

AWSA RETREAT 2021

# VLOGGING:

*You Should Be On*

# YOUTUBE



Presented by Christine Trimpe | [ChristineTrimpe.com](https://ChristineTrimpe.com)

# *Today's Presentation*

## MAIN TOPICS

YouTube Facts

Benefits

Best Practices (the 6 Cs)

Optimize (4 Beginner Tips)

Favorite YouTube Tools



# *You Tube Facts*



## Fun Facts

- 2nd most visited site in the world.
- 20% will leave video if not hooked in 10 seconds.
- >31 Million channels.
- First video posted in 2005 by San Diego Zoo.
- Google acquired YT in 2006 for \$1.65 Billion.
- Most popular YT channel has 1.8+ Million subscribers.

## Statistics

## Demographics

## Most Important Statistic

# *YouTube Facts*



## Fun Facts

- 2nd most visited site in the world.
- 20% will leave video if not hooked in 10 seconds.
- >31 Million channels.
- First video posted in 2005 by San Diego Zoo.
- Google acquired YT in 2006 for \$1.65 Billion.
- Most popular YT channel has 1.8+ Million subscribers.

## Statistics

## Demographics

- 73% of US adults use YT, 68% of female adults.
- 70% of watch time comes from mobile devices.
- 51% of YT users visit the site daily.
- 89% of YT users are outside the US.
- 37% of Millennials (aged 18–34) binge-watch daily.

## Most Important Statistic



# *YouTube Facts*



## Fun Facts

- 2nd most visited site in the world.
- 20% will leave video if not hooked in 10 seconds.
- >31 Million channels.
- First video posted in 2005 by San Diego Zoo.
- Google acquired YT in 2006 for \$1.65 Billion.
- Most popular YT channel has 1.8+ Million subscribers.

## Statistics

- Monthly active users: 2 Billion.
- Daily active users: 30 Million + (2019 source).
- Average mobile viewing session: 40 minutes.
- Number of videos watched per day: 1 Billion +.
- Same number of mobile views per day: 1 Billion +.
- Hours of video uploaded per minute: 500!

## Demographics

- 73% of US adults use YT, 68% of female adults.
- 70% of watch time comes from mobile devices.
- 51% of YT users visit the site daily.
- 89% of YT users are outside the US.
- 37% of Millennials (aged 18–34) binge-watch daily.

## Most Important Statistic

# *YouTube Facts*



## Fun Facts

- 2nd most visited site in the world. (What's #1?)
- 20% will leave video if not hooked in 10 seconds.
- >31 Million channels.
- First video posted in 2005 by San Diego Zoo.
- Google acquired YT in 2006 for \$1.65 Billion.
- Most popular YT channel has 1.8+ Million subscribers.

## Statistics

- Monthly active users: 2 Billion.
- Daily active users: 30 Million + (2019 source).
- Average mobile viewing session: 40 minutes.
- Number of videos watched per day: 1 Billion +.
- Same number of mobile views per day: 1 Billion +.
- Hours of video uploaded per minute: 500!

## Demographics

- 73% of US adults use YT, 68% of female adults.
- 70% of watch time comes from mobile devices.
- 51% of YT users visit the site daily.
- 89% of YT users are outside the US.
- 37% of Millennials (aged 18–34) binge-watch daily.

## Most Important Statistic

- YT is the SECOND largest **search engine** in the world owned by the largest **search engine...**

**Can you guess?**

# *YouTube Facts*



## Fun Facts

- 2nd most visited site in the world. (What's #1?)
- 20% will leave video if not hooked in 10 seconds.
- >31 Million channels.
- First video posted in 2005 by San Diego Zoo.
- Google acquired YT in 2006 for \$1.65 Billion.
- Most popular YT channel has 1.8+ Million subscribers.

## Statistics

- Monthly active users: 2 Billion.
- Daily active users: 30 Million + (2019 source).
- Average mobile viewing session: 40 minutes.
- Number of videos watched per day: 1 Billion +.
- Same number of mobile views per day: 1 Billion +.
- Hours of video uploaded per minute: 500!

## Demographics

- 73% of US adults use YT, 68% of female adults.
- 70% of watch time comes from mobile devices.
- 51% of YT users visit the site daily.
- 89% of YT users are outside the US.
- 37% of Millennials (aged 18–34) binge-watch daily.

## Most Important Statistic

- YT is the SECOND largest **search engine** in the world owned by the largest **search engine...**

**#1 is Google - the owner of YouTube.**

# *What does this mean?*



YouTube is an amazing PLATFORM and  
PEOPLE ARE SEARCHING!

The world desperately needs some good news...and  
perhaps they are **searching** YouTube for the Good  
News and message that God is sharing through you!

# *So begin* ***SEARCHING & RESEARCHING***

Let's talk about the

**Benefits**

**Best Practices**

**Build & Optimize Your Channel**





# *Benefits: Speaking Practice*



**Jeremiah 1:6–9 NIV** “Alas, Sovereign Lord,” I said, “I do not know how to speak; I am too young.” But, the Lord said to me, “Do not say, ‘I am too young.’ You must go to everyone I send you to and say whatever I command you. Do not be afraid of them, for I am with you and will rescue you,” declares the Lord. Then the Lord reached out his hand and touched my mouth and said to me, “I have put my words in your mouth.”

