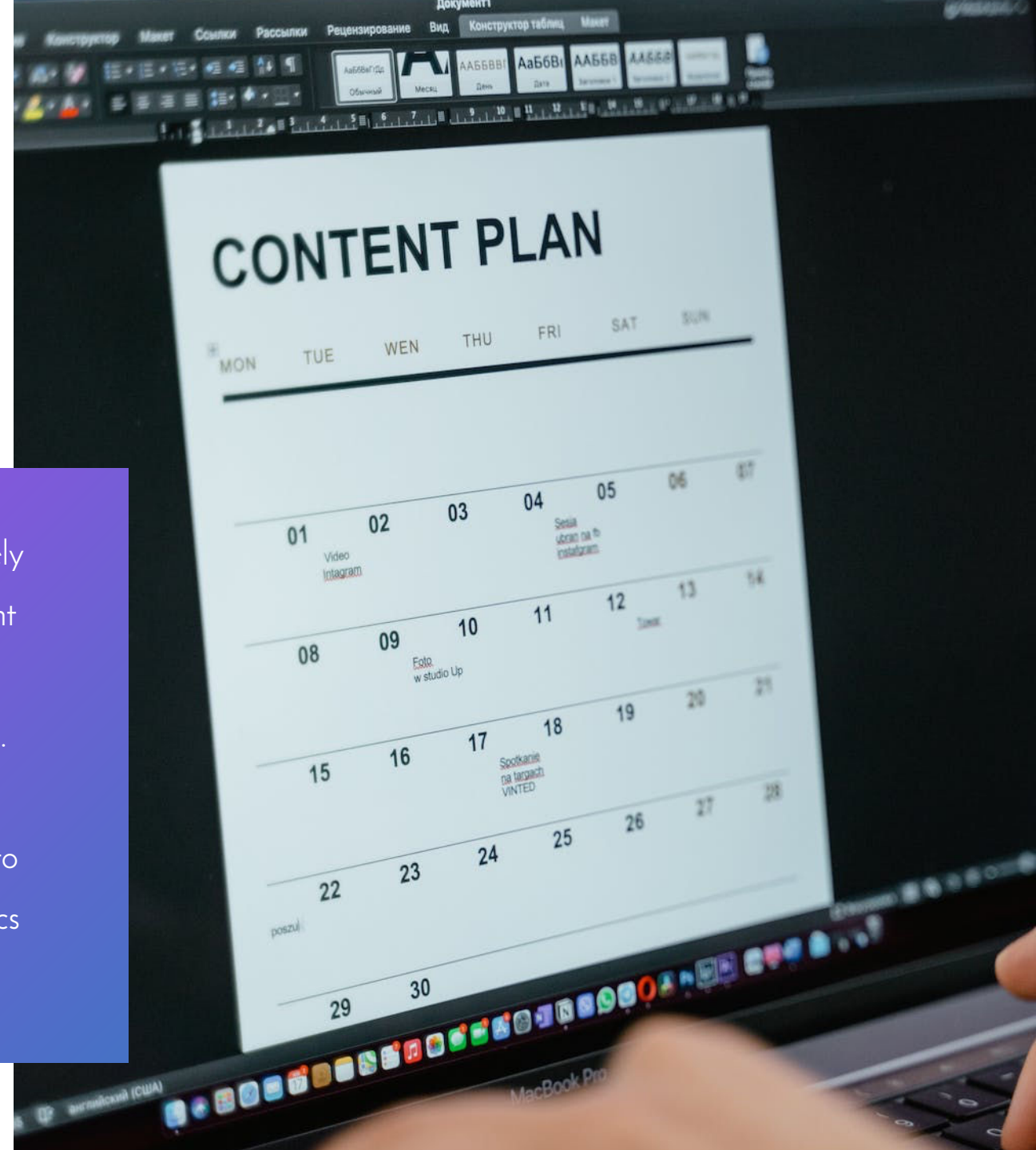
YouTube for Business

TYPES OF YOUTUBE CHANNELS

- Being Adaptive & Flexible
- Niches & Their Earning Potential
- Types of Channels
- Styles of Content

BEING ADAPTIVE & *flexible*

If you haven't already started a YouTube channel, it's entirely OK and expected that you don't know what type of content your audience wants to consume. That is completely fine! Once you start creating content, you'll start collecting data. You can monitor that data and see what content your audiences is consuming. You can then adapt your content to give them more of what they want. There are certain metrics you can watch that will help you make those decisions.





