



Ukrainian-American Concordia University (WIUU)

previously Wisconsin International University (USA) in Ukraine

Master Class YouTube Self-Publishing

Effective communication and monetization strategies
for building a personal brand

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(Publisher of Top Magazine Frankfurt Rhine-Main)



2018 YouTube User Statistics

- 1.9 billion regular monthly users.
- 400 Hours of video content are uploaded to YouTube every minute.
- There are over 5,000 YouTube channels with over 1 million subscribers.
- There are approximately 5 million YouTube channels.
- YouTube continues to be the 2nd highest ranking online search engine.
- 51% of U.S. marketers advertise on YouTube.
- 55% of YouTuber users are male.
- 20% of the top 100 YouTube channels focus on gaming.



Top videos on YouTube

- The most viewed video on YouTube is Luis Fonsi – Despacito with 4.8 billion views.
- Fastest video to 1 billion views on YouTube is Adele – Hello in 87 days.
- YouTube channel with the most subscribers is PewDiePie with 61 million subscribers.



Highest paid YouTubers

1. Dan Middleton (Dan TDM) – \$16.5 million
2. Evan Fong (VanossGaming) – \$15.5 million
3. Dude Perfect – \$14 million
4. Logan Paul – \$12.5 million
5. Mark Fischbach (Markiplier) – \$12.5 million
6. Felix Kjellberg (PewDiePie) – \$12.5 million
7. Jake Paul – \$11.5 million
8. Smosh – \$11 million
9. Ryan ToysReview – \$11 million
10. Lilly Singh – \$10.5 million



Why YouTube

- Healthy and growing
- Mainstream credibility
- International
- Creators are earning serious money
- Discovery machine
- Bonus fact: It is free

