

**YouTube Financial Services  
Content Opportunity Analysis™  
Q3 2022**

**Financial Services**

# Key Takeaways

## Top content opportunities in Q2 2022 in the Financial Services space include:

### Recession Tips:

- **Recession Advice:** Videos discussing how to make investment profit and protect one's finances during a recession.

### Stock Market Crash:

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

### Entrepreneurship:

- **Knowledge for Business Owners:** Videos containing business related content such as how companies scale, how to find a cash flow positive business.

### Recession Predictions:

- **Estimating Recession Impacts:** Videos discussing recession and its impact on the economy and stock market, and predictions on the future of currency.

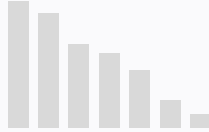
# Content Opportunity Methodology



1

## Measure & Categorize

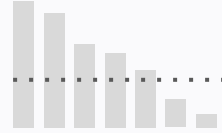
Sample a large number of social posts to find ones that are significantly outperforming the average.



2

## Identify Top Themes

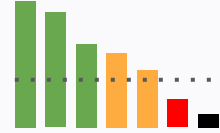
Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.



3

## Identify a Benchmark

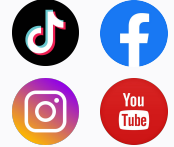
Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.



4

## Identify Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.



5

## Repeat For Each Platform






















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

**Data** is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

### Principle Data Partners



The top\* videos from Q2 2022 published by the following Financial Services creators were analyzed:

 <b><u>Graham Stephan</u></b> Subscribers: <b>3.9M</b>   Views: <b>15M</b>	 <b><u>Marko - WhiteBoard Finance</u></b> Subscribers: <b>880K</b>   Views: <b>537K</b>	 <b><u>BeatTheBush</u></b> Subscribers: <b>366K</b>   Views: <b>225K</b>
 <b><u>Andrei Jikh</u></b> Subscribers: <b>2.1M</b>   Views: <b>16M</b>	 <b><u>Financial Education</u></b> Subscribers: <b>726K</b>   Views: <b>9M</b>	 <b><u>Daniel Iles</u></b> Subscribers: <b>356K</b>   Views: <b>52M</b>
 <b><u>Meet Kevin</u></b> Subscribers: <b>1.8M</b>   Views: <b>26M</b>	 <b><u>Joseph Hogue</u></b> Subscribers: <b>565K</b>   Views: <b>1.4M</b>	 <b><u>Patrick Boyle</u></b> Subscribers: <b>331K</b>   Views: <b>2.2M</b>
 <b><u>Minority Mindset</u></b> Subscribers: <b>1.4M</b>   Views: <b>8M</b>	 <b><u>The Plain Bagel</u></b> Subscribers: <b>547K</b>   Views: <b>1.7M</b>	 <b><u>Chico Crypto</u></b> Subscribers: <b>313K</b>   Views: <b>2M</b>
 <b><u>Brian Jung</u></b> Subscribers: <b>1.2M</b>   Views: <b>4M</b>	 <b><u>How Money Works</u></b> Subscribers: <b>509K</b>   Views: <b>5M</b>	 <b><u>Learn to Invest</u></b> Subscribers: <b>264K</b>   Views: <b>548K</b>
 <b><u>The Financial Diet</u></b> Subscribers: <b>986K</b>   Views: <b>3M</b>	 <b><u>Cooper Academy</u></b> Subscribers: <b>450K</b>   Views: <b>301K</b>	 <b><u>Joseph Carlson</u></b> Subscribers: <b>247K</b>   Views: <b>1.2M</b>
 <b><u>BiggerPockets</u></b> Subscribers: <b>940K</b>   Views: <b>2.3M</b>	 <b><u>Phil Town</u></b> Subscribers: <b>431K</b>   Views: <b>88K</b>	 <b><u>The Money Guy</u></b> Subscribers: <b>247K</b>   Views: <b>2.4M</b>

