



THE GLOBAL LEADERSHIP SUMMIT

Design Your Tomorrow



Building and Managing a YouTube Channel

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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