



The 6-Step Guide to YouTube Content Strategy

How to build relevant video content for every business



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Introduction

As video marketing becomes the hottest trend to connect with customers, YouTube has become more saturated and competitive than ever for businesses across industries. How can your brand's content stand out when over 500 hours of videos are uploaded every minute¹? How should you be researching, planning and choosing topics without draining your budget?

48% of businesses are spending more budget on video marketing in 2022², but most companies find their content not reaching the expected impact. As per Wistia's report, success in video marketing is linked to having a defined strategy³. Developing a cohesive and targeted content strategy for YouTube is key to business growth. However, many marketers still struggle with where to start and how to implement it effectively.

Planning content can be time-consuming with low ROI if the fundamentals are not in place, and choosing topics for your videos can feel like shooting darts in the dark. Yet, building a strong content plan and creating relevant videos doesn't have to be a mystery for brands. The goal of this guide is to show you a proven path to formulating a successful content strategy from the ground up.

While YouTube marketing contains many stages, this guide focuses on content planning solely to provide you with in-depth knowledge about how to choose the right topics and create discoverable videos. This guide walks you through 6 pivotal steps you can follow to develop an impactful content strategy that educates, entertains and engages with your desired audience.



¹ [YouTube for Press](#)

² [The State of Video Marketing in 2021: Full Report with Statistics](#)

³ [Wistia 2022 State of Video Report](#)

Set Purpose

Learn to set the purpose of your brand's YouTube channel using Simon Sinek's Golden Circle. Take some time to brainstorm the Why, How, and What behind your content planning to ensure your videos thrive on YouTube.



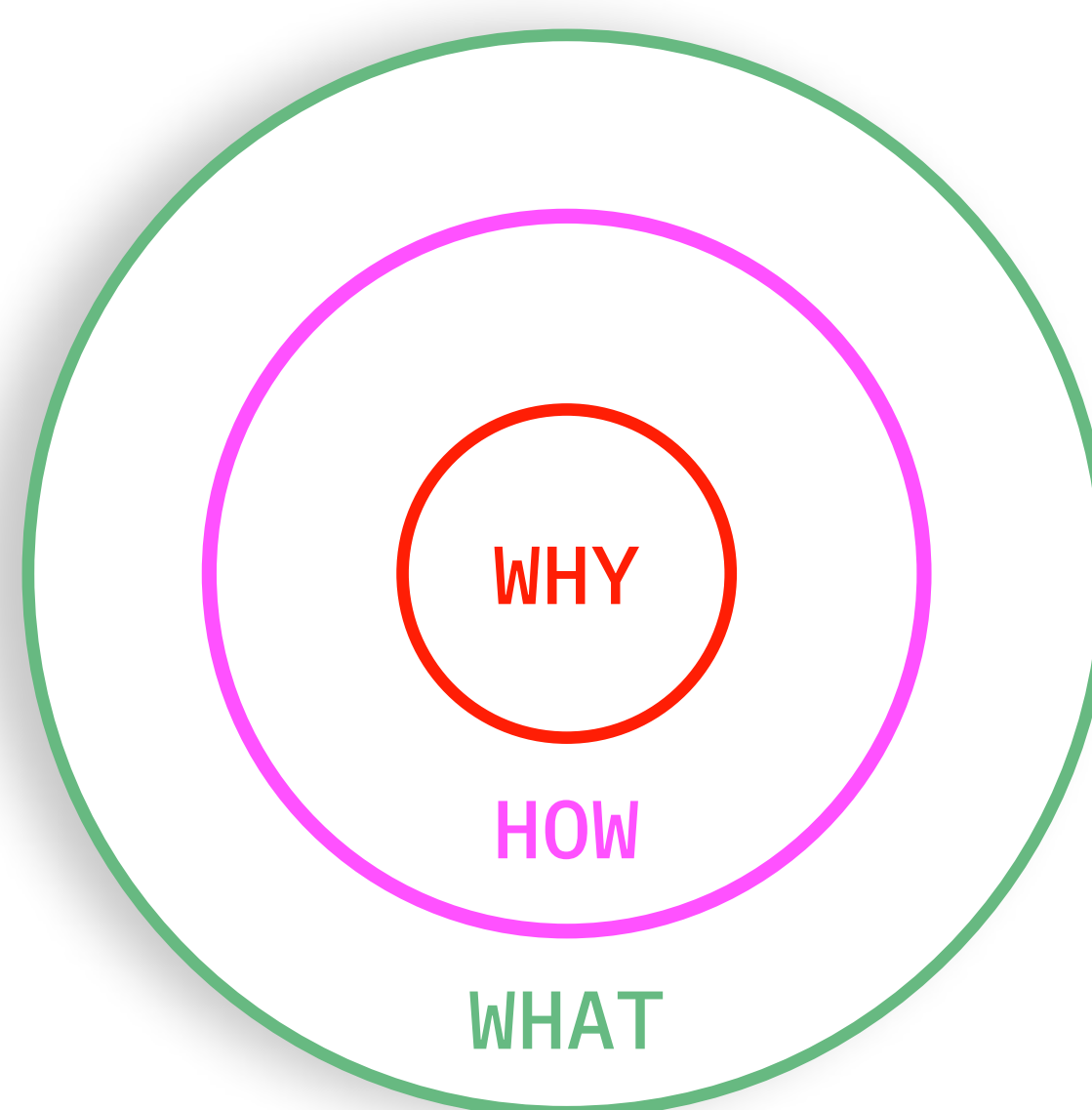
Set Purpose

The purpose of your YouTube channel should align with your overall brand value to create a cohesive objective.

To anchor your video marketing strategy, first and foremost, you need to understand the driving force behind your content. Hence, **setting the purpose of your brand's YouTube channel** serves as a solid foundation for you to create a sustainable content strategy for years to come.

Since video marketing requires a long-term strategy, a clear **purpose** will guide your YouTube content planning while showcasing the value and distinctiveness of your brand. If you aim to create attractive content while providing consistent and cohesive brand messages through your videos, then knowing the **“Why,” “How,”** and **“What”** of your video creation is vital to ensure your content thrives in the YouTube space.

A helpful starting point to identify the purpose of your YouTube channel in relation to your brand value is considering **Simon Sinek's Golden Circle**⁴.



The Golden Circle is a powerful model that helps you address the most important questions to set values and intentions behind your content planning.

Take some time to brainstorm your brand's answers to the following questions. Start with the “Why” to define the drive behind your YouTube channel, then work outwards to the next circle. Keep in mind that **the purpose of your YouTube channel should align with your overall brand value** to create a cohesive objective.

⁴ [Golden Circle model: Simon Sinek's theory of value proposition](#)

The most important aspect that a brand can communicate and the purpose that drives your business:

Vision, Values & Motivation

- Why is your YouTube channel important in your overall marketing strategy?
- Why does your YouTube channel provide unique value to your target audience?

The process for you to realize your brand's vision and purpose, the specific actions you can take to make the why tangible:

Execution

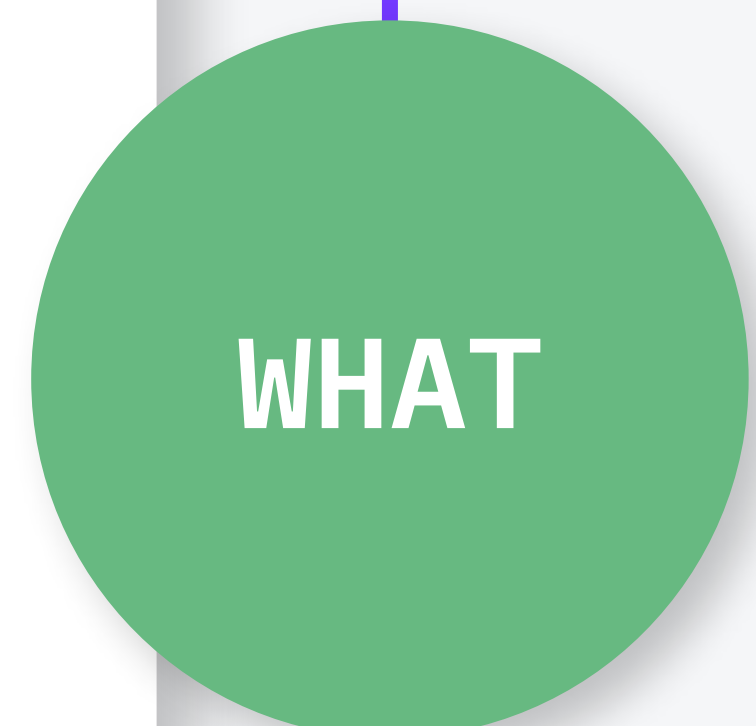
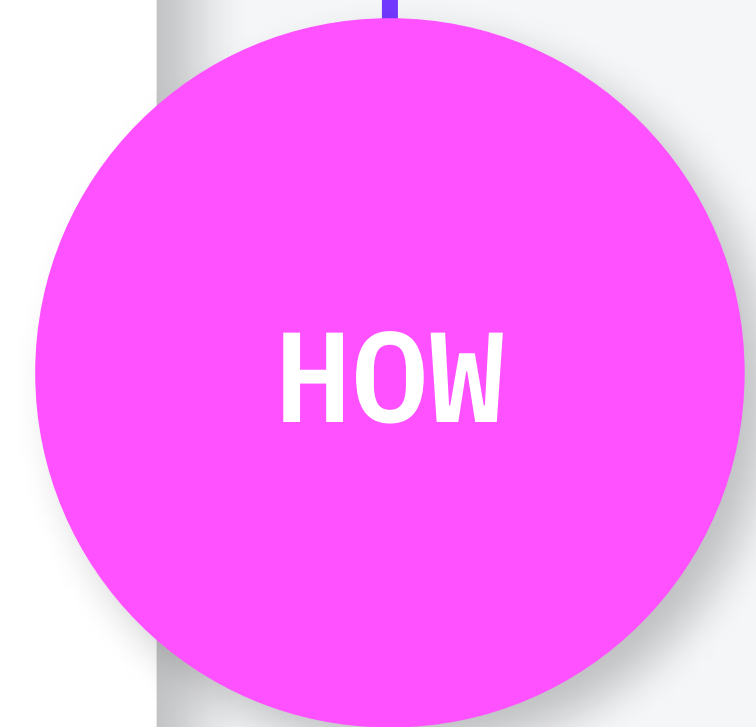
- How to build and manage your YouTube channel to achieve your business goals?
- How does your video content align with your other marketing channels?

