

**YouTube Financial Services
Content Opportunity Analysis™ Q2
2022**

Financial Services

Key Takeaways

Top content opportunities in Q1 2022 in the Financial Services space include:

NFT Releases:

- **Latest NFT Releases & Trends:** Videos discussing the latest releases and trends in NFT space, such as Marvel's Spider-Man digital statue launch.

Money Saving Hacks:

- **Sharing Ways to Save Money:** Videos provide viewers hacks for saving money on their day-to-day expenses and on monthly costs.





















Real Estate 101:

- **Fundamentals of Real Estate Investing:** Top videos discuss basic real estate investing strategies such as FHA loans, renting vs buying, and how to “live for free” by buying a duplex.

Inflation:

- **Understanding & Discussing Inflation:** In Q4 2021 and Q1 2022, search interest for “inflation” in Canada and the US hit a 5-year high. The top inflation videos on YouTube educated viewers about the state of the economy and how it might affect their wallets.

The top* videos from Q1 2022 published by the following Financial Services creators were analyzed:

 <u>Andrei Iikh</u> Subscribers: 2M Views: 35M	 <u>Ryan Scribner</u> Subscribers: 782K Views: 3M	 <u>Chico Crypto</u> Subscribers: 311K Views: 3M
 <u>Graham Stephan</u> Subscribers: 4M Views: 33M	 <u>Investing With Rose</u> Subscribers: 639K Views: 2M	 <u>Cooper Academy</u> Subscribers: 446K Views: 2M
 <u>Nate O'Brien</u> Subscribers: 1M Views: 5M	 <u>Joseph Hogue</u> Subscribers: 548K Views: 2M	 <u>Learn to Invest</u> Subscribers: 259K Views: 1M
 <u>Minority Mindset</u> Subscribers: 1M Views: 7M	 <u>Phil Town</u> Subscribers: 428K Views: 600K	 <u>Joseph Carlson</u> Subscribers: 244K Views: 2M
 <u>Brian Jung</u> Subscribers: 1M Views: 5M	 <u>The Motley Fool</u> Subscribers: 422K Views: 1M	 <u>Daniel Pronk</u> Subscribers: 202K Views: 1M
 <u>Marko - WhiteBoard Finance</u> Subscribers: 834K Views: 5M	 <u>GaryVee</u> Subscribers: 767K Views: 37M	 <u>Daniel Iles</u> Subscribers: 307K Views: 65M
	 <u>Financial Education</u> Subscribers: 722K Views: 9M	 <u>Rich Investing</u> Subscribers: 204K Views: 7M