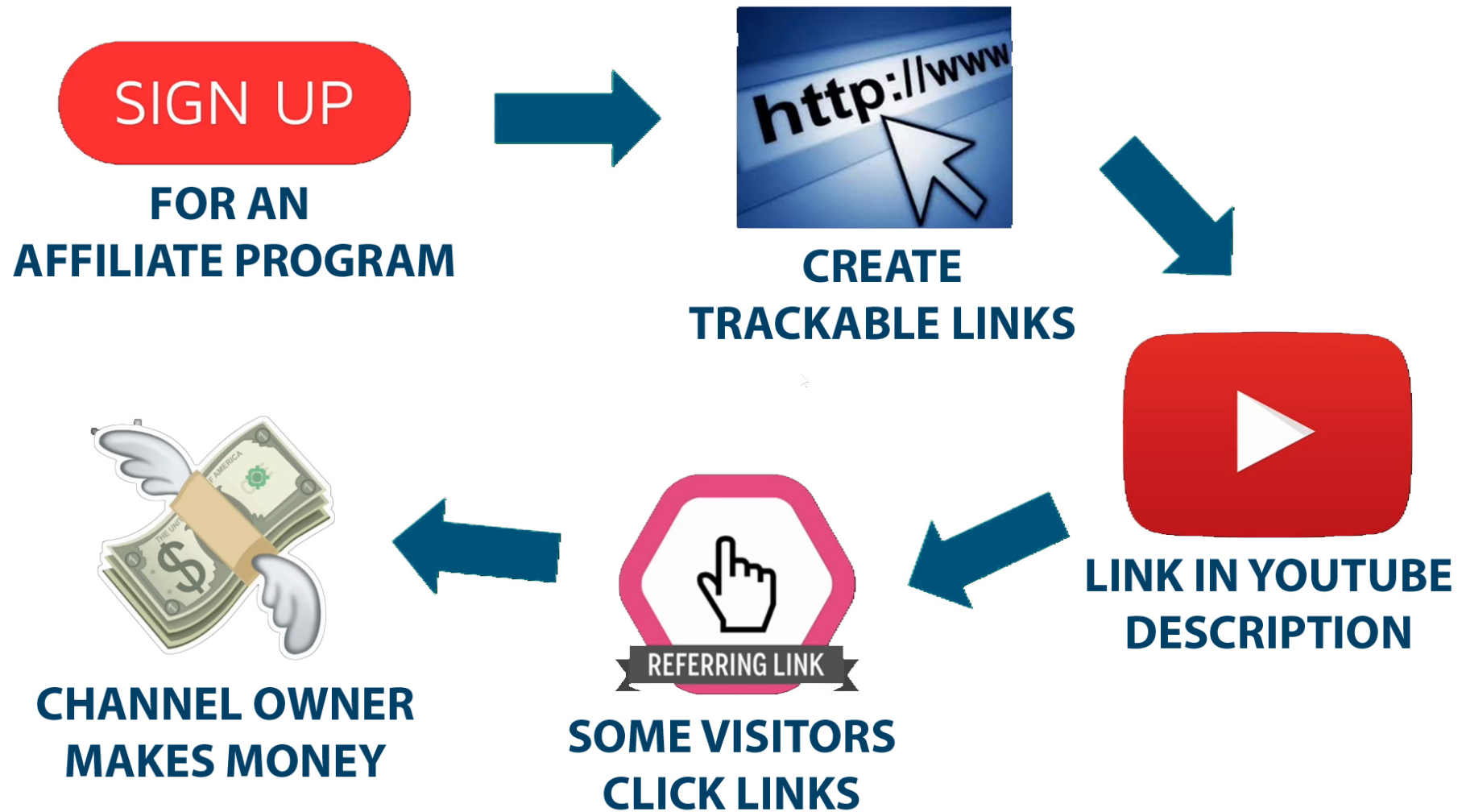
Monetization / #1 YouTube Ads

Only \$2 Per 1,000 Views (CPM)

500,000 Views =
\$1,000 ...



Monetization / #2 Affiliate Marketing





Best types of videos for affiliate marketing

- Product reviews
- Product tutorials
- Favorites Videos
- Best of Videos
- Comparison Videos