The most explicit aspect of your business, the product and services that you provide and what you do:

Result

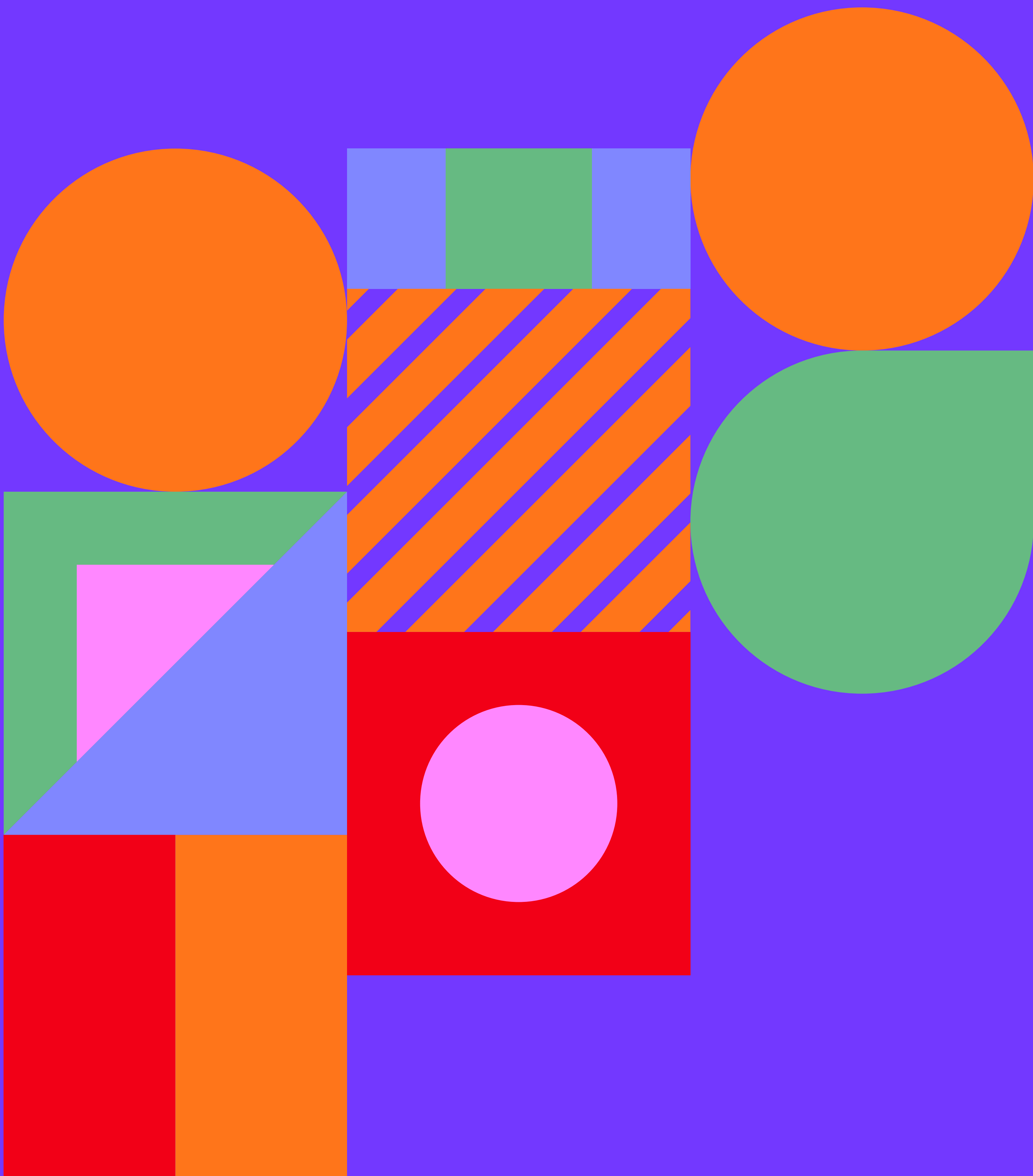
- What does your YouTube channel offer?
- How does your video content align with your other marketing channels?

Answering these questions is fundamental in realizing the vision of your brand's YouTube strategy. Once you've set the intention, you can use these answers as your principles to deliver long-lasting value and quality via video content. Furthermore, they also serve as the cornerstone that helps you identify your target audience in the next step.



Identify Target Audience

Identify your audience and the value that your expertise can deliver. In this step, you get a clearer understanding of who you are making videos for and what your brand strengths are.



Identify Target Audience

Since you are the expert on your brand expertise, you know best what values you can bring to your target audience.

One of the key elements to fostering a growing YouTube channel is to **know who your audiences are**. Once you've set the purpose of your video marketing strategy, you can leverage that one step further to identify your target audience.

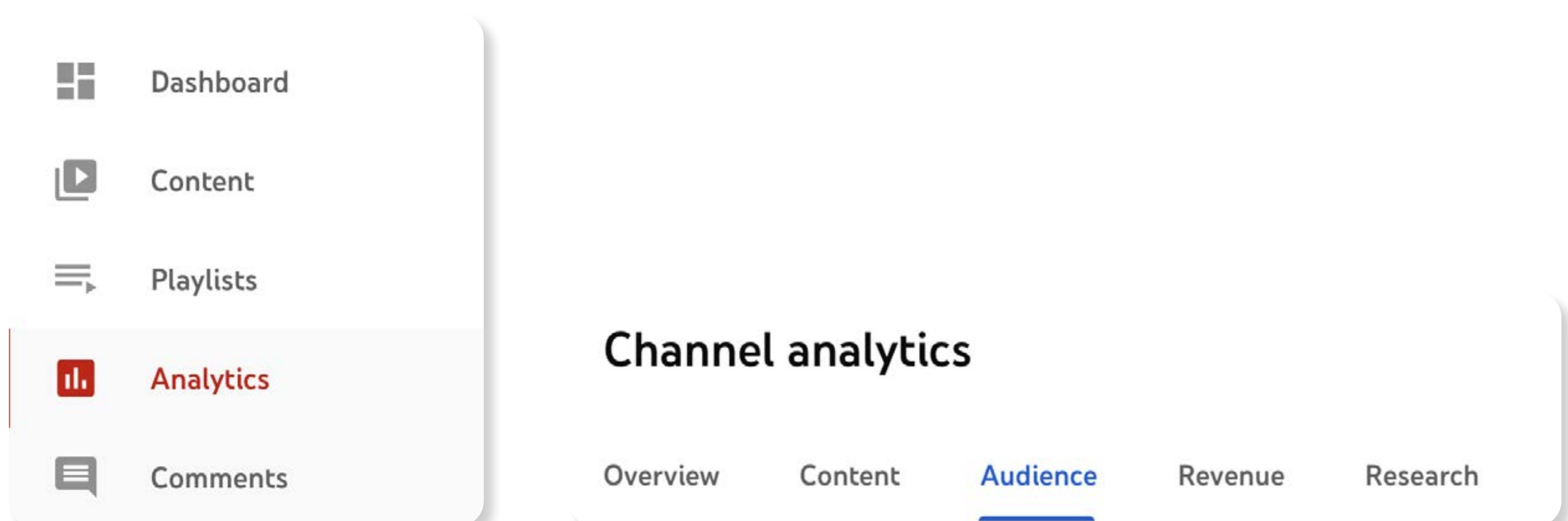
1. Decide for whom you are creating video content

This extends from the purpose of your YouTube channel and overlaps with your ideal customer demographic. In your overall marketing strategy, if you've already segmented buyer personas for your product and services, you can adapt the model to create specific viewer personas for your YouTube content.

As your brand may have an established YouTube Channel, you can also **use YouTube analytics** to overview who your current demographics are on YouTube and analyze whether the existing demographics align with your ideal audiences who should be your potential customers.

Follow these steps to check out your existing demographics:

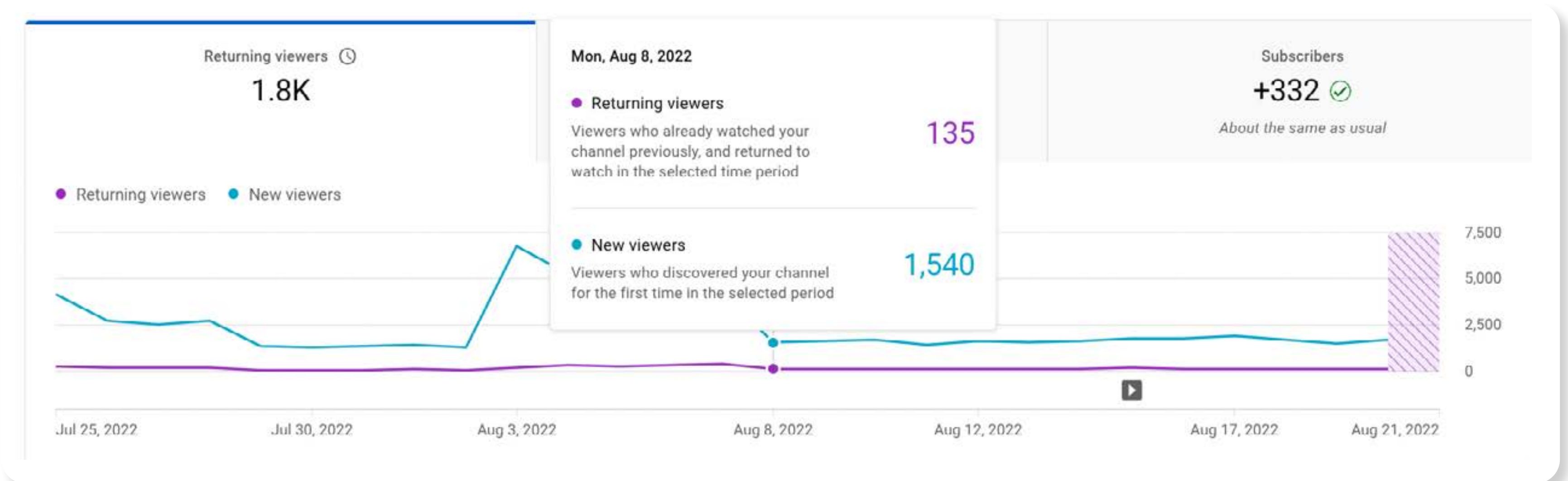
Got to Your your **YouTube Studio > Analytics > Audience**



