The Tube Fame & Fandom

Rome, Romans & Countrymen, lend us your ears, for we’re about to bring you home the bacon with a simple click of the “upload” button. What do Justin Bieber, Colbie Caillat, Soulja Boy, Shashwat Manu and Sean Kingston all have in common? Aside from being celebrities/singers, they all started out simply by posting amateur videos of themselves on the Internet, and were fortunate enough to “get discovered” by important people in the music industry. It may be easy to discount these stories as pure luck and claim that such successes don’t justify all the time many YouTubers spend making videos. But the truth is that the path from YouTube sensation to professional musician is becoming more and more common, and this trend does not show signs of slowing down any time soon.

As long as there are people willing to post their talent online, music executives now have an easy, free way to search for budding new stars without even leaving their couches.  More importantly, they no longer have to be limited to their city, state, or even their country. Between the number of views, “likes,” the comment section, and the ease of finding videos that have gone viral by posts on Facebook and Twitter, YouTube is still a relatively easy and efficient way to discover the next big star, in music or otherwise.

Plus, with its global popularity, YouTube puts the world at your fingertips, which increases the chances that any talent-seeking executive will find someone who fits exactly what they are looking for. Finding success through YouTube is not just for musicians though. With YouTube’s Partner Program, even average people can earn a living by following their passion. As long as they create a video that enough people find interesting, they can start bringing home the bacon with a simple click of the upload button.

For both individuals and businesses alike: every YouTube sensation, from Justin Bieber to Shashwat Manu, understands that it’s not enough to simply post a video or two, find some success, and then expect it to last. In order to maintain and continually grow your fan base in this fast-paced, social media-obsessed world, you have to be willing to put in the time and effort to interact with your followers on Twitter and post new content on Facebook and YouTube. The minute you stop, you become a “has-been.” Remember, there is always going to be some budding new star only one upload away from snatching your place.

Auf Wiedersehn, Countrymen.

Your Fidus Achates, Mrinal Wahal.