

**YouTube Content Opportunity Quadrants™**  
Q1 2022

**Financial Services**

# Key Takeaways

The Financial Industry can find content opportunities in Q1 2022 on YouTube from:

## Motivational Talks

- **Inspire:** Videos feature entrepreneurs speaking about their successes and failures, and inspire viewers on how to achieve financial success.

## Debt 101

- **Educate:** Videos entertain viewers while swiftly explaining how debt works and how to use it to your advantage.

## What I Spend...

- **Relatable:** Creators vlog everything they spend over a given time period while living in various cities. Videos are relatable, entertaining and provide light-hearted financial tips.

## Capital Gains Taxes

- **Hacks:** Videos teach viewers how to reduce their taxes on capital gains.

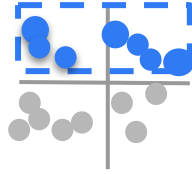
# Data Collection Methodology



1

## Measure & Categorize

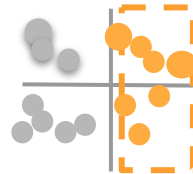
Sample a large number of social posts to find ones that are significantly outperforming the average.



2

## Identify Top Themes

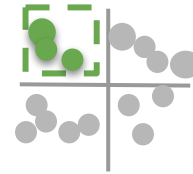
Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.



3

## Measure Saturation

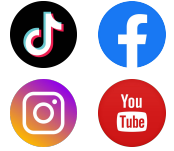
Identify content themes that are already oversaturated with a heavy posting cadence.



4

## Identify Whitespace

Look at the data and find the content themes that are both resonating with the audience and not oversaturated with a heavy posting cadence.