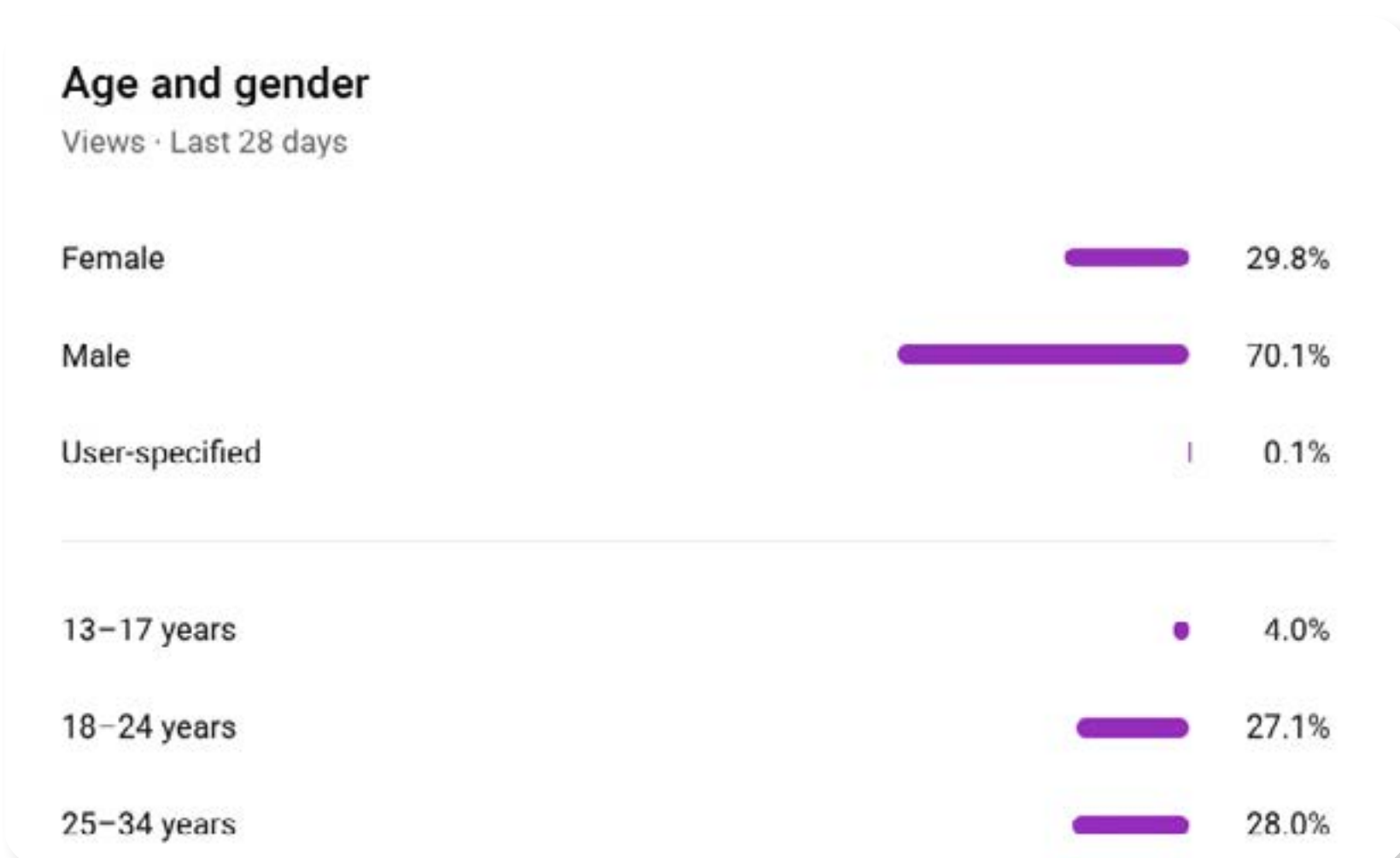
STEP 2

Once you're on the Audience Tab, you can check out the most important demographics such as:

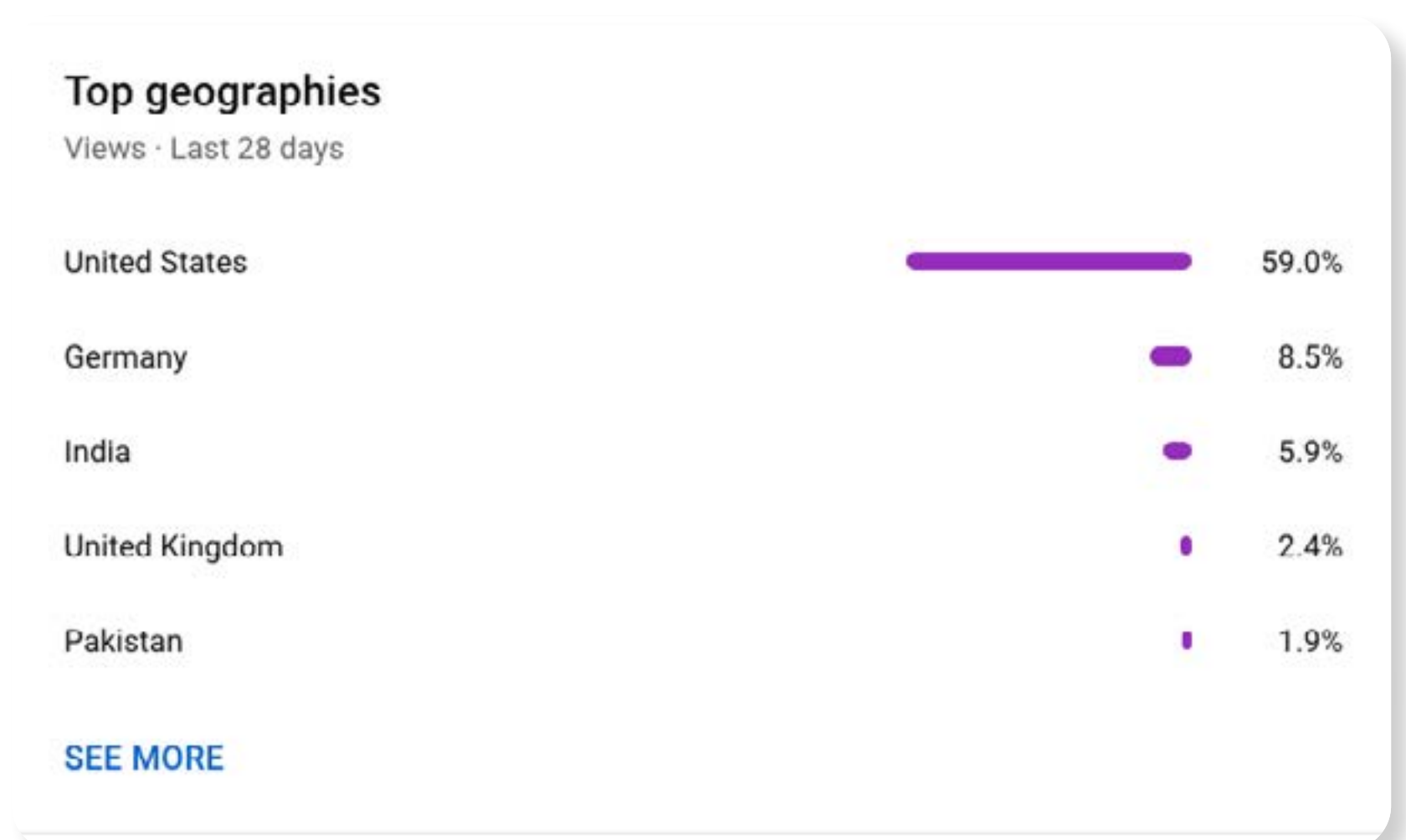
- How many viewers return to your channel and how many viewers are new:



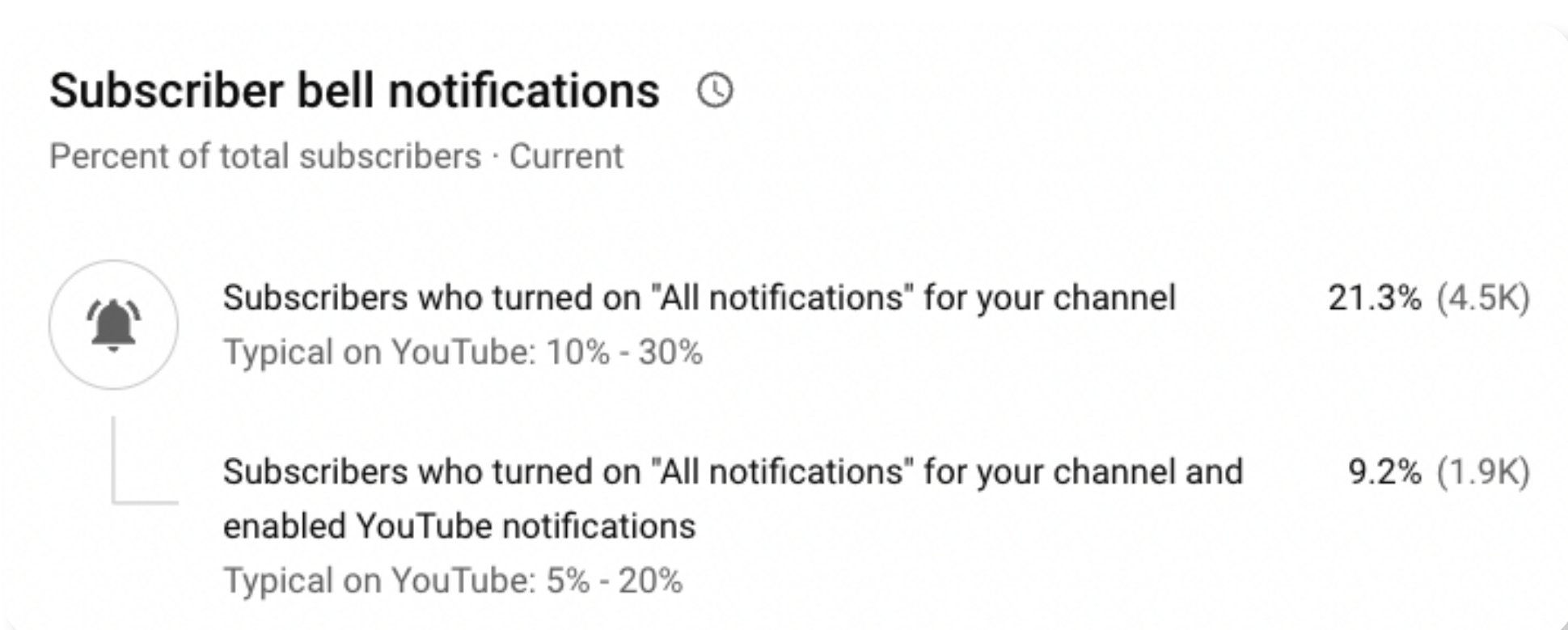
- Age and gender



- Top geographies



- You can even go further and see who opted in to get notified about new videos:



These stats help to inform you whether the purpose of your YouTube channel is carried out to the right group of audiences.

