

# You Millions

Catherine McGinnis of Soaping101<sup>®</sup>

# Let's talk about YouTube

- 74% of adults in the U.S. use YouTube
  - That's more than Facebook (which reaches 68% of American adults) and it's almost twice as much as the next runner-up, Instagram (40%)
- 73% of Americans aged 36 to 45 use YouTube
  - 70% of those aged 46 to 55
  - 67% of those 56 and older

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35-45	>	30 Million
46-55	>	28 Million
56+	>	65 Million

Fun fact: These numbers combined represent 25 times the population of the state of Kentucky

# Let's talk about YouTube

- YouTube is the world's second-most visited website
  - Right after its parent company, Google
- Viewers on average spend 41.9 minutes on YouTube daily
  - That's an average of 4.9 hours per week or nearly 255 hours per year
- The average visitor to YouTube checks out 8.89 pages per day
  - They're sticking around to check out others, increasing the number of content sources they consume

# Let's talk about YouTube

- View of videos with variations of “beginner” in the title increased more than 50% between March and July 2020
  - Globally, these videos got more than 9 billion views in 2020

Can anyone guess why?

# Let's talk about **ME** & YouTube



- On Jul 26, 2011 I upload my first video to YouTube
  - Title is Four Color Column Swirl Soap
  - It is me cutting soap on my countertop
- My hope was to draw traffic to my website
  - Sold the loaf within 24 hours

# Let's talk about **ME** & YouTube

- 90 videos posted on channel until Nov 2013
  - Some soap making but mostly soap cutting
- My videos drew traffic to my website
  - Posted when I had a soap release
  - Successful in creating a niche following
- I created a social shopping network for my business through YouTube

# ~~Let's talk about ME & YouTube~~

## Social Shopping or Social Commerce

Is the use of online social networks to help in the buying and selling of goods and services

Instagram

Facebook

TikTok

and of course, YouTube



# Let's talk about **ME** & YouTube

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Your channel  
newtandfig

## Channel analytics

Overview

Reach

Engagement

Audience

You **Tube** Millions



Your channel has gotten 1,209,148 views

# Let's talk about **ME** & YouTube

- 90 videos posted on channel until Nov 2013
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Can anyone guess what happened next?

# Let's talk about ME & YouTube

My video comments were filled with How-to Questions



# Let's talk about ME & YouTube

**SOAPING101**<sup>®</sup>  
create. learn. grow.

- On Jan 9, 2012 I began my 2<sup>nd</sup> YouTube channel
  - First video uploaded is titled The Chemistry of Soap Making , Turning Coconuts into Soap
  - The video has been viewed over 1/3<sup>rd</sup> of a million times
- My hope was inspire others to start making soap
  - Still trying my best to accomplish this!

YouTube Millions  


# Let's talk about **ME** & YouTube

- 109 videos posted on channel since Jan 9, 2012
  - All about soap making and cosmetic education
  - Do not sell anything on this channel



Your channel  
Soaping101

## Channel analytics

Overview

Reach

Engagement

Audience

Revenue

You **Tube** Millions



**Your channel has gotten 15,117,814 views**

# Let's talk about **ME** & YouTube

## Why My Channel is Successful

(I humbly think)

- Pick one topic and run with it
  - All about soap making and cosmetic education
- Nothing is for sale
  - No pressure to buy, people like free
- Consistent video format
  - All videos have similar camera angles and voice over dubbing

# Let's talk about **ME** & YouTube

## Why My Channel is Successful

(I humbly think)

- No disrespect of other makers or suppliers
  - I am all about educating
- Fact driven
  - I don't talk about what I don't know
- No puppies, kids or dead air time
  - In other words, no distractions from the intended content
- Soaping101 was an early adopter
  - Limited number of soap making educational resources and channels on YouTube in 2012

# Let's talk about **YOU** & YouTube

## How to Grow Your Channel

- **Be consistent**
  - With an uploading schedule, unique content and engagement
- **Be honest**
  - Don't talk about what you don't know
- **Promote yourself and your business**
  - Don't be shy! Tell your viewers where to buy your amazing products



# Let's talk about **YOU** & YouTube

## How to Grow Your Channel

- Make use of YouTube's features
  - Playlists, end screens, cards, community tab, thumbnails, etc
- Promote your YouTube videos on other social channels
  - Others won't know about your videos unless you tell them
- Write clear content with keywords
  - Make sure your title and video description get picked up in a user's search

# Let's talk about **YOU** & YouTube

## How to Make \$\$\$ on Your Channel

- **Link to your ecommerce page**
  - Your website, Etsy, Facebook, etc. Wherever you sell your products be sure to always add a link in your video's description!
- **Advertising revenue**
  - Get ad revenue from display, overlay, and video ads
- **Channel memberships**
  - Your members make recurring monthly payments in exchange for special perks that you offer

# Let's talk about **YOU** & YouTube

## How to Make \$\$\$ on Your Channel

- **Merch Shelf**
  - Your fans can browse and buy official branded merchandise that's showcased on your watch pages
- **Super Chat & Super Stickers**
  - Your fans pay to get their messages highlighted in chat streams
- **YouTube Premium Revenue**
  - Get part of a YouTube Premium subscriber's subscription fee when they watch your content

I really want YOU to succeed and amass

**You**  **Millions**

Are there any questions for me?

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[www.soaping101.com](http://www.soaping101.com)