# *Is God calling you to speak?*



## **DO IT AFRAID.**

Just like Jeremiah, you can start with zero experience. Take a bold step.



## **WHERE CAN YOU GET PRACTICE?**

In front of a camera and microphone.



## **FILMING IS EXCELLENT PRACTICE. PROGRESS MEANS:**

Consistent Improvement. Practice leads to proficiency.



## **NOT CALLED TO SPEAKING?**

Your ministry will most likely call you to speak to people in some capacity. Be prepared.



# *Next Benefit: Messaging*



ALL AGES.



WORLDWIDE.



NON-READERS.

*another  
BENEFIT:*

*YOUTUBE  
PARTNER  
PROGRAM*

**AFTER YOU REACH A  
MAJOR MILESTONE**

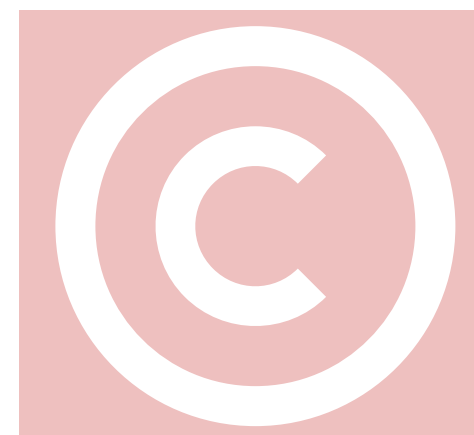


MONETIZATION:

1,000 Subscribers +  
4,000 Public Watch Hours  
(in the last 12 months)



Email and chat support.



Copyright Match Tool to  
protect content.

# *YouTube Best Practices*

## 1. CLARITY

**Also known as niche.**



# *What's my niche?*



You'll need to develop this. Questions to ask yourself:

- What transformation have you been through and are passionate about sharing with others?
- If you had to talk about one thing the rest of your life, what would it be?
- What's a problem you've solved for yourself?
- What is the most painful thing you've been through?
- What is a topic you are constantly self-educating on?

# *YouTube Best Practices*

## 2.CONTENT

- a.Spend time brainstorming topics/keep a spreadsheet.
- b.What does your audience ask you?
- c.What's your expertise?
- d.Use [AnswerThePublic.com](https://www.answerthepublic.com/) for ideas (free or paid membership).

# *How to find content:*

Spend time brainstorming niche questions/topics/titles/keep a spreadsheet.

• Use Google, YouTube, Keywords Everywhere, TubeBuddy, Answer The Public.

• Beginner's Tip: New channels start with **1-1,000 for search volume** on your keywords with low competition.

• Record your Keywords and Tags (both are Metadata)

• Keywords = topic of video (Example: hiking backpack)

• Tag = words used to find your video (Example: hiking backpack reviews)

• Add keywords to: Raw File name, Title, Description, Thumbnails, Tags

*Continued...*



# *How to find content:*

Google

hiking backpack



Volume: 60,500/mo | CPC: \$0.71 | Competition: 1 | ★

All

Shopping

Images

Videos

News

More

Settings

Tools

About 278,000,000 results (0.68 seconds)

Google

hiking backpack reviews



Volume: 260/mo | CPC: \$0.73 | Competition: 1 | ★

All

Shopping

Videos

Images

News

More

Settings

Tools

About 21,200,000 results (0.73 seconds)

