



Kai · Creative ·



# CONTENT CREATION STRATEGY BLUEPRINT

For YouTube By KaiCreative



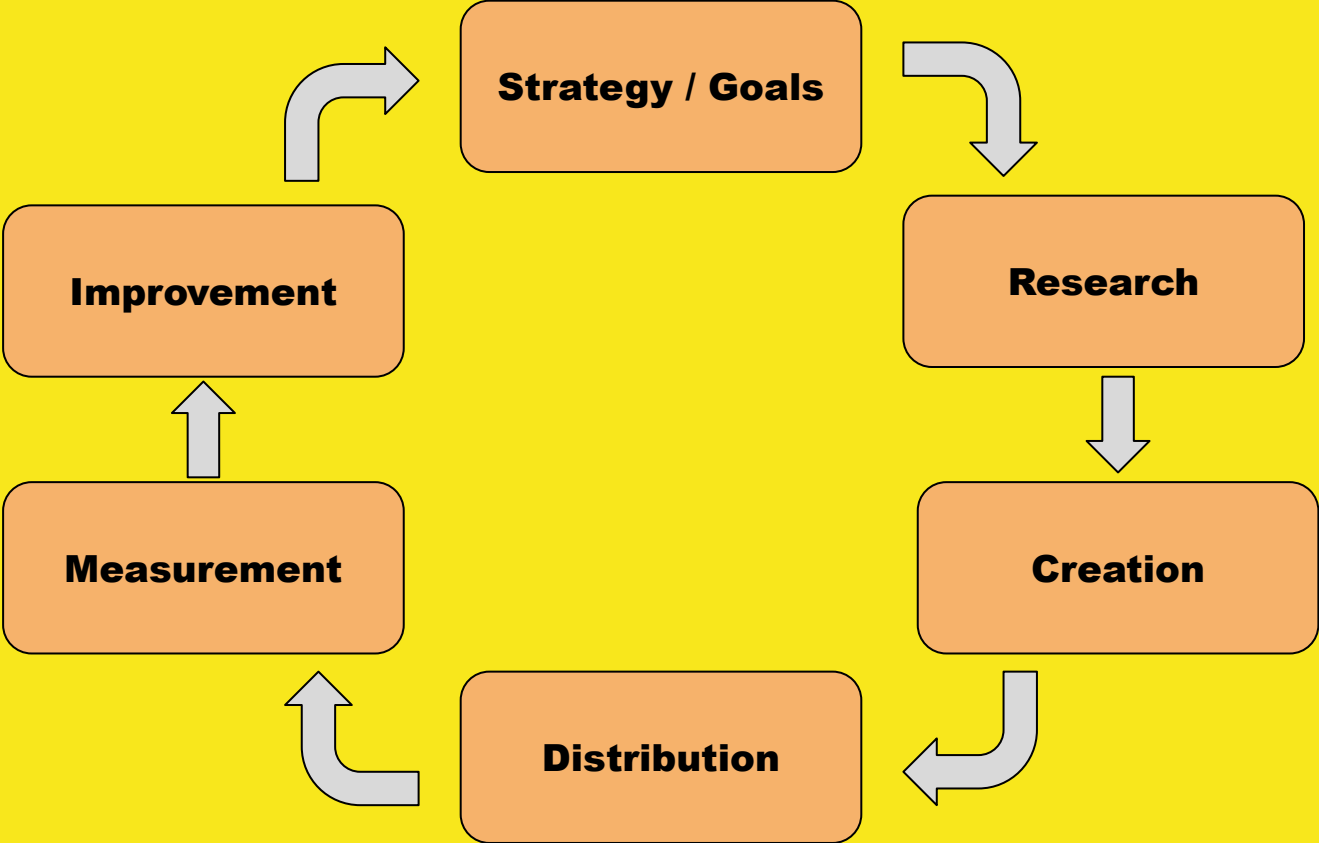
**Hey there! I'm Kai Song. Creator of KaiCreative.**

The following strategy is specific to my niche in the photography and filmmaking industry and as a result I will be referring to examples from my own channel and experience.

However, a lot of the principles described here transfer over to lots of different fields and niches. Ideally you will already have a niche and audience in mind before you start your content creation strategy.



# Content Strategy Framework



# Strategy and Goals - GET S.M.A.R.T

Depending on your Niche your goals will be different to mine. I'd suggest writing them down by following the S.M.A.R.T formula:



## Specific

The goal is concrete and tangible - everyone knows what it looks like.



