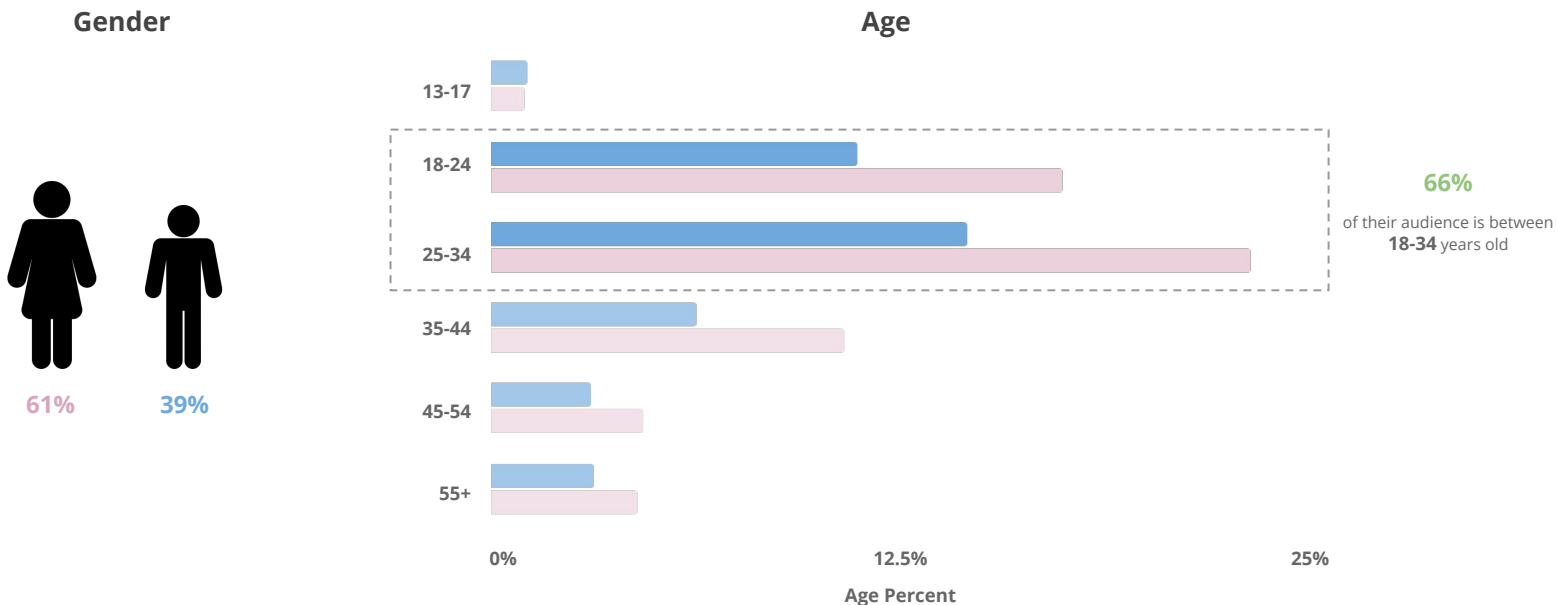


Little Baby Bum

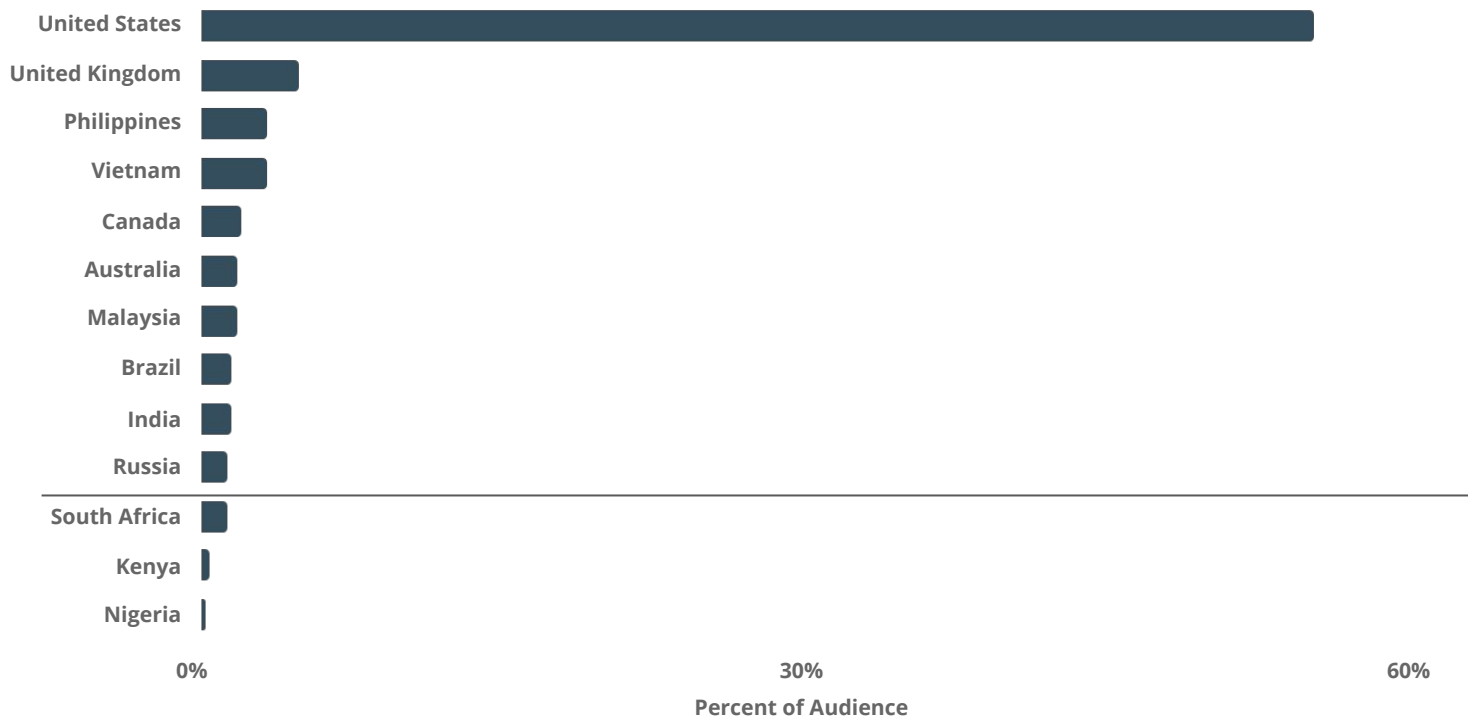
**Deep Dive Into Little Baby Bum's
Digital Strategy
Kids Content**