*Continued...*

# *Next steps with CONTENT:*

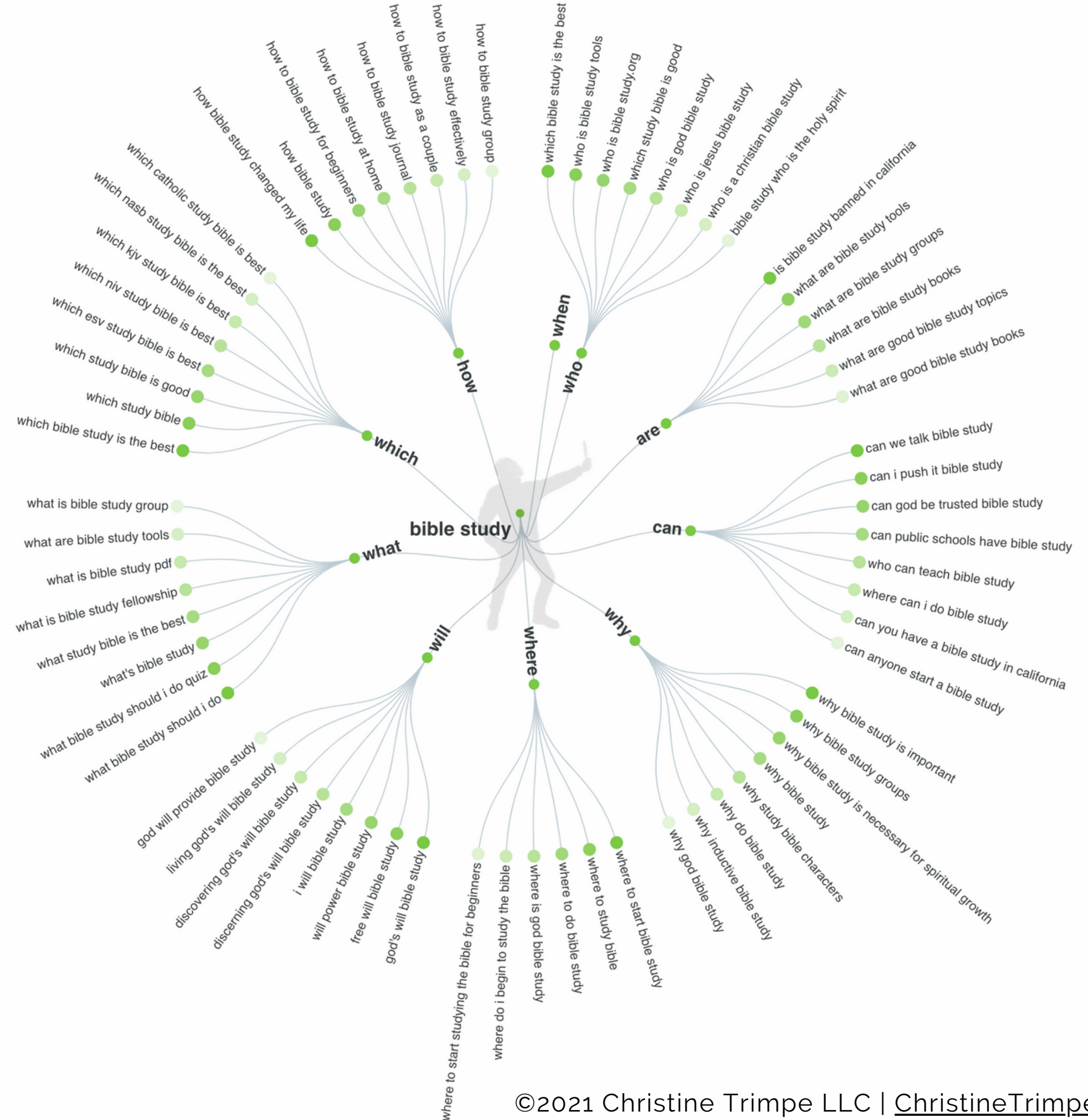
- Choose your TITLE. Write a script. Outline bullet points.
- Film and edit. If possible, USE