



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

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Part 1

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?

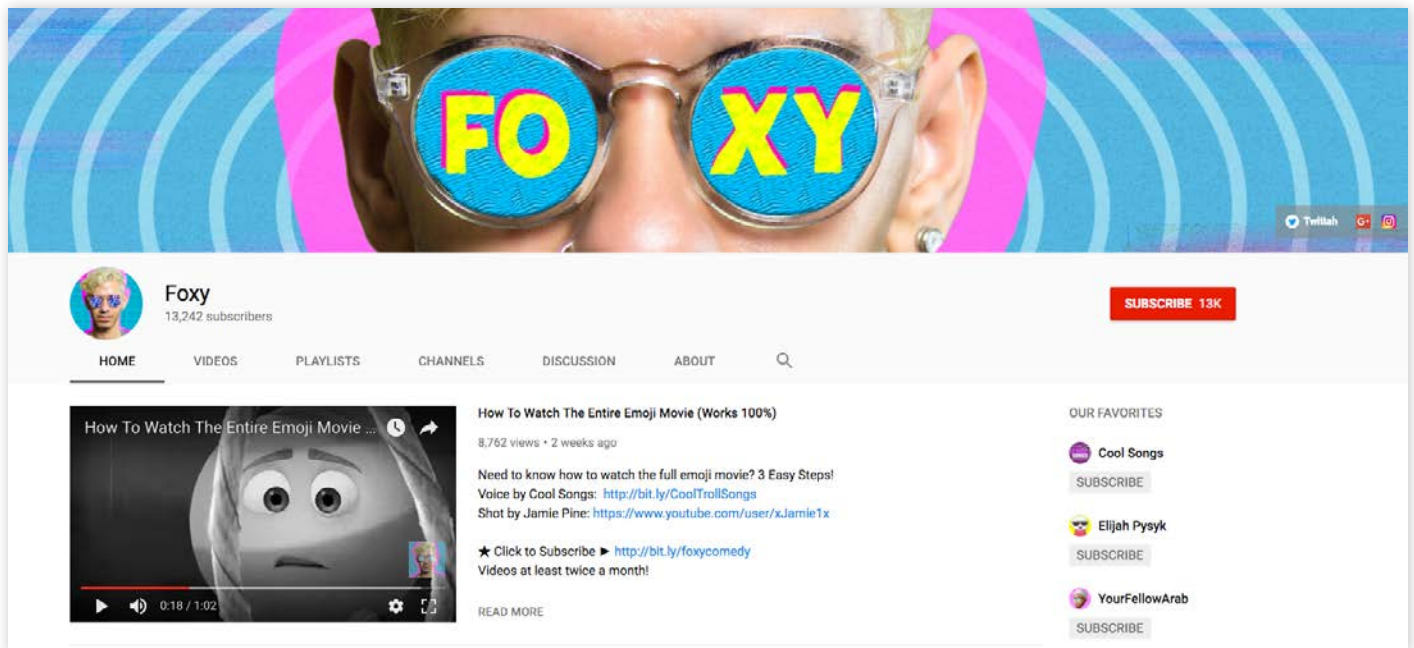


Fig 1. Foxy is known for his signature round sunglasses, bleached blonde hair and bold bright colors. It's all part of his YouTube brand!