2. Determine your brand's area of expertise

Since you are the expert on your brand expertise, **you know best what values you can bring to your target audience.** This is the value proposition of your brand and an opportunity to establish your brand as an authority in your industry, present your company as the thought leader on specific topics and establish credibility amongst your audience.

Answer these questions to figure out your specialty:

What are the pain points of your potential customers?

What solution does your brand provide to solve your customer's problem?

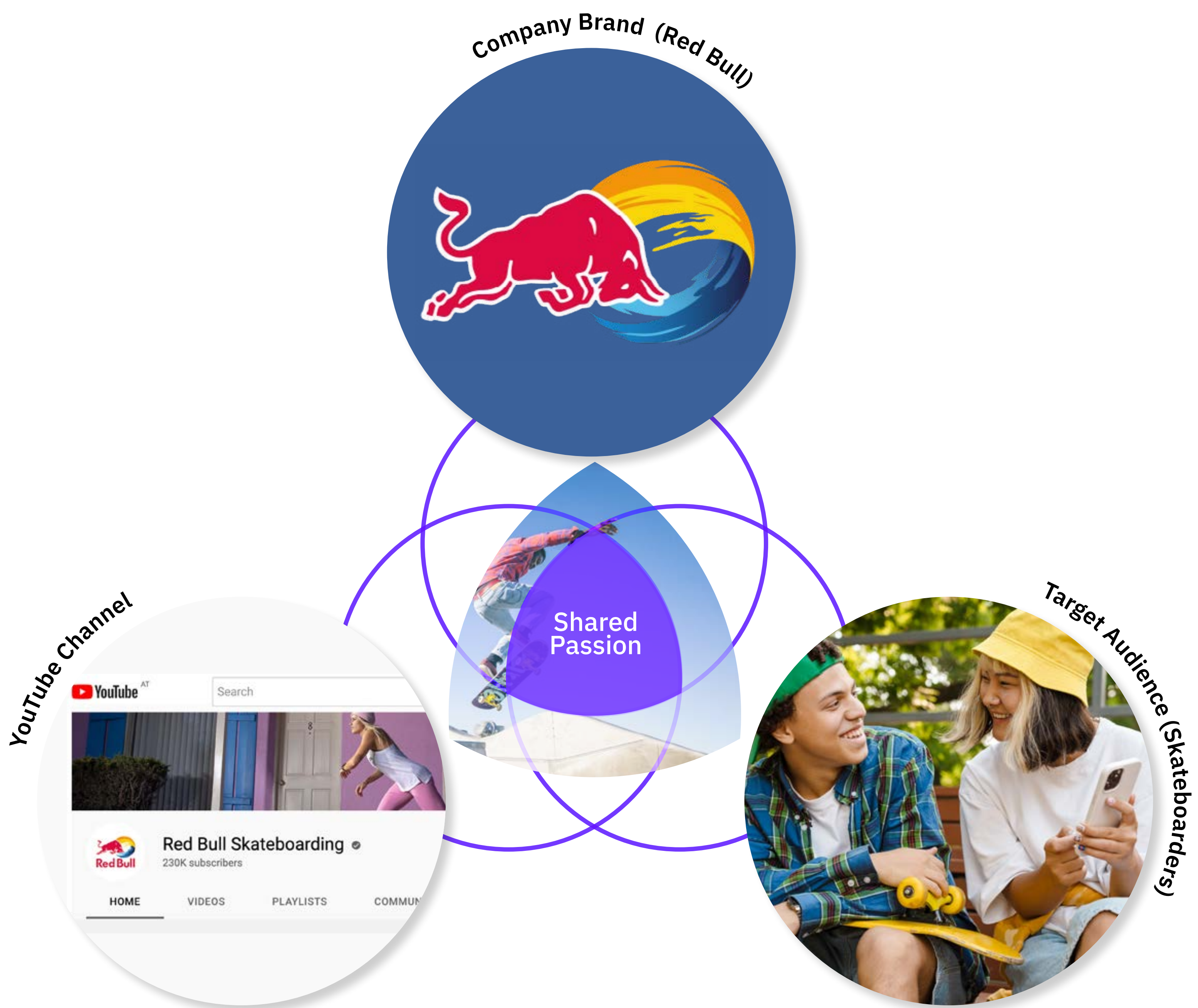
What stages of your customer journey are you trying to target via YouTube?

3. Identify the “Shared Passion” that bridges your brand’s expertise with your target audience’s interest

Once you have a clearer understanding of who you are making videos for and what your brand best provides to solve problems or provide value, you can now identify the shared passion between your service/products, the function of your YouTube channel, and your target audience’s needs.

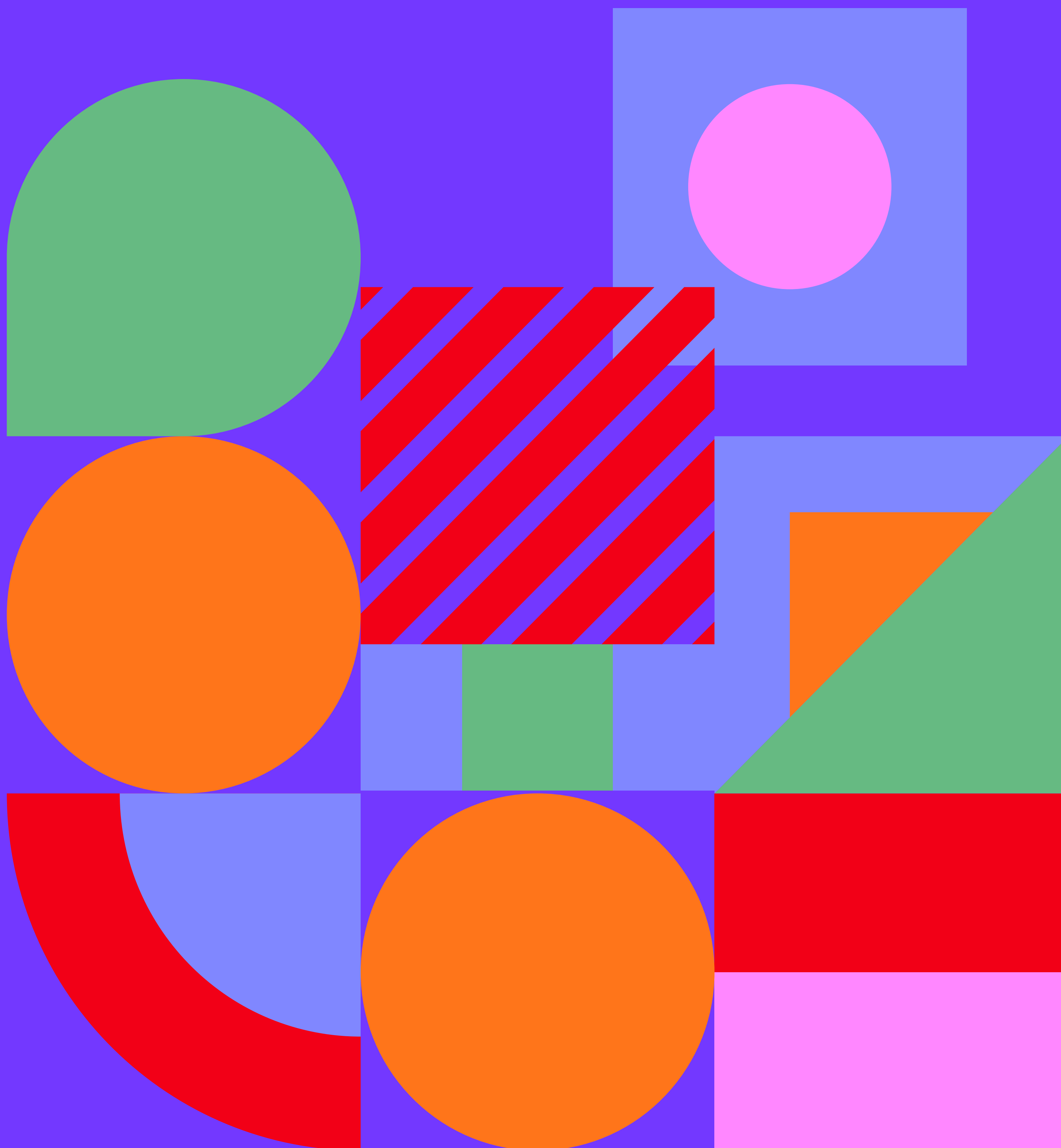
The shared passion between your brand’s value proposition, your target audience and your YouTube channel is the content territory for you to **define a relevant and powerful content strategy to best present your brand identity**. This intersection is how you pique your intended audience’s interest and also how you increase connections with your potential customers.