what FREE resources you have available to you.
- Create in Canva: Thumbnail, B•roll, social media promos.





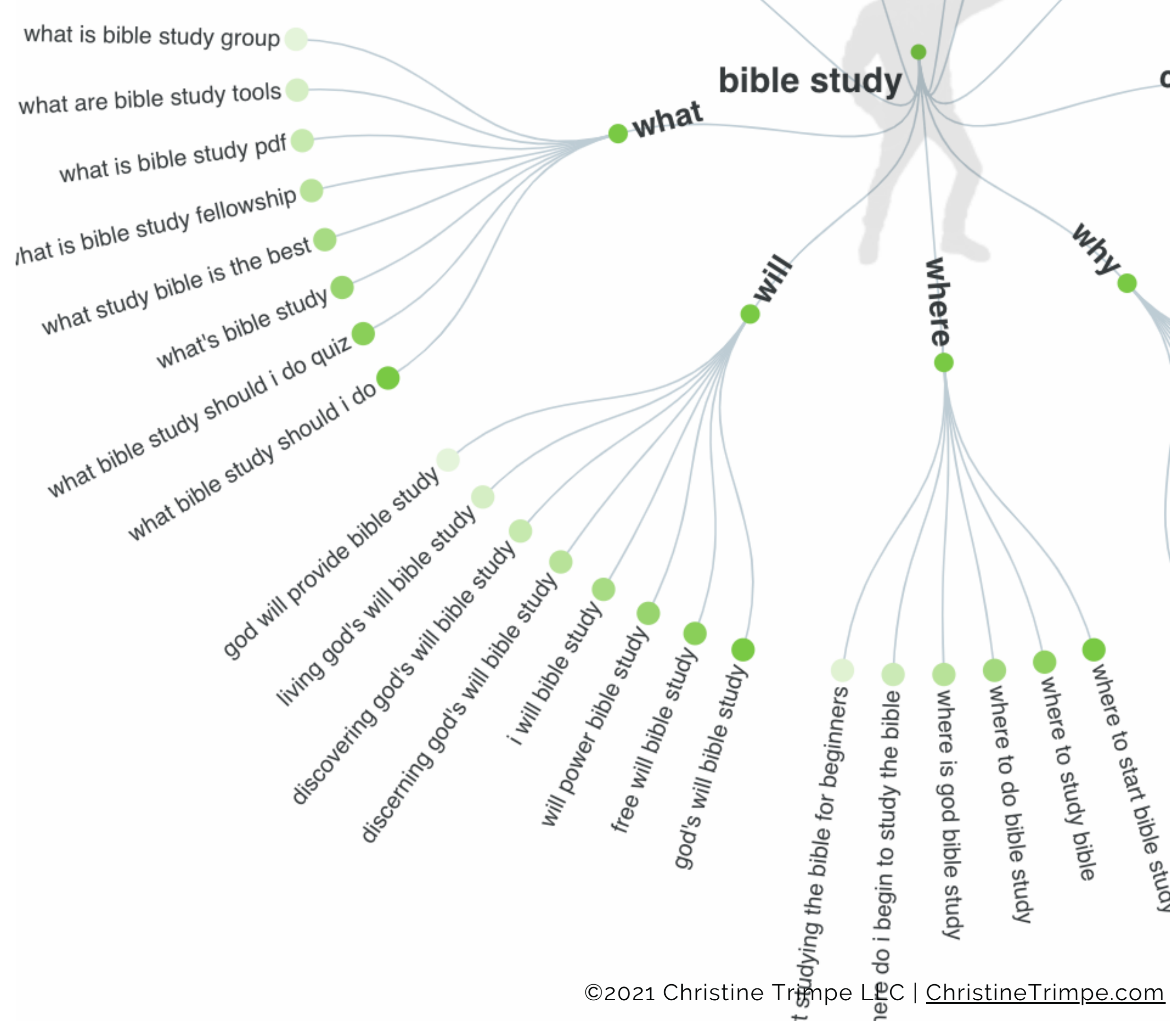
Answer  
the Public  
example.