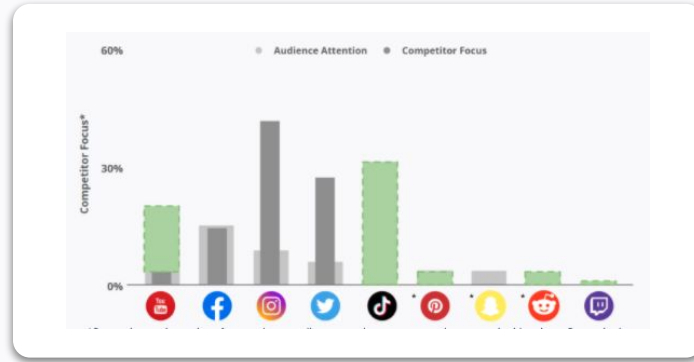


5

## Repeat For Each Platform

Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

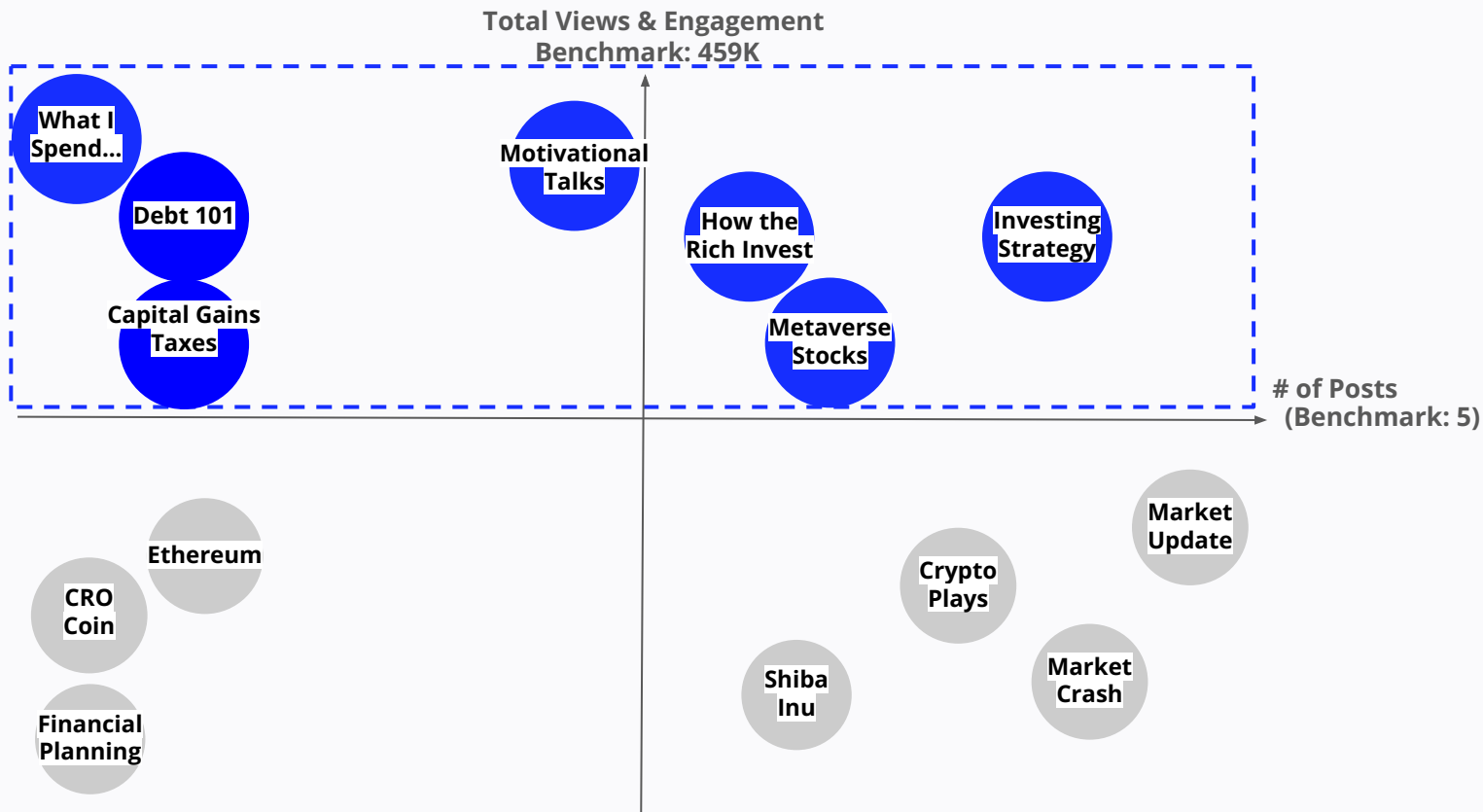
YouTube is a major channel whitespace opportunity for Financial Services brands to reach their audience in Q1 2022, according to RightMetric's Digital Whitespace Map™ Analysis.



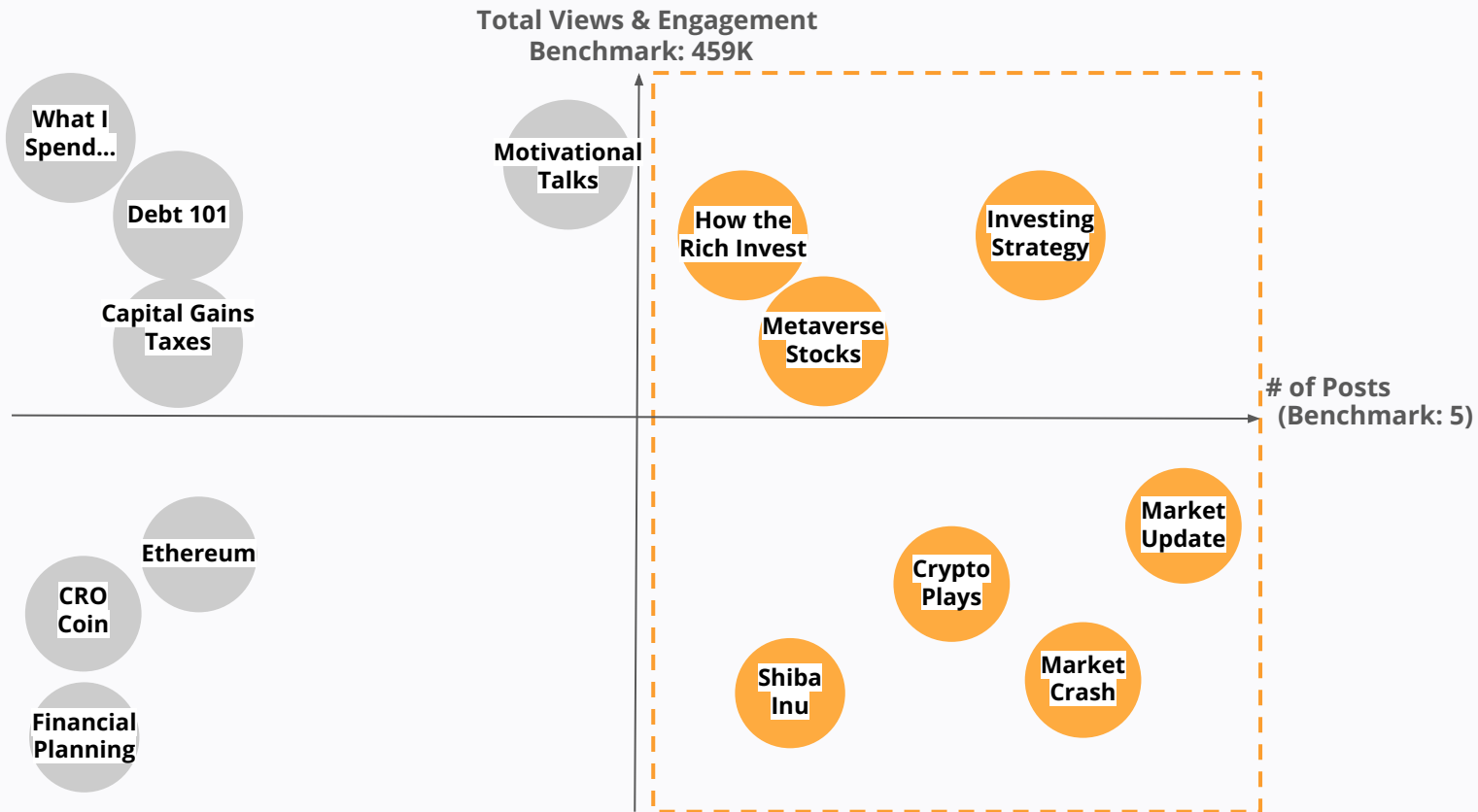
To see other channel whitespace opportunities for Q1 2022, see the [Financial Services Digital Whitespace Map™](#) →