Audience

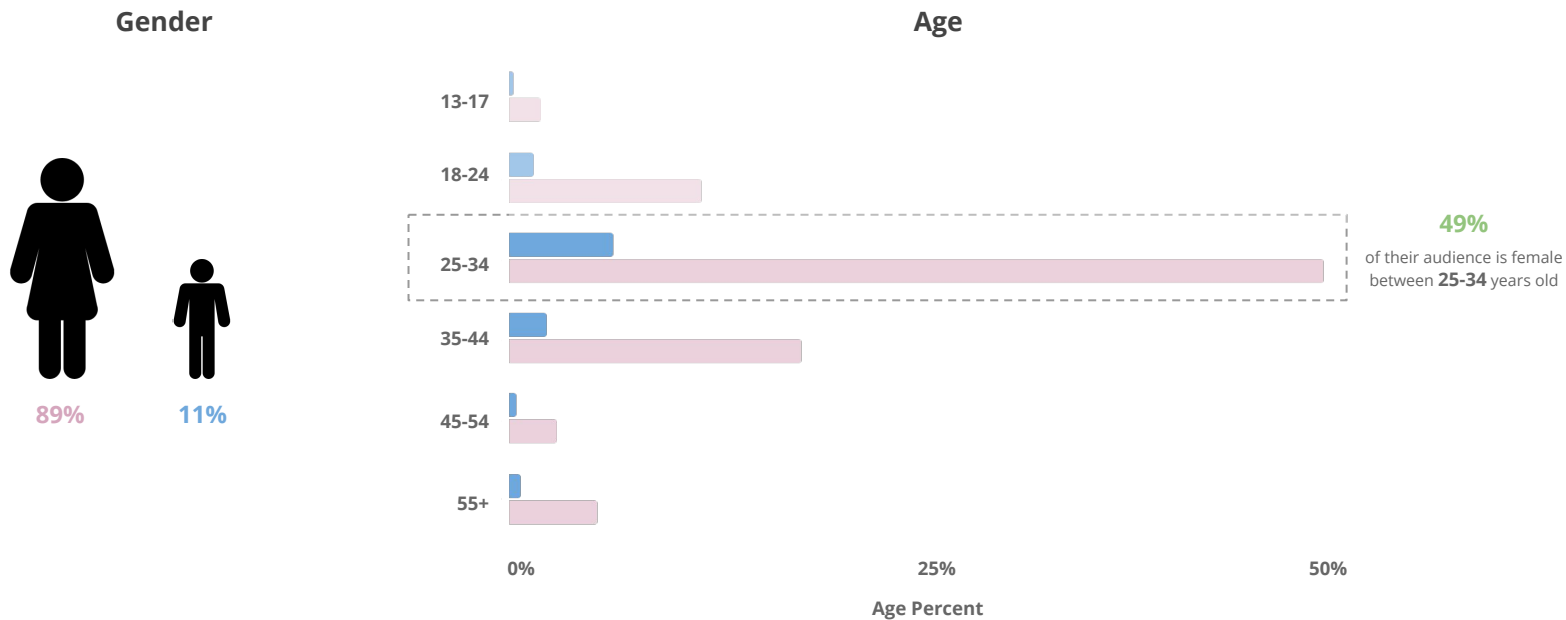
On **YouTube**, Little Baby Bum's (LBB) audience skews female, with 66% of the audience concentrated between the ages of 18-34. This age concentration is most likely representative of parents and siblings whose devices are being used to access the content.



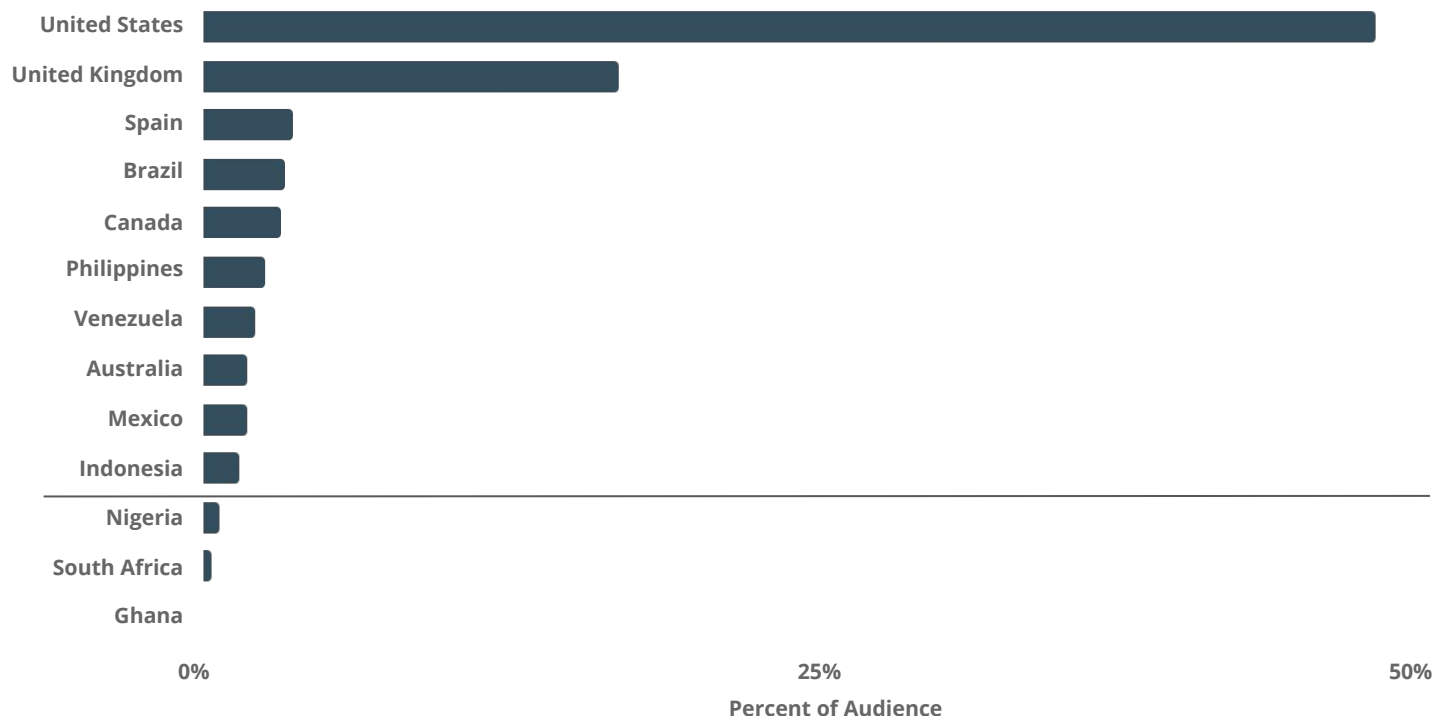
LBB's YouTube audience is primarily concentrated in the United States (55%), followed by the UK (5%) and the Philippines (3%). African countries such as South Africa, Kenya, & Nigeria make up <2% of CoComelon's audience.



On **Instagram**, LBB's audience skews heavily female (89%), with a significant female concentration (49% of total audience) between 25-34 years old.