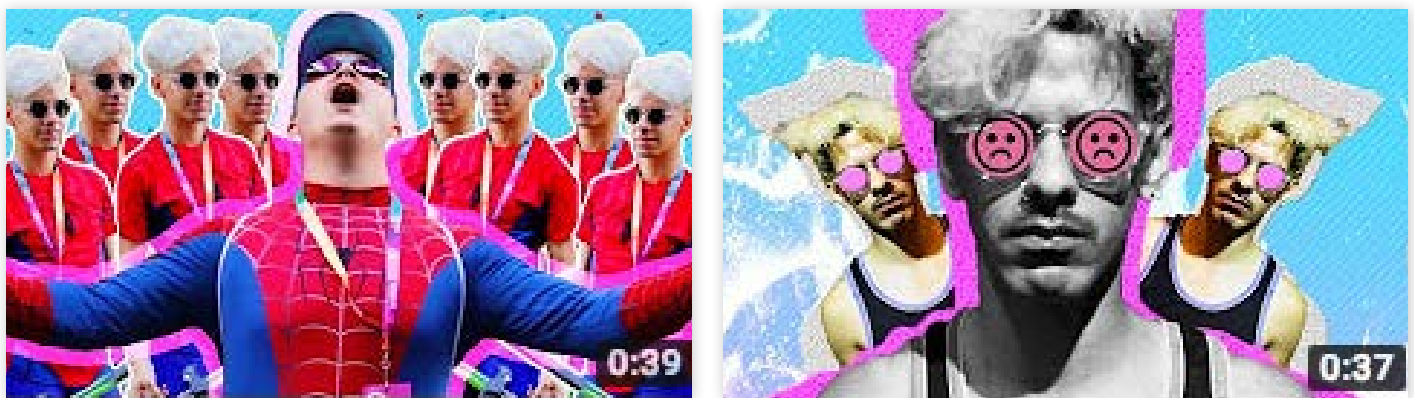


Fig 2. The thumbnails for Foxy's videos all feature his signature look and pops of bright color.

Case Study: NellaGrace (Petty)



On her channel 'NellaGrace', **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 NellaGrace 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 - **NellaGrace**



Part 1 - Deciding Who You Are on YouTube

How do I find my niche on YouTube?

