

# YOUTUBE ARTIST CAMPAIGN

DIGITAL STRATEGY & BUDGETING

Presented By:

*Anjira*



# WHAT'S A YOUTUBE CAMPAIGN?

A successful **Artist YouTube campaign** involves a well-planned and executed strategy to promote an artist's content, engage with the audience, and ultimately grow the YouTube channel. This presentation explains some of the key elements that contribute to a good artist YouTube campaign.



# CAMPAIGN ASSETS

THESE REQUIRED CAMPAIGN  
ASSETS ARE NECESSARY  
FOR A PROPER ARTIST  
CAMPAIGN.

MUSIC  
VIDEO

**1** The Official Music Video of  
the campaigning single.

LYRIC  
VIDEO

**2** Lyric videos are essential for music videos as  
they enhance engagement, improve accessibility,  
encourage interaction, and expand reach.

CHANNEL  
BANNER

**3** A visually appealing and eye-catching YouTube  
banner can grab the attention of potential  
viewers and entice them to explore your content.

AUDIO  
VISUALIZER

**4** Visualizers enhance the overall music experience  
by providing a synchronized representation of the  
audio. They bring the music to life, allowing  
viewers to see the rhythm, beats, and energy of  
the song in a visually stimulating way.

VIDEO  
THUMBNAIL

**5** Eye-catching video thumbnails help  
capture the attention of potential viewers  
as they browse through YouTube.

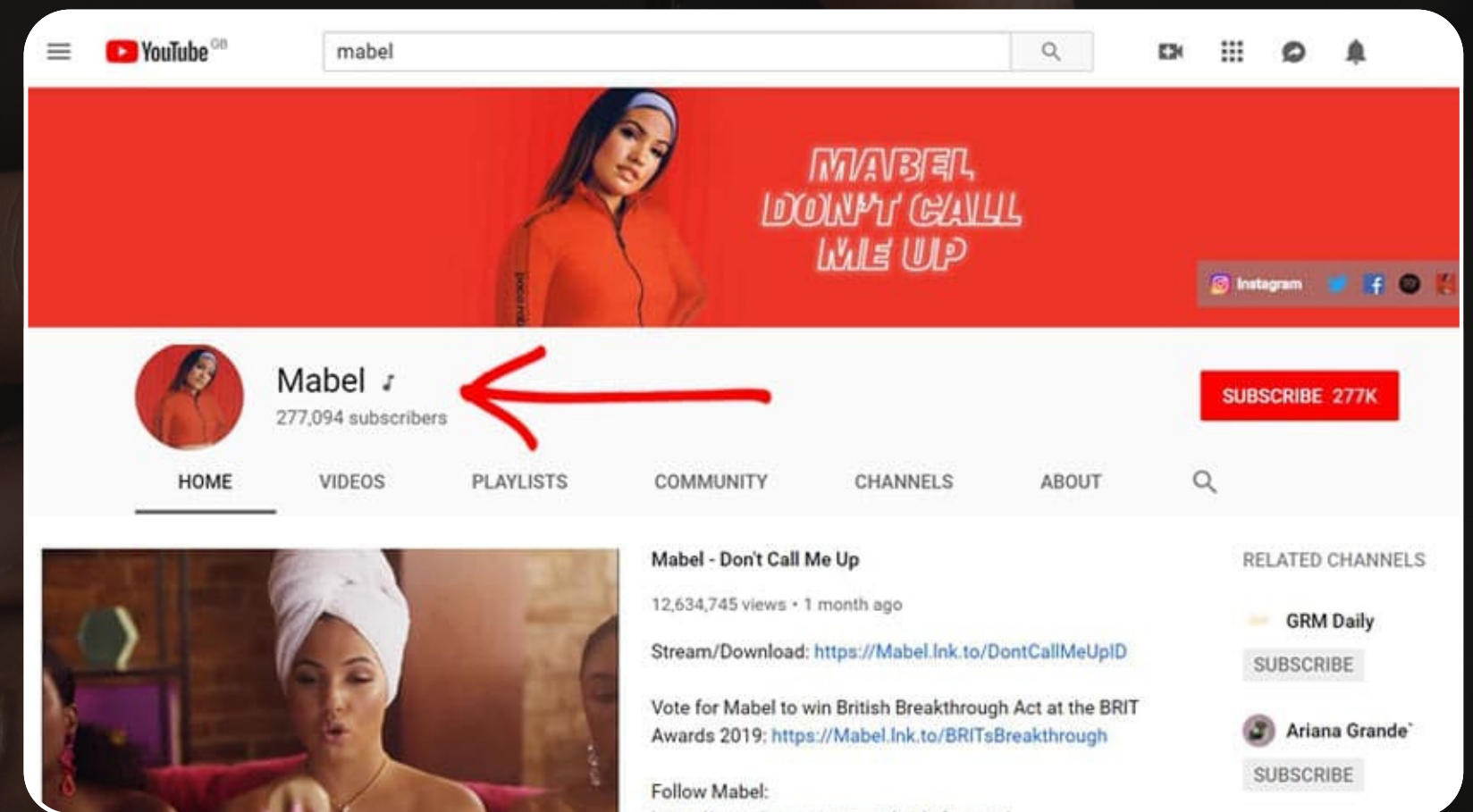
SHORTS

**6** By creating engaging and concise videos in the  
Shorts format, artist can capture the attention of  
viewers who prefer bite-sized content.



An **Official Artist Channel** serves as a centralized hub for all of an artist's content on YouTube. It allows fans and viewers to find and access all of the artist's music videos, live performances, interviews, behind-the-scenes content, and more in one place. This creates a seamless and organized viewing experience.

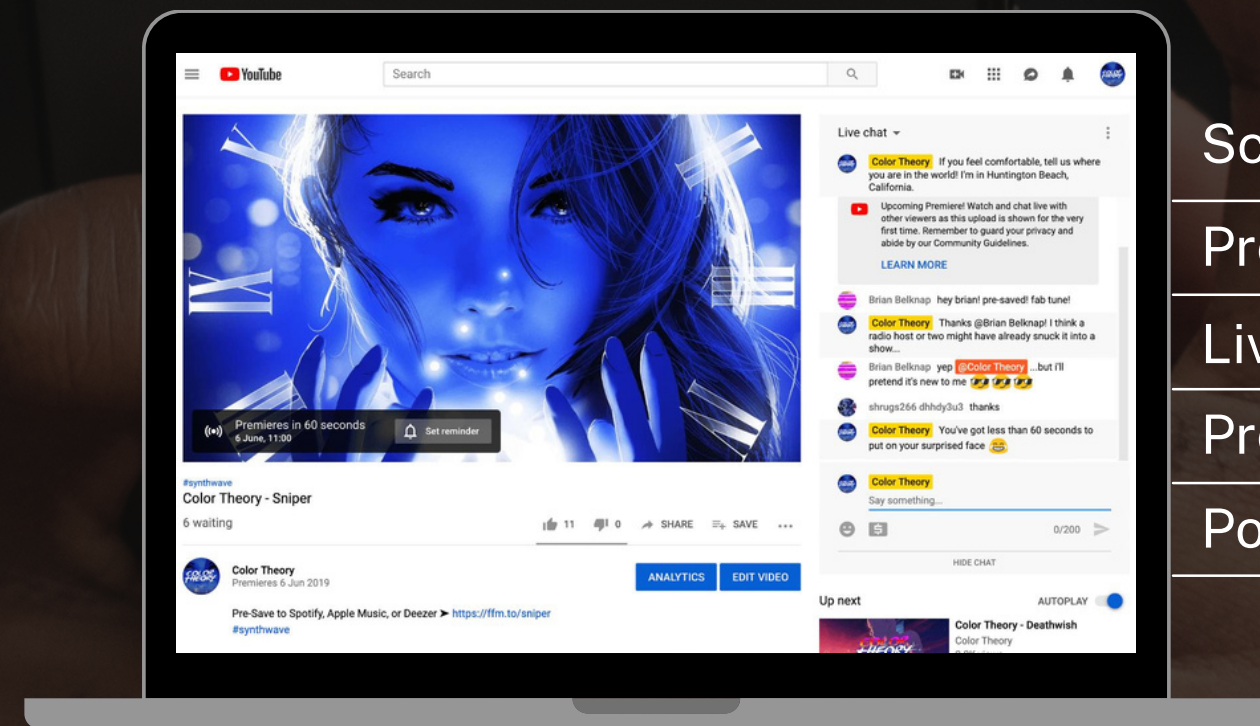
# OFFICIAL ARTIST CHANNEL





# YOUTUBE PREMIERES

**YouTube Premieres** is a tool that leverages the power of both scheduled video releases and live streaming, providing a unique and interactive experience for content creators and their audiences. It allows creators to connect with their viewers in real-time and build a sense of community around their content.