\*The top 15 applicable videos were analyzed per creator. Video views based on organic videos shared in Q2 2022 on YouTube.  
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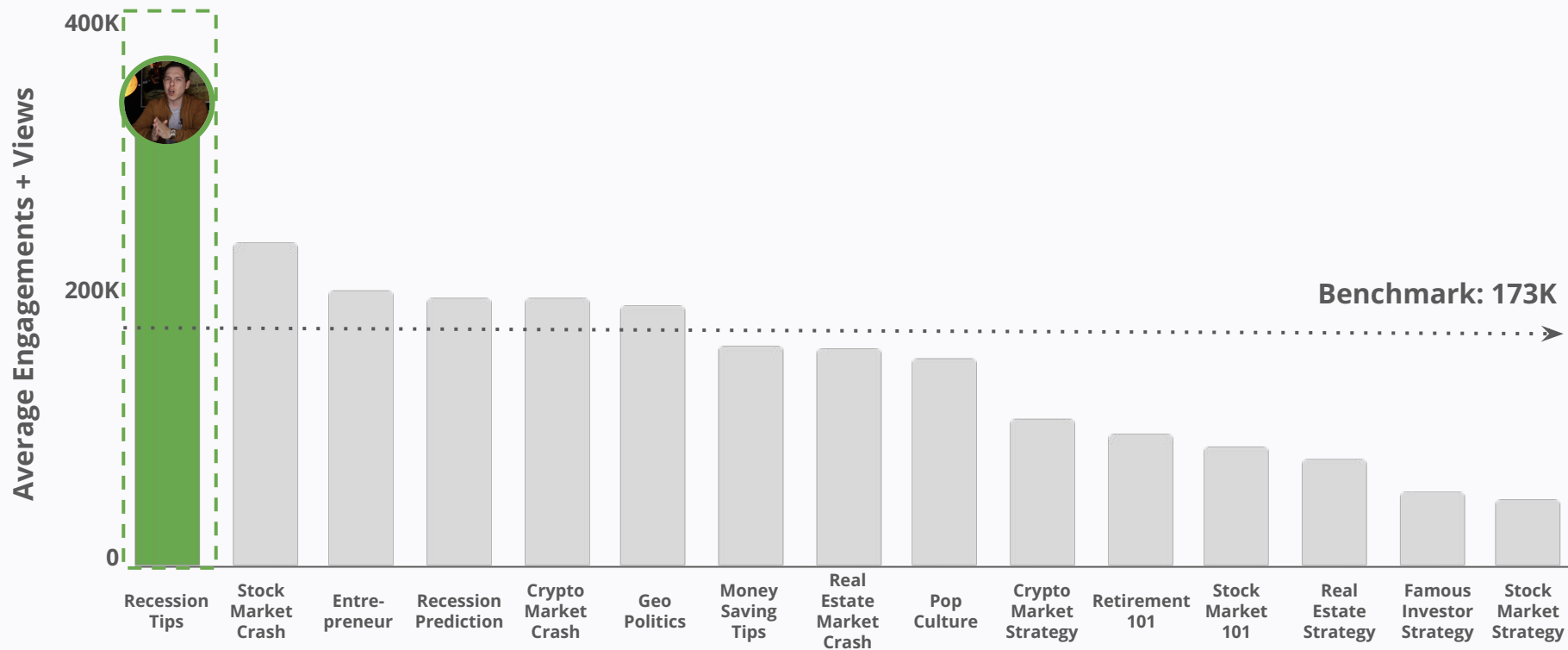
# YouTube Content Bucket Definitions

