



# The Ultimate Guide to Growing YouTube Subscribers

# Welcome!

Growing a YouTube channel is no walk in the park! Figuring out your niche, perfecting your content, and figuring out how to get views and subscribers – it's hard work! But it's worth it because you LOVE creating and building your community. YouTube makes you excited and making videos is something you could do forever. You could probably use some help though, right?

At filmora.io we help creators make better videos and grow on YouTube. We want to give you actionable advice that you can apply to your channel right now! Who better to share that advice than creators who've done it themselves? For this eBook, we've collaborated with 14 YouTube creators who have built communities ranging from 10,000 subscribers to half a million! Keep reading to learn their secrets and the steps they took to get where they are today.

We're excited to support you and can't wait to see your YouTube channel grow!



**Erica Lam**

Digital Community Strategist, filmora.io

# Table of Contents

<b>Part 1. Deciding Who You Are on YouTube</b>	<b>4</b>
How do I build a personal brand? .....	5
How do I find my niche on YouTube? .....	7
How do I connect with my community? .....	9
<b>Part 2. Planning Your Content Strategy</b>	<b>11</b>
How do I grow using trending topics? .....	12
How can I do trendy videos and still be original? .....	14
How can my videos rank in YouTube's search results? .....	16
How can my channel stats help me get subs? .....	18
<b>Part 3. Upping Your Video Production</b>	<b>20</b>
How can I edit my videos to be more engaging? .....	21
How can I make better looking and sounding videos? .....	23
How do I find collab partners? .....	25
<b>Part 4. Promoting Your Channel</b>	<b>26</b>
How can I get casual viewers to subscribe? .....	27
How can I network with other creators? .....	28
How can I make thumbnails people actually click on? .....	29



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## Part 1

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### Deciding Who You Are on YouTube

Who you are on YouTube is a mixture of your niche, your personal brand, and how you interact with your community. After reading this section you'll be on your way to finding an original niche, building a brand that's uniquely you, and forging better relationships with your subscriber base.

## Case Study: Foxy Comedy



**Foxy Comedy** does hilarious, over-the-top, sketches. Beyond being funny, he has built a truly unique brand and knows how you can brand your channel effectively too.

**Year Started:** 2014

**Subs:** 13K

### Action Steps:

- 1 Identify what it is about your videos that most resonates with your audience.

You can figure this out by:

- Reading your comments.
- Looking at your **Analytics** to see which content keeps people's attention the longest.
- Asking for opinions from friends and family.

- 2 Once you know what's working best for you, make that your focus! Foxy noticed that references to meme culture were performing well for him, so he started using them more and made that part of his personal brand.

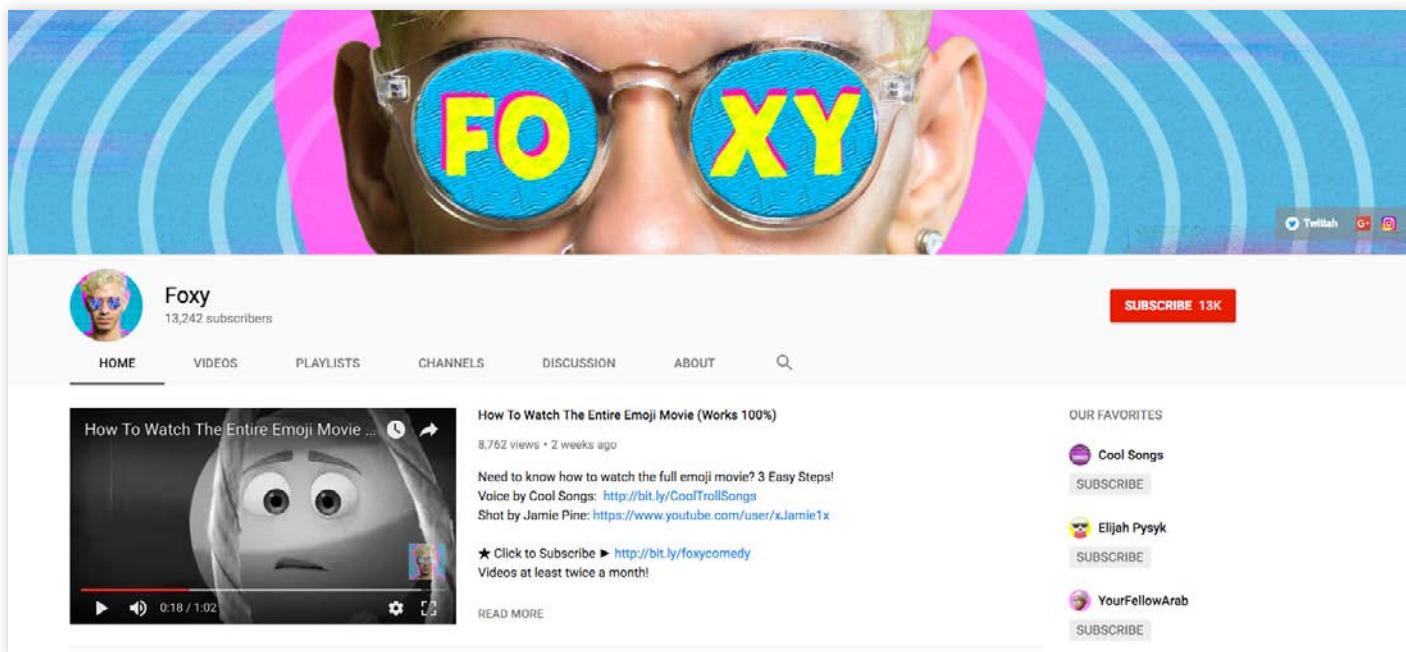
- 3 Think about your personal style, channel art, and the way you act on camera and make sure they're all tied into that brand you're building through your video content. (see Fig. 1 and 2)