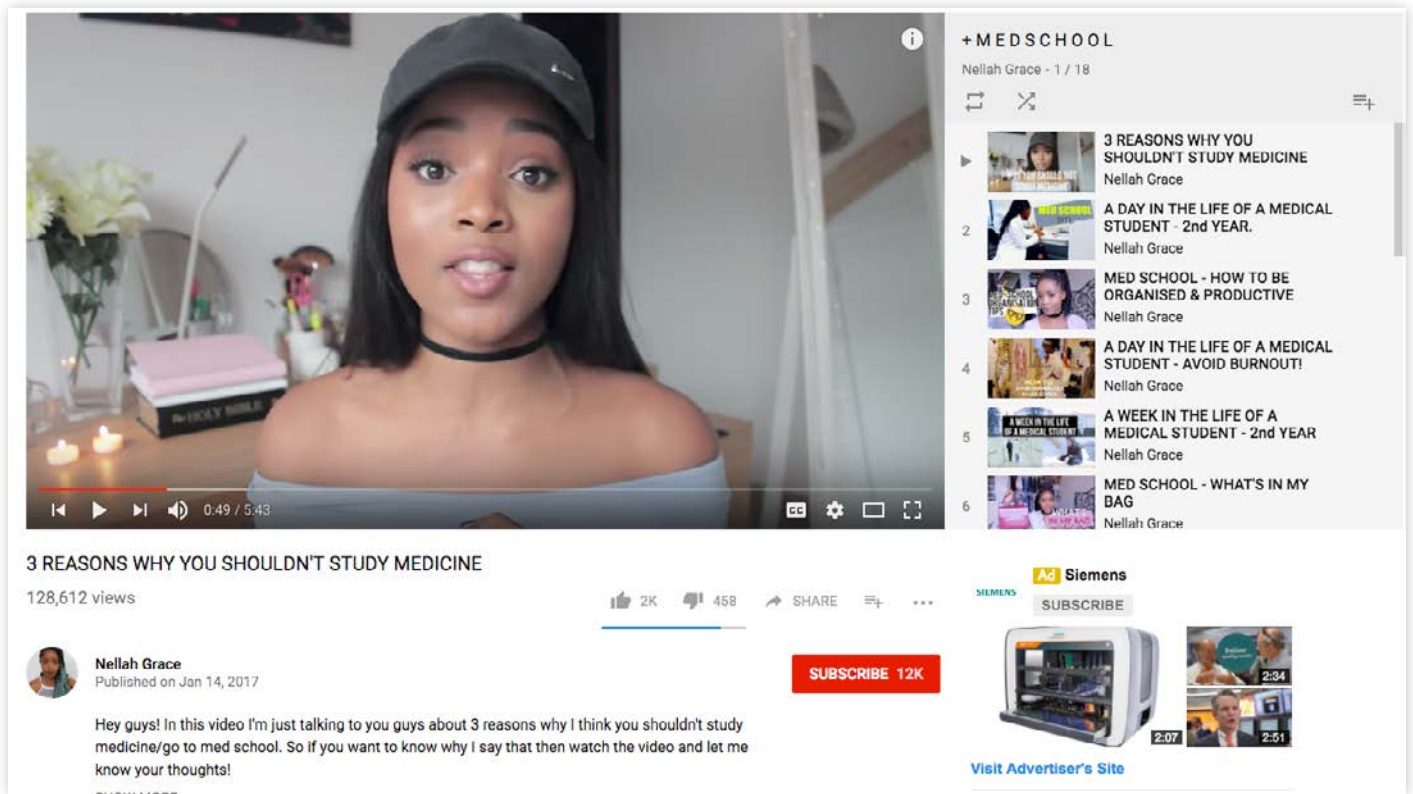


Fig 3. Petty started out creating general fashion and lifestyle videos, then found her niche when she started showcasing her life as a medical student. She still made popular types, like "What's in my Bag", but from a medical student perspective.