Important YouTube *metrics*

The secret to growing on YouTube is to keep viewers watching! The longer you keep them on the platform the more YouTube will favor your content and push viewers to you. When YouTube realizes your videos can hold people's attention, they'll reward you with higher search and recommendation rankings.

Watch Time

YouTube elevates videos and channels with higher watch times in their search results and recommendations section.

Average Percentage Viewed

Average percentage viewed is the percent of each video the average viewer watched. It measures your video's ability to hold viewers' attention for its entirety.

Average View Duration

Total watch time of your video divided by the total number of video plays, including replays. This metric measures your video's ability to engage viewers. If your video can't engage viewers, they'll bounce from your video quickly, leaving you with an unimpressive average view duration.



Important YouTube *metrics*

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Audience Retention

YouTube elevates videos with high audience retention in their search rankings & suggestions because these videos can effectively capture viewers' attention.

Re-Watches

If a lot of people are re-watching a specific part of your video, then they're probably interested in the topic your video is covering during that moment. These topics can be fodder for your future video strategy.

Engagement

Comments, shares, likes, and dislikes provide marketers with a lot of valuable qualitative data. Comments can paint a clear picture of your video's emotional effect on viewers. Shares can gauge how much viewers value your content and brand – since people share content that confirms their ideal self-persona, people who share your video are publicly displaying that they trust and support your brand.



Most Profitable *niches*

Measuring which niches are the most profitable is difficult. It ultimately depends on individual YouTubers' monetization strategy, their audience's engagement, and the quality of the content they produce.

Earnings are calculated by CPM - Cost Per Mille. This is a metric for how much YouTube's Partner Program pays creators for 1,000 ad views. CPM shows how interested advertisers are in investing in content in a certain niche and accessing YouTubers' audiences. The stronger this interest, the easier it is to monetize your channel, both through ads and avenues such as brand collaborations.

The following information is a guesstimate based on what research and information can be found by creators who share what they're making through the YouTube Partner Program.



Most Profitable *niches*

- FINANCE \$22-\$40 / cpm
- SELF IMPROVEMENT \$15-30 / cpm
- EDUCATION \$10-18 / cpm
- DIGITAL MARKETING - \$8-14
- CARS / GADGETS / TECH - \$4-8/cpm
- LIFESTYLE - \$3-8 / cpm
- BEAUTY / FASHION \$3-8 / cpm

YouTube Channel NICHES

Beauty / Style / Fashion

Lifestyle Vlogs

How-To Tutorials

Product Reviews

Healthy Living

Lifhack / DIY Channels

Reaction

News / Entertainment

Music



Types of Channels

YouTube Channel STYLES

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Animated
Interviews
Storytelling
Voice Over



