Module 10

Demographics

Module Overview

It might not be who you want to be reaching or who you think you're reaching.

D emographics reveal who's actually watching your content - their location, age, and gender. This data helps you tailor content to your real audience and optimize posting schedules for maximum engagement.

ACTION PLAN:

◇ Check your demographic breakdown weekly

◇ Adjust posting times to match your top regions

◇ Incorporate cultural references for your audience

◇ Monitor demographic shifts after viral content

◇ Optimize for high-RPM regions if monetizing

Key Terms

AUDIENCE ALIGNMENT How well your actual viewers match your target audience, affecting content strategy and monetization.

RPM Revenue Per Mille (thousand views) - the amount earned per 1000 views, which varies by viewer demographics.
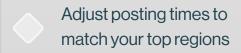
GEOGRAPHIC TARGETING Tailoring content timing and references to reach specific regional audiences.
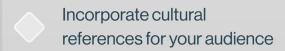
AUDIENCE ADAPTATION Strategically adjusting content based on who's actually watching rather than who you thought would watch.

— Key Takeaways —

The Audience Reality Check 01

Your actual audience often differs from your target audience. Demographics help you discover if you're reaching 20-somethings or 50-somethings, US viewers or international ones.

- Reveals if content matches intended audience
- Shows whether to pivot or double down
- Helps identify unexpected audience niches

PRO TIP

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If your audience unexpectedly skews to a specific demographic (like Japanese viewers or women over 50), consider leaning into it!

- Post when your audience is most active
- Avoid local work/school/major event times
- Use region-specific examples when possible

Regional Optimization 02

If you discover most viewers come from specific regions, schedule posts when they're active and awake. Reference their cultural touchpoints to increase relevance.

Monetization Implications 03

Creator Fund payouts vary by viewer demographics. Content popular in high-GDP countries (US, UK, wealthier European nations) typically earns higher RPM than in other regions.

- Check demographic shifts if RPM drops
- Balance reaching target market vs. RPM
- Adjust strategy based on business goals

Remember...

MEET YOUR AUDIENCE WHERE THEY ARE

Success comes from embracing your actual audience, not chasing your imagined one.

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