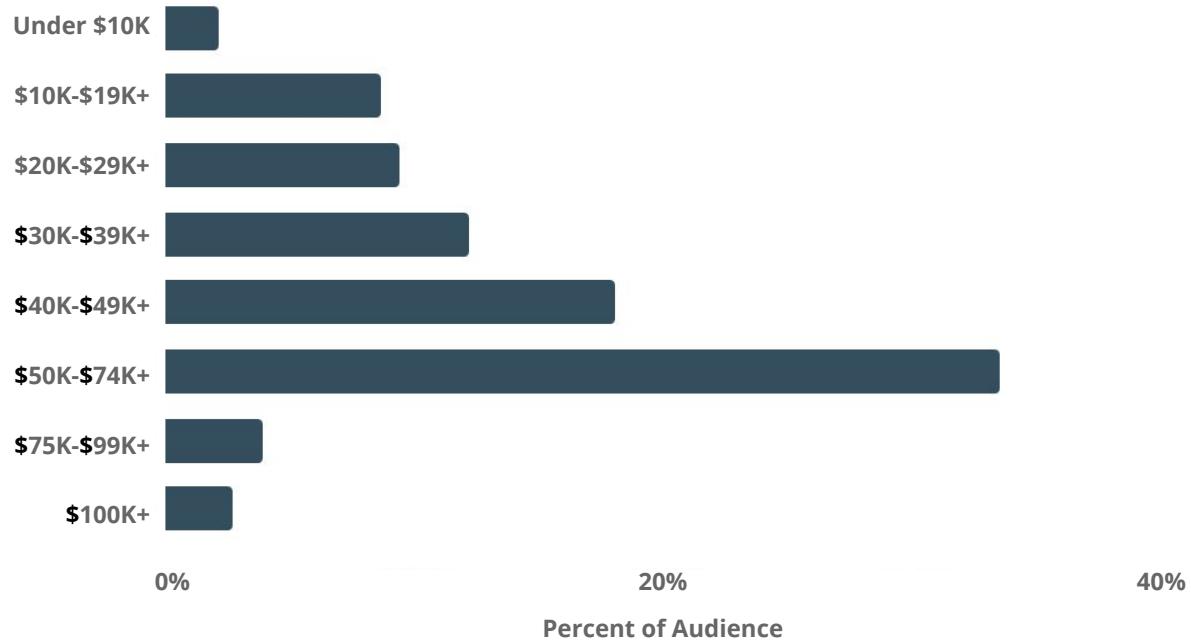
LBB's Instagram audience is primarily concentrated in the US (48%), followed by Brazil and the UK. Similar to YouTube, on Instagram African countries such as Nigeria, South Africa, & Ghana make up <2% of LBB's audience.



On **Instagram**, only 11% of LBB's US audience is of African American descent.



The average income is \$47K/yr for Little Baby Bum's Instagram audience.



Brand affinities for Little Baby Bum's audience include:

Fashion



Lululemon



Matalan



Next



Decathlon



Crocs



TOMS



Forever 21



Old Navy



Modcloth



Athleta

Beauty



Garnier



Benefit



MAC



Dove



Clinique



Estée Lauder



L'Oréal



Lancôme



Maybelline

Toys



Play-Doh



Fisher Price



LEGO



Crayola

Stores



Babies R Us



Build-A-Bear



Children's Place



Gymboree

Entertainment



Disney



Redbox



Six Flags



Marvel

Travel



Airbnb



Virgin America



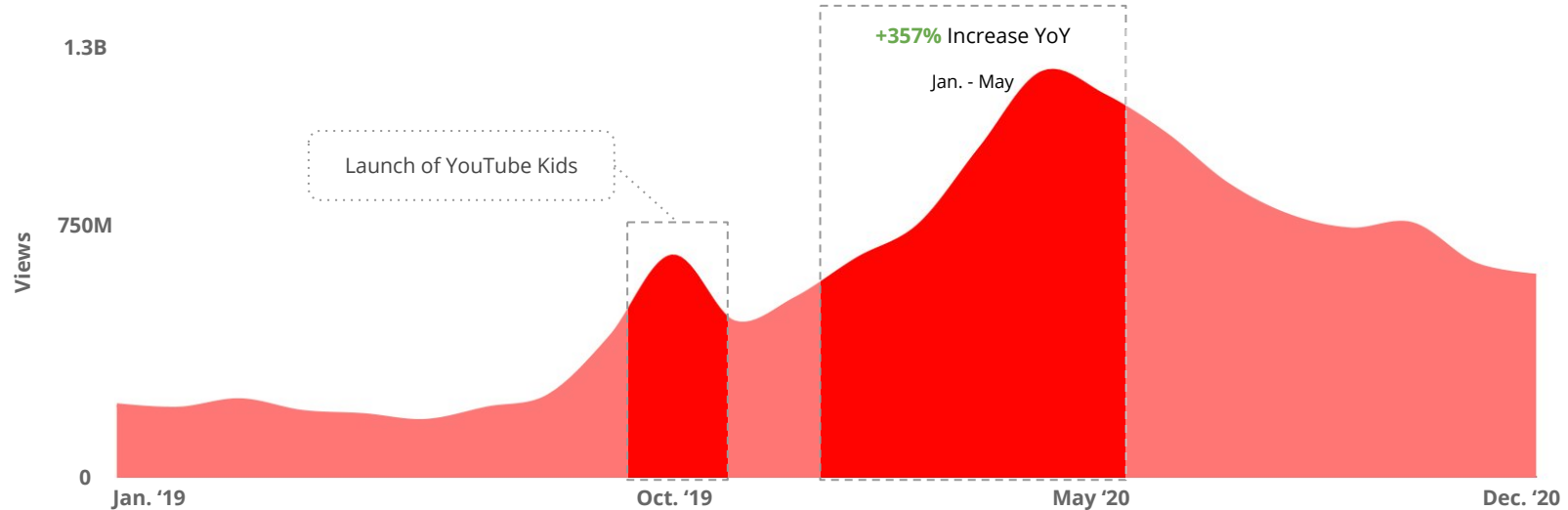
Trip Advisor



Four Seasons

Content

Little Baby Bum's **YouTube views** peaked in October of 2019 when YouTube launched YouTube Kids due to new COPPA regulations. A second larger spike was seen in April 2020 during the pandemic, increasing **+357%** YoY for the period of January to May.



Top performing content buckets include:

Wheels On The Bus Series

40% of Little Baby Bum's top 15 videos are from their Wheels On The Bus Series.



Views: 2.4B [View video](#)



Views: 987M [View video](#)



Views: 400M [View video](#)

Compilations

Video compilations typically longer than 30 minutes which play songs in succession (allows to entertain kids for longer) and begin with a popular song.



Views: 990M [View video](#)



Views: 218M [View video](#)



Views: 194M [View video](#)

Original Songs

New songs that Little Baby Bum has produced which are not based on classic nursery rhymes.



Views: 1.1B [View video](#)



Views: 602M [View video](#)



Views: 380M [View video](#)

Educational

Videos focused on education and typically include "Learn with Little Baby Bum" or "ABCs and 123s" in the title.



