

David Morin Music - YouTube Engagement Plan

Analysis: Is 53.14% a Good Engagement Rate?

Yes, **53.14% as an "Engagement Rate" is exceptionally high, almost unbelievably so by standard YouTube metrics.**

Here's why and what to consider:

- **How Phlanx Calculates It:** Most standard YouTube engagement rates are calculated as:
 - (Likes + Comments + Shares) / Views (typically 1-5% is good)
 - OR (Likes + Comments + Shares) / Subscribers (can vary wildly).

The image shows "Average Interactions per video: 228". If we divide that by the 6.4K (6400) subscribers, we get: $228 / 6400 = 0.0356$ or **3.56%**. This is a much more typical (and still good!) engagement rate based on subscribers.

It's crucial to understand Phlanx's specific formula.

- **What This Likely Means:**
 - **Highly Active Core Audience:** The 228 average interactions per video with 6.4K subs is solid.
 - **Potentially High Engagement on Shorts:** Shorts often have higher interaction rates.
 - **Niche Appeal:** David's music might deeply resonate with a specific, dedicated niche.

Conclusion on the Rate: It's a very positive indicator that the content is resonating strongly with those who see it. The "228 interactions per video" is a good concrete metric. Take the 53.14% as a sign that your current viewers are highly engaged, but focus on standard YouTube Analytics for deeper insights.

Plan to Build a Following on YouTube for David Morin Music

Given this strong existing engagement from a smaller base, our goal is to expand reach while maintaining that connection.

Phase 1: Solidify Foundations & Leverage What Works (First 1-2 Months)

1. Analyze Top Performing Content:

- **Action:** Dive into YouTube Studio Analytics. Identify videos with highest watch time, audience retention, interactions, and subscriber generation.
- **Goal:** Understand *why* they performed well to replicate success.
- **AI Support:** I can help analyze patterns if you provide data points.

2. Optimize Existing Content:

- **Action:** Review titles, descriptions, tags, and thumbnails of older videos.
- **Goal:** Make existing assets more discoverable.
- **AI Support:** Provide video topics/genres for keyword and title suggestions.

3. Content Pillar Identification & Consistent Schedule:

- **Action:** Define 2-3 core content pillars (e.g., Official Music Videos, Live Acoustic Sessions, Behind-the-Song Vlogs/Shorts).
- **Goal:** Create a predictable flow. Aim for 1-2 long-form/month and 3-5 Shorts/week.
- **AI Support:** I can help brainstorm content ideas for these pillars.

4. Supercharge YouTube Shorts:

- **Action:** Create clips, short performances, BTS, teasers, use trending sounds appropriately.
- **Goal:** Rapidly increase reach and drive new viewers.
- **AI Support:** Hashtag strategies and caption ideas for Shorts.

Phase 2: Growth & Expansion (Months 2-6)

1. Strategic Long-Form Content:

- **Action:** Create high-value long-form: Music Videos, Full Live Sessions, "Making Of", Strategic Covers.
- **Goal:** Provide substantial content for longer watch times and deeper connection.

2. Community Engagement Focus:

- **Action:** Respond to comments, use Community Tab, run Q&A Livestreams, include CTAs.
- **Goal:** Turn viewers into loyal subscribers and a strong community.

3. Thumbnails & Titles Masterclass:

- **Action:** A/B test thumbnail styles. Ensure titles are keyword-rich and compelling.
- **Goal:** Maximize Click-Through Rate (CTR).
- **AI Support:** Analyze title/thumbnail combinations and suggest improvements.

4. Cross-Promotion:

- **Action:** Promote YouTube videos on other social media, website, email newsletters.
- **Goal:** Drive existing fans from other platforms to YouTube.

Phase 3: Scaling & Advanced Tactics (Months 6+)

1. Collaborations:

- **Action:** Identify other musicians/creators for collaborations.
- **Goal:** Tap into new audiences.

2. Playlist Strategy:

- **Action:** Create organized playlists of David's content. Seek features on other playlists.
- **Goal:** Increase session watch time and discoverability.

3. Analyze & Adapt (Ongoing):

- **Action:** Continuously monitor YouTube Analytics. Refine strategy based on data.
- **Goal:** Optimize for sustained growth.

Key Marketing Opportunities for David Morin (General)

- **Storytelling:** Lean into the stories behind his music and his journey.
- **Niche Down, then Broaden:** Target a specific sub-genre first, then expand.
- **Visual Branding:** Ensure a consistent and appealing visual identity.

This is a marathon, not a sprint, but with such positive initial engagement signals, David Morin has a fantastic foundation to build upon! Let me know what data you can pull, and we can start refining these steps.