*The top 10-15 applicable videos were analyzed where the creator had enough videos. Video views based on organic videos shared in Q1 2022 on YouTube.
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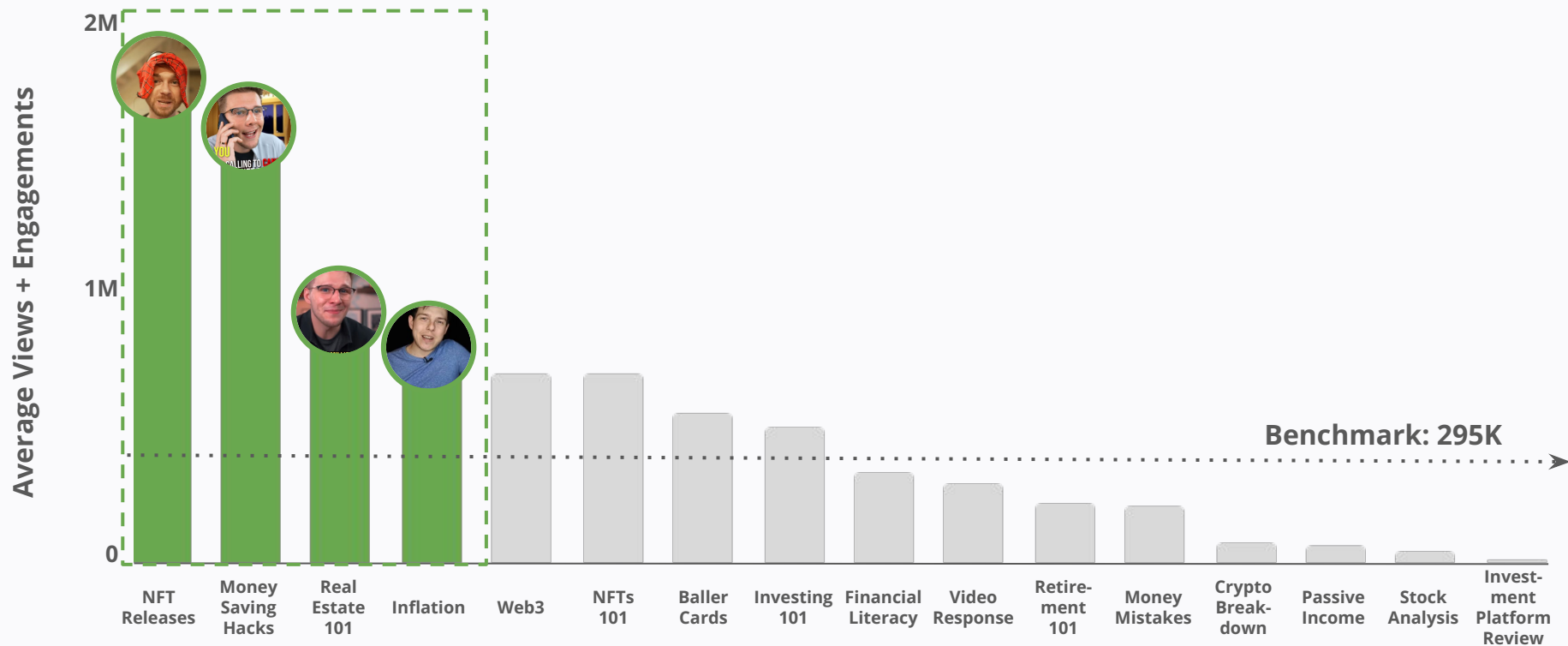
YouTube Content Bucket Definitions