Click to see example

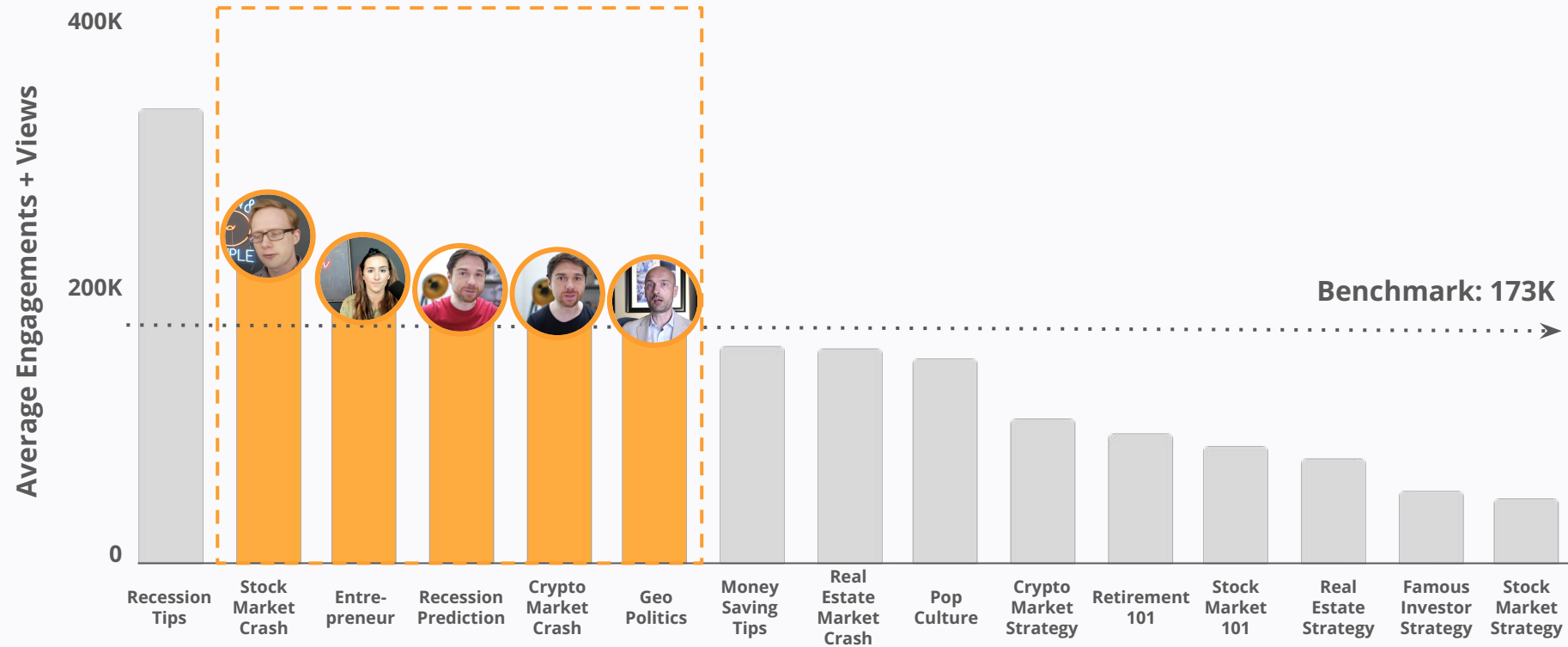


- [Recession Tips](#): Videos discussing how to make investment profit and protect one's finances during a recession.
- [Stock Market Crash](#): Videos discussing the losses incurred during the market downturn and what to expect in the new bear market.
- [Entrepreneurship](#): Videos containing business related content such as how companies scale and how to find a cash flow positive business.
- [Recession Prediction](#): Videos discussing recession and its impact on the economy and stock market, and predictions on the future of currency.
- [Crypto Market Crash](#): Videos discussing the major price declines in the crypto market, how to protect a portfolio, and how to take advantage of the buying opportunities created by the downturn.
- [Geo Politics](#): Videos educating viewers on the state of the global economy, socioeconomic trends, and political impacts on the economy.
- [Money Saving Tips](#): Videos highlighting common money mistakes to avoid and how to properly manage money.
- [Real Estate Market Crash](#): Videos discussing the housing bubble, rising mortgage payments and why housing prices are beginning to drop.
- [Pop Culture](#): Videos meant for entertainment; such as discussing the impact of Kim Kardashian on consumerism or scams such as Theranos.
- [Crypto Market Strategy](#): Videos examining particular crypto stocks in detail and discussing whether to buy or sell it, or showing people ways to make "easy money" through cryptobots or airdrops.
- [Retirement 101](#): Videos educating viewers on different strategies to achieve early retirement.
- [Stock Market 101](#): Videos explaining financial terms and concepts in a comprehensive and easy-to-understand way.
- [Real Estate Strategy](#): Educating viewers on the fundamentals of real estate investing and sharing ways to generate income through real estate.
- [Famous Investor Strategy](#): Videos analysing the methods famous investors have shared and sharing what stocks famous investors are investing in.
- [Stock Market Strategy](#): Videos examining particular stocks in detail and discussing whether to buy or sell it.