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**



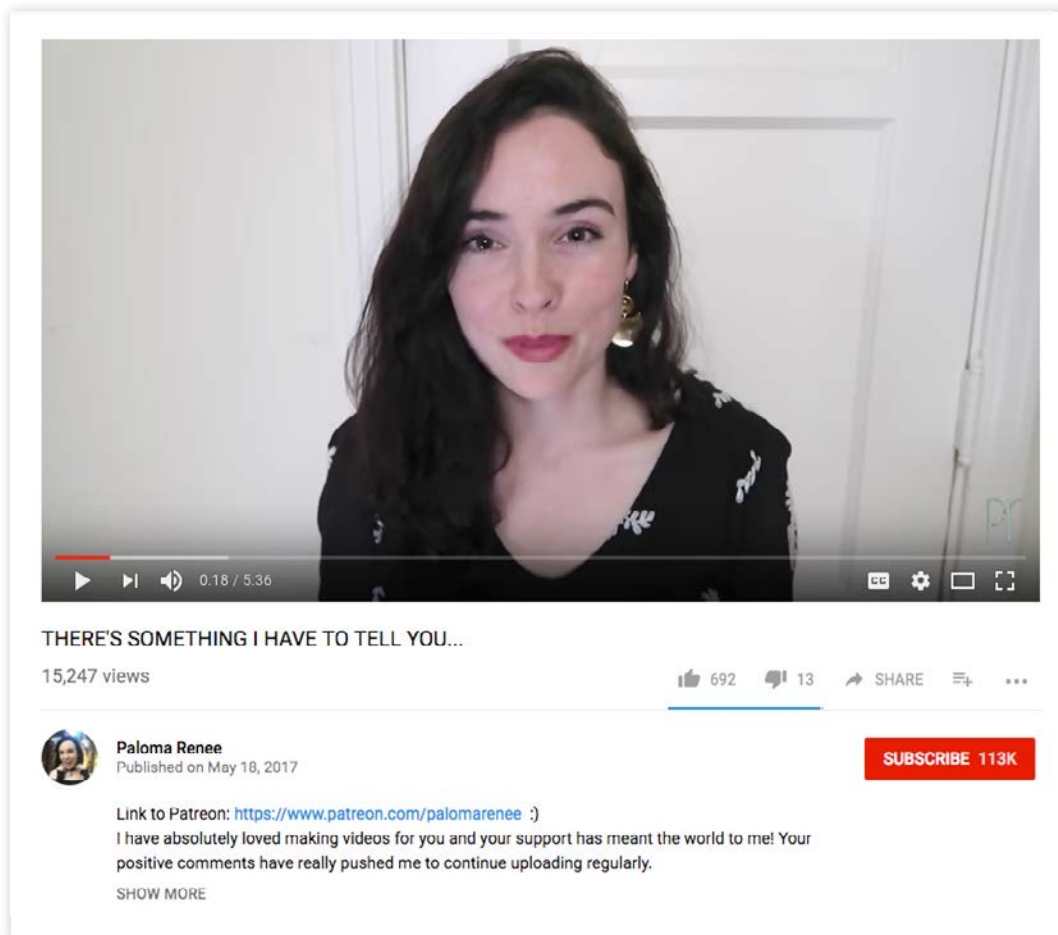


Fig 4. Make the most out of your video description, “make it fun, make it friendly, make it personal.”



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!”