Search  
term:  
Bible study



Answer  
the Public  
example.

Search  
term:  
Bible study



# *YouTube Best Practices*

## 3. CALL TO ACTION (clear)

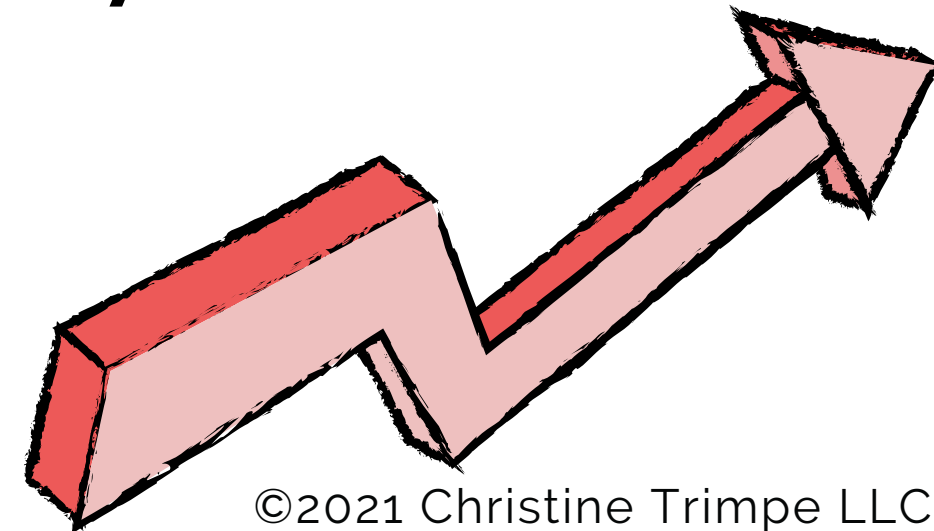
a. Subscribe to my channel.

SUBSCRIBE

b. Click the bell to be notified of new videos.



c. Click the link in the description to grab my free resource.



# *Don't forget: CTA!*

- At the minimum, **ask them to subscribe to your channel.**



Other ideas:

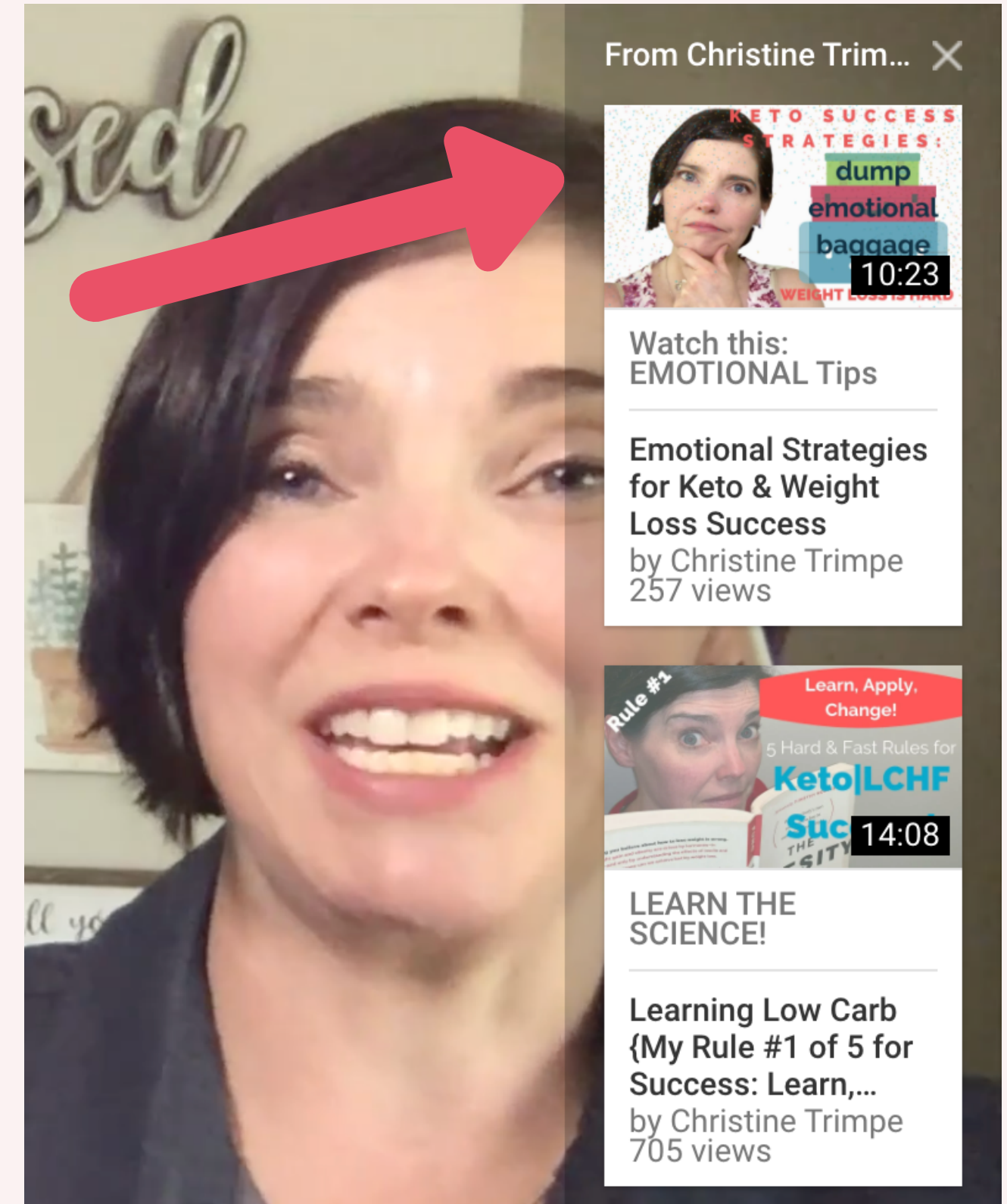
- Ask an engaging question in the video and get them to respond in the comments.
- Use YouTube tools: info cards, end screens, playlists.