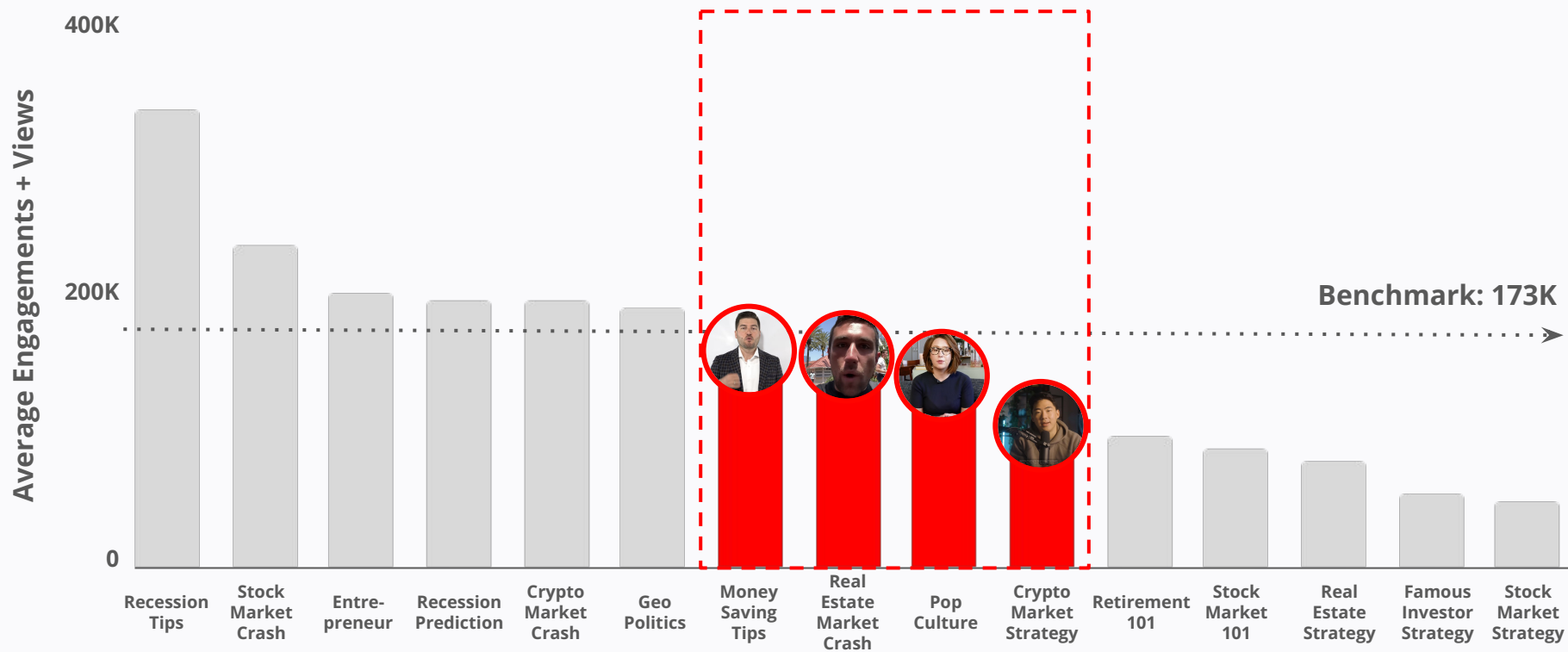
Content buckets that had the **highest views & engagement rate** in the Financial Services space include:



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

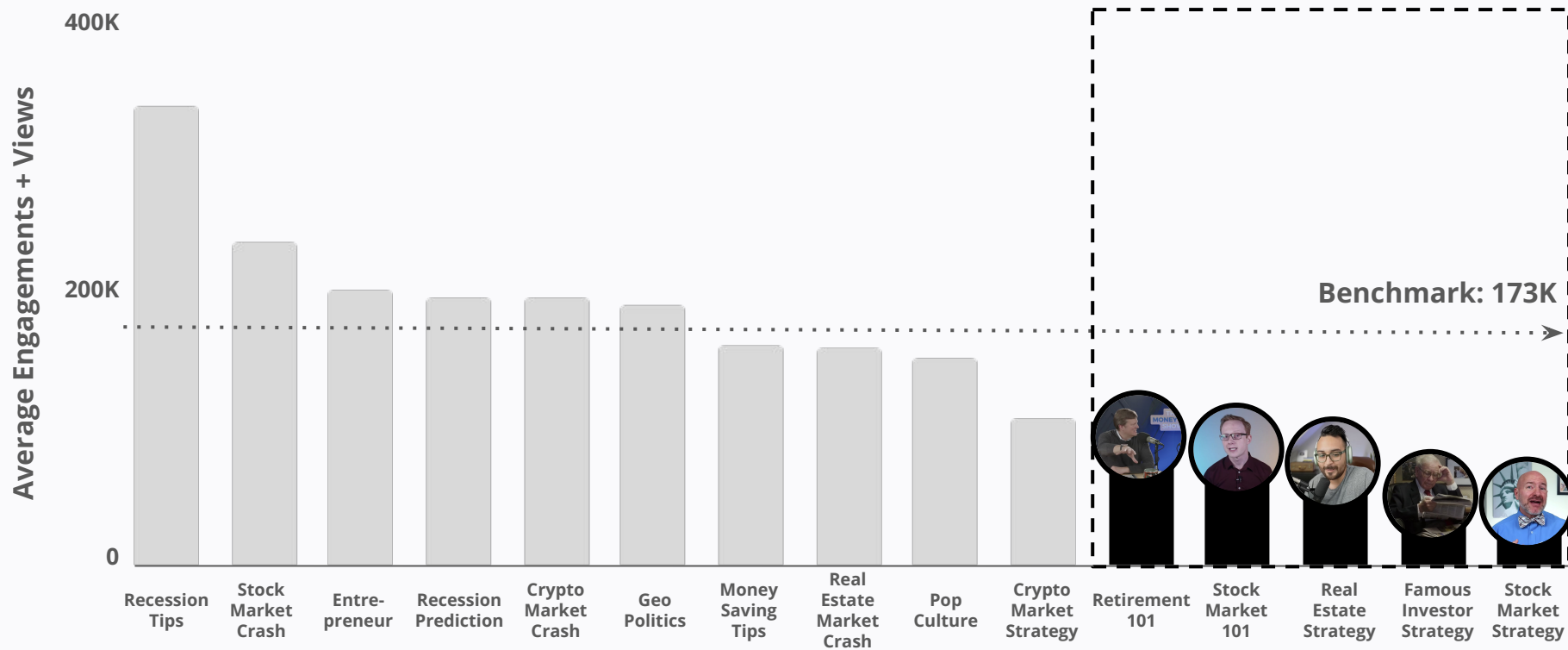


**Substandard performing** content opportunities in the Financial Services space on YouTube include:





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

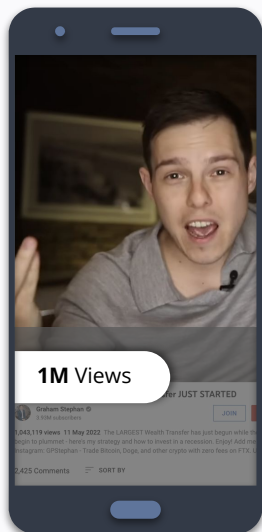


## Outliers:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.



### Recession Tips



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#### Tactic - Comprehensive

The video summed up the impacts of the recession on popular investment industries (stock market, real estate, and crypto).

### Crypto Market Crash

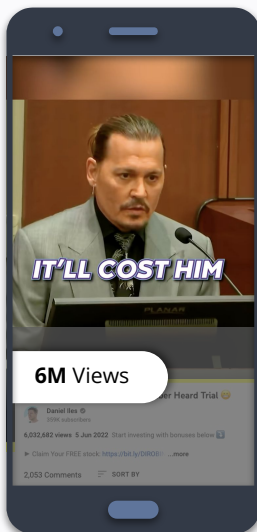


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#### Tactic - Storytelling

The video told the reason behind Elon's tweet and showcased the main tweets of the conversation.

### Pop Culture

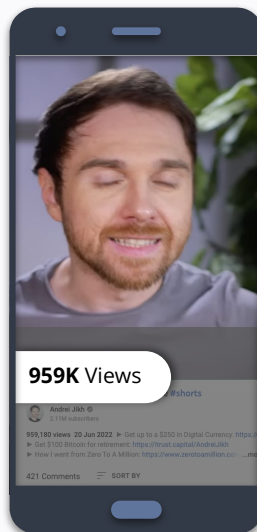


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#### Tactic - Follow Trends

This video capitalized on the virality of the Johnny Depp/Amber Heard Trial.