Views: 811M [View video](#)



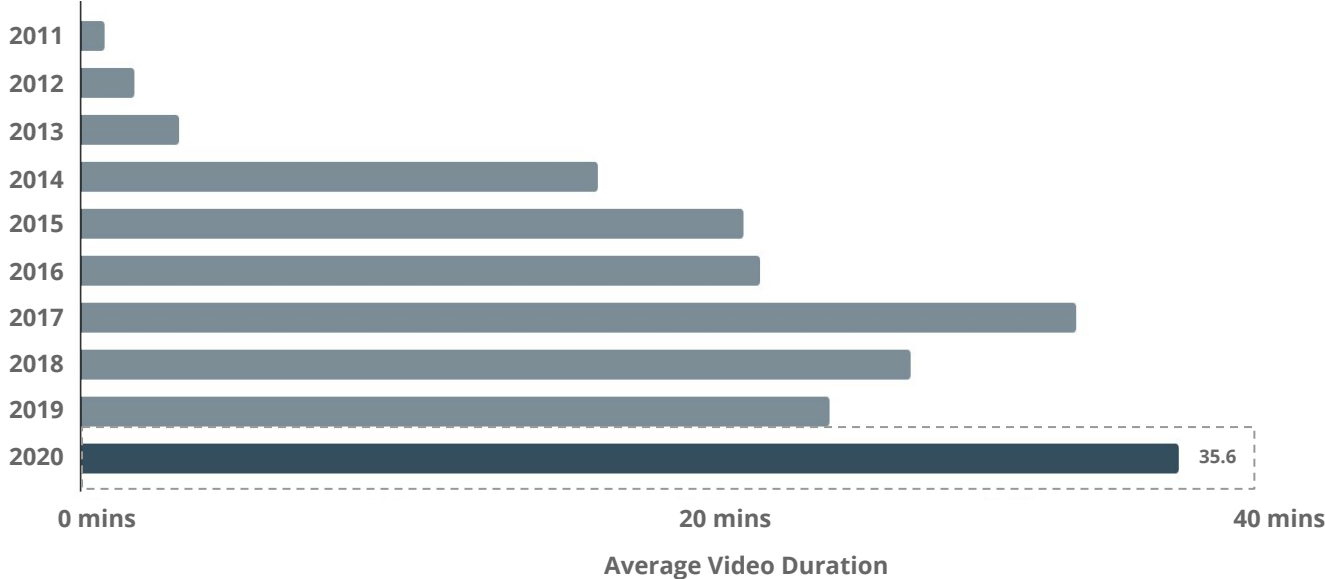
Views: 423M [View video](#)



Views: 405M [View video](#)

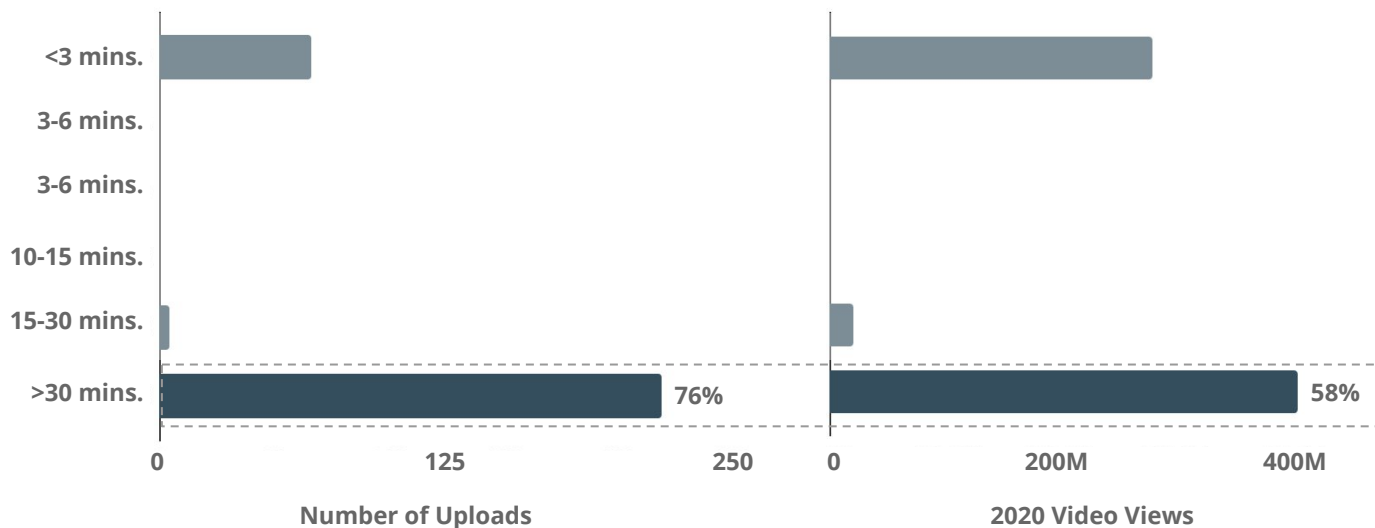
Avg. Little Baby Bum YouTube Views: **18.4M**

In the last nine years, Little Baby Bum's average video duration* has steadily increased to an average of 35.6 minutes in 2020.

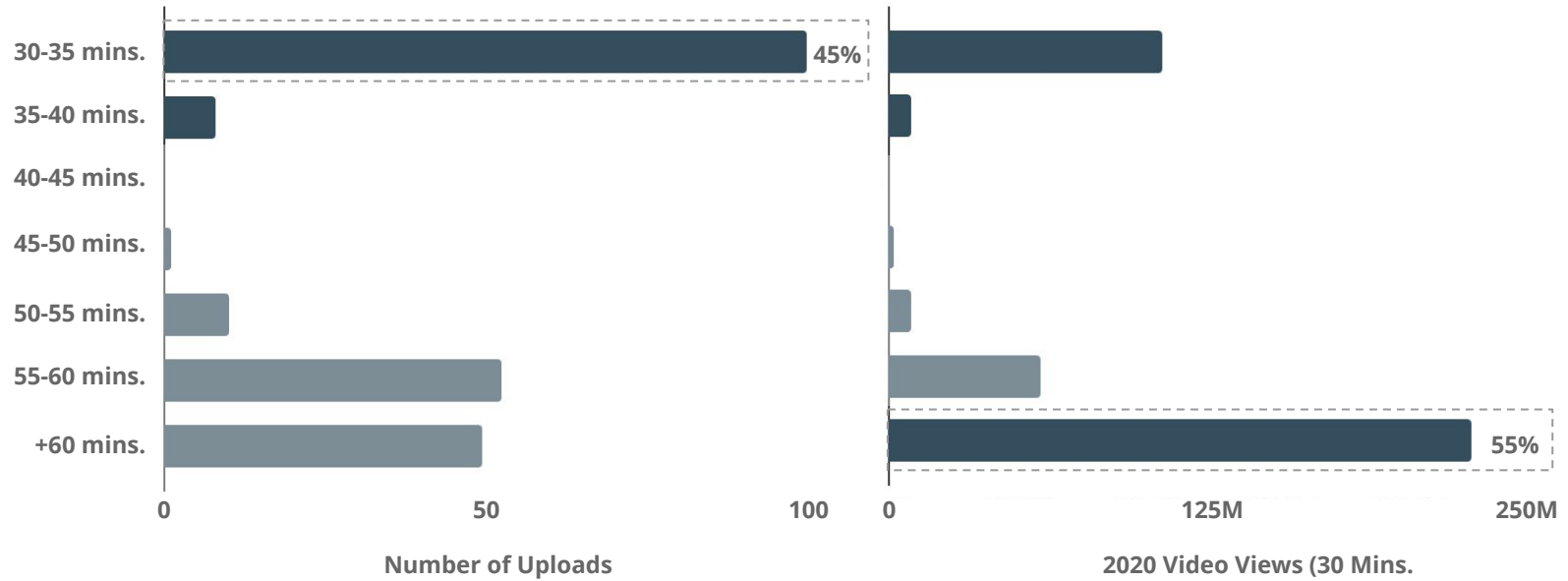


*Note: Excluding live streams (111 since 2010)

In 2020, 76% of uploads were over 30 minutes long which accounted for 58% of total views for the year.