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

0:23 / 5:23

DIY Dollar Store Challenge Inspired By Anthropologie

618,800 views

21K 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** //

Google Trends Explore

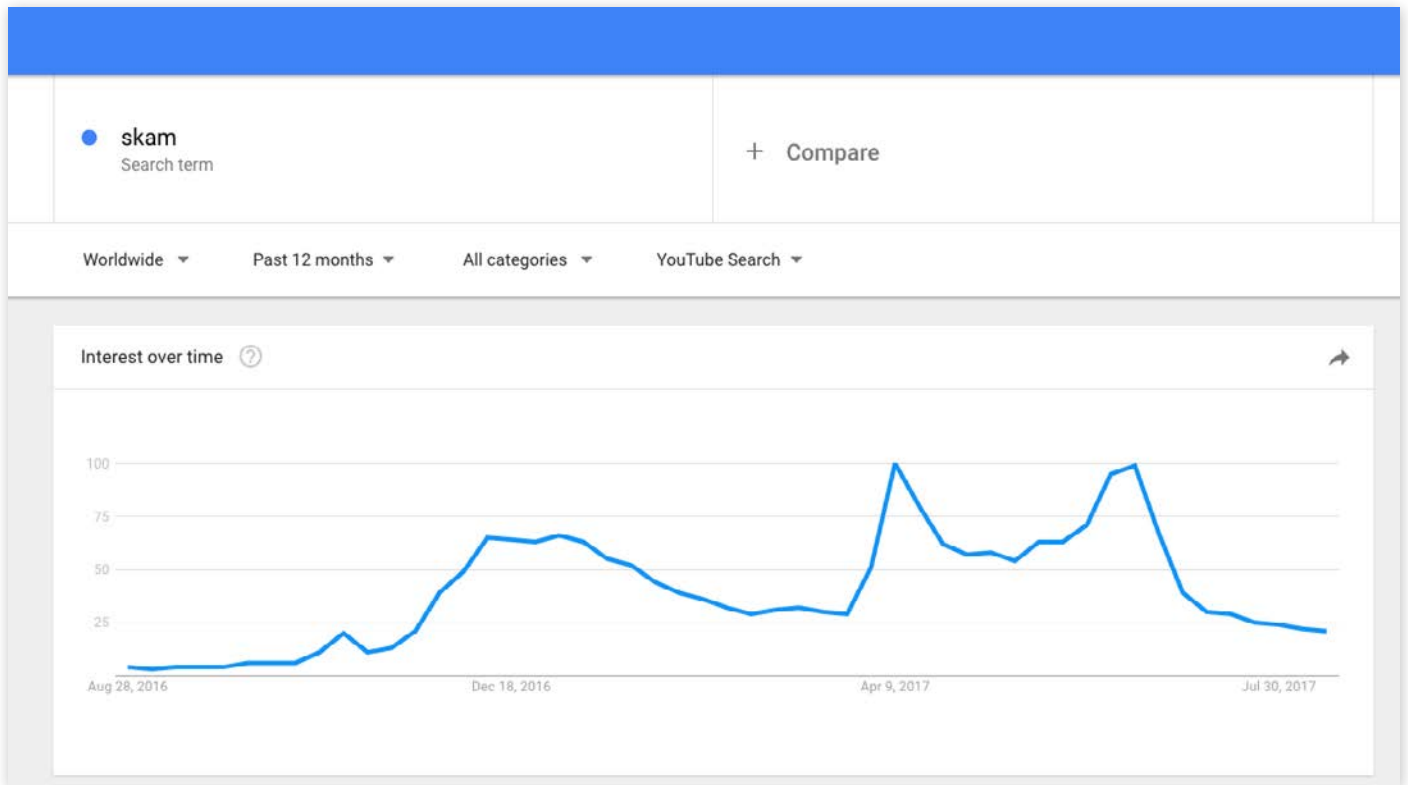


Fig 3. Pascal and Bryan created a reaction video on the popular Norwegian TV show Skam. After searching Google Trends with the keyword Skam, Pascal and Bryan saw that the show was trending with a new season on the horizon. A video was made with the Skam keywords in the title, video description and tags 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**



How can my channel stats help me get subs?

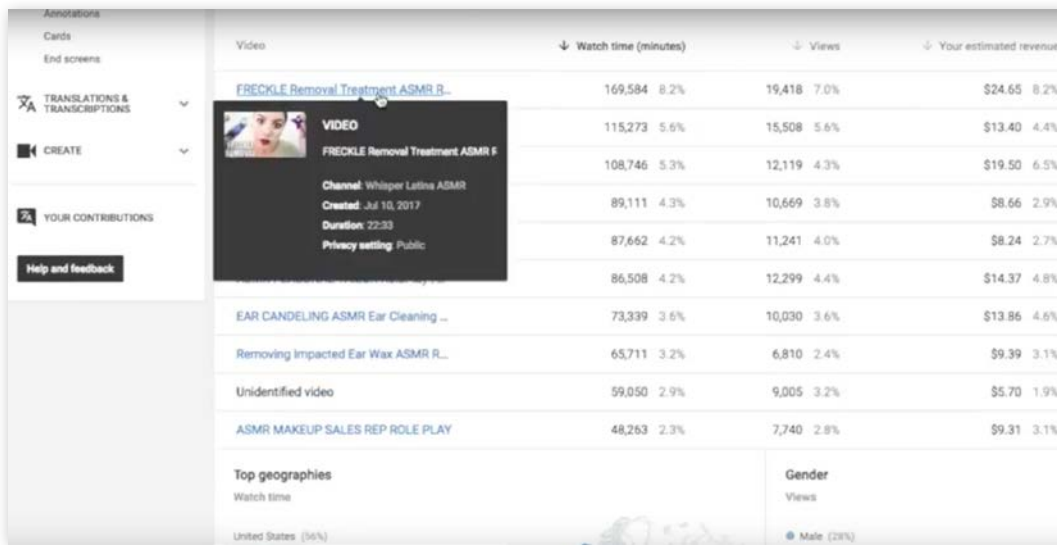


Fig 5. By reviewing her Analytics, Whisper Latina ASMR is able to identify her most watched video - a video on Freckle Removal Treatment.

