

Databee's SOCIAL MEDIA BOUTIQUE

*“How to trend on
Youtube as a DIY
Vlogger?”*

By Nanthale Collins



TOPICS:

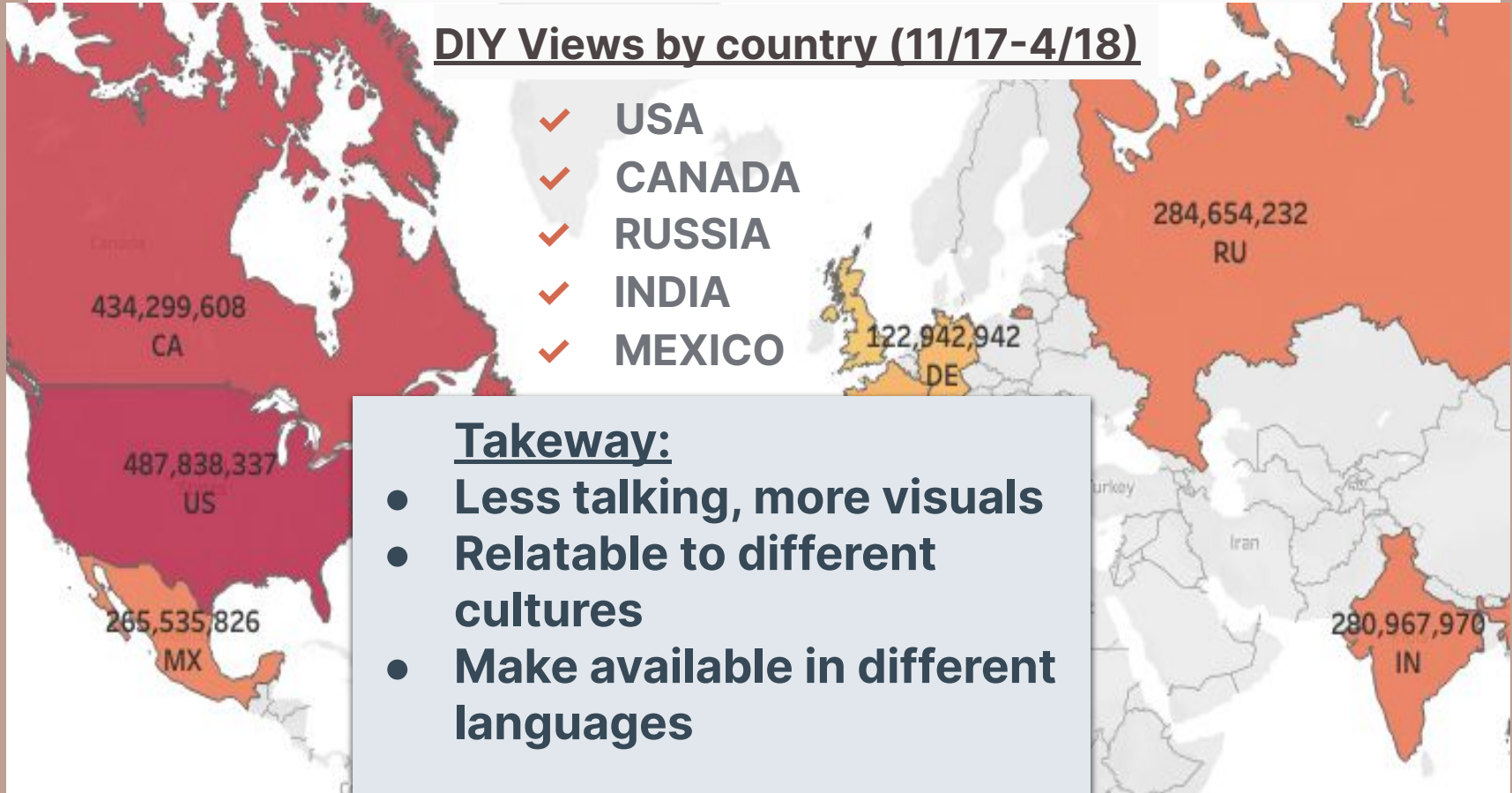
- ✓ Who is my target markets?
- ✓ How frequently should I post?
- ✓ When should I post?