Monetization / #3 E-Commerce

- T-Shirts
- Accessories
- Art / Creative
- Music
- Books & Products



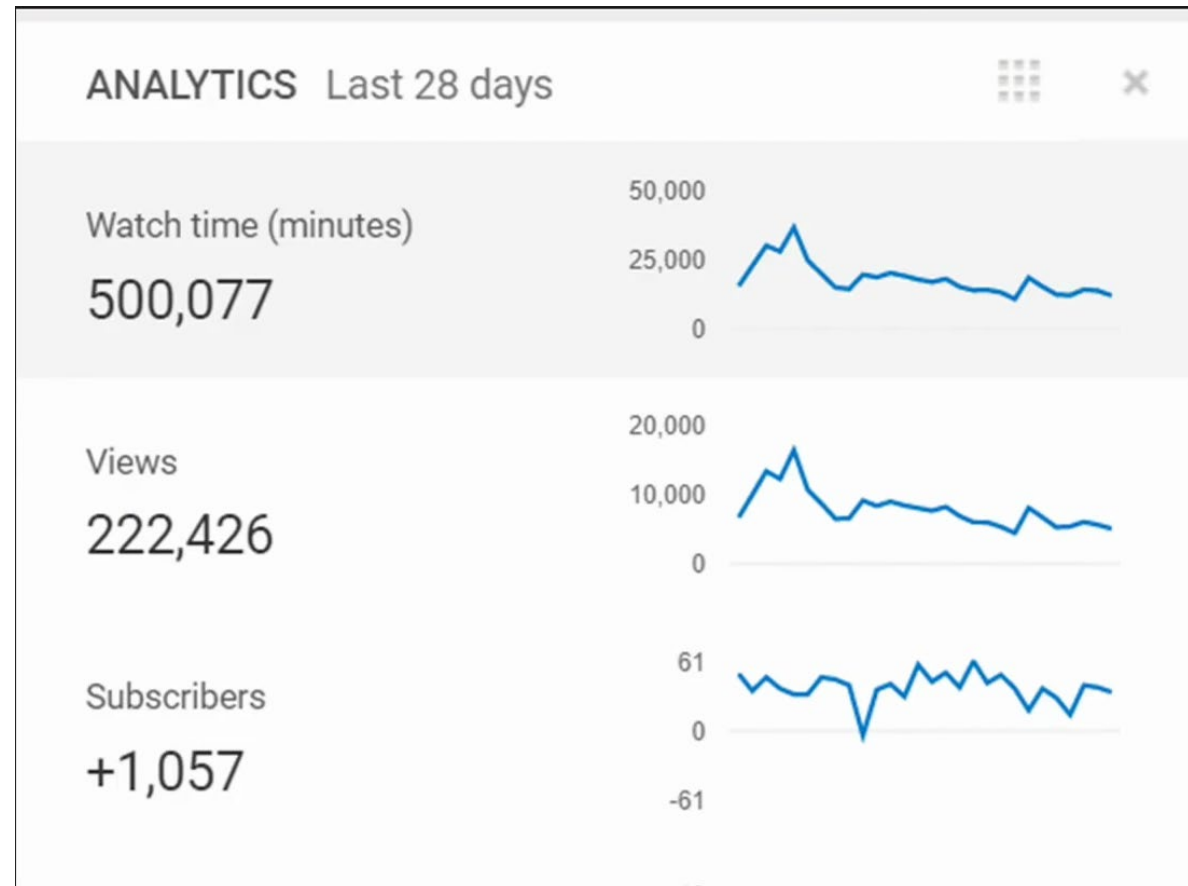
Way to success

Strategically build multiple streams of income!

- Youtube Ads
- Affiliate Marketing
- Crowdfunding
- Merch/Products
- Brand Deals