Click to see example

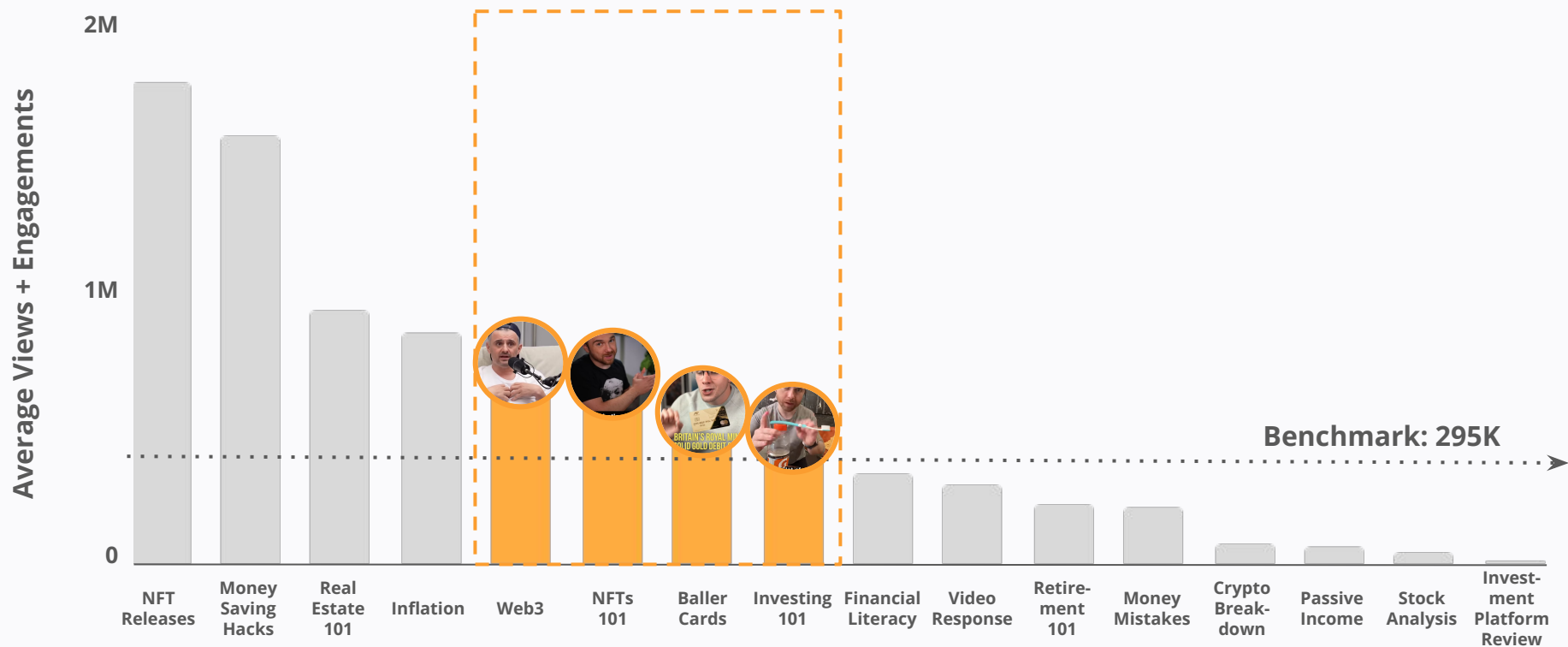


- [Money Saving Hacks](#): Educating viewers on ways to save money on day-to-day purchases and expenses.
- [Real Estate 101](#): Educating viewers on the fundamentals of real estate investing, such as renting vs buying and sharing ways people can generate passive income through real estate.
- [NFT Releases](#): Videos discussing the latest NFT releases and trends in the NFT space.
- [Inflation](#): Videos discussing inflation, tips on how to profit in periods of high inflation, and predictions on the future of currency.
- [NFTs 101](#): Educating viewers about NFTs, discussing if they are a fad or not, and giving tips on how to start investing in them.
- [Baller Cards](#): Videos featuring the most luxurious debit and credit cards.
- [Web3](#): Videos discussing Web3 and the concepts of decentralization and token-based economics.
- [Investing 101](#): Quick and easy lessons made to teach people about investing.
- [Financial Literacy](#): Videos explaining financial terms and concepts in an easy-to-understand way.
- [Video Responses](#): Creators reacting to other popular finance videos and offering their opinions on the topic.
- [Retirement 101](#): Videos educating viewers on different strategies to prepare for retirement.
- [Money Mistakes](#): Videos highlighting common money mistakes to avoid.
- [Crypto Breakdown](#): Videos breakdown how much cryptocurrencies were worth each month over a specific time period.
- [Passive Income](#): Videos showing viewers how to establish passive income sources.
- [Stock Analysis](#): Videos examining a particular stock in detail and discussing whether to buy or sell it.
- [Investment Platform Review](#): Videos offer an in-depth look at various investment platforms and teach viewers how to use them.