Here’s an example of Red Bull, having identified its **target audience, brand expertise** and **shared passion**, its YouTube channel showcase a focused content strategy in providing entertaining and engaging videos for its specific audience:



Implement Frameworks

Get to know the Help-Hub-Hero framework and how it serves to structure your content. This popular framework helps you facilitate content creation and choose topics per content type so that you can schedule content accordingly.

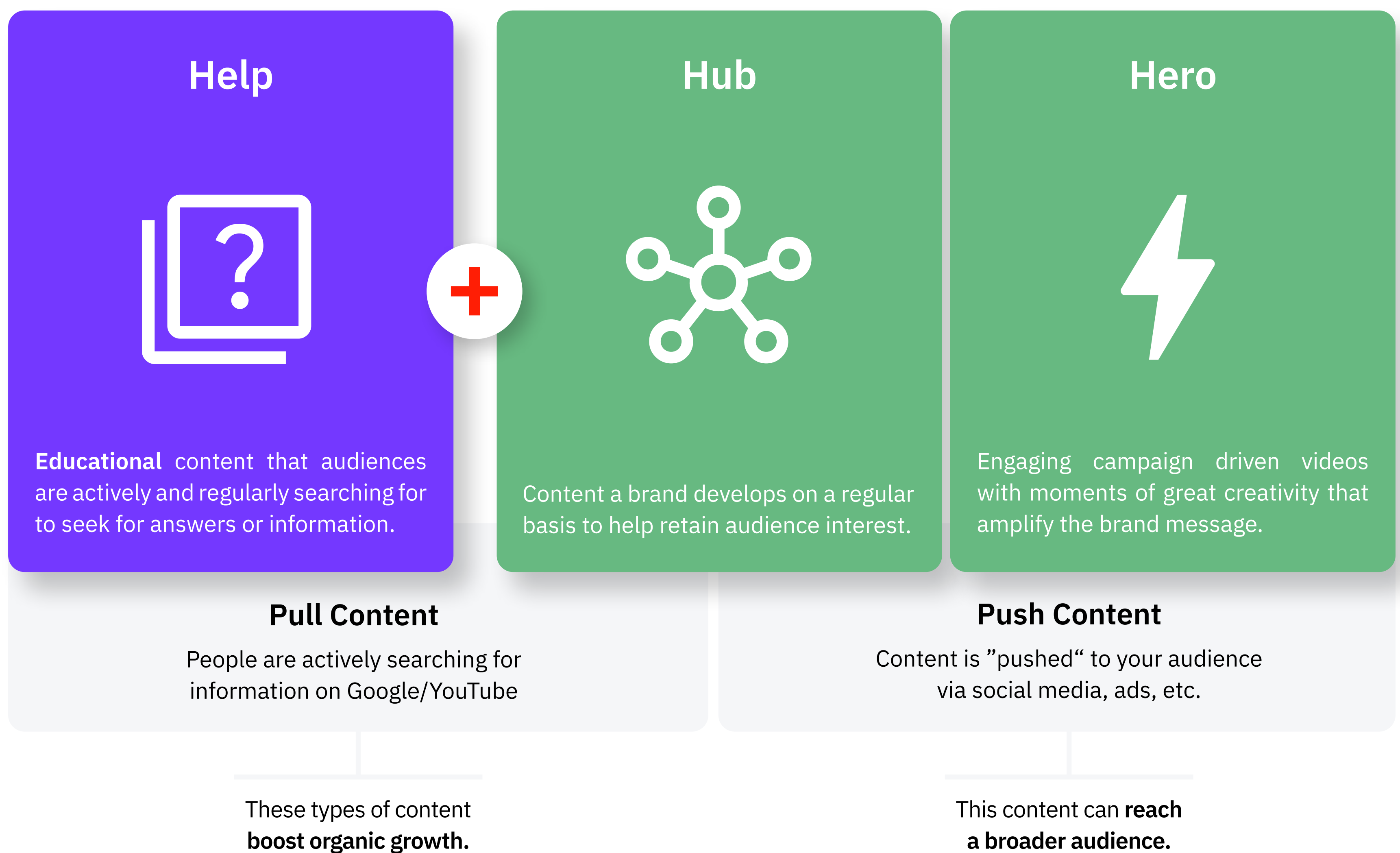


Implement Frameworks

Help videos are your leverage in driving organic views for your channel because they pull the audience in from their active search on Google/YouTube.

As you've identified the target audience and their shared passions with your brand, you now need the backbone to structure your content. Frameworks are useful and necessary for an enduring content plan because it helps to facilitate content creation, choose topics per content type, as well as schedule content accordingly.

Generally, the **Help-Hub-Hero framework** is the first consideration for brands on YouTube to begin thinking about your content creation:



Help Content

This is the foundation of your video content. **Help content is videos that address your target audience's questions and problems.** This type of content directly meets your audience's search queries. It's the most basic and frequent video that you should release to boost your channel's discoverability. E.g. product tutorials, how-to videos, Q&A sessions, ect.

Help Content = Pull Content

Help videos are your leverage in driving organic views for your channel because they pull the audience in from their active search on Google/YouTube. **Help content should be created using a data-driven approach** when formulating topics so that you can publish content based on your target audience's active searches in relation to your brand and industry.

Examples of Help Videos:

- [woom: How to Adjust Bike Brakes](#)
- [Red Bull: Red Bull Stratos CGI - The Official Findings](#)
- [Volvo Trucks - Expert presents the I-Shift Dual Clutch](#)

Hub Content

This is content designed to **bring value to your target audience consistently.** Hub content is published regularly with a schedule to give audiences a reason to subscribe and come back to your channel. These videos establish an ongoing conversation with your viewers and are therefore episodic. E.g. product line, behind-the-scenes, interviews, ect.

Hub Content = Pull + Push Content

Hub content should be published throughout the year as it helps you strengthen loyalty with your existing viewers. Develop your hub content strategically, keeping relevant keywords in mind. They are great for social media engagements because they are useful for you to bring new perspectives on the shared passion while updating your brand image.

Examples of Hub Videos:

- [Whoop: World No. 1 Golfer Rory McLroy talks performance, training & sleep](#)
- [Red Bull: Felix Baumgartner - the man behind the parachute](#)
- [Volvo: Volvo Trucks - Key features of the flexible Volvo FH Electric](#)

Hero Content

This is the big event of your Youtube channel. **Hero content can reach a broad audience that catches their attention like a celebratory moment for you.** Hero content amplifies your brand's message and takes place only several times a year. Produce your hero content with dedicated campaigns and allocate a bigger budget to pack in with creativity so you may get more engagements, such as likes and shares from the viewers. E.g. product launches, live-streamed events, viral videos, ect.

Hero Content = Push Content

Hero content is **designed to be attention-grabbing**, which helps to drive awareness of your brand and extend your audience reach. Utilize your social media outlet to push the content outward that encourages shares and likes. This is how you can create buzz to go with your hero content for better promotional value.

Examples of Hero Videos:

- [Nike: Dream Further](#)
- [Red Bull: Felix Baumgartner's supersonic freefall from 128k'](#)
- [Volvo: The Epic Split feat. Van Damme](#)

Find Your Niche

Knowing your niche paves the way for your content topics and allows you to gain more insight into your intended audience. Check out a case study of how a major brand finds its niche on YouTube.



Find Your Niche

Defining your specific niche based on the intention of your YouTube channel helps you nurture a more connected community on YouTube.

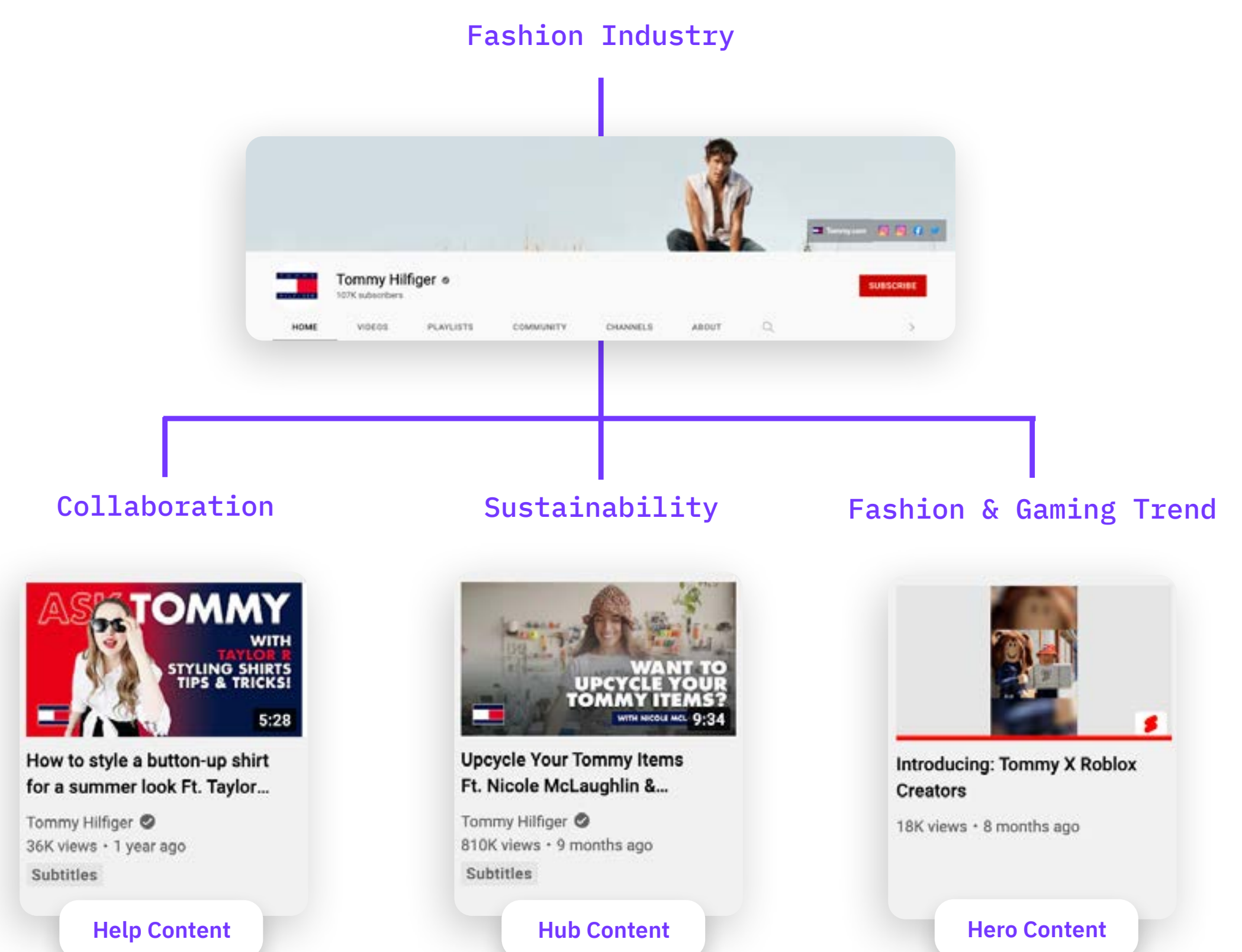
According to YouTube, more than 2 billion people use the platform every month⁵. As 66% of consumers rely on video content to learn about a brand or product⁶, it's more important than ever to choose your niche on YouTube carefully. Knowing your niche not only paves a more precise direction for your content topics but also allows you to gain more knowledge about your intended audience.