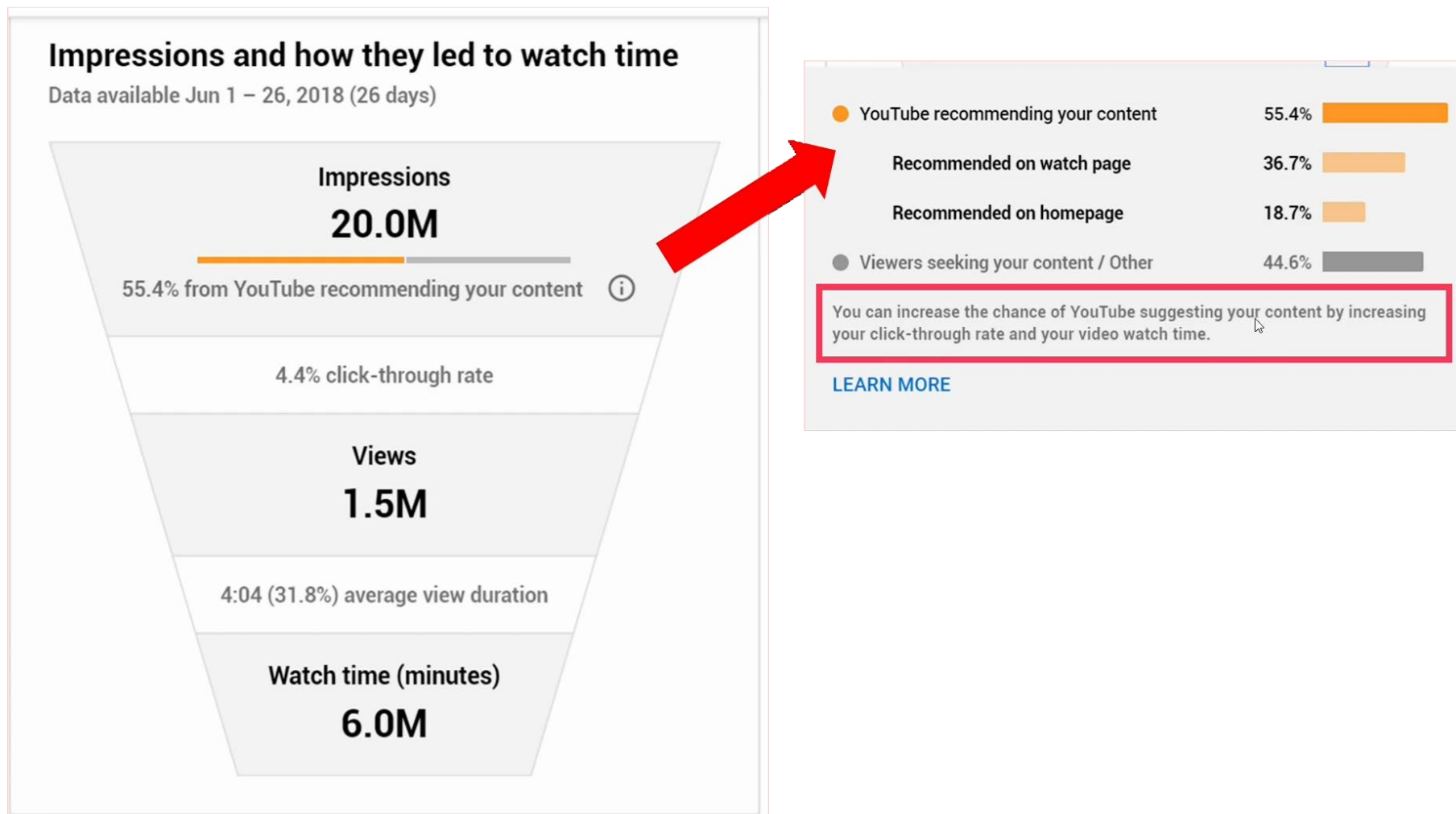


What does YouTube value most?



Fact: Minutes Matter Most

How to Increase Watch Time





How to Increase Watch Time

„You can increase the chance of YouTube suggesting your content by increasing your click-through rate and your video watch time.” – YouTube Studio Analytics, Jan 2019

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100\%$$

CTR: Click-Through Rate

Clicks: The number of people who click on your link or ad.