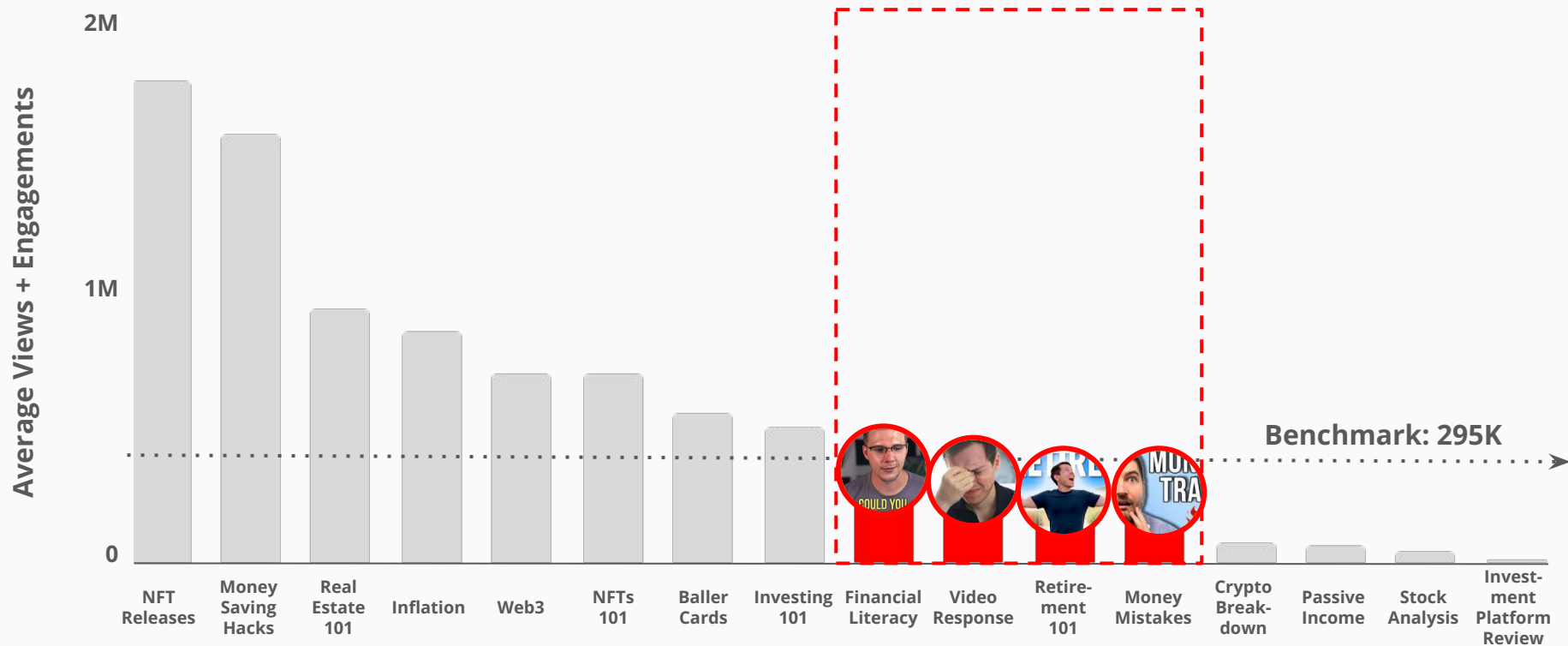
Content buckets that had the **highest views & engagement rate** in the Financial Services space include:



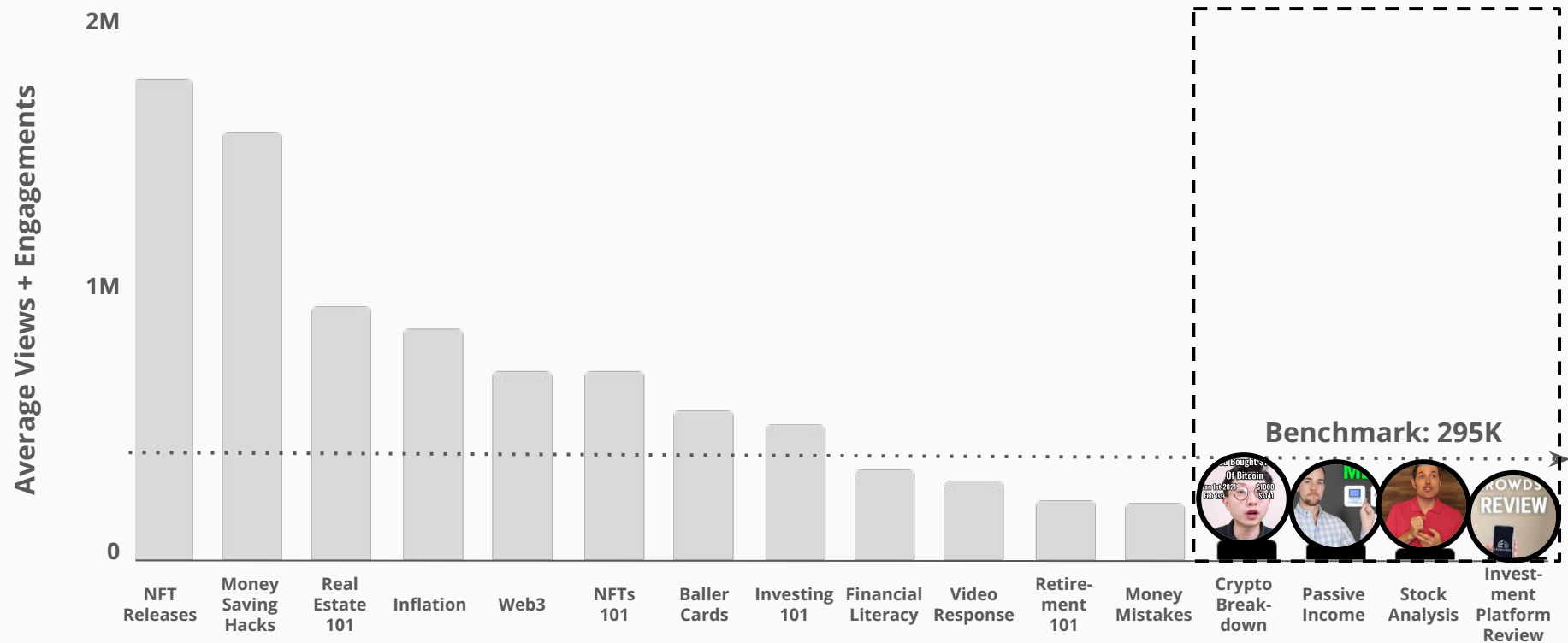
Good performing content opportunities in the Financial Services space on YouTube include:



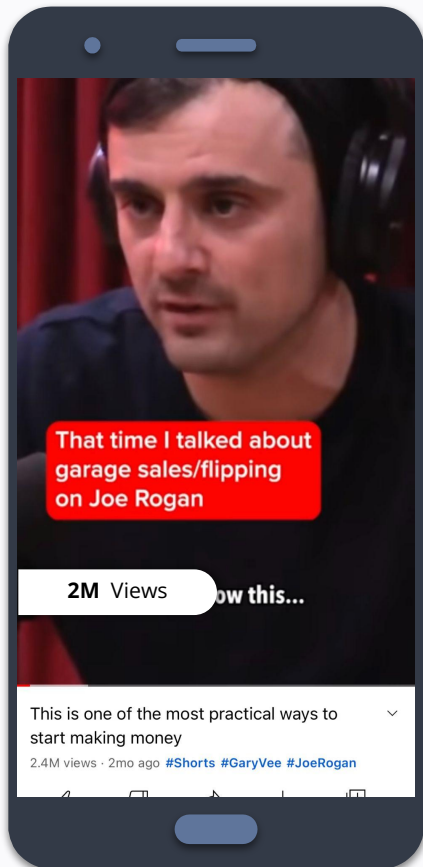
Substandard performing content opportunities in the Financial Services space on YouTube include:



Low performing content opportunities in the Financial Services space on YouTube include:

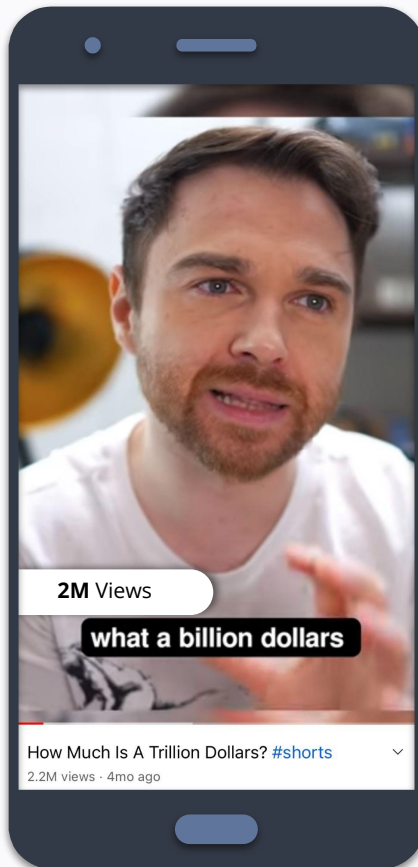


#1. Side Hustles



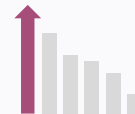
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#2. Billion vs Trillion



[Click to view**](#)

Viral Callout:



#1. Side Hustles

In the video on the [left](#), GaryVee talks about simple ways to make money online by buying and selling used items.

Tactics to Implement:

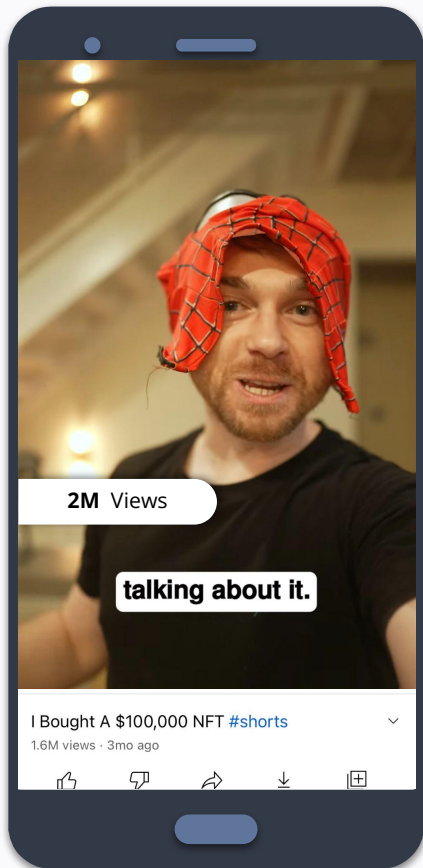
- **Podcast Clips:** The video clip was from GaryVee's feature on the [Joe Rogan Experience](#) podcast.

#2. Billion vs Trillion

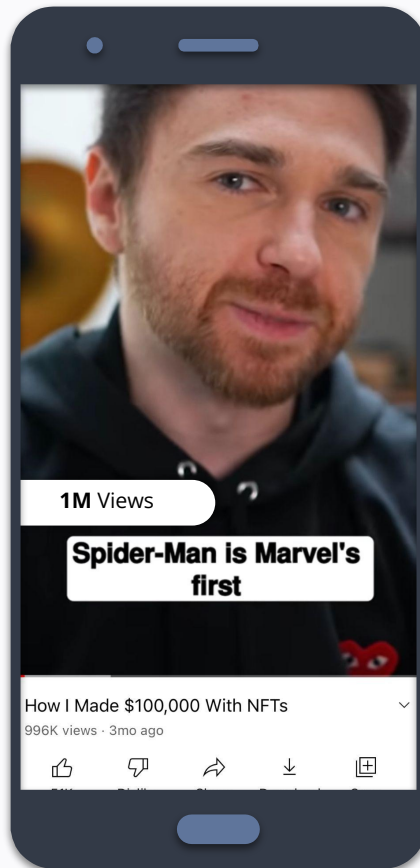
In the video on the [right](#), Andrei Jikh conceptualizes how much a trillion dollars is.

Tactics to Implement:

- **Metaphors:** The video used metaphors such as time travel to help the viewer visualize the how vast a trillion dollars is.



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Content Opportunities:

#1. NFT Releases

Latest NFT Releases & Trends

Videos discussing the latest releases and trends in the NFT game, such as Marvel's Spider-Man digital statue launch.