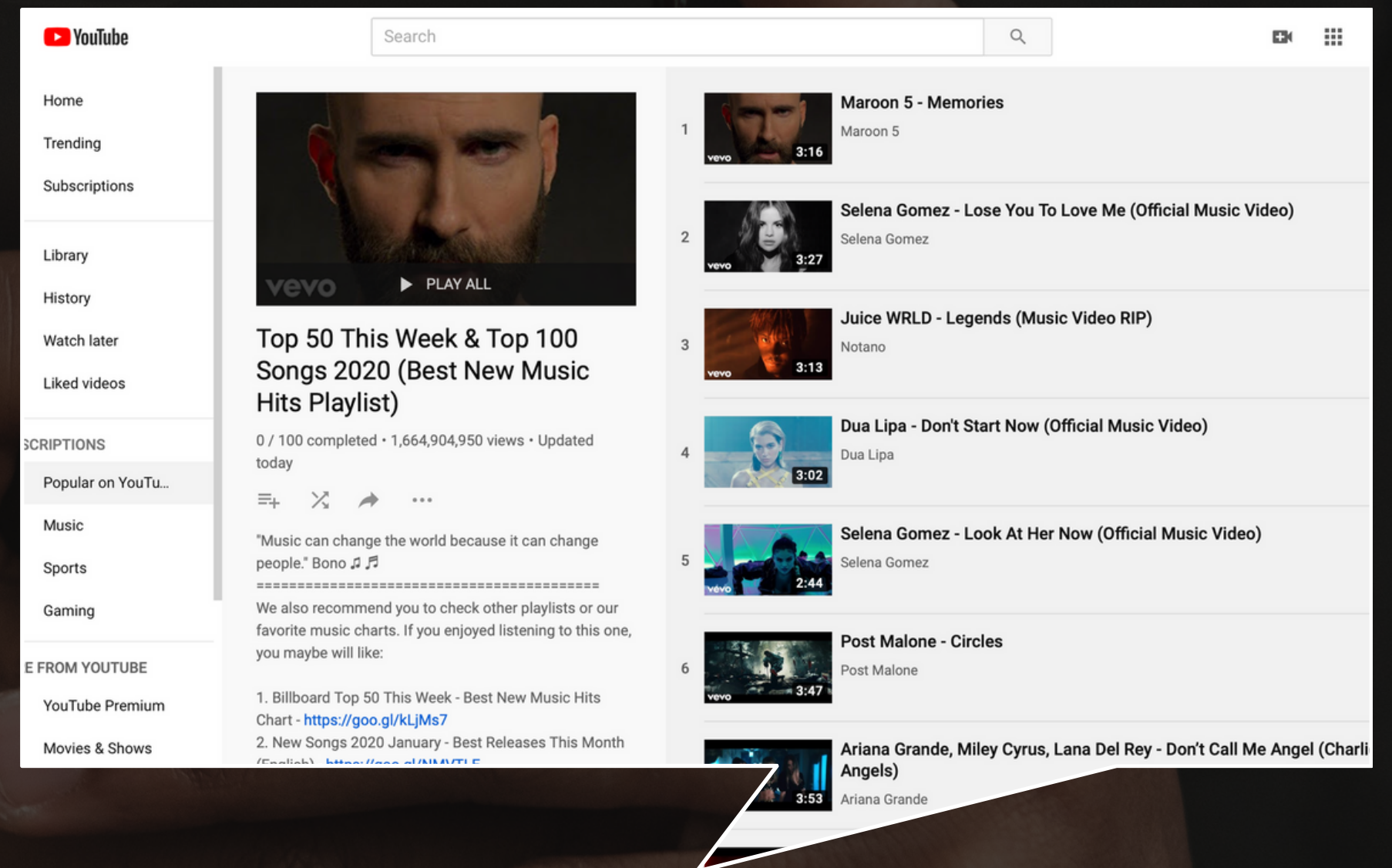


Scheduled Red Carpet  
Premiere Countdown  
Live Chat  
Pre - Live Show (Rodeo)  
Post - Live Engagement



# YOUTUBE PLAYLISTS

Creating **YouTube Playlists** is necessary for content creators looking to optimize their channel's organization, enhance viewer engagement, improve searchability, and take advantage of features that contribute to overall success on the platform.