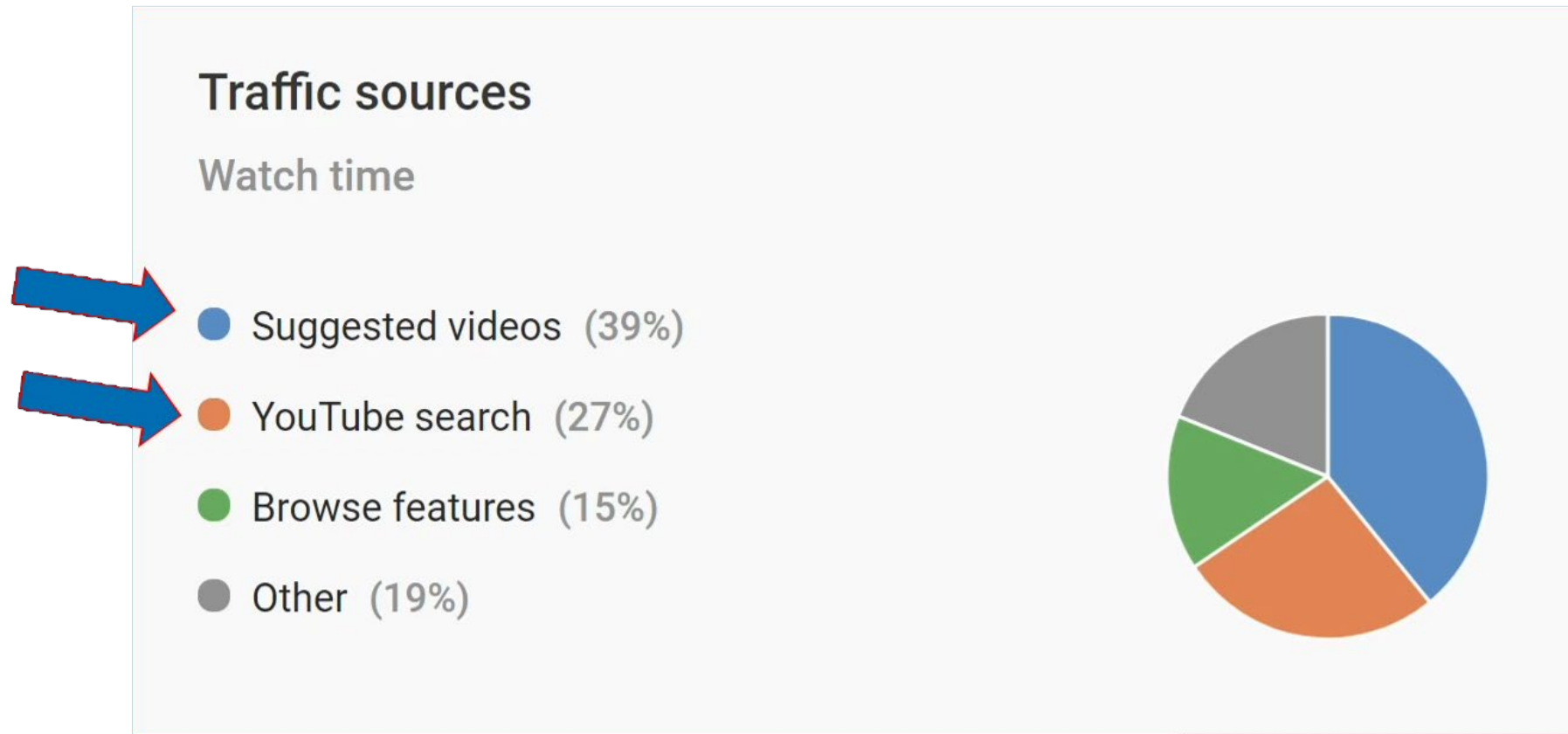
Impressions: The number of people who view your link or ad.