When people can quickly understand who you are, what you're all about, and the unique value that you provide, you'll have more subscribers and better videos overall - **Foxy Comedy**

## Part 1 - Deciding Who You Are on YouTube

How do I build a personal brand?

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The screenshot shows Foxy's YouTube channel page. At the top, there's a large image of him wearing his signature round sunglasses with "FO XY" on the lenses. Below the image, his channel name "Foxy" and profile picture are displayed, along with "13,242 subscribers". A red "SUBSCRIBE 13K" button is visible. The main content area features a video thumbnail for "How To Watch The Entire Emoji Movie (Works 100%)". The thumbnail shows a close-up of an emoji face. Below the thumbnail, the video title, view count (8,762), and upload date ("2 weeks ago") are shown. The video description includes links for the voice by Cool Songs and the shot by Jamie Pine. There are also calls to action like "Click to Subscribe" and "Videos at least twice a month!". To the right, there's a sidebar titled "OUR FAVORITES" with links to other channels: "Cool Songs", "Elijah Pysyk", and "YourFellowArab", each with a "SUBSCRIBE" button.

**Fig 1.** Foxy is known for his signature round sunglasses, bleached blonde hair and bold bright colors. It's all part of his YouTube brand!



**Fig 2.** The thumbnails for Foxy's videos all feature his signature look and pops of bright color.

» Watch Foxy's full video [here](#).

## Case Study: NellahGrace (Petty)



On her channel 'NellahGrace', **Petty** does lifestyle videos and vlogs – with a twist! Petty brings her unique perspective as a medical student to these popular video types. That's her niche. What's yours?

**Year Started:** 2013

**Subs:** 12K

## Action Steps:

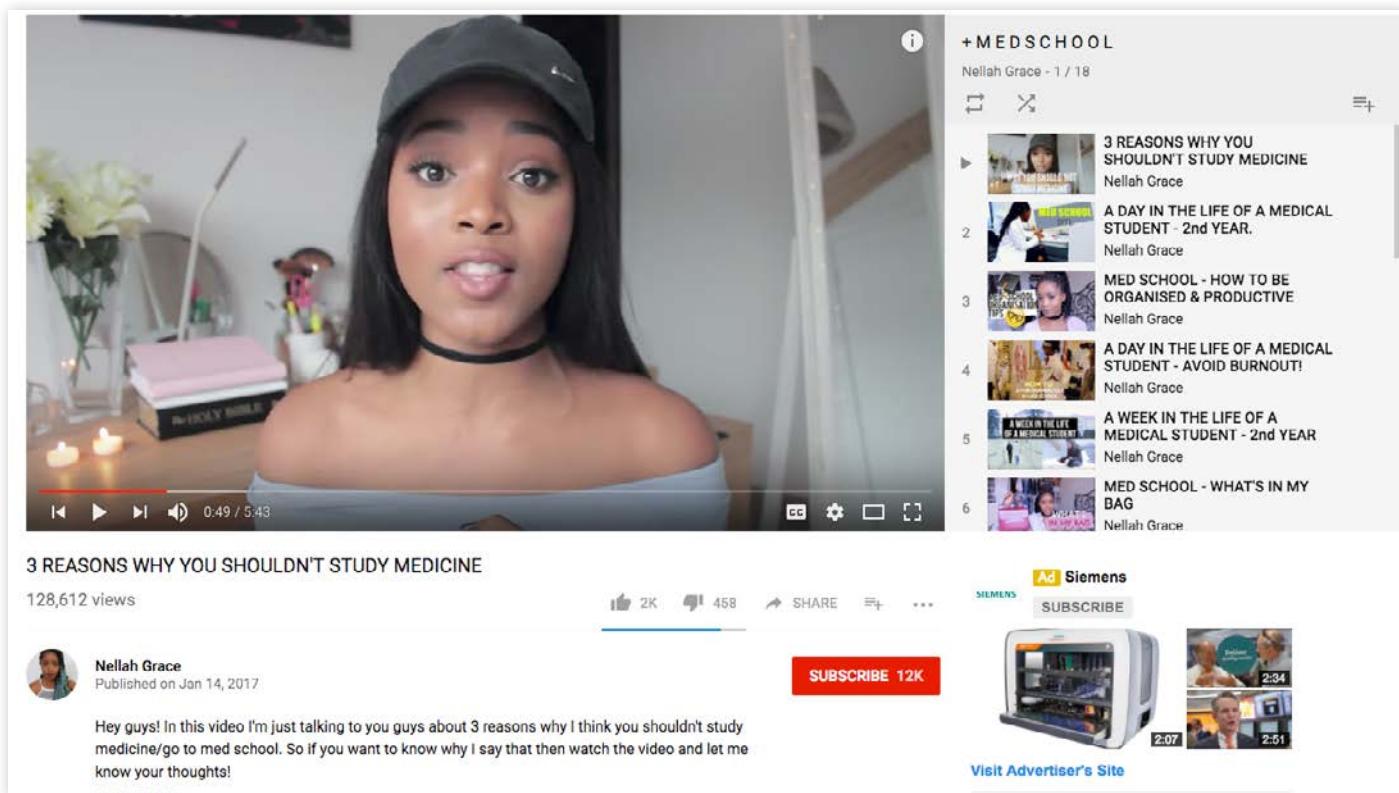
- 1 Think beyond your genre. For example, if you're a lifestyle YouTuber, what's unique about your lifestyle that you could focus on?
- 2 When you have an idea of what your niche could be, think about whether there's an audience for that niche. For example, a lot of the viewers tuning in to NellahGrace are probably med students themselves. (**see Fig. 3**)