Zooming in on videos over 30 minutes in 2020, 45% were between 30-35 minutes (avg. 32 mins.). Though, videos longer than 60 minutes accounted for 55% of views for videos longer than 30 minutes (or 32% of total views).



LBB focuses on education, long form content, diverse characters, & animation style to try and make their content more unique than competitors.

Focus On Education

Many top videos have “ABC’s and 123s” and “Learn with Little Baby Bum” in the title (this helps with SEO on Youtube as well).



[View video](#)

Long Form Content (Compilations)

The average video in 2020 was 35.6 minutes, with a focus in the later half of the year on “60 minute” videos which they highlight in the thumbnail.



[View video](#)



[View video](#)

Why did Little Baby Bum grow so fast in the latter half of 2014? Holder says that the genesis was a gathering at YouTube’s headquarters in the spring of that year, and a discussion about the popularity of compilation videos on the service.

Little Baby Bum tried a 51-minute compilation of ABC songs, which did fairly well, but it was the 54-minute Wheels On The Bus compilation that took off.

“It’s gone absolutely potty: for whatever reason, it’s caught the imagination. I can’t quite say why. Long-form compilations are a sweet spot in our genre though,” says Holder.

[View article](#)

Diverse Characters

LBB’s content includes a diverse set of characters from different ethnic & cultural backgrounds.



[View video](#)



[View video](#)



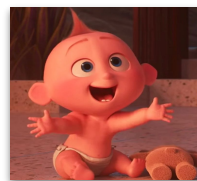
[View video](#)

Animation Style

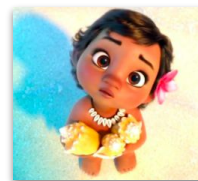
Like CoComelon, Little Baby Bum has adopted an animation style that is similar to Pixar/Disney, but is a bit softer and less polished.



CoComelon



Pixar/Disney



Parents like LBB content because it strikes a balance between education & entertainment.

Education

xJustLikeMagicx 3 points · 2 months ago

So I LOVE little baby bum! At first I thought it was annoying but my daughter LOVED IT for some reason so I would put it on. 2 months later she sings and dances to ALL the songs, identifies numbers and shapes and I know this show helped her so much with that. She just wasn't interested before then. Now, she just may have been particularly into it for her own reasons but I have found no negatives to this one, only positives! Cocomelon she was ok with, but wasn't anything special on our end.

↑ **embrheartwitch** 2 points · 2 months ago

↓ Thanks for your feedback! I completely agree that LBB has a lot more educational qualities than Cocomelon, and so cool that it helped your daughter with shapes and numbers! Parenting win!

[Click to view](#)

phosphor112 2 years ago

Bright colors, music they can easily recognize, patterns, counting, simple shapes etc. All back to back with no gap. Designed for kids, plain and simple. My 2 year old loves it. She's learned some new songs from it and seems to derive her joy from that.

↑ 1 ↓ Share Report Save

[Click to view](#)

VS

Entertainment

Little Baby Bum hypnotizes my child..

I just can't wrap my mind around it. What is it about this "show" that entrances her so much? I don't use the magic box as a babysitter but holy crap. She can sit there forever if I didn't regulate it. She's never been like this with anything else on TV. Any other babies love it like this?!

She's 15.5 months

[Click to view](#)

bhizzle114 2 years ago

My 4 month old is in a frickin trance when this is on! I try to not let him watch TV but this is a life saver when mama needs a breather lol

↑ 8 ↓ Share Report Save

[Click to view](#)

drpeppersq 2 years ago

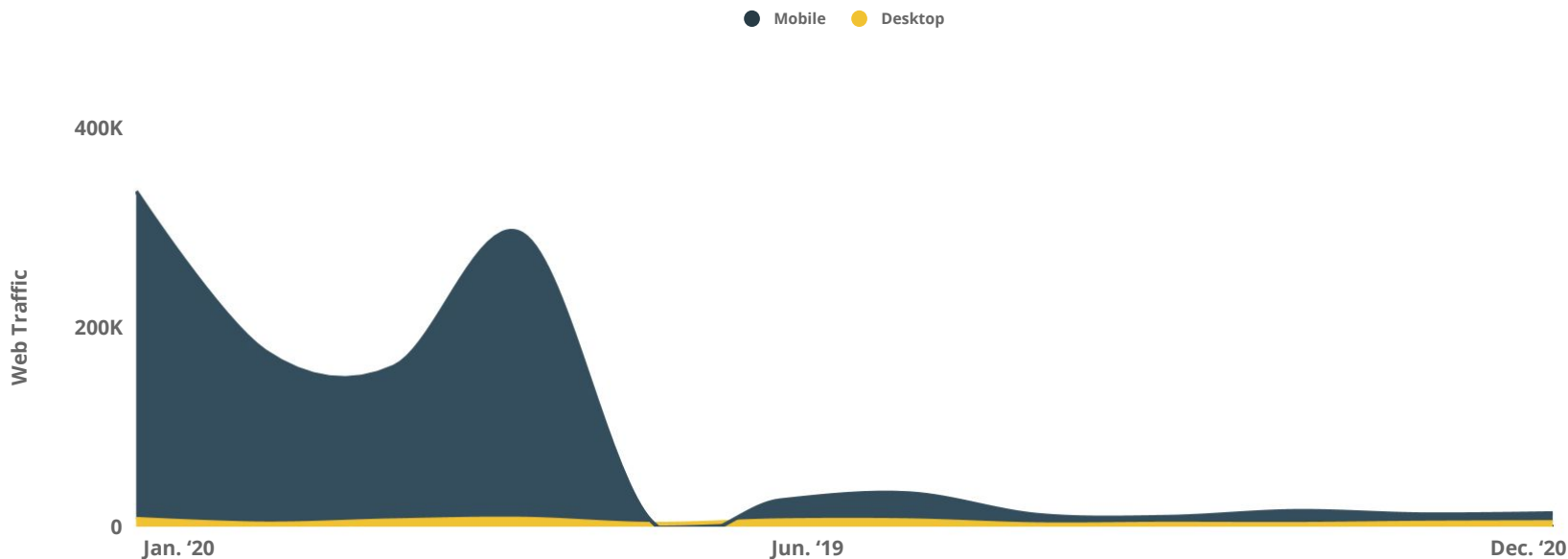
My kid (21 months) is absolutely obsessed with this show with no signs of letting up. He won't watch anything else, but this show he can watch for an hour straight.