# ENGAGEMENT TASKS

## TASK ONE

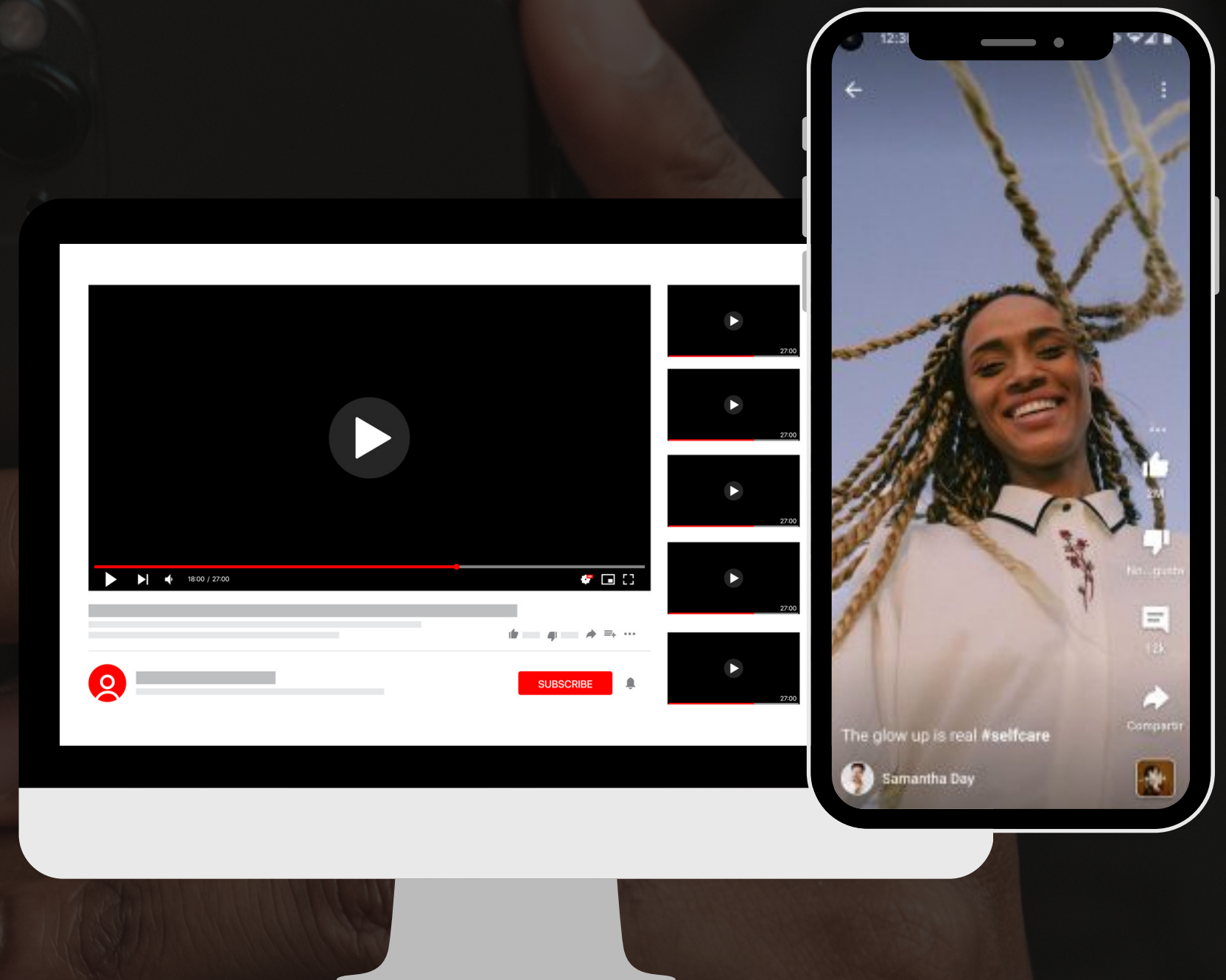
Post at least 7x per week on  
YouTube Shorts

## TASK TWO

Post 3x per week on  
community posts

## TASK THREE

Engage with fans weekly (e.g.,  
livestream, like and reply to fan  
comments, etc.)