To see content opportunities on YouTube, continue reading.

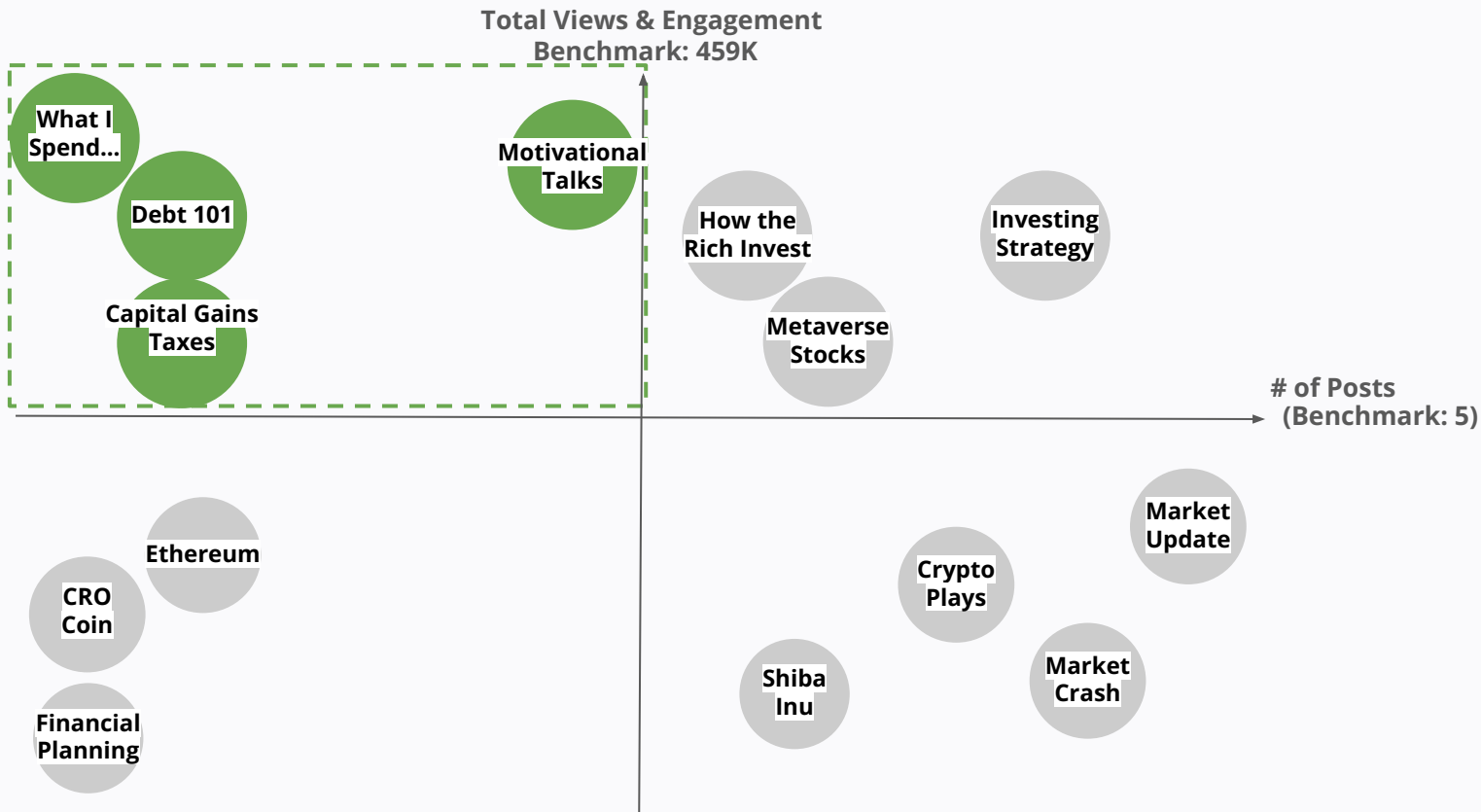
YouTube content the **audience has been the most interested** in Q1 2022 includes:



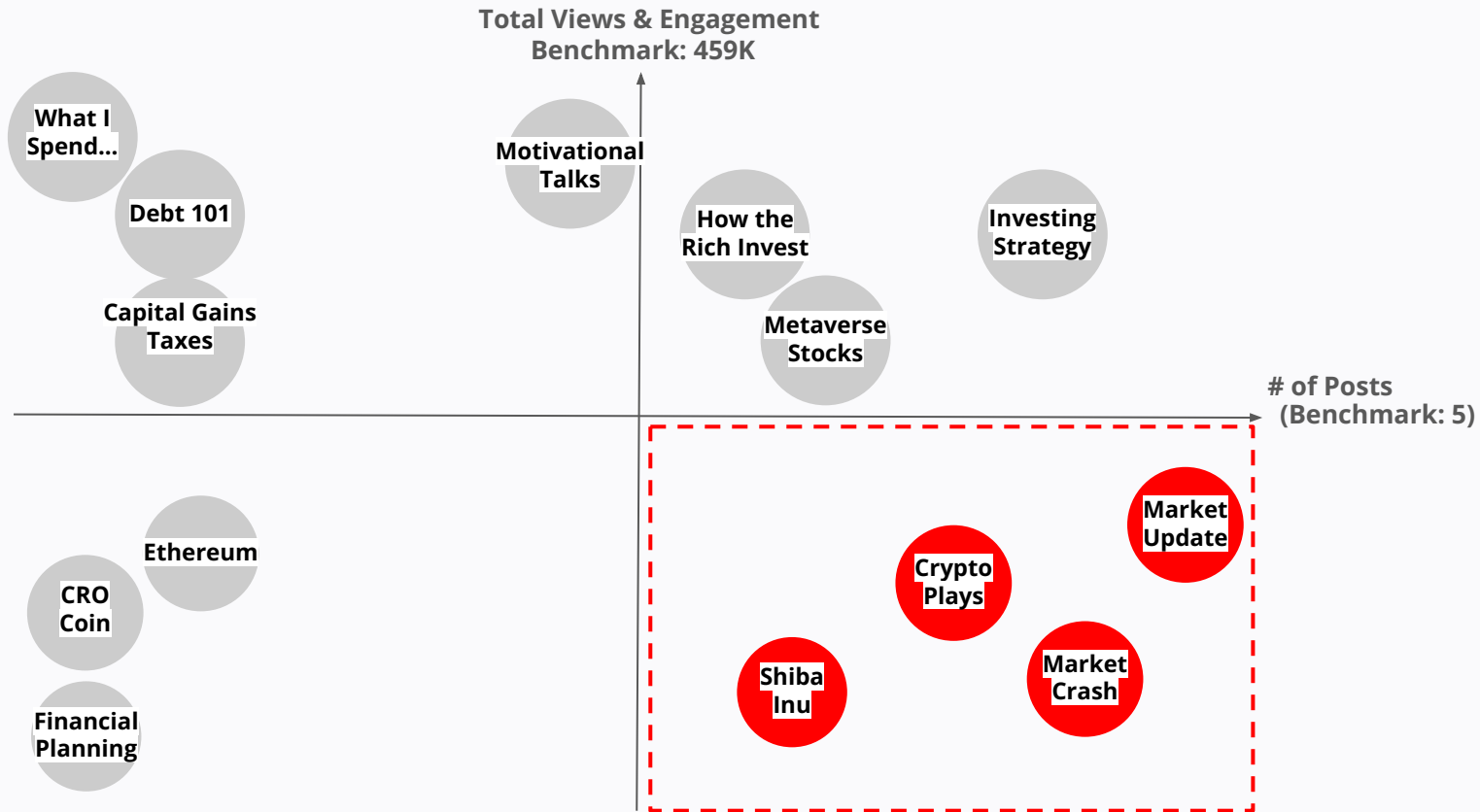
While **the majority of YouTube content in the finance space** has focused on:



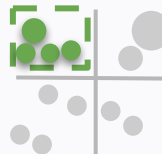
The financial services YouTube content **whitespace opportunities** include:



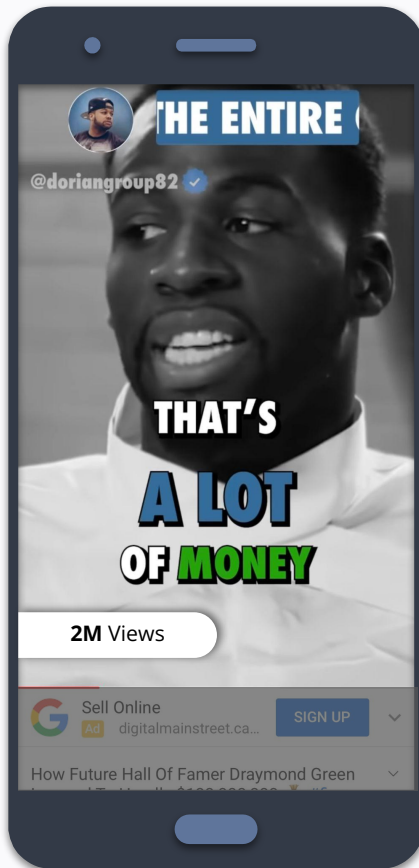
Content to **avoid** due to low attention and high competitor saturation in the finance space include:







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Whitespace Opportunities:

## #1. Motivational Talks

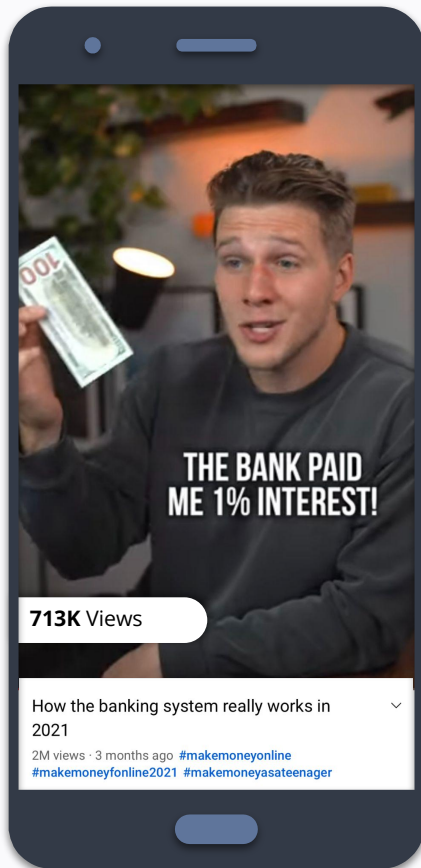
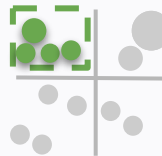
### Motivational Talks from Successful Entrepreneurs about Wealth

Videos aim to inspire viewers about the journey to achieving financial success and business achievement. Top videos discuss:

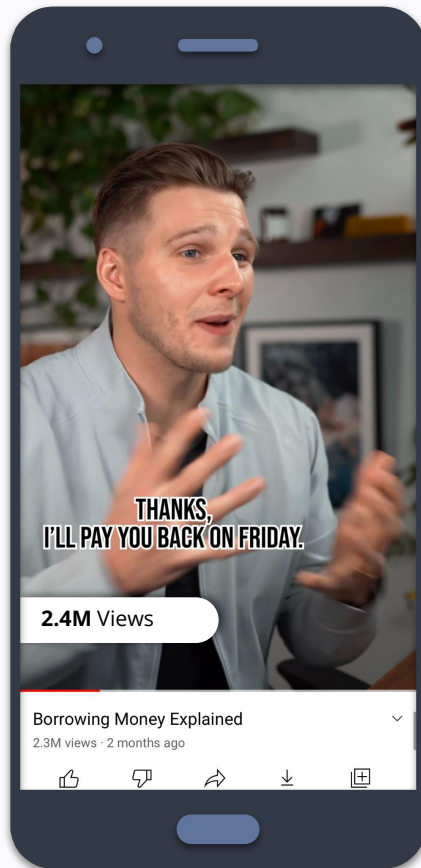
- Having no excuses for not investing when “poor”
- Teaching yourself about how to manage your money
- The difference in happiness when being rich vs. poor
- How poor vs. rich vs. wealthy people talk about money

### Tactics to Implement:

- **YouTube Tags:** Use tags that best describe your content so that your target audience can easily find your videos and so the algorithm can understand the video's subject matter. Using misleading tags will increase bounce rate and therefore hurt your rankings.



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Whitespace Opportunities:

## #2. Debt 101

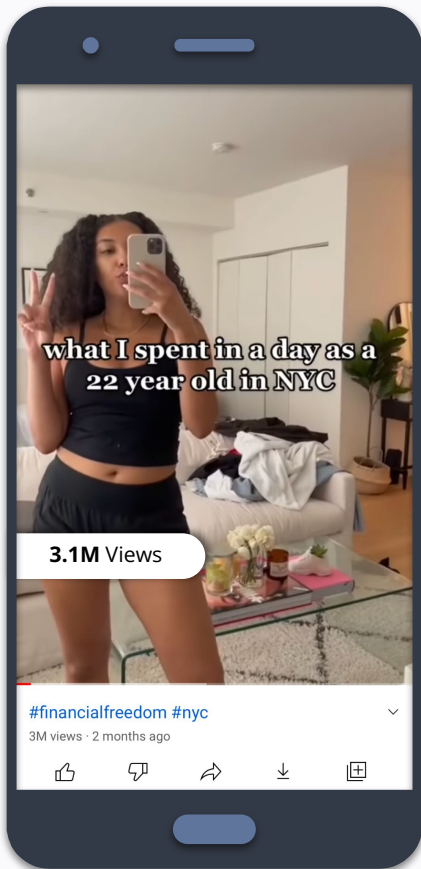
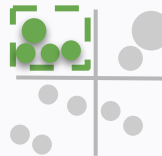
### Educating Viewers on How Debt Works

Videos educate viewers on the basic principles of debt and share ways viewers can use it to their advantage. The video on the left is a quick skit that explains how the bank makes money off deposits by lending it to others, and the video on the right describes how interest works.

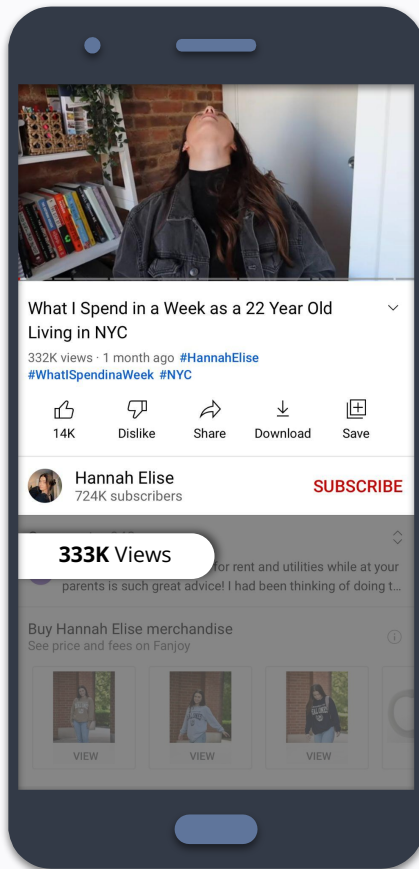
### Tactics to Implement:

- **YouTube Shorts:** Since its launch in India in 2020 and worldwide in March 2021, Shorts have generated over 5.5 trillion views and is expected to be a popular feature in 2022\*.
- **Financial Influencers:** 2021 saw the rise of Financial Influencers — creators who create educational content targeted at millennials and Gen Zs who tackle the basics of financial literacy and investing.