### Stock Market 101

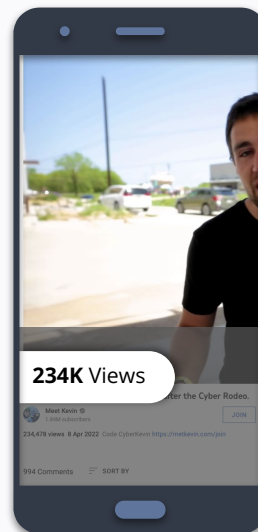


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#### Tactic - Study History

The video uses examples of financial markets in the past and examines the results of staying invested vs. selling.

### Stock Market Strategy

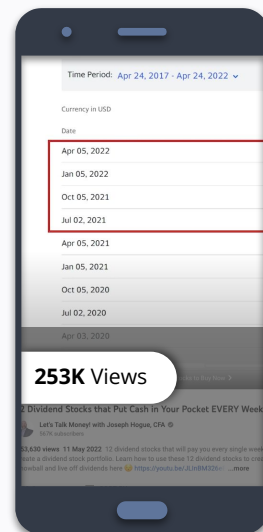


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#### Tactic - Quick Timing

The video clip uploaded 1 day after Tesla's Cyber Rodeo event and capitalized on the event's popularity.

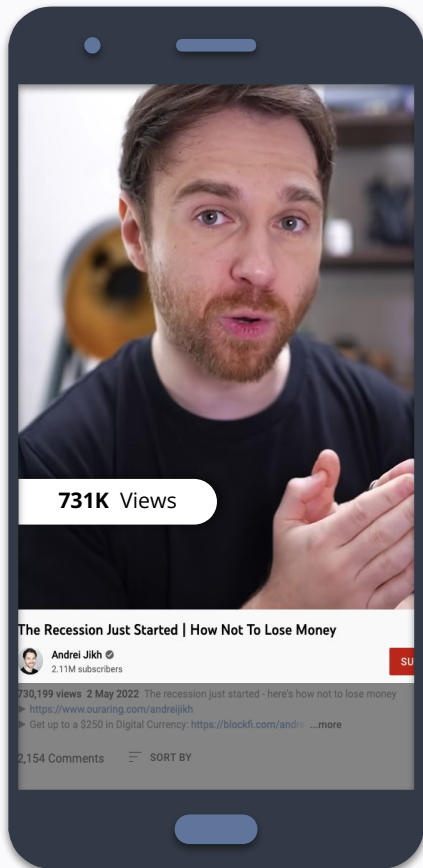
### Stock Market Strategy



[Click to view](#)

#### Tactic - Data Backed

The video shows the best dividend stocks to purchase with data backed examples.



[Click to view](#)



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Content Opportunities:

## #1. Recession Tips

### Recession Advice

Videos discussing how to make profits on your investments and how to protect one's finances during a recession.

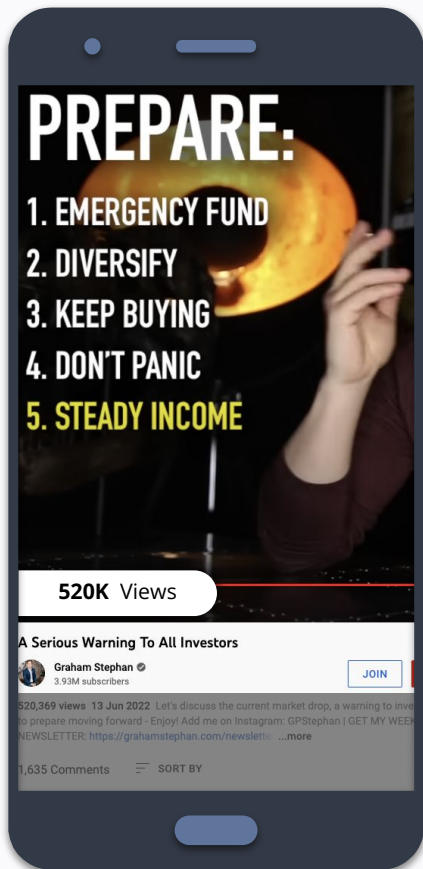
### Tactics to Implement:

- **Answering Biggest Questions:** Both video titles included the main question in the investor's minds "How to Not Lose Money".
- **What to Invest In:** Videos tell viewers how they should view investing during a recession and what stocks they should invest in.
- **Visual Summary:** Videos visually represent important numbers and facts in a concise way.

