

THE GLOBAL LEADERSHIP SUMMIT

Design Your Tomorrow

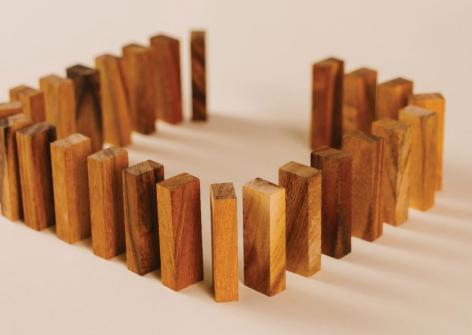


Building and Managing a YouTube Channel

Presented by Hopever Kategile



Agenda



- 1. What Is A Youtube Channel?
- 2. Building A Youtube Channel
 - 3. Managing Your Channel
- 4. Tips For Growth And Engagement
 - 5. Monetization Strategies
 - 6. Analytics And Performance



What is a YouTube Channel?



- A Youtube Channel Is A Personal Or Business Space For Sharing Videos On A Variety Of Topics.
- Channels Can Cover Tutorials, Entertainment, Education, Reviews, Etc.
- Example 1: Marques Brownlee (Tech Reviews) Detailed Reviews Of Smartphones And Gadgets.
- Example 2: Tasty (Food And Cooking) Offers Quick, Easy-to-follow Recipes.



Building a YouTube Channel

- Create A Youtube Account Using A Google Email.
- Optimize The Channel Profile With Custom Art And A Compelling Description.
- Example: Nike's Clean, Minimalist Profile Design.
- Content Planning: Maintain A Consistent Content Calendar.
- Example: Pewdiepie, Who Started With Gaming Commentary And Grew Through Consistency.



Managing Your Channel

- Use Youtube Studio To Manage Content And Insights.
- Example: Creating Playlists For Similar Topics, Like 'Getting Started With Excel.'
- Optimize Seo: Use Tools Like Tubebuddy To Improve Titles And Tags.
- Example: 'How To Edit Photos Like A Pro | Photoshop Tutorial'.
- Engage With Viewers Through Comments, Polls, And Live Streams.



Tips for Growth and Engagement

- Promote Your Videos Across Social Media Platforms.
- Example: Mr. Beast Promotes His High-budget Videos On Instagram And Twitter.
- Collaborate With Other Creators To Cross-promote Content.
- Example: Blogilates Collaborates With Health Brands And Fitness Influencers.



Monetization Strategies

- Ad Revenue Through Google Adsense (Eligibility: 1,000 Subscribers + 4,000 Watch Hours).
- Brand Sponsorships And Deals: Example, Nikkietutorials Partners With Makeup Brands.
- Merchandising: Example, Dude Perfect Sells Branded Merchandise To
 Fans.
- Affiliate Marketing: Example, Tech Reviewers Use Amazon Affiliate Links.



Analytics and Performance

- Use Youtube Analytics To Track Viewer Engagement.
- Example: Watch Time Helps Understand How Long Viewers Stay Engaged.
- Key Metrics: Views, Watch Time, Click-through Rate (Ctr).
- Example: Emma Chamberlain Has A High Ctr Due To Engaging Thumbnails.



Conclusion

- Recap Of Key Points
- Start Or Improve Your Channel Today!



Thank You