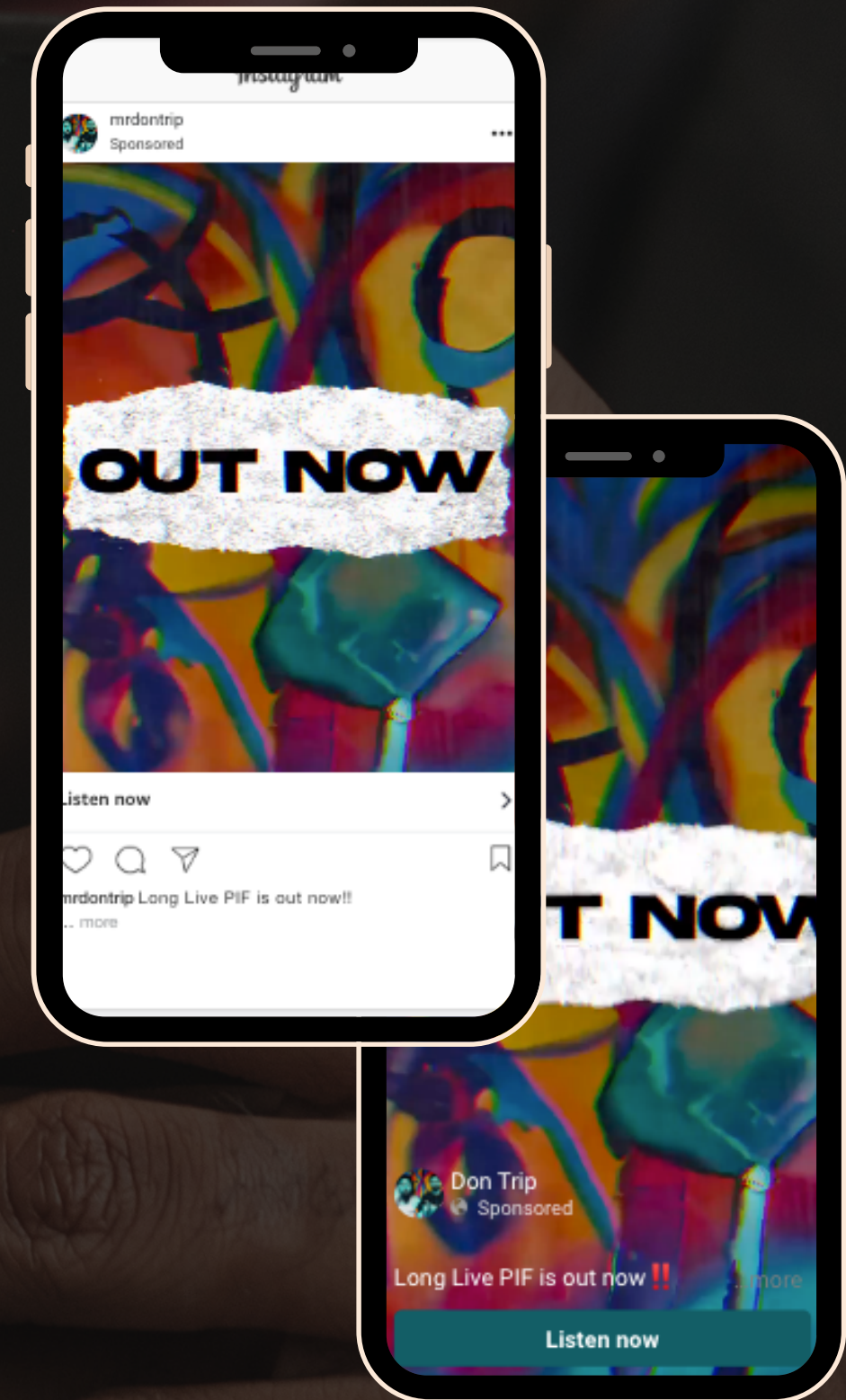




# PAID MEDIA

GOOGLE ADS / META ADS

By strategically incorporating **paid media** on other social media platforms, artists can create a comprehensive promotional strategy that leverages the strengths of each platform and maximizes the potential for growth on their YouTube channel. It's important to align your paid media efforts with your overall marketing goals and consistently monitor and adjust your strategy based on performance data.





A hand holding a smartphone with a dark background.

# DATA ANALYSIS

Presented data and demographics to showcase your understanding of the audience's preferences, behavior, and consumption habits. You will need tailored strategies to effectively reach and engage with a target audience. YouTube artist **data analysis** plays a crucial role in monetization. By understanding your ad revenue, channel memberships, merchandise sales, and other monetization metrics, you can assess the effectiveness of your monetization strategies and identify opportunities for growth and optimization.



# HERE'S WHAT WE DO FOR YOU

## Agency Campaign Deliverables:

- Live Premier Set Up & Strategy
- Channel Management & Optimization
- Short Content Creation & Scheduling
- Paid Media Management (Google + Facebook Ads)
- Playlist Pitching
- Campaign Data Reporting

Presented By: *Anjin*