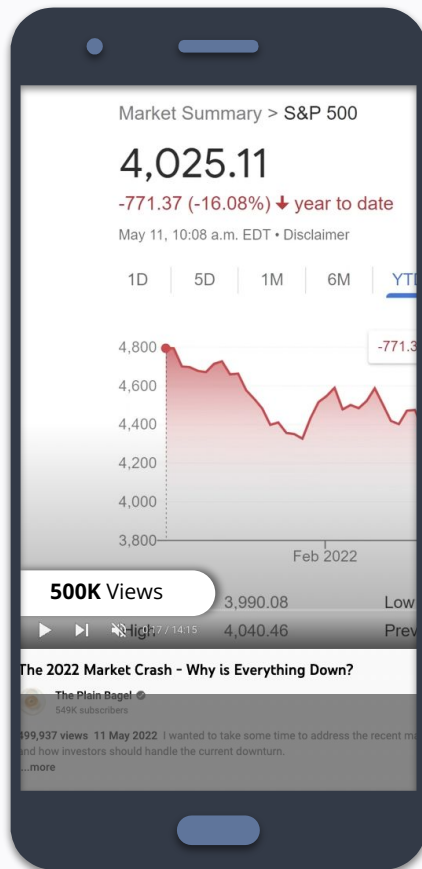
### Top Format:

- Top videos range from **11-17 mins.** in length.
- **100%** of videos in this category are traditional YouTube posts.





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Content Opportunities:

## #2. Stock Market Crash

### Stock Market Downturn

Videos discussing the losses incurred during the market downturn and what to expect in the new bear market.

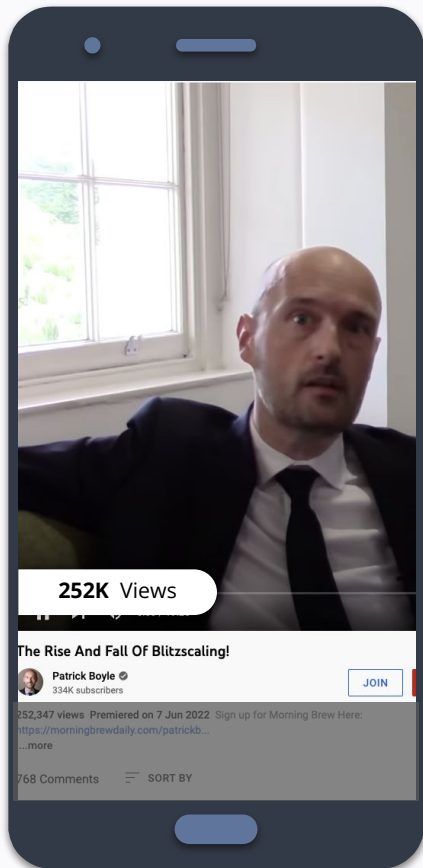
#### Tactics to Implement:

- **Credibility:** Videos explain why the market is falling by referencing credible sources and providing proof of historic markets doing the same thing.
- **Providing Security:** Videos give a sense of security to investors by explaining to them exactly how they can prepare for a bear market.

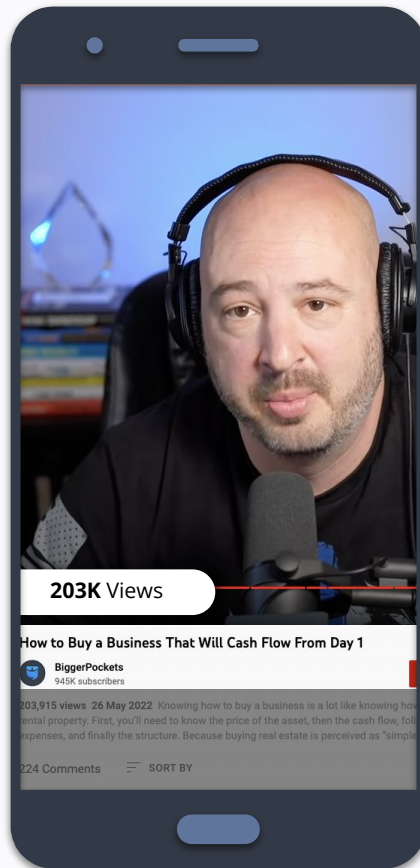
#### Top Format:

- Top videos range from **8-15 mins.** in length.
- **100%** of videos in this category are traditional YouTube posts.