Target Market

DIY Views by country (11/17-4/18)

- ✓ USA
- ✓ CANADA
- ✓ RUSSIA
- ✓ INDIA
- ✓ MEXICO



Takeway:

- Less talking, more visuals
- Relatable to different cultures
- Make available in different languages

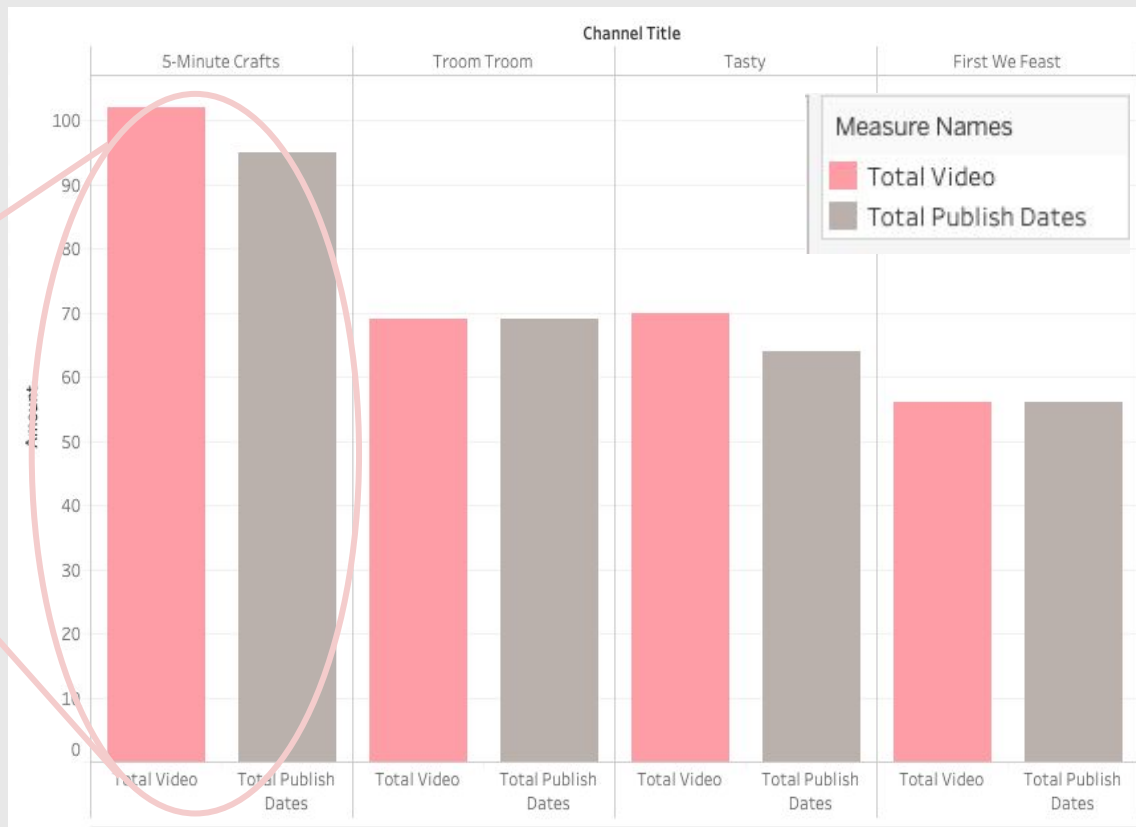
Post Frequency:

5-Min Crafts

Posted multiple videos some days to gain views

Takeaway:

Publishing multiple videos a day helps increase your views



Published Date & Time

BEST day & time:
Tuesday - Friday 3-5pm

NOTABLE day & time:
Sunday
8am-10am & 3pm-5pm

Avoid
Saturday & anytime
before 8am or after 6pm

Hour of Pub..	Publish Date						
	Sunday	Monday	Tuesday	Wednes..	Thursday	Friday	Saturday
0	31	44	26	49	36	38	39
1	22	30	35	31	32	33	25
2	28	28	13	33	33	32	37
3	17	25	24	28	29	25	27
4	12	12	21	14	13	14	17
5	23	46	22	24	34	33	14
6	43	26	22	16	24	18	23
7	68	39	32	32	37	33	31
8	142	69	69	47	66	72	66
9	111	45	39	46	49	61	62
10	73	65	59	69	52	103	66
11	92	54	76	69	53	98	57
12	66	64	68	60	50	98	47
13	67	70	84	85	79	99	44
14	71	73	71	77	59	84	43
15	123	86	113	84	110	140	74
16	101	96	134	116	150	157	90
17	119	93	90	113	120	118	108
18	81	79	50	67	73	67	75
19	85	64	68	76	72	86	49
20	40	42	58	51	70	75	37
21	31	54	58	41	35	63	29
22	42	48	42	49	45	76	27
23	42	36	34	31	39	47	29

HOW to Trend on YOUR-"TUBE"?



Remember these things:

Target Market

Your videos must be more visual with less talk. Smash the translation button and make your content relatable to different cultures.

Amount of Videos

Post multiple videos in a small window of time (maybe even twice in a day) to increase views.

Post Time

Best time to post is during the week after 5pm. Try to avoid posting on Saturday & any time before 9 am or 6pm

With Further Determination

- ❑ Breakdown of “HOWTO” to category
- ❑ HOT & NOT Tags
- ❑ Compare trending with non trending
- ❑ Views = **MONEY**



THANK YOU!

Questions?

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