↑ 2 ↓ Share Report Save

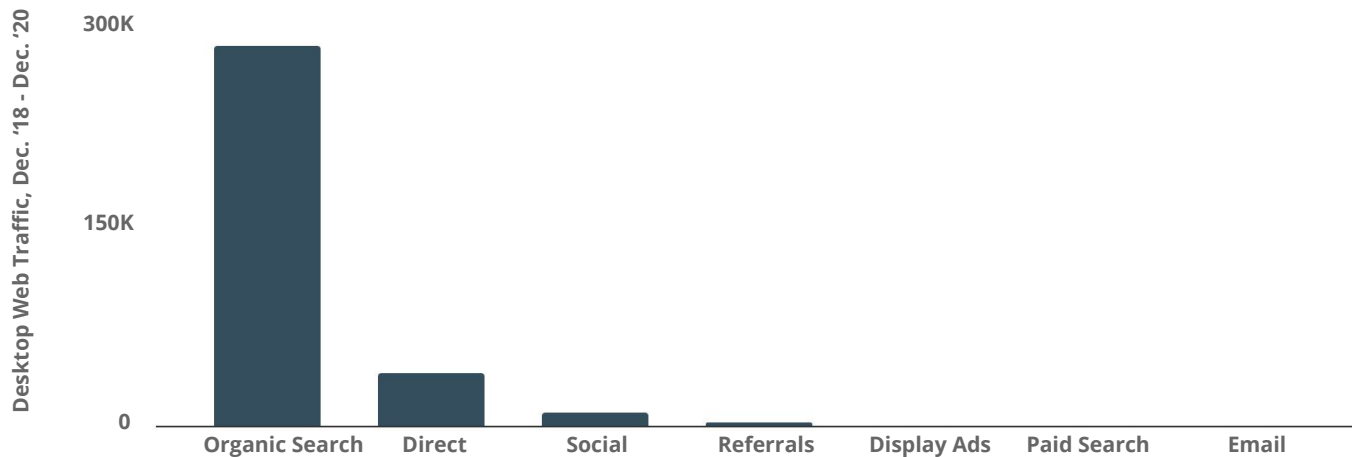
[Click to view](#)

Digital Strategy

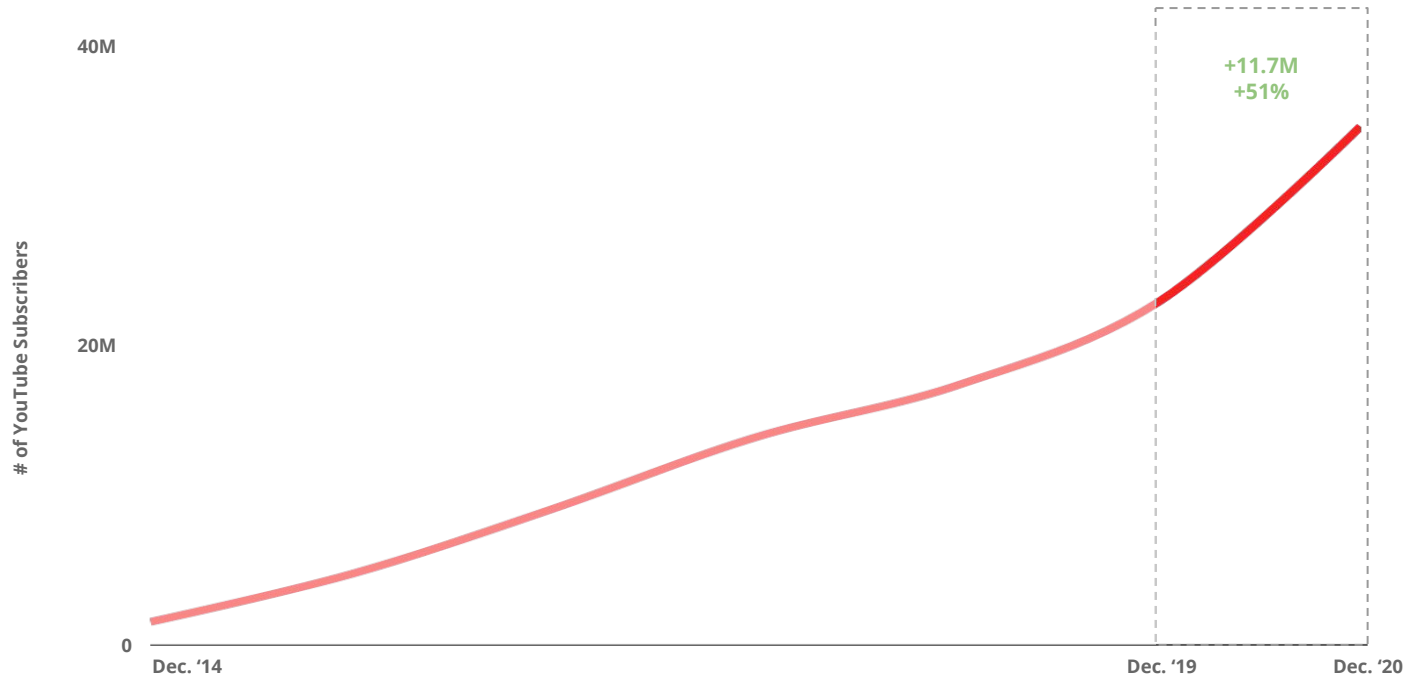
From Jan. to Dec. of 2020, Little Baby Bum's web traffic decreased significantly by **-96%**. This reduction in web traffic is most notably seen in Mobile traffic which decreased by **-97%** in the same period, with the largest decrease occurring in May.



Little Baby Bum's main marketing channel is Organic Search, with notable traffic from Direct and Social (Youtube) as well. LBB does not do any Paid Search, Display Ads, or Social Media ads to drive traffic to their site.



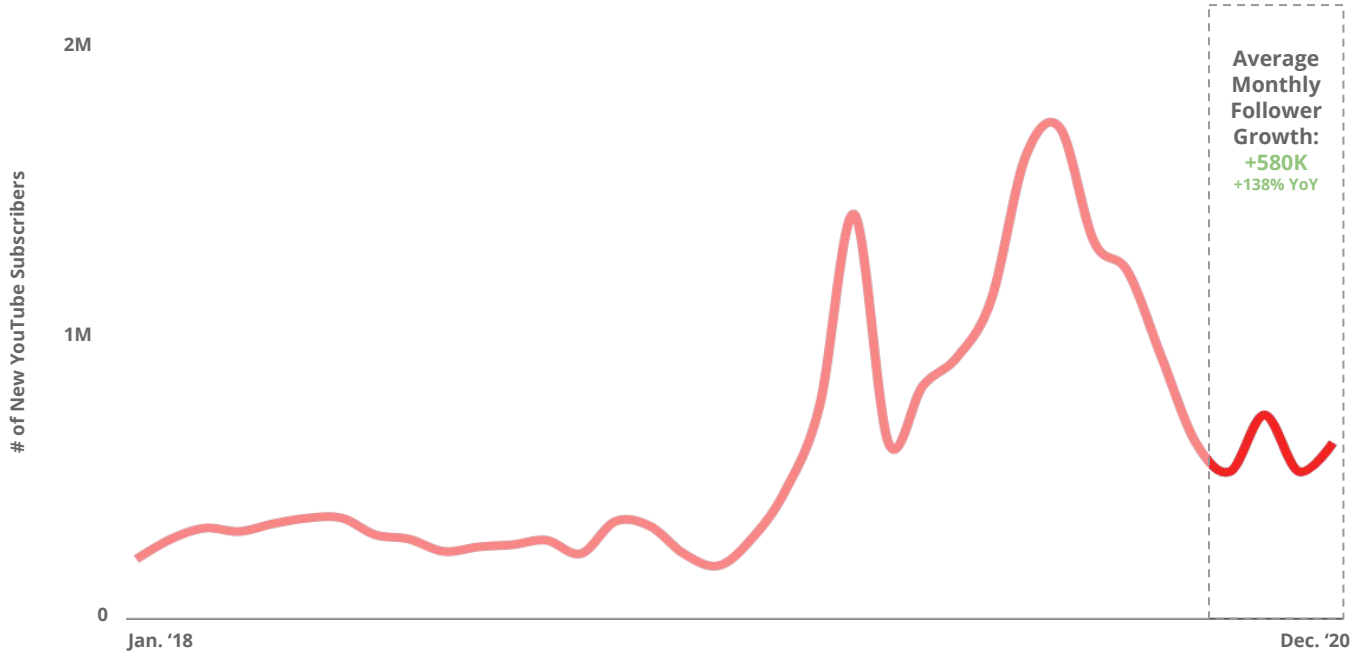
Since 2014, Little Baby Bum has experienced an average growth of 5.5M new subscribers a year. The largest growth was seen in 2020 with 51% YoY growth & 11.7M new subscribers.