# CTA Examples:

## Info Cards







# CTA Examples:

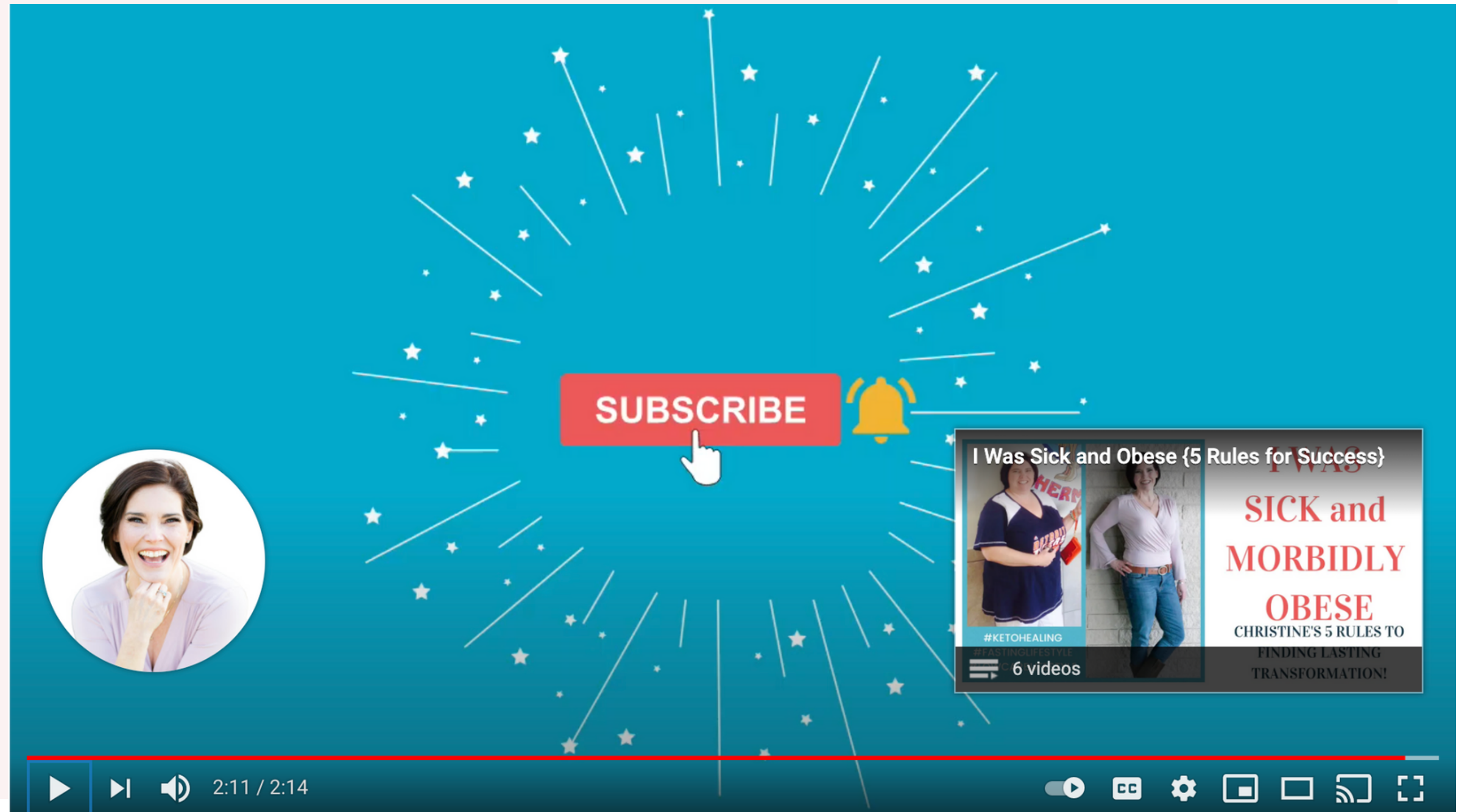
Suggestions  
on screen





# *CTA Examples:*

## End Screen



# *YouTube Best Practices*

## 4. CONSISTENT (BE)

**Announce it and stick to it.**

# *Tips for CONSISTENCY!*

- Batch film 4 weeks of content at a time.
- Block needed time for editing, creating B•roll in Canva, social media posts.





# ***You Tube Best Practices***

## **5. COMMUNITY (ENGAGE)**

**a.Pin a comment.**

**b.Respond to comments and audience pain points.**

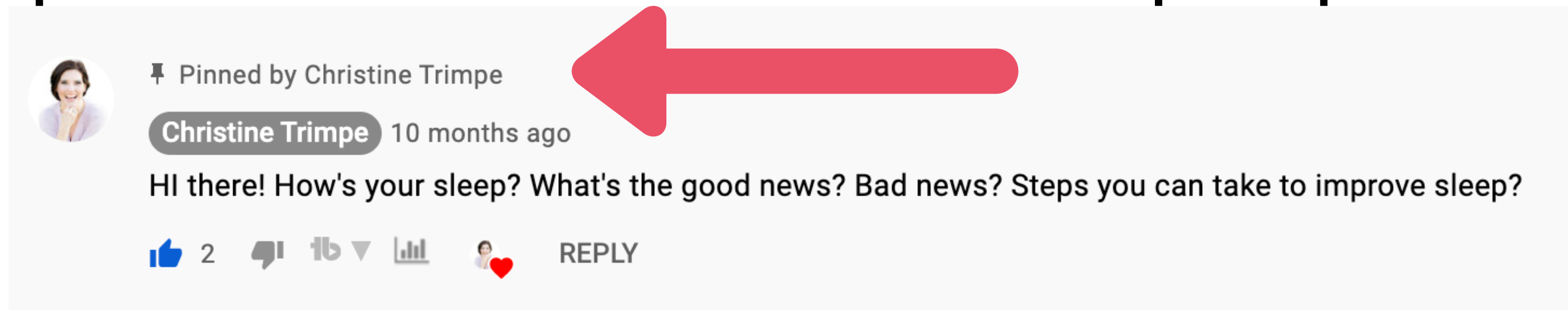


# *YouTube Best Practices*

## 5. COMMUNITY (ENGAGE)

a. Pin a comment.

b. Respond to comments and audience pain points.



# *YouTube Best Practices*

## 6. CROSS PROMOTE

On your other social media platforms.

# *CROSS PROMOTE!*

- Facebook
- Instagram
- Twitter
- Linked In
- Pinterest
- Email to subscribers
- Blog post