Since you will need to come up with content for your channel regularly, **it is important that the niche is specific but has the potential to be broadened up.** That is why having a focused niche for your brand's channel is crucial to creating a long-lasting content strategy.

The niche of your video content goes hand in hand with the purpose of your YouTube channel. It might be evident that your niche centers around the industry of your business, yet within the same industry, a brand could still have different niches depending on its business goals, brand image, and the communities it's addressing. **Defining your specific niche based on the intention of your YouTube channel helps you nurture a more connected community on YouTube.**

A Case Study Example:

Tommy Hilfiger provides a great example of how to create content for different niches within your industry and YouTube channel. However, **it's recommended that you stick with one niche based on your brand's goal.** Focusing on one niche makes it easier to connect with the audience because not only do your intended viewers know what to expect, but also they are less likely to be confused by different formats.



⁵ [What makes content good?](#)

⁶ [How Video Consumption is Changing in 2022 \[New Research\]](#)

Research Topics

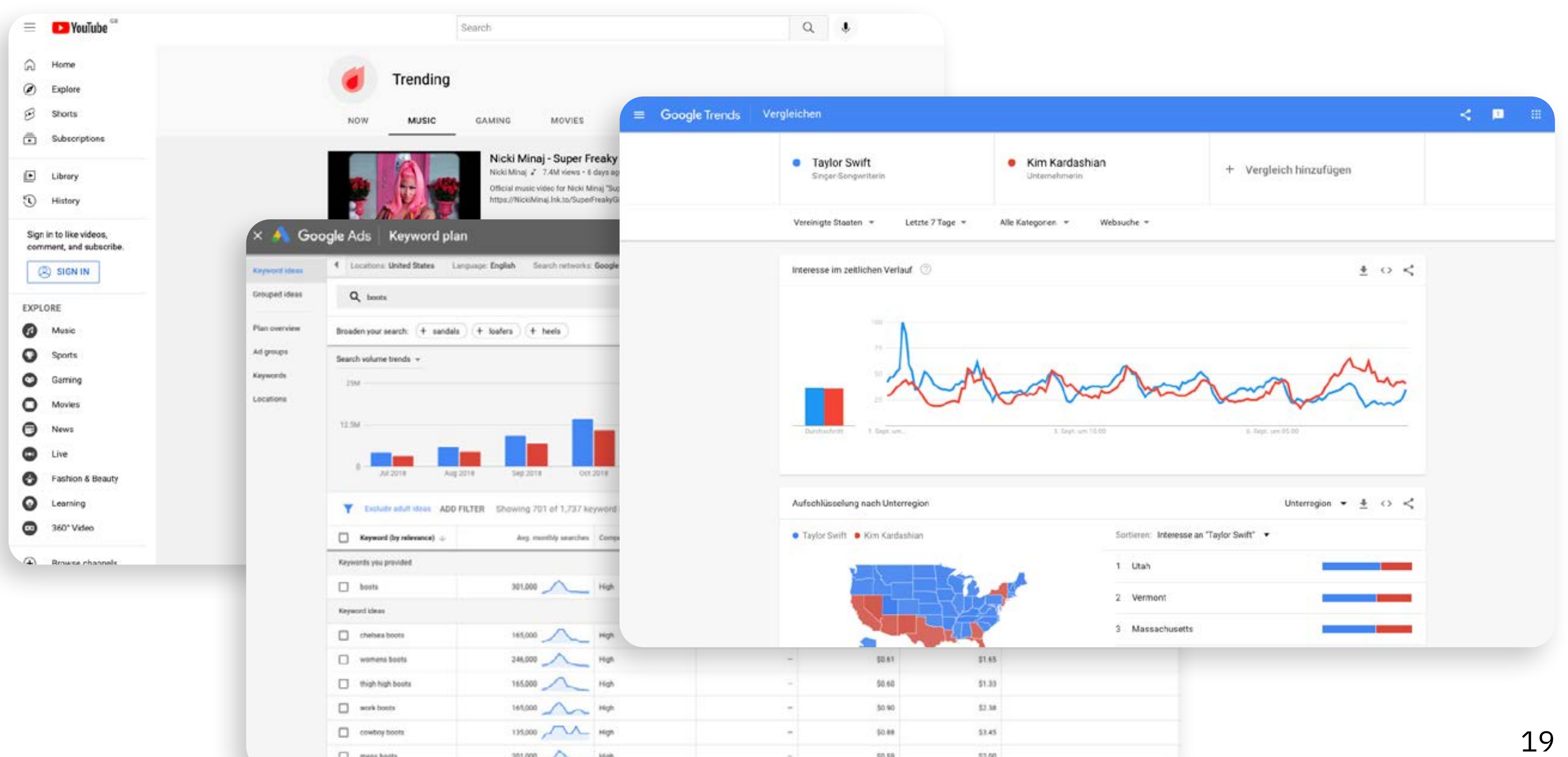
Finding out what your potential customer is looking for so you can create searchable videos that meet their needs is the basics behind your topic research.

If you've followed the steps in this guide thus far, you've laid a strong foundation for your YouTube content strategy. Now comes the crucial step for you to **build a discoverable content plan that can reach your intended audience**. While this step of content planning can usually be labour-intensive and time-consuming, there are great tools to help you save time and effort while attaining your goals.

To begin, you need to **figure out the current trending topics** that represent the demand of your potential viewers. Generally, you want to know what type of content people are actively searching for and, more precisely, what keywords they are using to search for the content they need.

The traditional way to look for relevant topics includes gathering information from multiple search engine tools, such as [Google Trends](#), [YouTube Trend dashboard](#), and Google's Keyword Planner.

In addition to using multiple sources that require exhausting work such as narrowing down trends, analyzing keywords, comparing relevancy, and going back and forth between tools to sort your findings, **you can also use a one-stop video tool such as tubics to save time and effort and gain all the insight you need immediately.**



Here’s an example of a “Black Friday” search using tubics

You can instantly see the search trend pulled from both Google and YouTube and get an overview of its popularity based on the time of the year. Moreover, you get monthly search volume and video-related data all in one spot.

Video Idea

BOOKMARK IDEA

✕

black friday

INSIGHTS
COMPETITION
VIDEO BRIEFING ⚡

Forecast

Projected views ¹

94 K

per month

Keywords you may rank for ¹

black friday 3.4 M

goth 1 M

gothic -

music 45.5 M

vlog 9.1 M

fun 2.7 M

emo 2.2 M

punk 823 K

alternative 1.8 M

2016 823 K

Earned Media Value ¹

⚡ **Coming Soon**

[Get notified](#)

Google CPC: €0.42

Search Trend on Google and YouTube ¹

Month	Search Volume
Aug	~0.5 M
Sept	~1 M
Oct	~2 M
Nov	30.4 M
Dec	~1 M
Jan	~0.5 M
Feb	~0.5 M
Mar	~0.5 M
Apr	~0.5 M
May	~0.5 M
June	~0.5 M
July	~0.5 M

SV Monthly Avg **3 M**

Last month **550 K** +22%

Video on Google ¹

✓

Google shows a video snippet for this search term.

Competition on YouTube [Go to Competition](#)

Video SEO Level ¹	No. of likes/shares (Ø) ¹	Age of top videos (Ø) ¹	Channel size ¹
High	17	29 months	520 K
	per 1,000 views		subscribers

STEP 5

After trend research, you need to **narrow down to specific topics for your video content**. When finding video ideas, you want to consider the discoverability of your videos, meaning if the topic is highly searched. In a way, your intended audience is always actively searching for you, so you need to appear where they are looking and make it easy for them to find you.

Finding out what your potential customer is looking for so you can create searchable videos that meet their needs is the basics behind your topic research.