Looking at the past three years, Little Baby Bum saw a large spike in subscribers in October of 2019 (+1.4M) around the time that YouTube Kids was launched, with a second spike in April of 2020 (+1.7M) during the height of COVID-19 lockdowns.



Subscriber growth has dropped off from the April 2020 high to an average of 580K subscribers per month (from August to December 2020), which is still an increase of **+138% YoY**.



Little Baby Bum has also focused their efforts on getting into various streaming networks such as Netflix and Hulu for additional exposure and brand awareness.

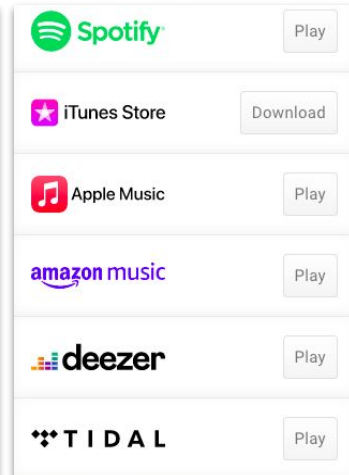


[Click to view.](#)



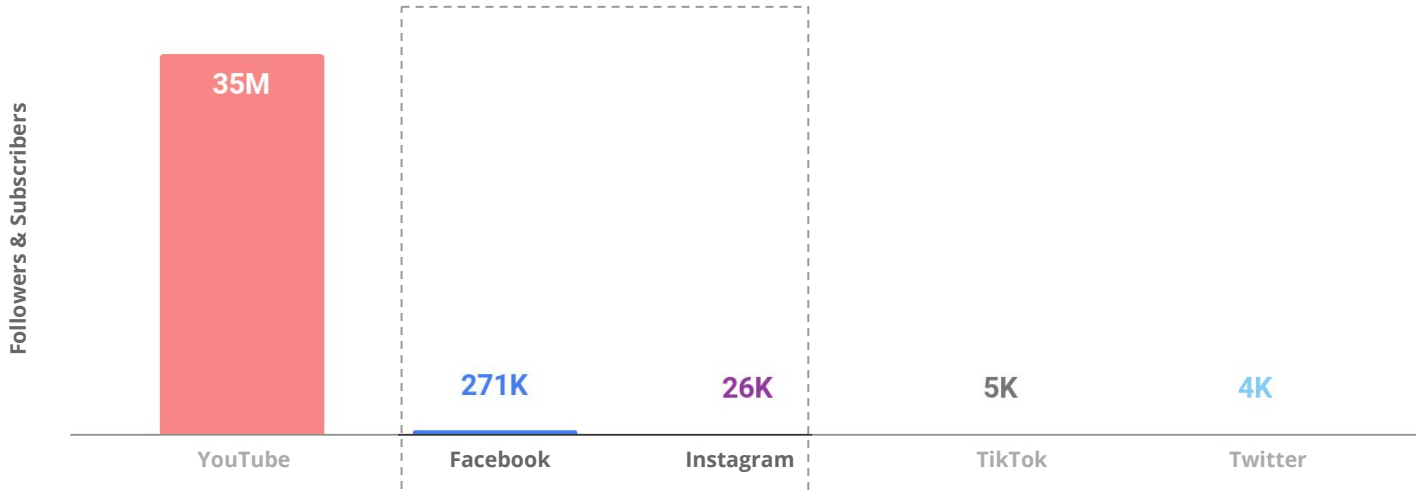
[Click to view.](#)

Little Baby Bum also offers their nursery rhymes & music on music streaming platforms such as Spotify, Apple Music, Amazon Music, and iTunes which can be used for kids when driving or at home. In 2019, LBB's Spotify had nearly 1 million listeners and 51 million streams.



[Click to view.](#)

When it comes to Organic Social outside of YouTube, Little Baby Bum mainly focuses on Facebook and Instagram.



On Instagram, Little Baby Bum's core focus is on engagement which they promote through the use of questions in their captions. Their feed mostly contains image posts and they do not repost their YouTube videos on Instagram.



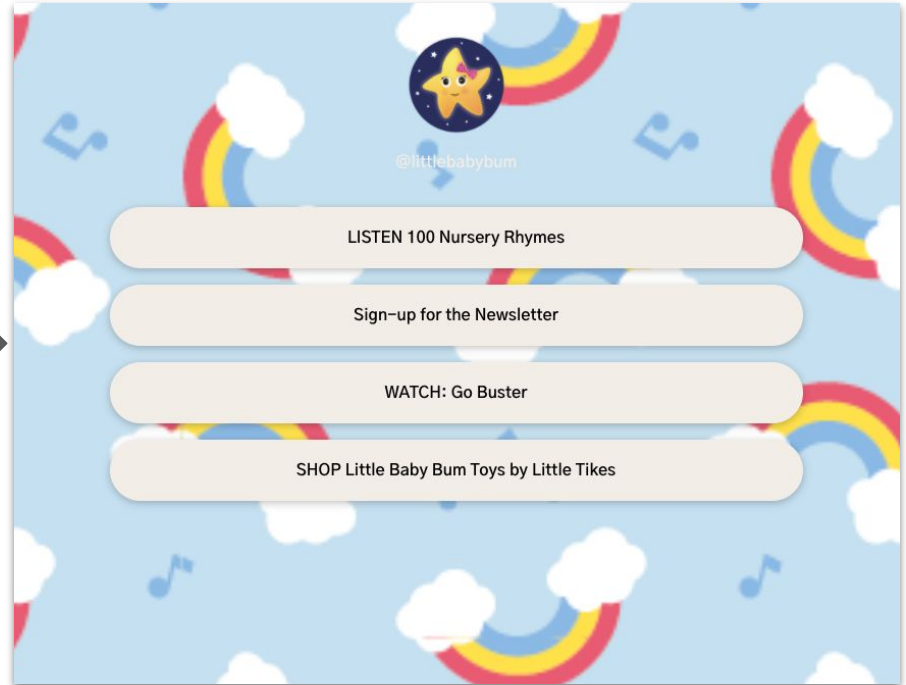
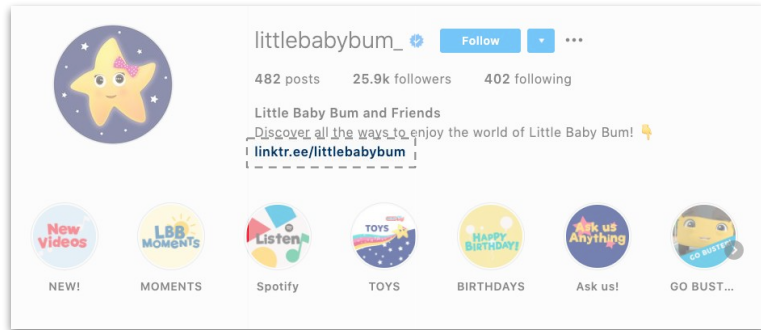
[Click to view.](#)