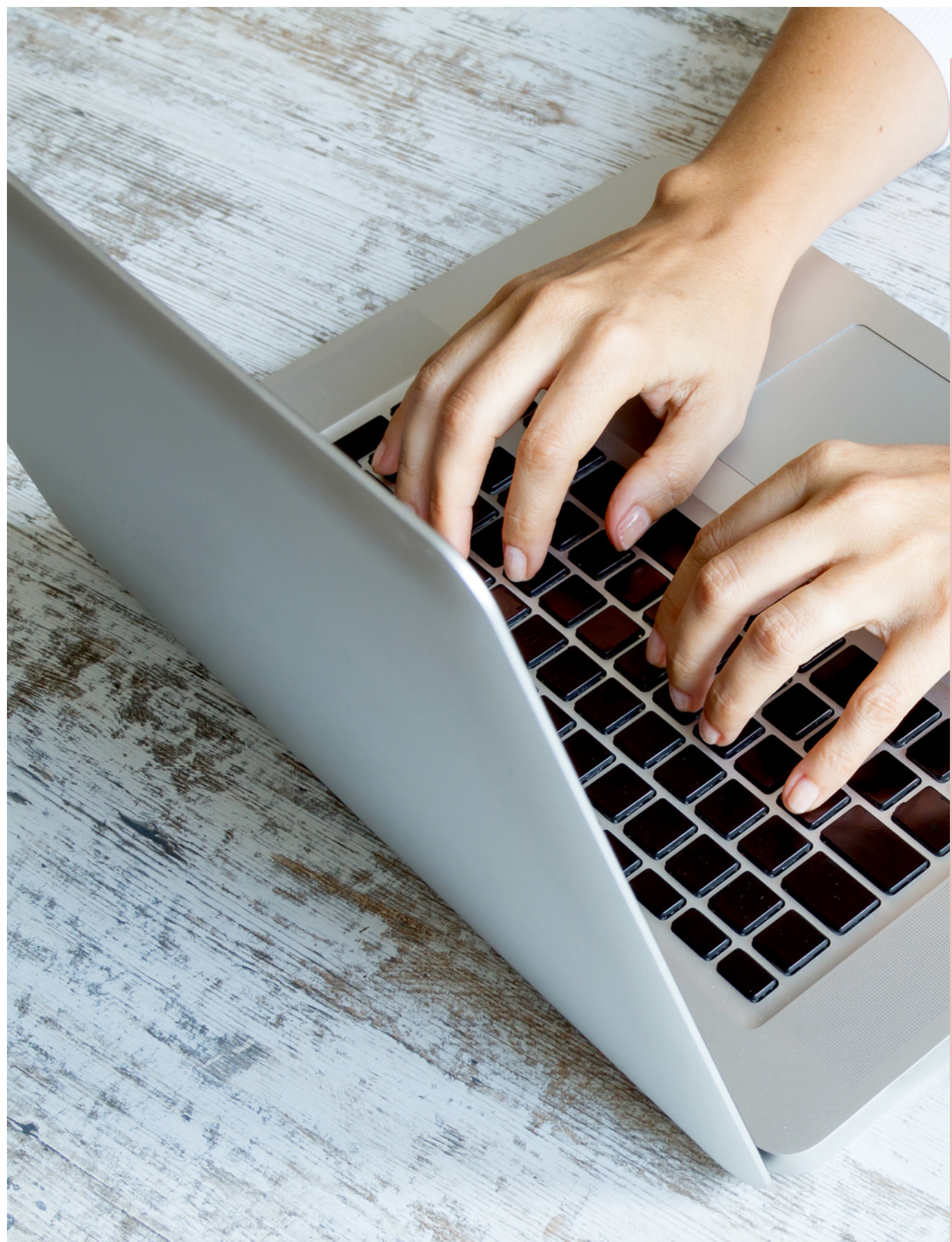


SOUND  
OVERWHELMING?

THERE'S A FORMULA TO HELP!







SOME EFFORT WILL HELP  
YOUR AUDIENCE FIND YOUR MESSAGE

# OPTIMIZE

4 BEGINNER TIPS



**TIP 1:** Use all the channel settings  
on the platform.

a. Links to your website, social media, tags, branded thumbnails (most YTers ignore this part of setting up their channel).

b. Updated contact information.

# TIP 2: Understand what people are searching for.



a.**Keywords.** Use Google and YouTube to search the topic of your video and see existing titles (what other people are using). Pay attention to the views and age of video (fresh content is typically promoted). Make notes.

b.Free and paid services: KeywordsEverywhere.com and TubeBuddy.com.


c.TITLE AND THUMBNAIL must include your KEYWORDS.

# TIP 3: Use all the space provided.





- a.Character limits—fill that space with keyword-rich and relevant content to improve your video's search result ranking.
- b.Title characters: 100 (use them all).
- c.Description characters: 5,000 (this is for the search engine crawlers).
  - i. IMPORTANT: your website link!
  - ii. A link to your Landing Page for Lead Magnets.
  - iii. Hashtags #!
- d.Tags characters: 500 (creative and relevant, can be the same as your hashtags in your description).
- e.Playlists characters: 5,000 (often neglected, but extremely useful).








**Your channel**  
Christine Trimpe


 Dashboard


 Content


 Playlists

 Analytics

 Comments

 Subtitles

 Copyright

 Monetization

## Channel customization

LayoutBrandingBasic info

### Channel name and description

## Christine Trimpe

Description

Hey there, friend! Welcome to my channel. Have you struggled {like me} for years to get healthy, lose weight, finally get your life on track...?

I just want to tell you, I get it. I've been there and I know where you want to go.

Let's GO together. I'm passionate about Christian weight loss and Christian weight loss motivation. How can I help?

I battled obesity over 30 years. Praise God, I finally discovered a way of eating that helped me get healthy! I lost over 100 pounds, reversed many chronic diseases, and got my life back.

Keto, Low-Carb, and Intermittent Fasting worked for me. Maybe it will work for you, too. Or maybe you need to focus on quitting sugar and refined carbs and focus on whole foods for your whole health?

Don't spend another day feeling hopeless.



## TAGS

christian weight loss 8

faith-based journey

massive weight loss

obesity

morbidly obese

i was sick and obese

keto lifestyle

keto

low-carb

low-carb lifestyle

intermittent fasting

certified health and wellness coach

weight loss for christians

faith and fitness

health and wellness

healthy living

transformation story

body mind and spirit

joy-fueled living 1

joyful keto life 2

coach christine trimpe 1

christine trimpe 2

ketogenic

keto success

christian weight loss coach 2



# TIP 4: Unique and clear branding.



- a. Align with your brand.
- b. Creative logo and banner.
- c. Ties your YouTube channel to your website and other social media platforms.



