

Cam Newton youtube strategies

I technically joined Cam as a freelance editor in 2021. At the time the channel uploaded The Funky Friday podcast occasional Fridays, some random vlogs and videos of his C1N (Cams Youth Football team) tournaments. My first video was [this](#) Space Jam premiere Vlog. Quickly I took on not just editing vlogs but full podcast episodes, thumbnails, C1N episodes and more. But it wasn't until 2022 when Cam and I met in person at a team retreat where I became more involved leading the YouTube Strategy.

I gave the team [this](#) presentation. The main points where:

- Consistent Uploads
- Clear thumbnail strategy
- Shorts
- Channel genres we should continue pursuing
- How to use Old footage
- We need more team Brainstorms

I was really only supposed to talk about editing videos but at the end of this Cam stood up and said "HOLY SHIT BAXTER" (My middle name) and we proceeded to go back through each slide in reverse to go deeper. At this point I became the unofficial leader of the YouTube strategy and anything I felt like we needed to implement I was able to do. That being said, I was still also the main editor for all the content, which took up a majority of my time. Another fun story, that night Cam bet me \$1200 I wouldn't jump in a freezing cold swimming Pool, it was 30 degrees in Georgia. Without hesitation [I did it](#).

After taking a paternity leave I stepped up to full time Cam Newton and officially Become "YouTube Director" in early 2023. This opened me up to implement tons of TESTS, really dig into our DATA and make decisions that grew our content as quickly as possible. Here is a list of those decisions

1. Thumbnail change

- a. Begin taking unique thumbnail faces for each video
- b. Create a thumbnail face database to maximize
- c. Begin a/b testing thumbnail formats
 - i. This was before YouTubes built in A/B test feature so i was manually swapping thumbnails based on a spreadsheet
- d. Learnings
 - i. Bigger faces worked better
 - ii. No glasses
 - iii. Open eyes
 - iv. Add extra sharpness to eyes to make them pop
 - v. Whiten teeth for clarity

- vi. I want people to recognize cam even through the amazing fashion choices (Hat, glasses, scarf, etc)
 - vii. Guest face needs to be clear
 - viii. Fill remaining space with topics/people from video
 - 1. Added a category in show notes for "Name Drops" so we had options of people and trending conversations to tap into
 - ix. Change red background to fire
 - x. Faces with yelling, laughing and confusion performed best for Funky Friday
- e. Moved our average thumbnail CTR from 5-8% to above 10% sometimes even above 14%
- 2. Rework clips format
 - a. Clips had the opportunity to grow the show & make us more money
 - i. Clips offer us more opportunities to Title and Thumbnail
 - ii. Testing clips above 8 minutes to be above youtubes extra ad limit brought in considerable extra revenue
 - 1. But we still did shorter clips because our audience often chose those clips over the longer ones
 - 2. Revenue WENT UP
 - iii. Make the first sentence as enticing as possible
 - 1. Instead of starting with the question could we just get right into the answer?
 - 2. Question gets asked in the title/thumb
 - 3. Average View Duration WENT UP
- 3. Add intro to Funky Friday
 - a. The show's AVD wasn't moving the direction we wanted. So we created an intro that bright together best one liners into a teaser at the beginning
- 4. Created clear spots for brand deals and integrations
 - a. I wanted to increase the brand deal \$ we earned per video. So we added breaks into the video
 - b. Implemented a time during shoots to custom shoot each brand deal
 - c. Created packages to sell ad spots across all our content offerings including Videos, Clips and shorts
- 5. Vertical content (Shorts, Reels, Tiktoks)
 - a. Having a dedicated vertical team full of EXPERTS makes a measurable difference. Don't just ask your editor to make verticals, find an expert.
 - i. We created a team of "Vertical Bois"
 - ii. We had a weekly meeting rewarding \$10 to the groups FAVORITE vertical.
 - iii. This encouraged making something great, not just the most viral one. They don't always correlate
 - b. Verticals will almost always be your growth engine/top of funnel of a channel and social platforms.

- c. YOU WILL NOT move people off platform, so choose to make the BEST vertical content you can, don't try and "promote" off platform
- 6. Podcast Length
 - a. I sensed a opportunity and desire from our audience for longer videos.
 - b. This more than doubled our monthly revenue INSTANTLY.

In late 2023 we had a company reorg. I stepped up to being YouTube Director & Director of Post production where I now lead the YouTube Strategy & the entire creative team. I focused as much energy as I could to organization and getting the team AHEAD. YouTube channels have a tendency to be very real time, and that can be beneficial but in our case it just leads to burn out. I took it as my responsibility as the leader to spread the workload, create clear timelines and reward little moments to keep my team motivated and doing the best work possible. This is skipping ahead but with a creative team of 4, we ran 3 youtube channels successfully averaging 50+ million views per month across social. I am extremely proud of them.

- 1. Upload cadence
 - a. With available bandwidth, we maximized.
 - i. We uploaded 1-2 horizontal clips per day
 - ii. We uploaded minimum 1 vertical per day on all platforms
- 2. Vertical Strategy
 - a. Learn the TONE of each platform
 - i. Tiktok liked our goofy and silly stuff
 - ii. Instagram liked the real and emotional moments
 - iii. Shorts liked best moments
- 3. Increase revenue
 - a. Clips clips clips
 - b.