As soon as I started to niche myself I was getting 100K views, 50K views, per video because people were interested in that. I found my audience - **NellahGrace**



## Part 1 - Deciding Who You Are on YouTube

How do I find my niche on YouTube?



**Fig 3.** Petty started out creating general fashion and lifestyle videos, then found her niche when she started showcasing her life as a medical student. She still made popular types, like "What's in my Bag", but from a medical student perspective.

## Case Study: Paloma Renee



When **Paloma Renee** first started YouTube she was nervous about getting too personal with her viewers, but now it's one of her specialties (along with comedy and general silliness). Being a friend, not just a video creator, helped her grow.

**Year Started:** 2014

**Subs:** 114K

## Action Steps:

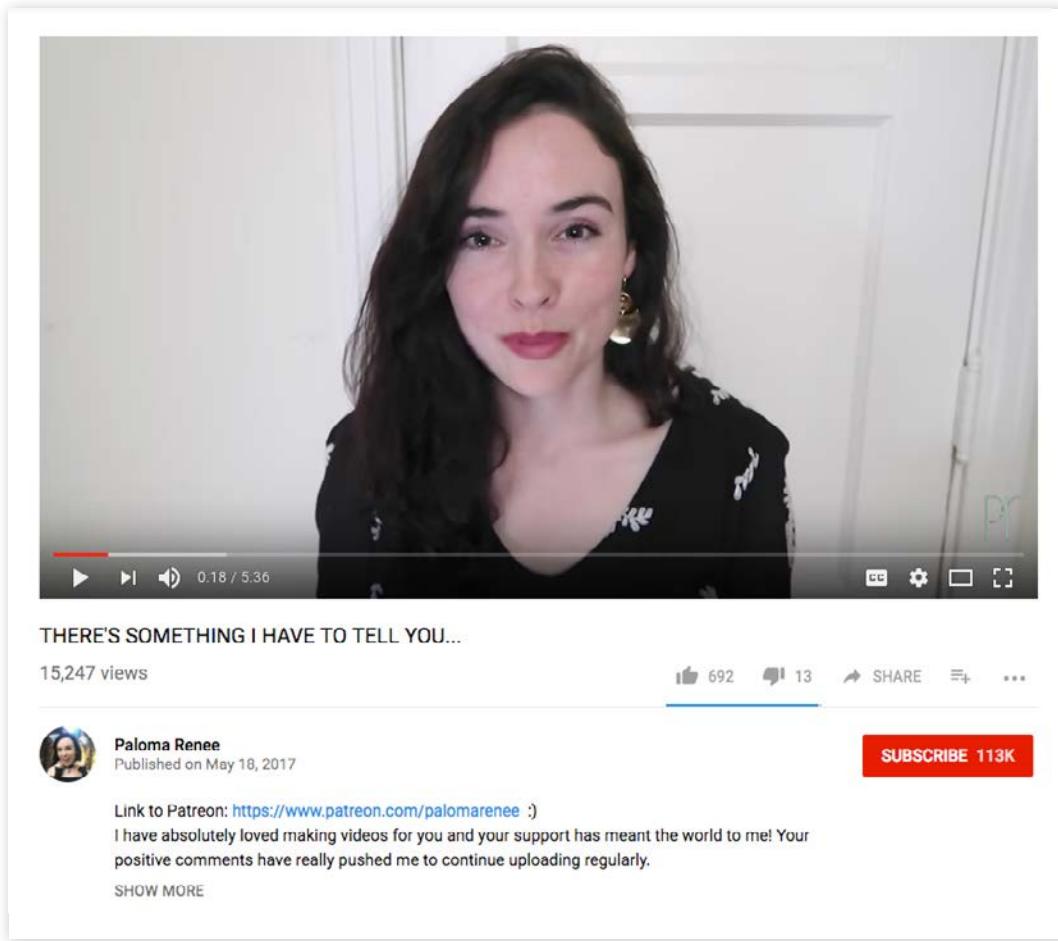
- 1 Address your viewers in a fun manner at the beginning and end of every video. You may naturally develop go-to sign on/sign off messages. (**see Fig. 4**)
- 2 Like and reply to comments on YouTube, and engage with your viewers on other platforms like Instagram.
- 2 Do some purely personal videos, like Q&As, and call out specific viewers by name.