# FAVORITE YOUTUBE TOOLS



## KEYWORDS EVERYWHERE

\$10 for 100,000 credits  
(which will last a long time)



## TUBEBUDDY

\$7.20/month for PRO  
(less than 1,000 subscribers)



## ANSWER THE PUBLIC

**Free** searches (limited)  
Expensive memberships



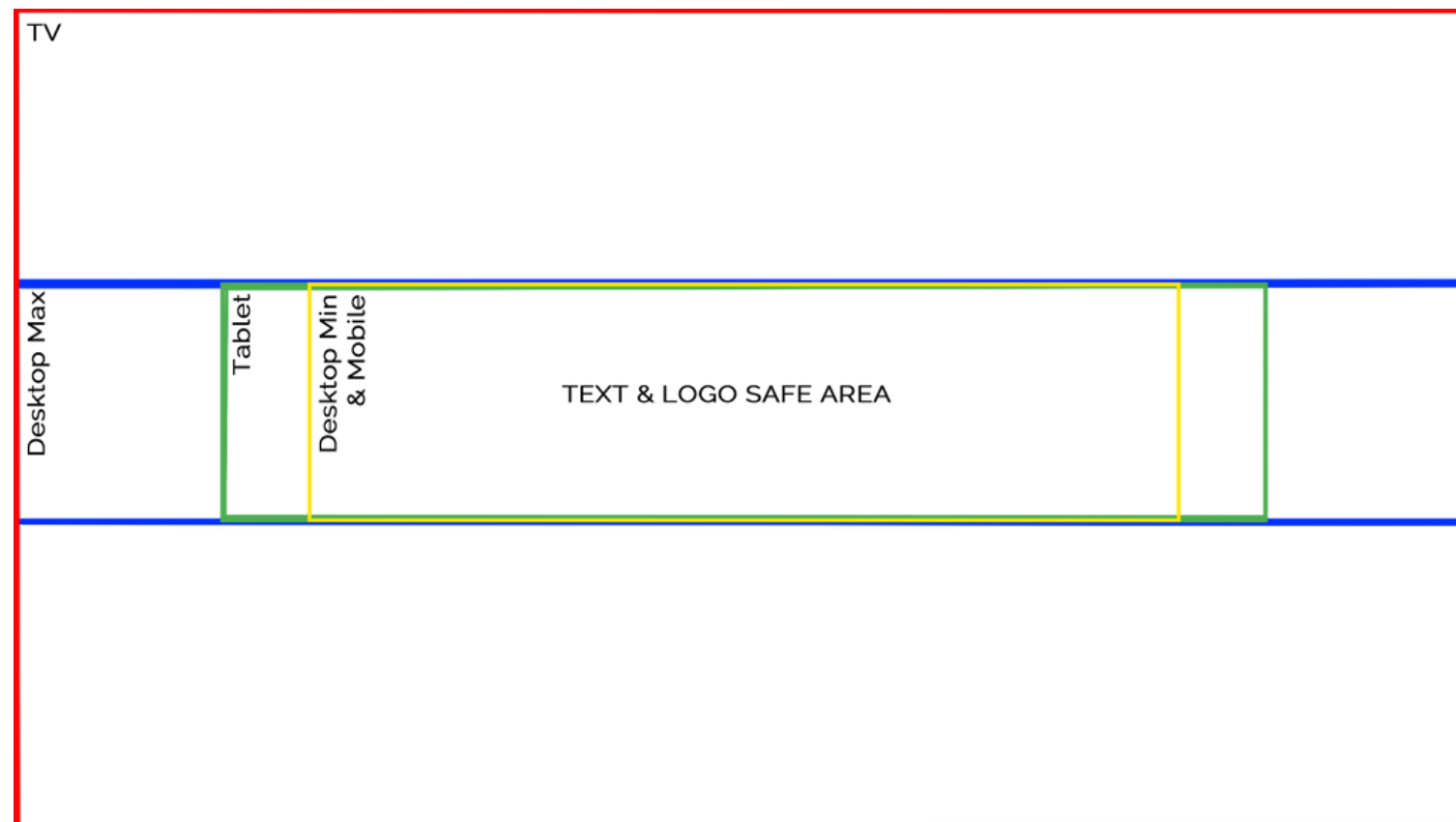
# Filming & Editing:

- Tools you already have available! Free.
- Your phone—–for filming, iPhones have iMovie for editing
- Windows—–check your installed applications
- MacBook—–Quicktime (filming), iMovie (editing)
- Lighting—–facing a window in daylight, ring lights (inexpensive on Amazon).
- Microphone—–this is where you should spend money (example on Amazon).



# Graphic Design:

- Canva—free or paid version
- Thumbnail size: 1280x720px
- Channel Banner size example.



*So is it time that **You Should Be on YouTube?***

*Before you leap, never lose sight of the main goal  
in building a YouTube audience:  
Sharing your God-given story for His glory.*



**christine trimpe**  
AUTHOR | SPEAKER  
WORSHIP LEADER  
CERTIFIED HEALTH &  
WELLNESS COACH  
JOY•FUELED LIVING: BODY, MIND, & SPIRIT





# QUESTIONS?



Contact Christine at [Christine@christinetrimpe.com](mailto:Christine@christinetrimpe.com)

©2021 Christine Trimpe LLC | [ChristineTrimpe.com](http://ChristineTrimpe.com)

# FOR THE SLIDES, VISIT:

**[HTTPS://CHRISTINETRIMPE.COM/YOUTUBE-RESOURCES/](https://christinetrimpe.com/youtube-resources/)**



Don't forget to subscribe to my channel!

Contact Christine at [Christine@christinetrimpe.com](mailto:Christine@christinetrimpe.com)