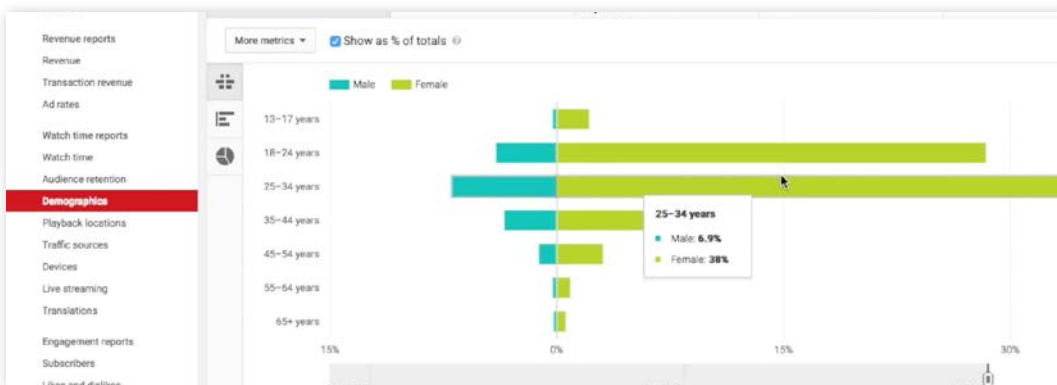


Fig 6. Whisper Latina ASMR's YouTube Analytics demographics reveal that her audience is primarily females between 24 and 34 years old.



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?

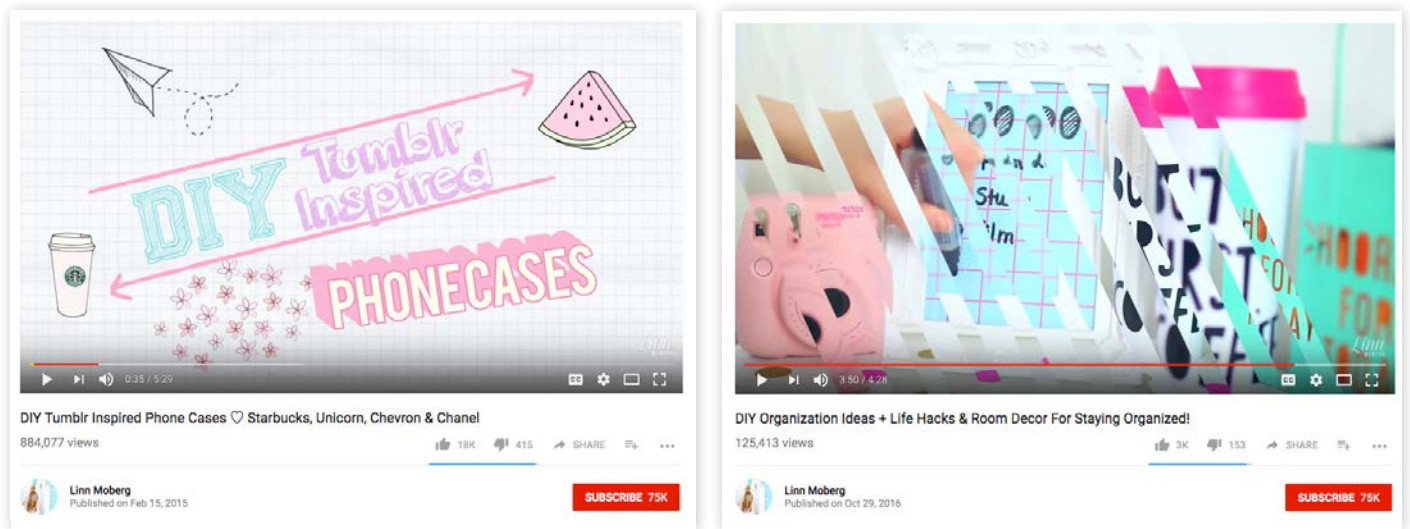


Fig 1. Linn has noticed that her videos with heavier effects and transitions get more views.

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, make sure it has a swivel screen so you can see yourself.

Equipment List:

- » **Rode VideoMic Me**
- » **Rode smartLAV**
- » **Micromuff SKINNY**
- » **Rode VideoMic Pro**
- » **Manfrotto Mini Tripod**
- » **Oloclip Mobile Lens**
- » **LimoStudio Photo Softbox**



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.



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 it's something that jumps out at them, they're goin to click on it - **Gabrielle Moses**



How can I make thumbnails people actually click on?