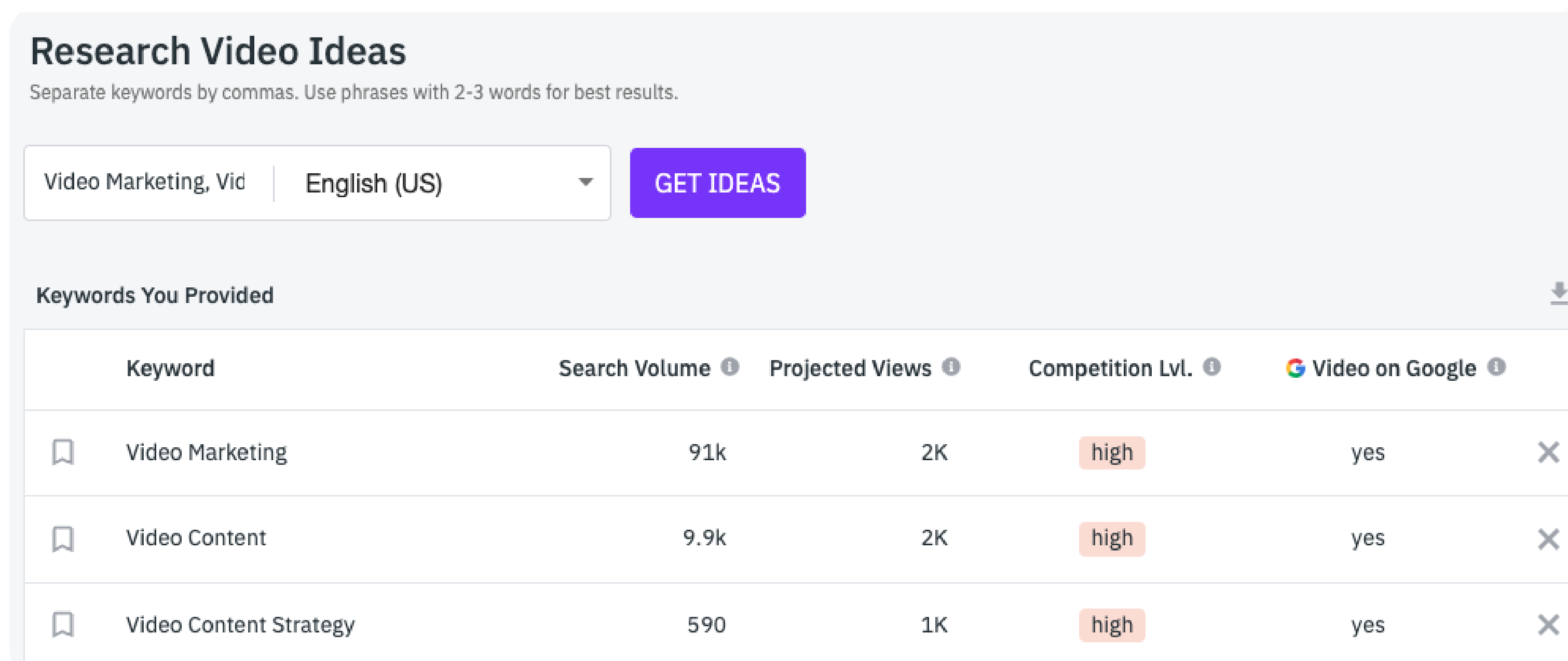
Problems

While tools such as Google and YouTube trends are great for having a big overview of trending topics in general, they also present some obstacles. On the one hand, you have to go back and forth between tools and sort the data yourself. On the other, it's taxing to find, filter, and analyze useful keywords for your content. Not to say how to decide which topic will help your video rank higher in the search.

Solution

Tools such as tubics source the metadata you need from other major search engines and generate topic ideas that are relevant to your brand as well as your target audience.

With a simple keyword search in tubics, you can **easily find topics your potential audience is interested in**. tubics also shows you the number of monthly searches and projected views for a keyword for you to make informed decisions.



Research Video Ideas
Separate keywords by commas. Use phrases with 2-3 words for best results.

Video Marketing, Vid | English (US) GET IDEAS

Keywords You Provided

Keyword	Search Volume [?]	Projected Views [?]	Competition Lvl. [?]	Video on Google [?]	
Video Marketing	91k	2K	high	yes	×
Video Content	9.9k	2K	high	yes	×
Video Content Strategy	590	1K	high	yes	×

STEP 5

Idea	Search Volume	Projected Views	Competition Lvl.	Video on Google
What is meant by video marketing?	10	665	high	-
video marketing examples	1K	3K	low	yes
What is an example of video marketing?	20	980	high	yes
social video marketing	590	681	high	yes
What are the types of video marketing?	-	105	medium	yes

What is more important is that you can immediately spot what video topic would work to your advantage. In the example of “Video Marketing” as a search term, out of all the ideas, “video marketing examples” has a **low competition level** but a **high search volume**. This means it would be easier for your video to rank higher, which translates to better discoverability for your YouTube content. Better results with less effort are what you can achieve by relying on data-driven video software such as tubics.

Video Idea

video marketing examples

BOOKMARK IDEA

INSIGHTS COMPETITION VIDEO BRIEFING

Forecast

Projected views **3 K** per month

Keywords you may rank for

- video marketing 90.5 K
- content marketing 165 K
- video marketing strategy 4.4 K
- video marketing for business 6.6 K
- digital marketing 1.8 M
- video content marketing 3.6 K
- social media marketing 450 K
- marketing 1.8 M
- youtube marketing 49.5 K
- what is video marketing 1.6 K

Earned Media Value

Coming Soon

Get notified

Google CPC: €8.22

Search Trend on Google and YouTube

SV Monthly Avg **1 K**

Last month **1 K** -19%

Video on Google

Google shows a video snippet for this search term.

Competition on YouTube

Video SEO Level **Low**

No. of likes/shares (Ø) **18** per 1,000 views

Age of top videos (Ø) **37 months**

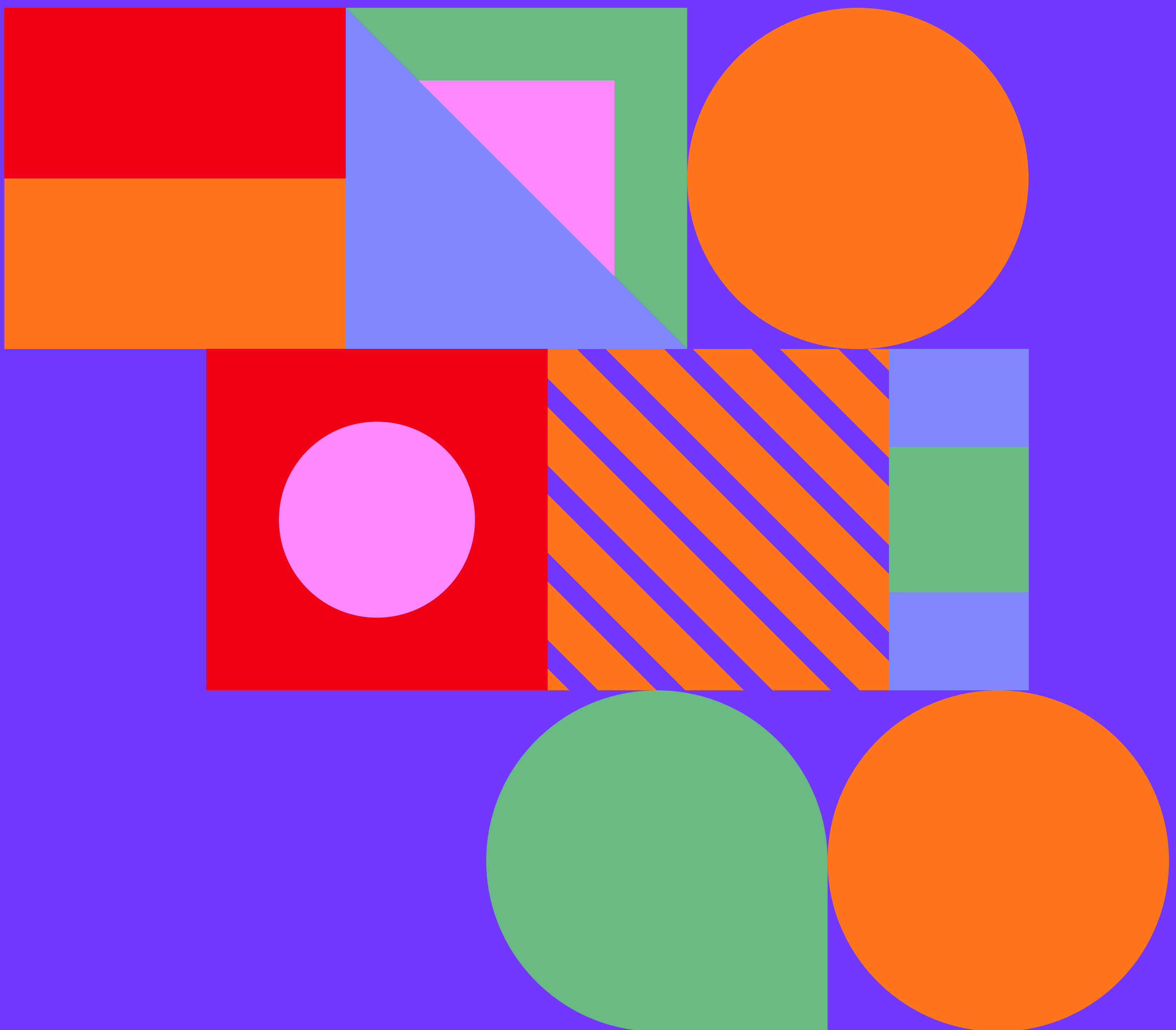
Channel size **38 K** subscribers

Go to Competition

When the trending topics and relevant keywords are available at the tip of your finger, **targeted content planning takes only a fraction of the effort and time you would generally spend**. You are now able to tap into what your audience wants exactly and focus on creating quality content that satisfies their needs.

Know Your Competitors

Go above and beyond! Use a data-driven video tool and resources to know your competitors well. Analyzing your video competition can help your YouTube videos rank higher than your industry competitors.