Tactics to Implement:

- **Crypto-Collectibles:** In August 2021, Marvel launched an [official set of NFT collectables](#) in honour of 'Marvel Month'. Brands like Marvel have been jumping into the NFT space to engage with customers and generate a buzz.
- **Similar Interests:** In the two examples shown, [Andrei Ijkh](#) discusses [Marvel's Spider-Man NFTs](#). His audience on YouTube is primarily male, ages 25-34, which aligns with those who are fans of Spider-Man. Look for ways to connect with your audience in ways outside of finance.

Top Format:

- Top videos range from **32-60 sec.** in length.
- **100%** of videos in this category are Shorts.





Content Opportunities:

#2. Money Saving Hacks

Sharing Ways to Save Money

Videos teaching viewers simple ways to save money on day-to-day expenses and monthly costs. Some of the top-performing money-saving hacks included:

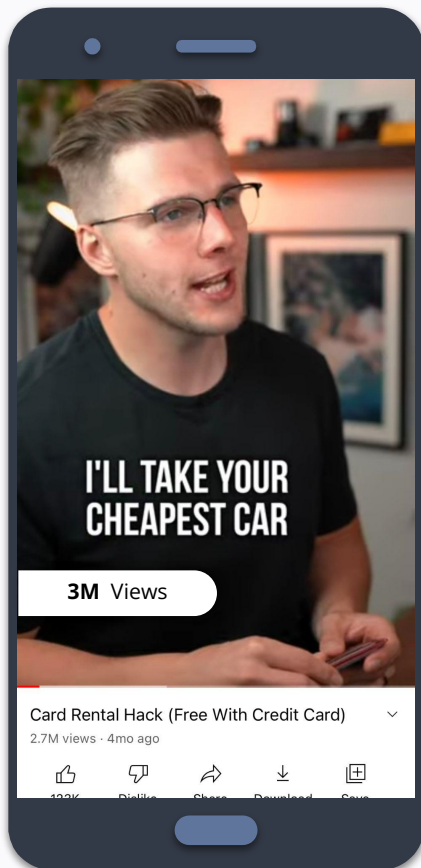
- [Using credit card insurance on rental cars](#)
- [Lowering monthly bills](#)
- [Tricks to save money when purchasing a car](#)

Tactics to Implement:

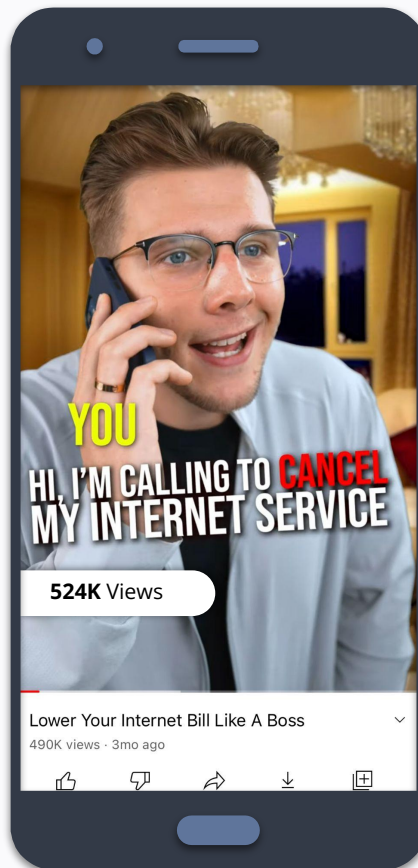
- **Simple Hacks:** Saving money doesn't have to mean giving up your favorite things. Top videos shared ways for viewers to easily save money without requiring them to make significant lifestyle changes.
- **Brackets:** YouTube videos with additional details in brackets or parentheses can increase click-through rates by [38%](#) by making it easier for viewers to identify the search term they are looking for (the video on the left used "(Free with Credit Card)" in its title).

Top Format:

- Top videos range from **27-35 sec.** in length.
- **80%** of videos in this category are Shorts.