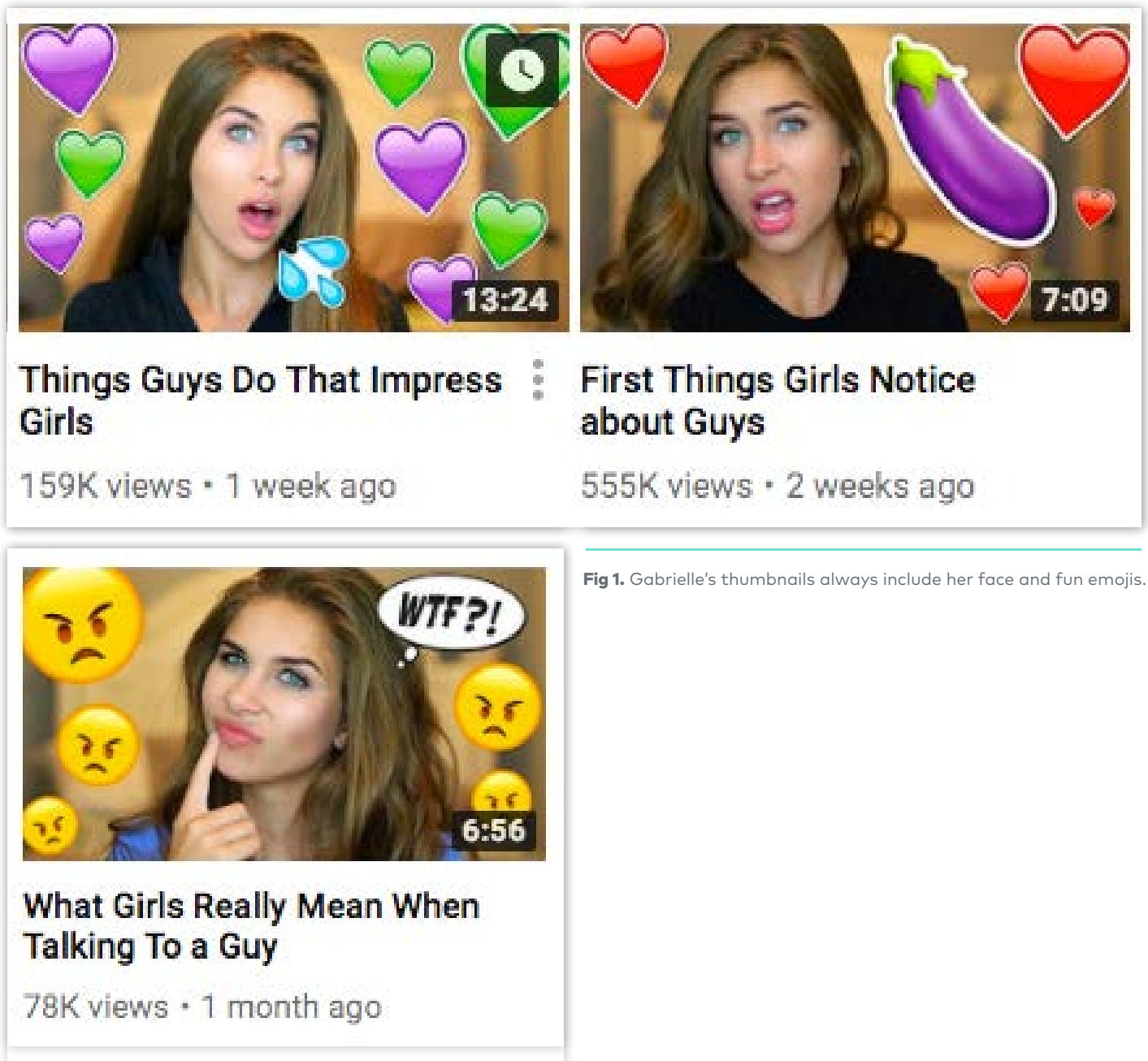


Fig 1. Gabrielle's thumbnails always include her face and fun emojis.