Know Your Competitors

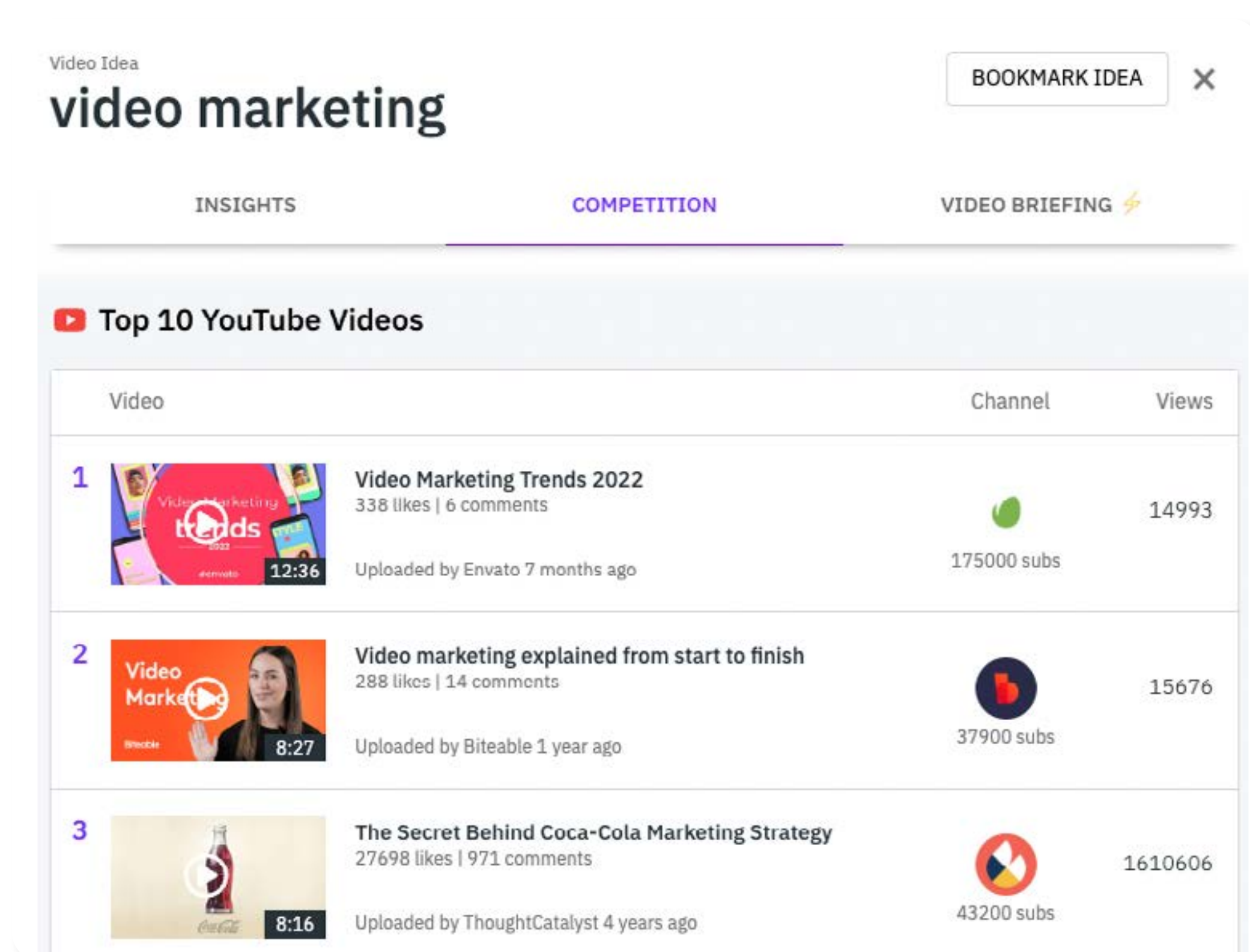
Knowing your competition on the YouTube landscape should be part of your content strategy planning because it informs you what content to create and how to rank better than others.

After you've zoomed in on your potential audience's desires and know what videos you need to create to catch their attention, **it's time to take a closer look at the channels of your competitors.** After all, video ranking and discoverability are all about standing out from the crowd.

Usually, many video marketers skip the competitor research step. It's already enough work just to research the topics and come up with a solid content plan. That's true. However, knowing your competition on the YouTube landscape should be part of your content strategy planning because it informs you what content to create and how to rank better than others.

Firstly, your competitor and your competition may be different. You may have competitors in the same industry and other creator videos competing with you on YouTube. When it comes to your video ranking, **your video competition may be more immediately important than your industry competitor.**

While you can do another search on YouTube, an effective way to find out who your video competitions are is by just clicking on the keywords already generated for you in tubics and simply checking out the competition tab.



The screenshot shows the 'video marketing' search results in the 'COMPETITION' tab. It displays a table of the top 10 YouTube videos. The table has three columns: 'Video', 'Channel', and 'Views'. The first three rows are visible:

Rank	Video	Channel	Views
1	Video Marketing Trends 2022 338 likes 6 comments Uploaded by Envato 7 months ago	175000 subs	14993
2	Video marketing explained from start to finish 288 likes 14 comments Uploaded by Biteable 1 year ago	37900 subs	15676
3	The Secret Behind Coca-Cola Marketing Strategy 27698 likes 971 comments Uploaded by ThoughtCatalyst 4 years ago	43200 subs	1610606

STEP 6

These competitors are valuable for your content strategy because they hold the key to your video ranking. **In tubics, you can quickly glance at the top 5 videos in pop-ups and evaluate their pros and cons.** You can incorporate the great qualities of your competition into your brand's video. You can also take the chance to outperform your competitors if you notice any room for improvements, such as poor video quality or content lacking substance. These are all your opportunities to beat the competitor by filling the gap and earning a better ranking on YouTube.

Besides analyzing the videos competing with your content on YouTube, knowing what your competitors are creating on YouTube is equally significant. You can either go to your competitor's YouTube page one by one to **check out their video content or visit Top YouTube Channels Across Industries** to have a holistic overview and choose your industries to find top-ranking brands in the vertical.

What's next?

Thank you for reading the guide to the end. We hope that you find this guide indispensable to your content strategy creation.

At tubics, we understand the value of a brand's YouTube content strategy. Our goal is to **contribute invaluable resources to your YouTube growth**, as video marketing is the most engaging channel to reach consumers.

We encourage you to implement the steps in this guide and if you have any questions or need support, feel free to reach out to us.

Our passion is to help brands drive organic YouTube growth so that you can take your business to the next level.

[Contact us](#) to get data-based recommendations on your YouTube marketing. Let's grow your channel together!

About tubics

tubics helps business videos gain greater visibility while reaching more viewers. More than 40,000 YouTube channels use tubics, an AI-powered software, to leverage video SEO expertise to save time while achieving organic growth on YouTube.



About this Guide

Special Thanks to

Pat Gostek, Thomas Auinger and Anna Martynova from tubics for helping to write this guide with their industry insight and dedicated research. Also, a big shout out to Dieter Rappold, the CEO of tubics, who lends his entrepreneurial expertise in supporting this guide.

Author: Tina Quinn

Editor: Paul Henke

Co-authors: Pat Gostek, Thomas Auinger and Anna Martynova

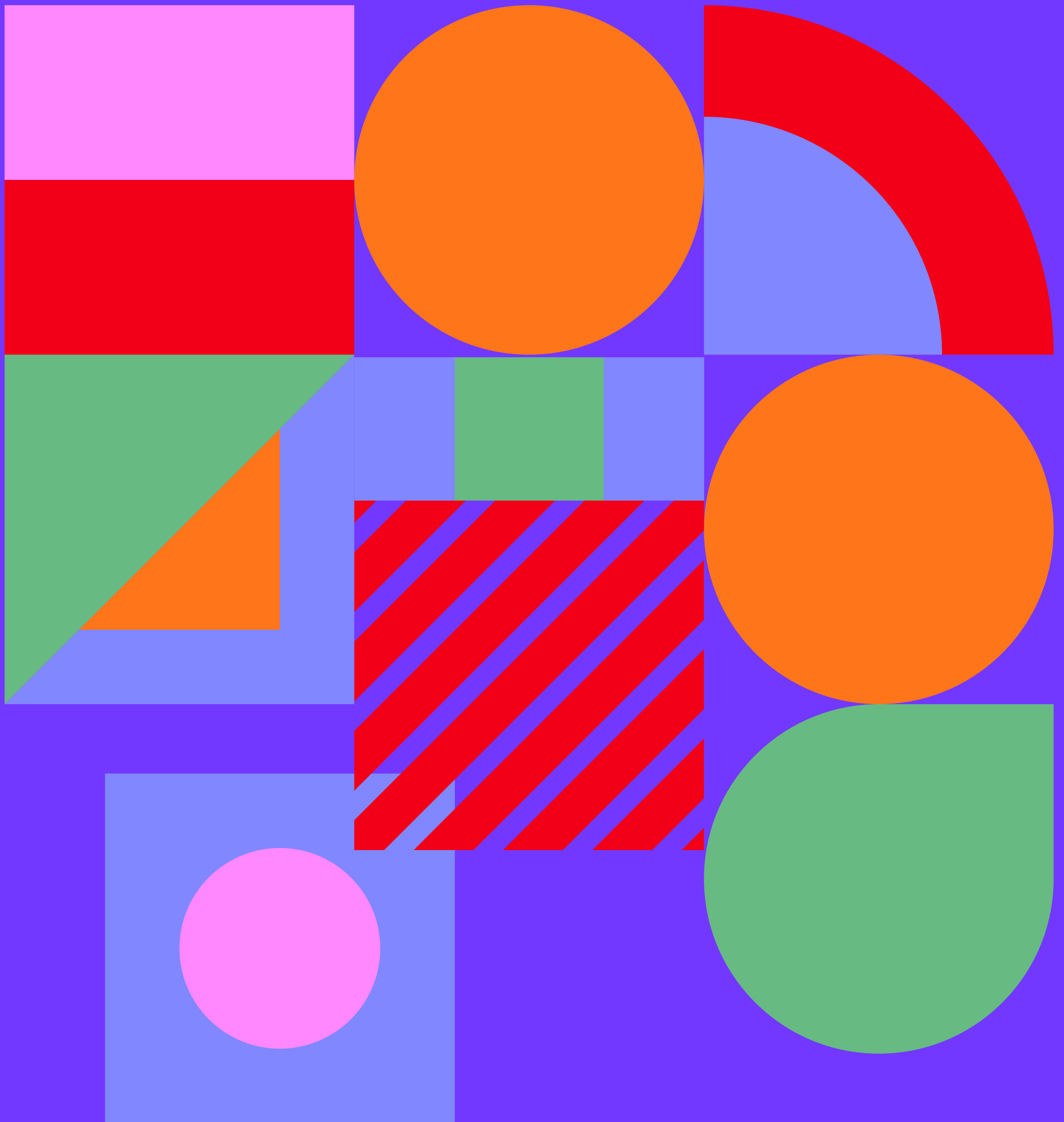
Design: Ben Menedetter, 000fff.studio

Publisher: tubics GmbH

Schönbrunner Strasse 213-215, 1120 Vienna, Austria

www.tubics.com

Tina Quinn is working as a senior Marketing Specialist at tubics, an AI-powered software company helping brands grow organically on YouTube. With her MA from University of Vienna, she has an imaginative and analytical mind. She integrates innovation and creativity for any topic, using a multidisciplinary approach to achieve personal and professional goals.



We make video work for business.