[Click to view.](#)

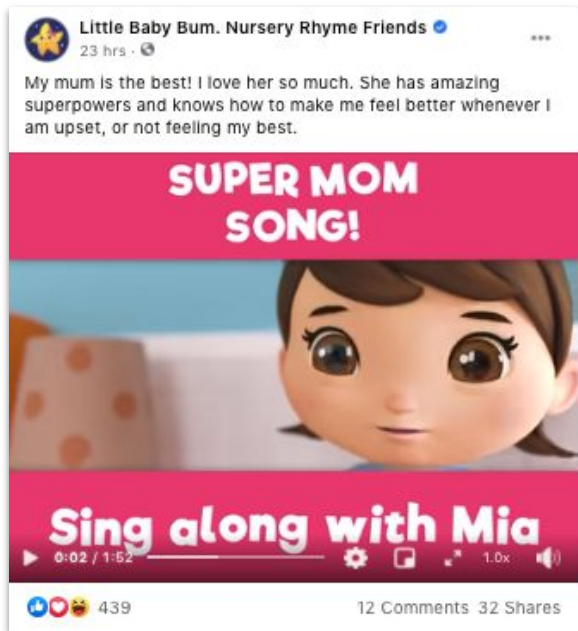
Asks the audience a question via the caption.

The Linktree in Little Baby Bum's bio directs users to their music library (on Spotify, Apple Music, etc.), their other YouTube channel "Go Buster", email newsletter, and toys page.

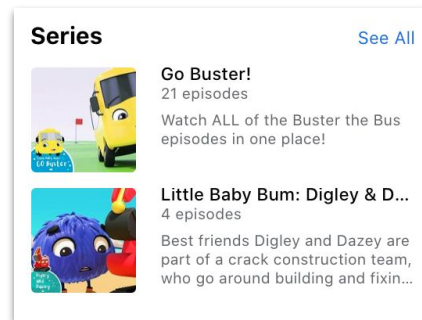
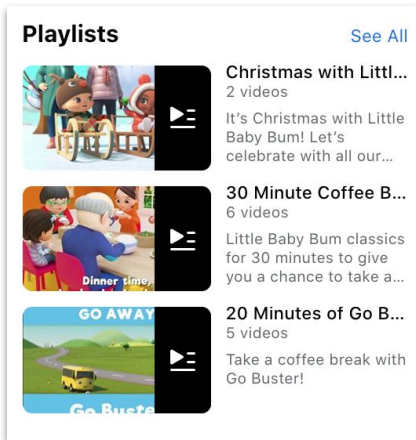


[Click to view.](#)

On Facebook, there is more of a focus on sharing video content, with Little Baby Bum compiling playlists and video series full of their nursery rhyme & animated series videos to keep kids entertained for longer.



[Click to view.](#)



Key Takeaways

From the Deep Dive into Little Baby Bum's Digital Strategy Case Study

Audience Insights:

YouTube Audience: Little Baby Bum's YouTube Audience skews female, with 66% of the audience concentrated between the ages of 18-34, and 55% residing in the US (highest concentration). Less than 2% of LBB's Youtube audience resides in Africa.

Instagram Audience: Little Baby Bum's Instagram Audience is mainly female (89%), with a heavy female concentration (49% of total audience) between 25-34 years old, and 48% residing in the US (highest concentration). 11% of Little Baby Bum's Instagram audience is of African American descent.

Content Insights:

Content & Messaging — Education & Entertainment: At the highest level, Little Baby Bum's videos focus on a mix of entertainment and education. Top performing content themes include their Wheels On The Bus Series, video compilations (i.e. longer than 30 minutes), original songs (e.g., [Ten Little Buses](#)), and educational content (titles typically include "Learn with Little Baby Bum" or "ABCs and 123s"). Little Baby Bum differentiates their content from competitors through their focus on education, long form content, diverse characters, and a softer less polished animation style. Parents like the education & entertainment aspects of Little Baby Bum's content.

Content & Messaging — Focus On Long Form Content: Over the past several years, Little Baby Bum has slowly increased the length of their videos to an average of 35.6 minutes in 2020. 76% of 2020 video uploads were longer than 30 minutes which accounted for 58% of total 2020 video views. Of the videos greater than 30 minutes, 45% were between 30-35 minutes long. Though, videos longer than 60 minutes gained more views despite having a smaller number of uploads. These long form videos typically have a duration time stamp (e.g., "74 minutes") in the thumbnail to give users a quick idea of how long they are.

Key Takeaways

From the Deep Dive into Little Baby Bum's Digital Strategy Case Study

Digital Strategy Insights:

Web Traffic Focus — Organic Search: Little Baby Bum derives the majority (84%) of their web traffic from Organic Search. Little Baby Bum does not do any Paid Search, Display Ads, or Social Media Ads to drive traffic to their website. For more information about LBB's organic search strategy, please see [this case study](#).

Overall, there is a huge whitespace opportunity as LBB is relying on SEO with zero advertising dollars spent on paid search, display advertising, and social media ads.

Organic Social Focus Allocation — Facebook & Instagram: Outside of YouTube, Little Baby Bum mainly focuses on Facebook & Instagram. On Instagram, LBB focuses on driving engagement through questions in their captions. On Facebook, LBB focuses more on video content and has created playlists to help keep kids entertained for longer.

Organic Social Focus Allocation — YouTube & COPPA Regulations: Similar to CoComelon, LBB benefited largely from the [YouTube COPPA regulations](#) and launch of the YouTube Kids app. During this time period, LBB gained 1.4M subscribers which was the second largest growth of all time for LBB's YouTube channel.

Content Focus Allocation — Video & Music Streaming Platforms: In recent years, Little Baby Bum has focused their efforts on getting into a variety of video & music streaming platforms such as Spotify, Apple Music, Netflix, Hulu, and Prime Video instead of spending on digital advertising, Little Baby Bum has made their content available on numerous platforms to help increase their brand awareness and introduce more use cases for their content. In 2019, Little Baby Bum received nearly 1M Spotify listeners and 51M streams.