// If your viewers feel a more personal connection to you, they are definitely more likely to subscribe - **Paloma Renee** //

## Part 1 - Deciding Who You Are on YouTube

How do I connect with my community?

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THERE'S SOMETHING I HAVE TO TELL YOU...

15,247 views    692 likes    13 dislikes    SHARE    ...

Paloma Renee    Published on May 18, 2017

Link to Patreon: <https://www.patreon.com/palomarenee> :)

I have absolutely loved making videos for you and your support has meant the world to me! Your positive comments have really pushed me to continue uploading regularly.

SHOW MORE

SUBSCRIBE 113K

**Fig 4.** Make the most out of your video description, "make it fun, make it friendly, make it personal!"



**Fig 5.** Paloma's has a signature sign-off with her viewers where she says, "you guys are amazing and I hope you're having a great day!"

» Watch Paloma's full video [here.](#)



## Part 2

# Planning Your Content Strategically

To grow on YouTube, you need to understand how it works. This section will teach you how to make YouTube's search engine work in your favor, how to use your channel stats, and how to use trends to your advantage while remaining unique.

## Case Study: Jack Brinkman



**Jack** makes vlogs, challenge videos, and other fun (and funny) stuff with his girlfriend Gabrielle. He's a pro at tackling trending topics.

**Year Started:** 2015

**Subs:** 444K

## Action Steps:

- 1 Find a trending topic relevant to your niche. Find out [here](#).
- 2 Brainstorm a list of related videos that are relevant to that trend. ([see Fig. 1](#))
- 3 Make your metadata (titles, tags, descriptions) for these videos consistent by re-using the same keywords. That will make these videos more likely to show up in each other's suggested videos list.

## Tools:



» [Google Trends](#)

» [Youtube Trending](#)



People forget that you don't need 1 video to go viral for your channel to grow, you can have 10 videos doing just fine for your channel to grow - **Jack Brinkman**

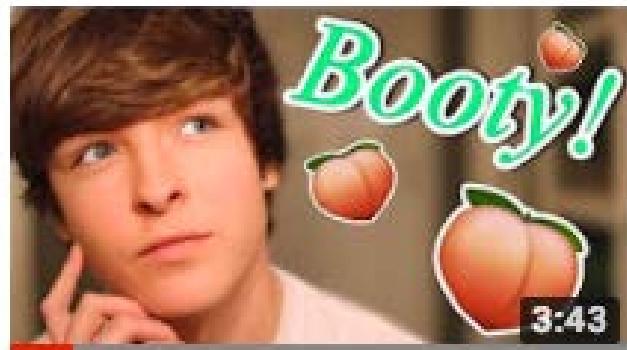


How can I grow using trending topics?



### How To Tell If a Guy Likes You (Best Signs)

584K views • 1 year ago



### Things Guys Wish Girls Knew

2.1M views • 1 year ago



### Things Girls Do That Guys Love

893K views • 11 months ago

**Fig 1.** Jack grew his channel to 440K subscribers in just over two years by making videos on topics trending on YouTube. In his genre, these included relationship videos.

## Case Study: ElleToshea



**Elle** is a DIY YouTuber who loves getting in touch with her creative side!

Her channel started growing faster after she put her own unique spin on a trending video type.

**Year Started:** 2015

**Subs:** 16K

## Action Steps:

- 1 Think of video ideas you've had and look them up on YouTube to see if they're popular.
- 2 If your idea has been done and is popular, watch the top videos to find out what people have already created. (**see Fig. 2**)
- 3 Brainstorm ways to do it differently from everyone else.

Pay attention to trends that are happening on YouTube, but figure out a way to make them your own - **ElleToshea**

How can I do trendy videos and still be original?



### DIY Dollar Store Challenge Inspired By Anthropologie

618,800 views

1K

889

SHARE

...



ElleToshea

Published on Sep 25, 2016

SUBSCRIBE 16K

Hey Loves! So I decided to take on the Dollar Store Challenge. I love a challenge. Check out these Anthropologie inspired Home Decor DIY's that are perfect for the fall. I purchased all items from my local Dollar Tree Store.

SHOW MORE

**Fig 2.** Elle noticed a DIY Dollar Store Challenge on YouTube among DIY creators, she decided to make the challenge her own by making her items Anthropologie inspired. Not only was the challenge trending on YouTube, but the fashionable women's retailer is well-known with over 3 million Instagram followers. Since 2016, her video has been viewed 619K times. [Watch it here.](#)

## Case Study: Him and Him



The couple that vlogs together stays together! **Pascal & Bryan** do personal vlogs every week, and they know how to make their videos searchable.

**Year Started:** 2014

**Subs:** 20K

## Action Steps:

- 1 Generate video ideas based on trending topics as well as requests and suggestions from your viewers.
- 2 Use Google Trends to determine the specific keywords you want to target. Learn how [here](#).
- 3 Weave these keywords, and related keywords, into your title, description, tags, and closed captions when uploading your video (**see Fig.4**). For more information on metadata, click [here](#).