5 things to focus to increase CTR

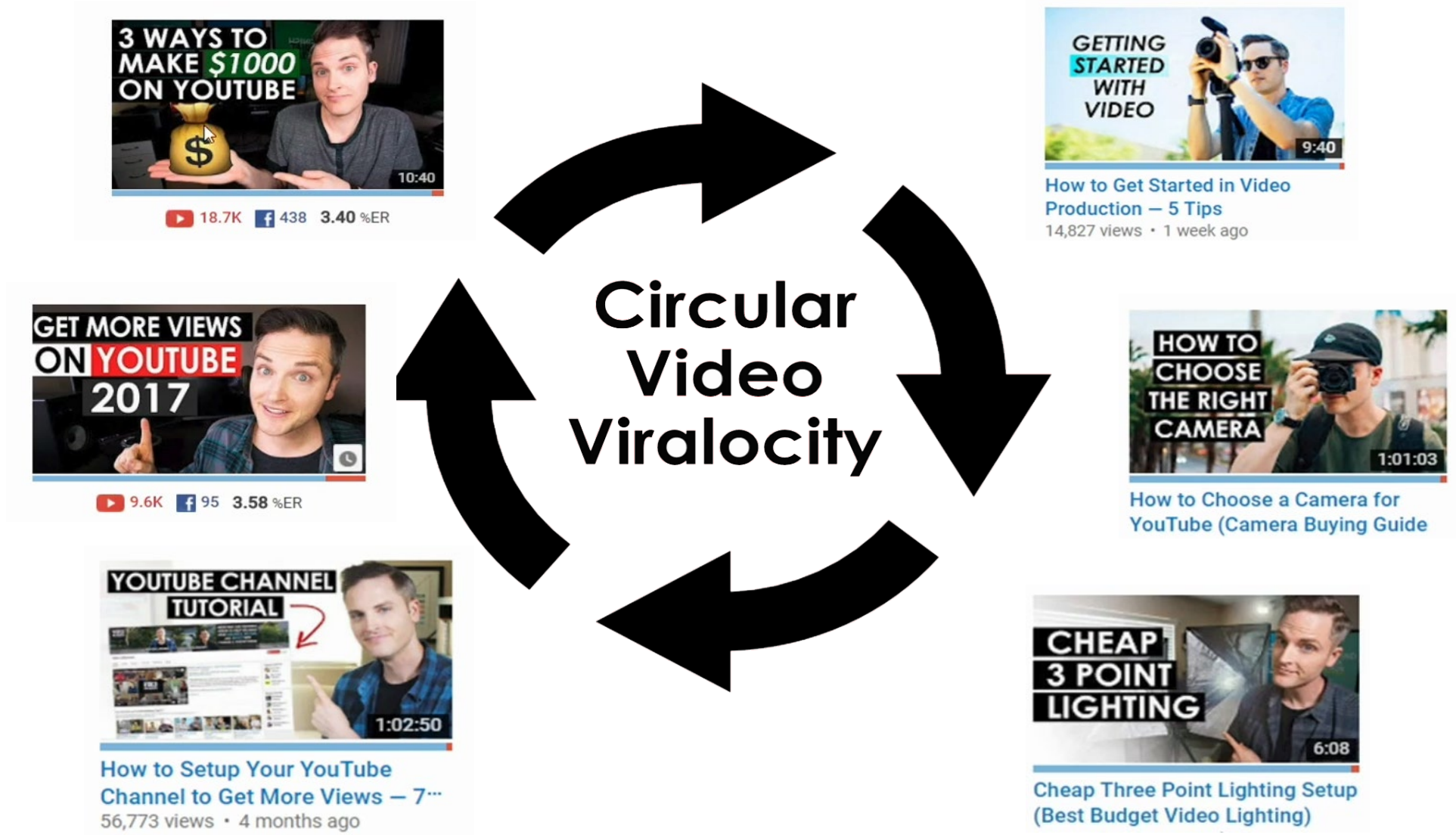
- Topic
- Thumbnail
- Title
- Description
- Tags

Where the views come from



Traffic = Where Views Come From

How to “hack” the suggested videos





How to “hack” the suggested videos II

- Create Related Videos & Series
- Before Recording Plan CTA's to Other Videos
- Strategically Use Playlists



Ranking Videos in Search

- What is your target audience typing in the YouTube and Google search bar?
- What questions are your target audience asking?



- Topic
- Thumbnail
- Title
- Description
- Tags



Communication Strategies Recap

1. Topic, Thumbnail, Title, Description, Tags
2. Circular Video Virality
3. Ranking Videos in Search

Prof. Dr. phil. h.c. Michael Ruiss

Born 1978 in Frankfurt am Main, Germany. 2000 Founder/CEO of the biotechnology company humatrix AG (www.humatrix.com).
2005 Managing Director and publisher of Top Magazin Frankfurt Rhein-Main.
CEO of the FourReasons Media oHG.



Awards:

- Golden Badge of the Lesja Ukrainka Eastern European National University (EENU)
- Medal of Honor of the Mayor of Kiev Dr. Vitali Klitschko
- Gregory Skovoroda Medal of the National Academy of Pedagogical Sciences of Ukraine
- Knight of the Order of Saint George – a European order of the House of Habsburg-Lorraine
- Order of Glory of the Ukrainian People's Embassy
- Grand Cross of the Royal House of Portugal
- Medal of Honor of the V. N. Karazin Kharkiv National University
- Medal of Honor (Hryhoriy Skovoroda State Pedagogical University)
- Petro Ivanovich Orlyk Medal (NPU)
- Order of Justice of The Noble Chapter of King Ferdinand VI of Spain
- Order of Archangel Saint Michael the Archistrategos of the Ukrainian Orthodox Church – Kyivan Patriarchate
- Startup Award of the City Frankfurt and the Frankfurt University of Applied Sciences



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