**Strategy**

How to bring more subscribers?

Step 1: Do data analysis on the YouTube channel.

Step 2: Figure out the values of these variables.

1. How people find you
2. Figure out the time when your audience is more active.
3. Figure out the videos that bring more subscribers.
4. Figure out the geography of your audience
5. Figure out how many people turned on the bell notifications.
6. Figure out the gender most likely to watch your video
7. Figure out the age range of your audience.

Step 3: (Optional) Do data visualization. To show your client.

Step 4: Make a campaign strategy for your client according to budget. Run your campaign for at least 3 months.

Step 5: Tell your client to ask his audience to turn on the bell notification and subscribe your channel.