## Tools:



» [YouTube Search Trends](#)

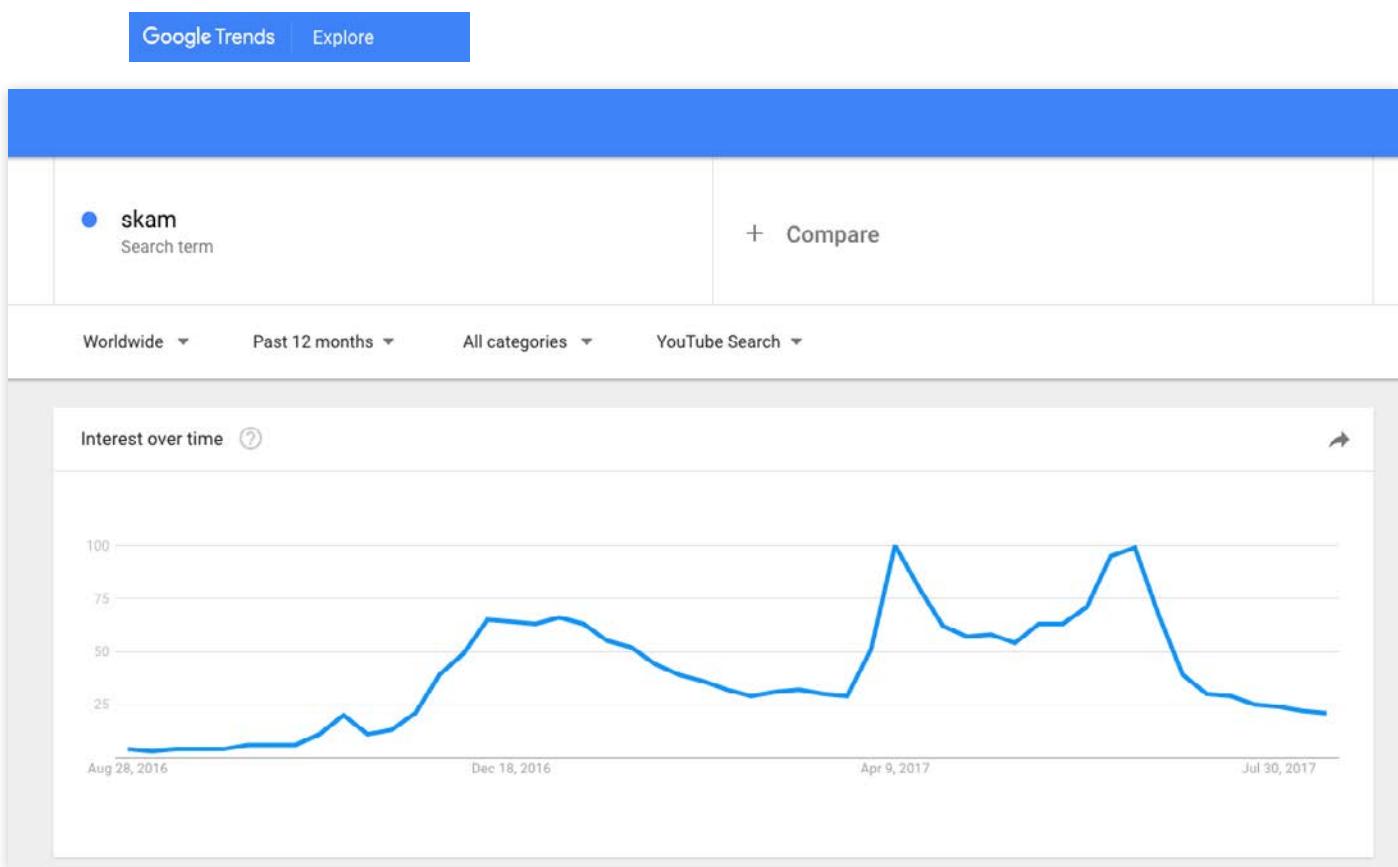


Sad part about people not understanding metadata is that you can work so hard on a video on your channel but your channel won't grow - **Him and Him**



## Part 2 - Planning Your Content Strategy

How can my videos rank in YouTube's search results?



**Fig 3.** Pascal and Bryan created a reaction video on the popular Norwegian TV show Skam. After searching Google Trends with the keyword Skam, Pascal and Bryan saw that the show was trending with a new season on the horizon. A video was made with the Skam keywords in the title, video description and tags and Pascal and Bryan gained 1,000 new subscribers within the month. Watch the video [here](#).



**Fig 4.** Metadata is all the information surrounding a video, it's titles, description and tags, which all affect a video's searchability.

## Case Study: Whisper Latina ASMR



**Jonie** does ASMR - whispering. A soft voice can be comforting when you're having a hard time. Jonie figures out what her viewers want by paying careful attention to her analytics.

**Year Started:** 2015

**Subs:** 33K

## Action Steps:

- 1 Go to **Analytics** in your Creator Studio and find your most popular videos. (**see Fig. 5**)
- 2 Analyze the demographics, traffic sources, top keywords, and other stats for those videos to determine who your audience is and what they like best. For an Analytics walkthrough, click **here**.
- 3 Use your findings to plan new videos that will have the same appeal. You might also want to revise the titles, tags, etc. of your existing videos based on what you learn.