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Content Opportunities:

#3. Real Estate 101

Fundamentals of Real Estate Investing

Top videos discuss the basics of real estate investing such as [FHA loans](#), [renting vs buying](#), and how to “[house hack](#)” a duplex.

Tactics to Implement:

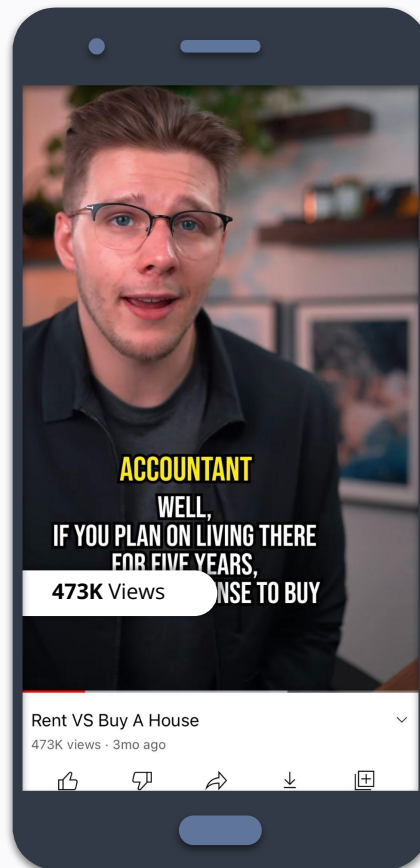
- **Skits:** In the two examples shown, [Daniel Iles](#) playfully pretends to be two characters to educate viewers on the subject effectively. Skit videos such as these are a popular video format on TikTok, YouTube Shorts and Instagram reels.
- **Video Length & Cadence:** [Daniel Iles](#) generated a significantly higher views to followers rate than the other creators analyzed in Q1 2022. Daniel's videos were generally Shorts and around a minute in length. Daniel posted an average of 35 videos per month.

Top Format:

- Top videos range from **25-47 sec.** in length.
- **100%** of videos in this category are Shorts.



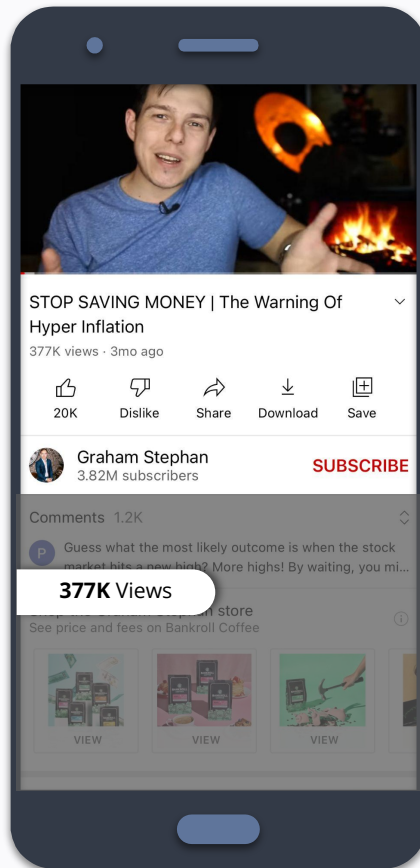
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Content Opportunities:

#4. Inflation

Understanding & Discussing Inflation

In Q4 2021 and Q1 2022, search interest for “inflation” in [Canada](#) and the [US](#) hit a 5-year high. The top inflation videos on YouTube educated viewers about the state of the economy and what high inflation rates mean for their wallets.

Tactics to Implement:

- **Entertaining:** [Graham Stephan](#) uses light-hearted language and humour to make his finance videos more accessible and enjoyable. He also adds entertaining visuals and pop culture references, helping viewers easily visualize and understand the content he is discussing.
- **Credibility:** In the video on the [left](#), finance creator [Andrei Iikh](#), cites the opinion of American billionaire, Charlie Munger. Quotes from notable people can help add credibility to informative videos on YouTube.

Top Format:

- Top videos range from **1-28 mins.** in length.
- **90%** of videos in this category are traditional YouTube posts over Shorts.

