

Video Content Marketing ROI

ROI for video content marketing and YouTube typically shows up in this order:

1. Video impressions from rankings, organic suggestions or external promoting
2. Views and some subscribers
3. Increased number of impressions and better rankings, SEO starts growing
4. More views
5. More subscribers
6. Website visitors
7. Opt-ins to your email list
8. Sales

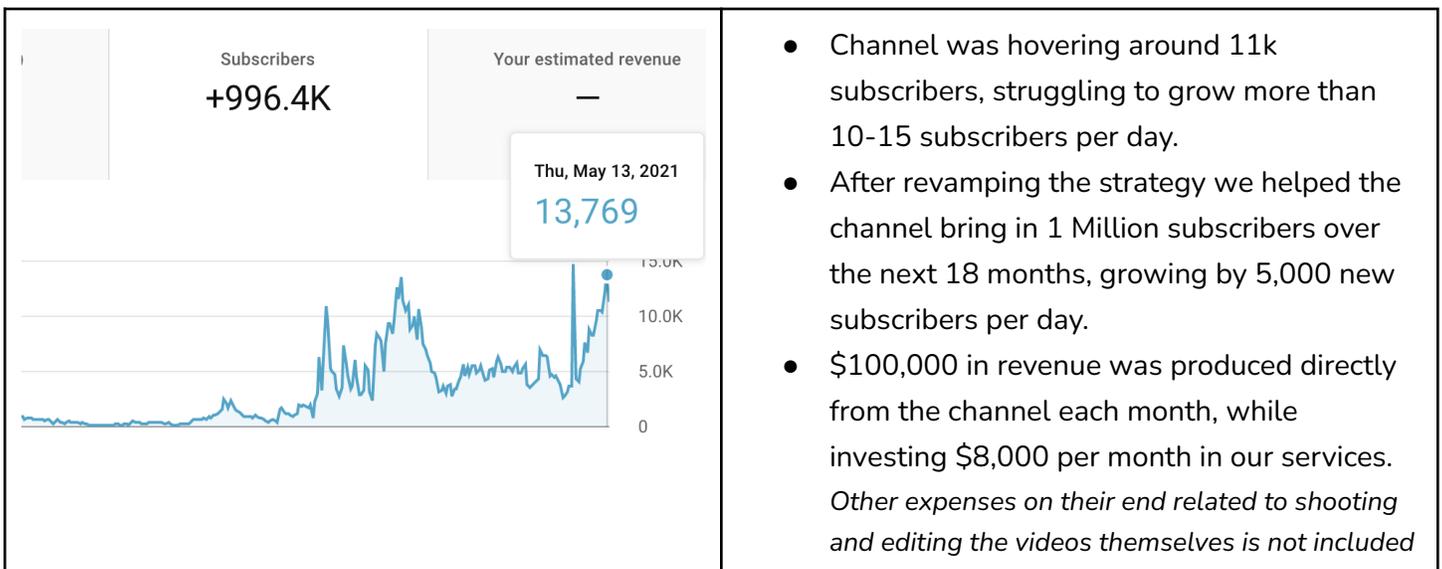
*Timelines vary widely based on how much money and time is invested into growing the audience. We've seen it get to step 8 in as little as 6 weeks and as long as 18 months.

Case Studies

Real Estate and Business Education YouTube Channel

- Client invested \$2400/month
- Within 3 months we were getting 20-30 qualified leads per week, 1-2 sales calls per week and \$3,000 in sales per week, as a direct result of YouTube.
- By the 3rd month YouTube was directly attributed to \$30,000 in sales, which is a 4X return on investment.

Cryptocurrency and Investing Advice YouTube Channel



	<p><i>in the \$8,000 but even if you add an estimated \$10,000 of video production from their end per month, they've still made a 5X return.</i></p>
	<p>That graph shows how the website traffic increased in correlation with the YouTube channel growing.</p>

Economics Education and Real Estate Investing YouTube Channel

- Launched a brand new channel with 0 subscribers and grew it to 48k subscribers in 18 months.

<p>Views 583.5K ↑ >999%</p>	<p>Watch time (hours) 95.9K ↑ >999%</p>	<p>Subscribers +8.7K ↑ 788%</p>	<p>Your estimated</p>	<p>That table shows the channel growth over an 18 month period and is very representative of many channels. The first 6 months showed little increase in views and subscribers but during that time we were building a strong library of videos that were ranking for our target keywords and getting impressions. The second 6 months shows what happens when the compound effect kicks in and the third 6 months shows that the daily subscriber rate was more consistently high without as dramatic of spikes and drops.</p>

Marriage Coaching and Education YouTube Channel

<p>Views 96.9K</p>	<p>Watch time (hours) 4.1K</p>	<p>Subscribers ▲ +1.7K</p>	<ul style="list-style-type: none"> • Gained 2,000 subscribers in 7 months but 1500 of those came in the last 2 and half months of the graph, which shows what happens once the compound effect kicks in. • Daily subscriber rate was around 3 per day before we created a new strategy and implemented it. After 5 months the daily subscriber rate grew to 25, an 600% increase.