## Tools:



» **YouTube Analytics**



Make sure to learn more about YouTube Analytics, because it's the heart of your YouTube channel - **Whisper Latina ASMR**

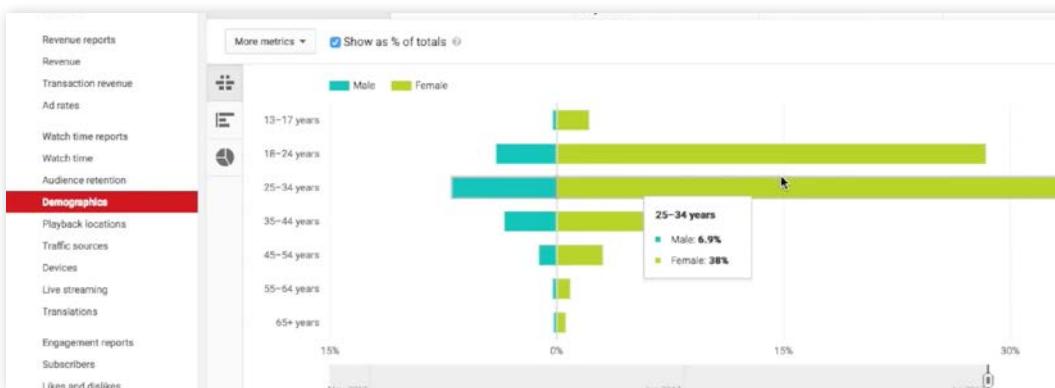


## Part 2 - Planning Your Content Strategy

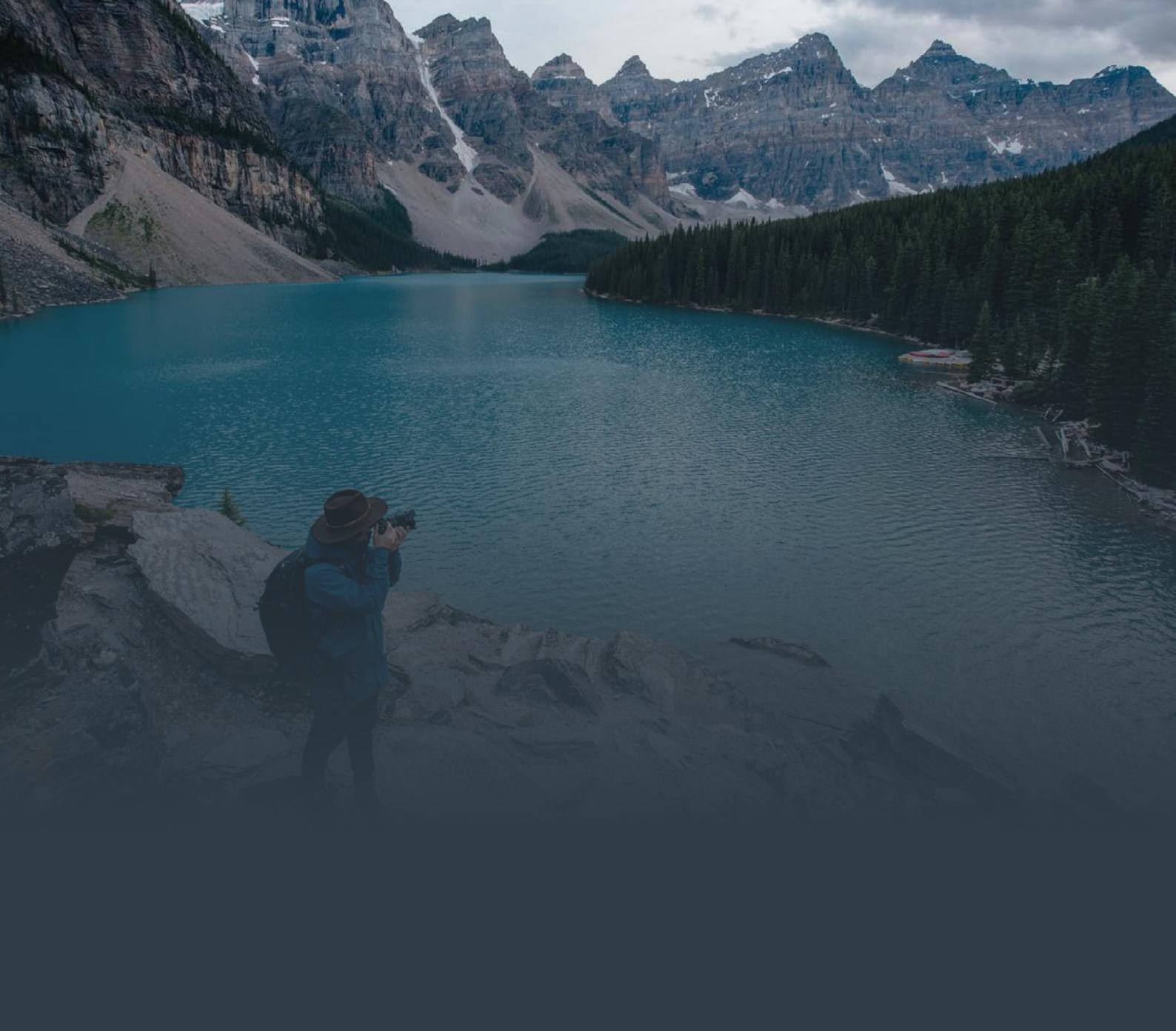
How can my channel stats help me get subs?