Style of
Content

Traditional



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@GrahamStephan

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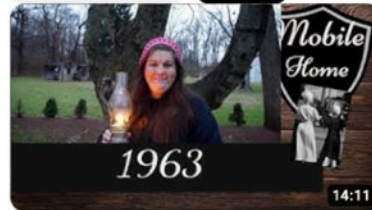
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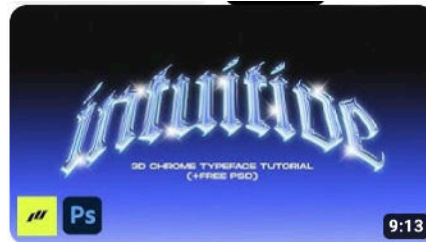
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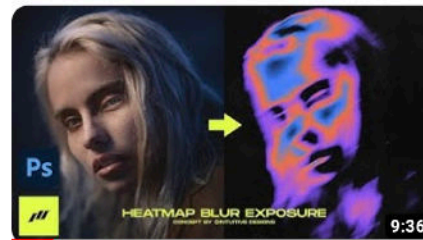
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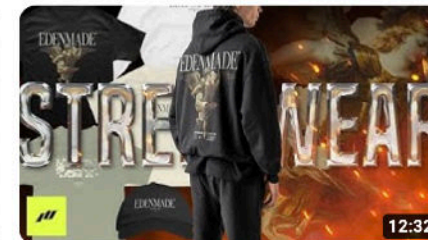
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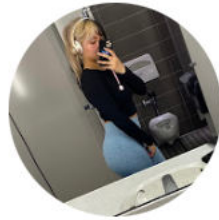
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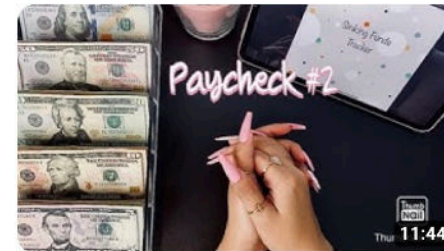
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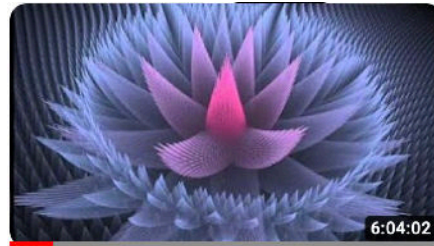
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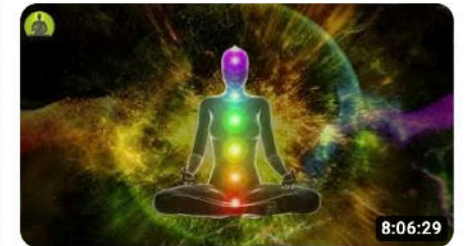
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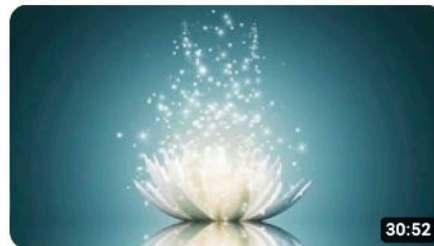
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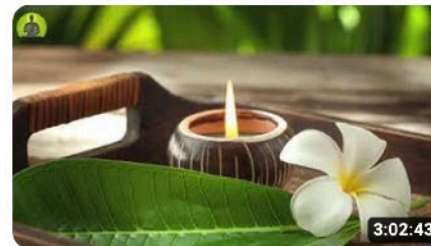
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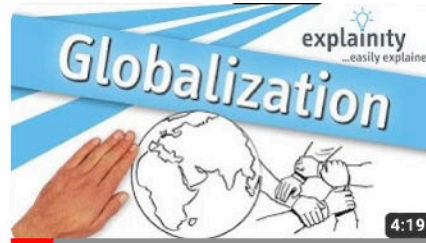
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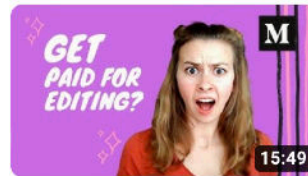
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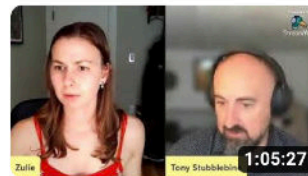
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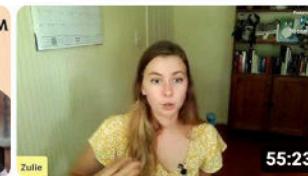
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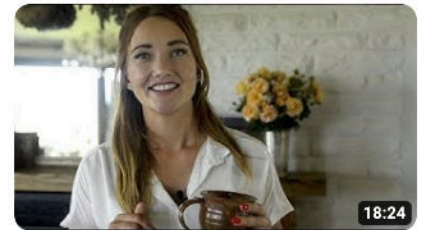
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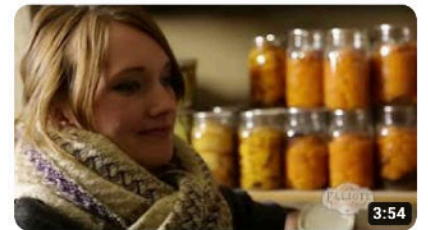
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