\*[Source](#)



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Whitespace Opportunities:

### #3. What I Spend....

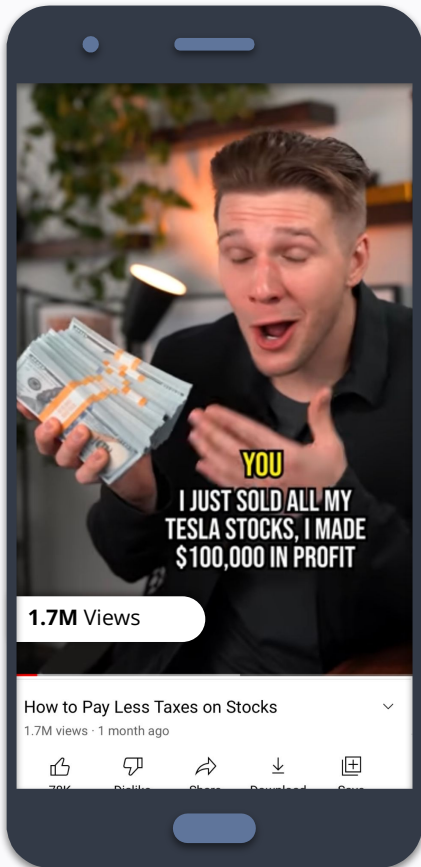
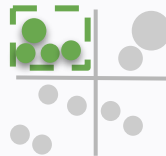
**“What I spend in a [day/week/month] as a [job title] living in [city]”**

Vlogs are filmed over a period of time (usually a day, week or month) to showcase exactly what the influencer spends during that time period and totalled at the end. Videos aim to educate viewers on the cost of living in the respective city or share budgeting tips/saving hacks.

#### Tactics to Implement:

- **Comfort Viewing:** The widespread feeling of uncertainty during the pandemic led people to seek out familiar, entertaining YouTube videos for comfort\*. Some of the most popular videos focused on true-to-life events and offered relatable financial advice. These "What I spend..." videos aim to be relatable, entertaining and give light-hearted financial tips.

\*[Source](#)



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Whitespace Opportunities:

## #4. Capital Gains Taxes

### Educating Viewers on Paying Taxes on Capital Gains from Investments

Video skits encourage viewers to hold onto stocks for over a year in order to save money on taxes on capital gains from investments.

#### Tactics to Implement:

- **“Skit” format:** A popular trend involves a person acting like two characters by changing their clothes, video backgrounds and/or voices. The video on the left added titles to each of the skit characters — helping the audience follow the dialogue of the skit.
- **Add Background Music:** Adding background music to your videos can help add energy, make the content feel more interesting and boost the overall production value.
- **Affiliate Links:** In the video on the left, the creator shares affiliate links for investing-related services in the video description.

# Content Bucket Definitions

Click to see example



- [Investing Strategy](#): Videos breakdown how to best allocate your money to better increase your wealth.
- [Motivational Talks](#): Successful entrepreneurs inspire their audience about the journey toward financial success and how to change your mindset in order to succeed.
- [How the Rich Invest](#): Videos focusing on sharing the ways in which the “rich” invest and spend their money.
- [Metaverse Stocks](#): Videos discuss the top metaverse stocks/coins to buy and how long to hold them.
- [Debt 101](#): Videos educate viewers on the basic principles of debt and share ways to use it to your advantage.
- [Market Crash](#): Videos discuss the crashes in various markets during Q4 2021 including housing, stock and crypto.
- [Crypto Plays](#): Videos share insights on cryptocurrencies to invest in, hold or sell.
- [Shiba Inu](#): Creators discuss Shiba Inu, a meme coin that had a surge in value in October 2021, and share their insights for the currency's future.
- [What I spent in a Day](#): Creators vlog everything they spend over a given time period while living in various cities.
- [Capital Gains Taxes](#): Educating viewers on about paying taxes on capital gains from investments.
- [CRO Coin](#): Videos discuss Crypto.com Coin (CRO), how to invest in it and the future potential of this native token.
- [Financial Planning](#): Videos teach viewers how to analyze their finances, build a plan and set goals, and execute these goals.
- [Fintech](#): Showcasing or featuring innovative Fintech brands.
- [Market Update](#): Discussing the current state of the market and how different elements in the financial world are being impacted.
- [Ethereum](#): Videos analyze or offer investing advice for viewers with regards to this open-source blockchain