The screenshot shows a YouTube Analytics dashboard for a channel named 'Whisper Latina ASMR'. On the left, there's a sidebar with options like Annotations, Cards, End screens, TRANSLATIONS & TRANSCRIPTIONS, CREATE, YOUR CONTRIBUTIONS, and Help and feedback. The main area displays a list of videos with their watch time, views, and estimated revenue. The top video, 'FRECKLE Removal Treatment ASMR R...', has the most data: 169,584 watch time minutes (8.2%), 19,418 views (7.0%), and \$24.65 estimated revenue (8.2%). Below this, other videos include 'EAR CANDLING ASMR Ear Cleaning ...' (73,339 watch time, 10,030 views, \$13.86 revenue), 'Removing Impacted Ear Wax ASMR R...' (65,711 watch time, 6,810 views, \$9.39 revenue), 'Unidentified video' (59,050 watch time, 9,005 views, \$5.70 revenue), and 'ASMR MAKEUP SALES REP ROLE PLAY' (48,263 watch time, 7,740 views, \$9.31 revenue). At the bottom, a section titled 'Top geographies' shows that 56% of watch time comes from the United States, with males accounting for 20% of views.

**Fig 5.** By reviewing her Analytics, Whisper Latina ASMR is able to identify her most watched video - a video on Freckle Removal Treatment.



**Fig 6.** Whisper Latina ASMR's YouTube Analytics demographics reveal that her audience is primarily females between 24 and 34 years old.



## Part 3

# Upping Your Video Production

You won't get far on YouTube without quality content, but 'quality' doesn't need to mean complicated editing and expensive video equipment. In this section you'll learn simple production and editing tips that can vastly improve your videos.

## Case Study: Linn Moberg



**Linn** makes DIY and lifestyle videos. To keep her videos interesting, she adds all kinds of fun transitions and graphics including pop up text.

**Year Started:** 2014

**Subs:** 77K

## Action Steps:

The more cool effects and transitions - the more engaging your videos will be.

- 1 Add transitions between your clips to make your video more energetic.
- 2 Use graphics and pop up text to engage your viewers. You can ask questions, or even direct them to your social media pages. Watch this [video](#) to learn how to use text effectively. (see Fig. 1)

## Tools:

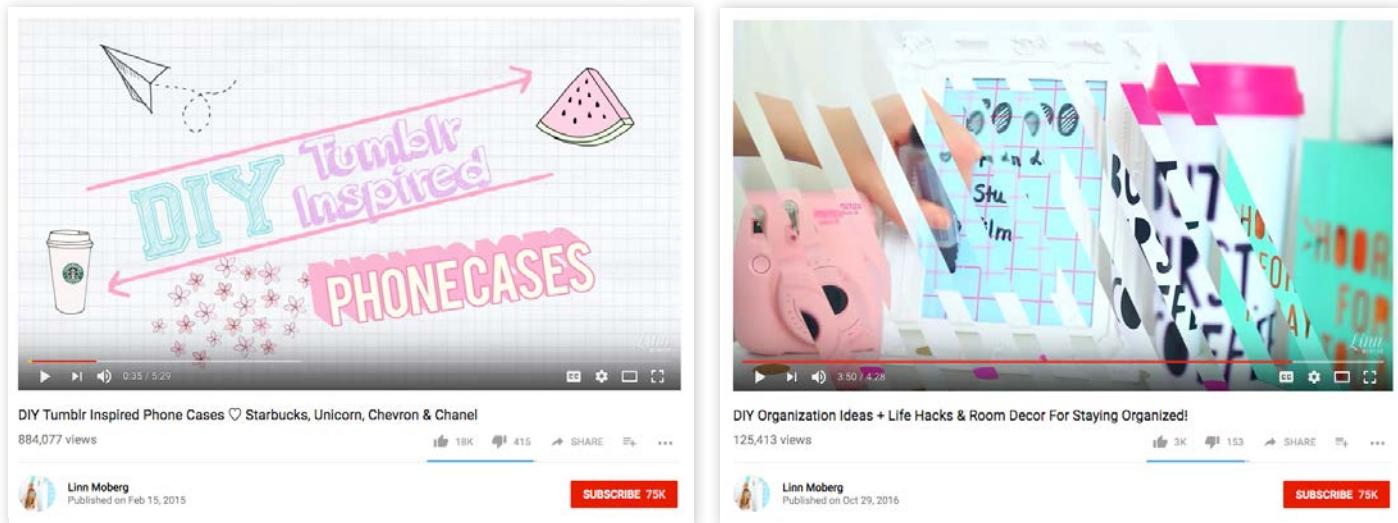


» [Filmora Effect Store](#)

Making your videos fun and entertaining to watch is the number one most important thing to increasing your conversion rate - **Linn Moberg**

## Part 3 - Upping Your Video Production

How can I edit my videos to be more engaging?



**Fig 1.** Linn has noticed that her videos with heavier effects and transitions get more views.

## Case Study: SAMTIME



**SAMTIME**'s channel is a refreshing mix of technology and comedy, often in the same video. Sam noticed that as his production quality went up so did his subscriber count.