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Content Opportunities:

### #3. Entrepreneurship

#### Knowledge for Business Owners

Videos containing business related content such as how companies scale, how to find a cash flow positive business.

#### Tactics to Implement:

- **Niche Topics:** The video to the [left](#) dives deep into a entrepreneurial topic called “blitzscaling” and educates viewers on the impact the topic has on our society.
- **Step by Step Guide:** The video to the [right](#) gives a instructional guide on how to purchase a cash flow positive business. The video also segments the video progress bar into different topics.

#### Top Format:

- Top videos range from **30 sec. to 78 mins.** in length.
- **30%** of videos in this category are Shorts.





Content Opportunities:

## #4. Recession Prediction

### Estimating Recession Impacts

Videos discussing recession and its impact on the economy and stock market, and predictions on the future of currency.

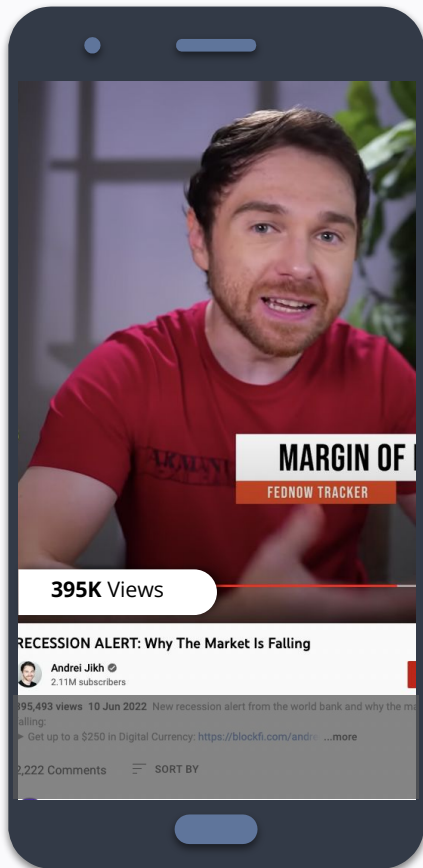


### Tactics to Implement:

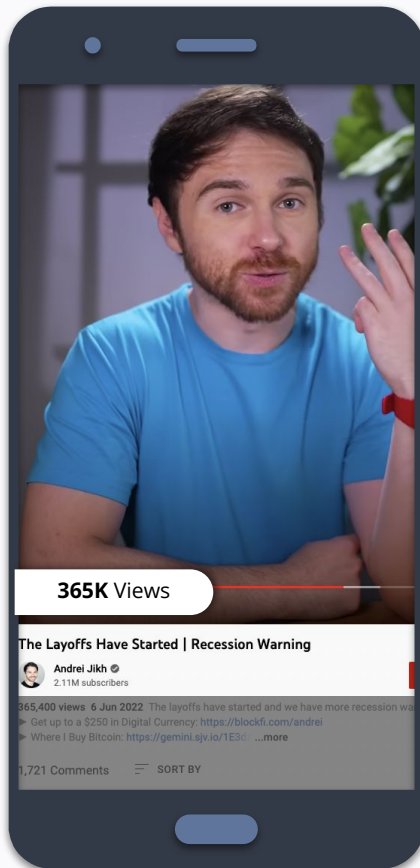
- **Entertaining:** [Andrei Jikh](#) uses humour and compares regularly deemed 'boring' topics, such as the decisions of the government and financial institutions, to pop culture references such as the Marvel superheroes.
- **Consistent Branding:** [Andrei](#) always uses a green split screen with infographics and follows the same editing style and video structure, so his content is easily recognizable to his audience.
- **Recession Analysis:** Videos analyzed the recession for the audience and showed the audience how they can analyze the recession themselves.

### Top Format:

- Top videos range from **11-28 min.** in length.
- **100%** of videos in this category are traditional YouTube posts.



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