**Year Started:** 2012

**Subs:** 105K

## Action Steps:

- 1 Buy an **external microphone**. Even an inexpensive LAV that plugs into your phone will be an improvement over your camera's built-in mic.
- 2 Make sure your recording space is well lit. You can add more light to your set by opening windows and bringing in lamps from around your home. When you're ready to invest, you can get professional softbox lights for cheap online. (**see Fig. 2 and Fig. 3**)
- 3 If you're **shooting on a smartphone**, get a smartphone tripod to hold it steady while you record. If you're ready to upgrade to a point and shoot or DSLR/mirrorless camera, makes sure it has a swivel screen so you can see yourself.

## Equipment List:

- |  |  |   |
|--|--|---|
|  » <a href="#"><u>Rode VideoMic Me</u></a> | » <a href="#"><u>Rode VideoMic Pro</u></a>     | » <a href="#"><u>LimoStudio Photo Softbox</u></a> |
| » <a href="#"><u>Rode smartLAV</u></a>   | » <a href="#"><u>Manfrotto Mini Tripod</u></a> |   |
| » <a href="#"><u>Micromuff SKINNY</u></a>  | » <a href="#"><u>Olloclip Mobile Lens</u></a>  |   |

## Part 3 - Upping Your Video Production

How can I make better looking and sounding videos?

If they can't hear what you're saying and it looks like you recorded on a potato, they're going to click off right away

- SAMTIME



**Fig 2.** Before: Five years ago, Sam's YouTube videos were poorly lit and out of focus.



**Fig 3.** After: As Sam improved his production set-up, he noticed subscriber growth also grew.

## Case Study: JeffTutorials



**JeffTutorials** is a gamer who knows just about everything about Grand Theft Auto. He's had a lot of success growing his channel through collaborations.

**Year Started:** 2013

**Subs:** 88K

## Action Steps:

- 1 Find a creator in your genre with a subscriber-base about the same size as yours.
- 2 Brainstorm ideas for videos you could do together.
- 3 Send them a message (email, YouTube direct message, or Twitter DM) which introduces you and your channel, and explains why you'd like to collab. Include the video ideas you came up with in this pitch.
- 4 If they're interested, hash out the details on Skype or Discord. You could also meet up if you're in the same city.

## Tools:



» [Gleam](#)

» [Discord](#)



Collaboration allows you to leverage existing audiences from similar channels and you can build trust - **JeffTutorials**





## Part 4

# Promoting Your Channel

Growing on YouTube isn't just about creating good content and waiting to see your sub count go up. It's also not about shamelessly posting your channel link under other people's videos or asking them to 'sub4sub'. This chapter will show you how to promote your videos the right way.

## Case Study: Luis Alamilla



**Luis Alamilla** loves getting to know gamers from around the world using YouTube. He has great tips on how you can turn viewers who randomly find your videos into dedicated subscribers.

**Year Started:** 2012

**Subs:** 50K

## Action Steps:

**1** Monitor your comments and answer people's questions, even if they're on older videos of yours.

Getting a response can be surprising, which can make people subscribe.

**2** Try to reply to comments even when the person is just saying 'hello' or that they like your videos. It's a great way to get new people to stick around.

The best advice I can give any other content creator out there

is to turn your brand new viewers into lasting subscribers

**- Luis Alamilla**

## Case Study: El Tiro



**Adrian Brambilla**, aka El Tiro, is a professional dancer who has toured with stars like T-Pain. On YouTube, Adrian has built a 'Share Army' of fellow YouTubers using a strategy he calls 'Hustle & Heart'. When you show interest in other people, they'll become interested in you too.

**Year Started:** 2010

**Subs:** 88K

### Action Steps:

- 1 Visit channels of YouTubers in your genre who have a similar number of subscribers as you. Then, relax and watch some videos. Try to watch at least 2 minutes of content on every channel you visit.
- 2 Comment thoughtfully on the videos you watch. You can leave compliments or constructive criticism, but DO NOT ask for anything. No 'sub4sub', and no 'check out my channel too'.
- 3 One of the best ways to show you genuinely liked someone's video is to include the timestamp of your favorite part.

In every category here on YouTube, there are people who are just starting out or have the same following as you, these are the people you want to make relationships with. The biggest thing about networking is to NOT ask for anything in return.

- El Tiro

## Case Study: Gabrielle Moses



**Gabrielle** does makeup videos and vlogs on her solo channel, in addition to being in her bf Jack's videos. Her thumbnail strategy is proven to work.

**Year Started:** 2017

**Subs:** 112K

## Action Steps:

- 1 Consider including your face on your thumbnail because people automatically click on faces. Learn more [here](#).
- 2 Add graphics to your thumbnail when they are relevant to your video. (**see Fig. 1**)
- 2 Be consistent! Make sure all of your thumbnails use the same layout (i.e your face is in the same part of the screen every time). People are more likely to click on something they're familiar with.

## Tools:



» [Canva](#)

» [Picmonkey](#)



Thumbnails are what grabs your viewers and subscribers attention, if it's something that jumps out at them, they're going to click on it - **Gabrielle Moses**



## Part 4 - Promoting Your Channel

How can I make thumbnails people actually click on?



### Things Guys Do That Impress Girls

159K views • 1 week ago

### First Things Girls Notice about Guys

555K views • 2 weeks ago



### What Girls Really Mean When Talking To a Guy

78K views • 1 month ago

**Fig 1.** Gabrielle's thumbnails always include her face and fun emojis.