## Measurable

The goal has an objective measure of success that everyone can understand.



## Attainable

The goal is challenging, but should be achievable with the resources available.



## Relevant

The goal meaningfully contributes to larger objectives like the overall mission.



## Timely

This goal has a deadline or, better yet, a timeline of progress milestones.

# Strategy and Goals - GET S.M.A.R.T

Depending on your Niche your goals will be different to mine. I'd suggest writing them down by following the S.M.A.R.T formula:

**Specific:** Clearly define what you want to achieve with your YouTube content. Instead of saying "get more views," specify a target like "increase views by 20% on each video in the next three months."

**Measurable:** Set metrics to track your progress. For example, measure views, likes, comments, subscribers gained, or watch time.

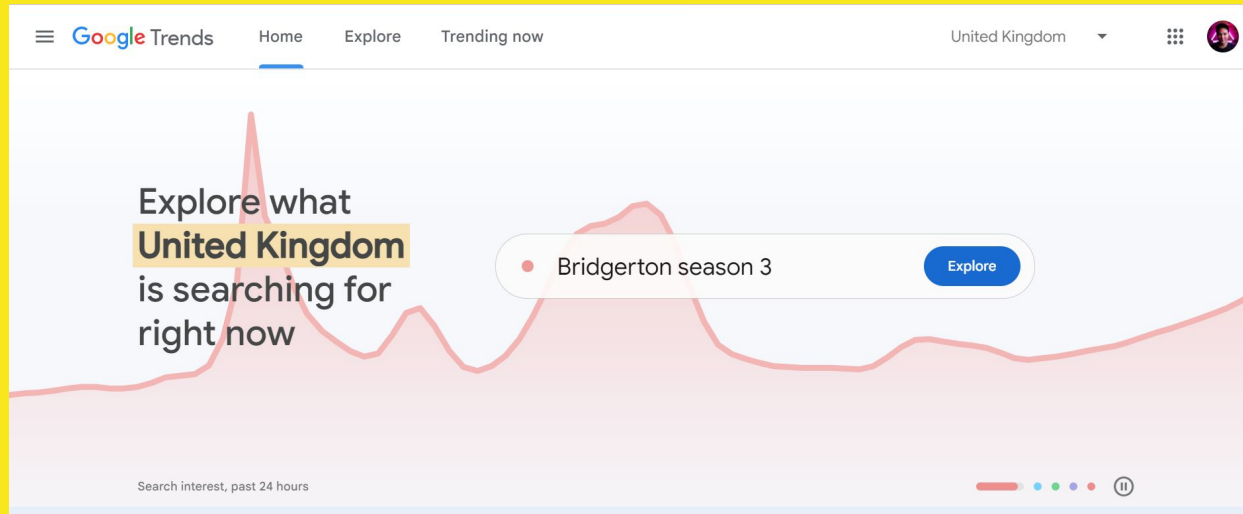
**Achievable:** Make sure your goals are realistic and feasible with your resources and abilities. Consider your current audience size, content quality, and time commitment.

**Relevant:** Align your goals with your overall content strategy and audience interests. Ensure that your content goals contribute to your broader objectives, such as building a loyal audience or monetizing your channel.

**Time-bound:** Set a deadline for achieving your goals. This could be weekly, monthly, or quarterly. For instance, aim to reach a certain subscriber count by the end of the year or increase watch time by 50% within six months.

# Step 2 - Research

A good place to generate ideas for your niche is **Google Trends**:

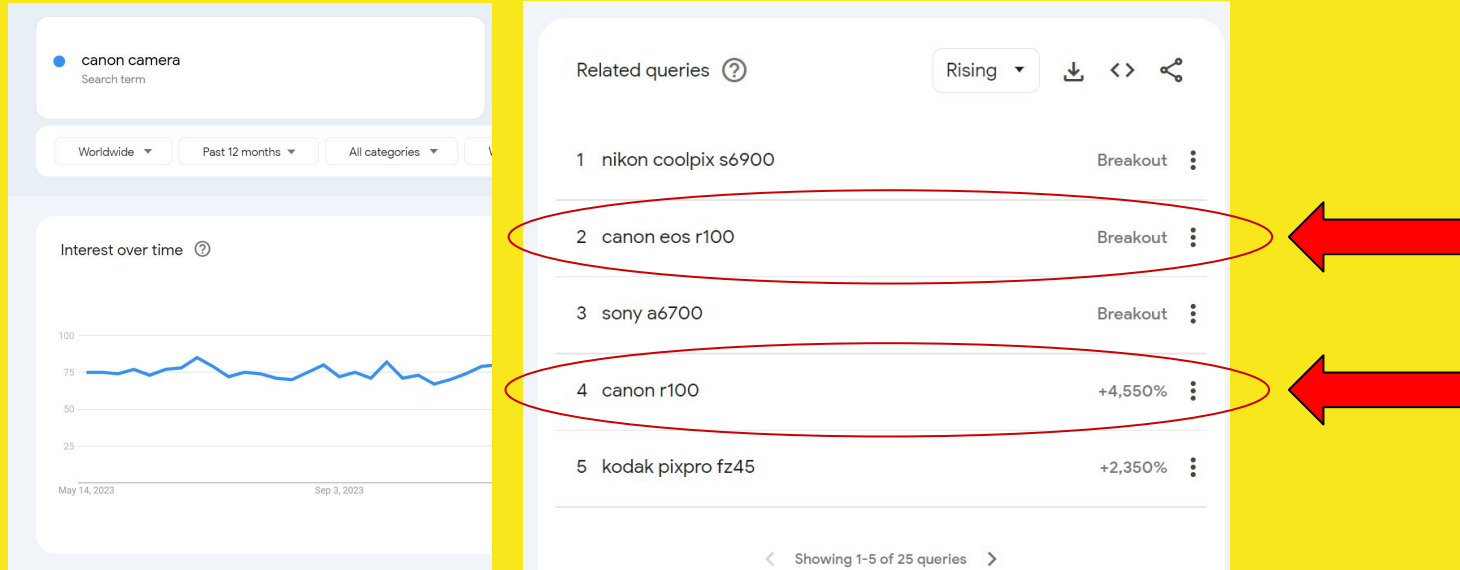


<https://trends.google.com/>

Search regional and worldwide trends around your niche. In my case cameras, photography and filmmaking.

## Step 2 list down ideas for your niche.

For example I can search: "Canon Camera" and then scroll down to the related queries:



You will notice that the **Canon R100** camera is rising in interest worldwide.

So it's a good idea to add these to your my video list.



## Step 2 list down ideas for your niche.

In fact I have already created two of these videos on my channel:



You will notice that both of these videos are **over 8 minutes** long. This is important as it allows me to add mid-roll ads to both of these videos.

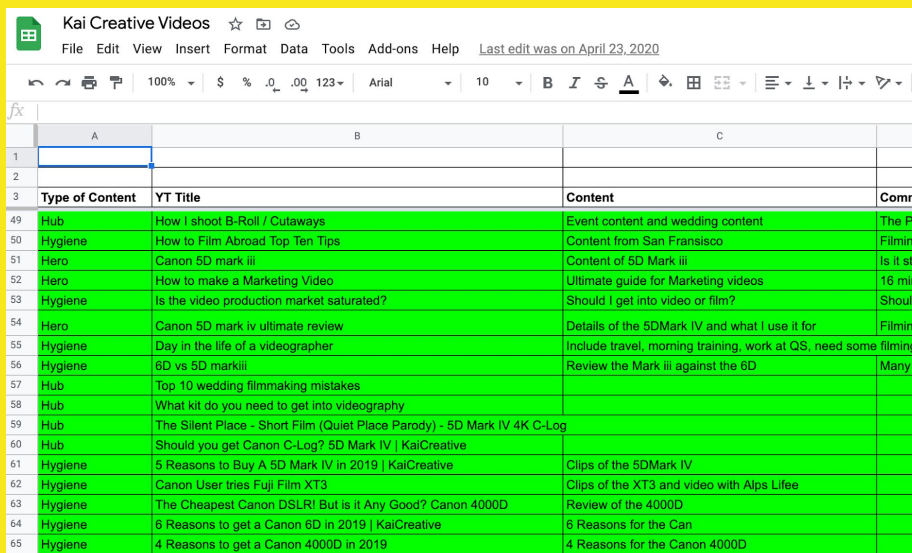
### **SEO Optimization Tips:**

Conduct keyword research to identify popular search terms related to your niche. Use these keywords strategically in your video titles, descriptions, and tags to improve visibility on YouTube and Google.

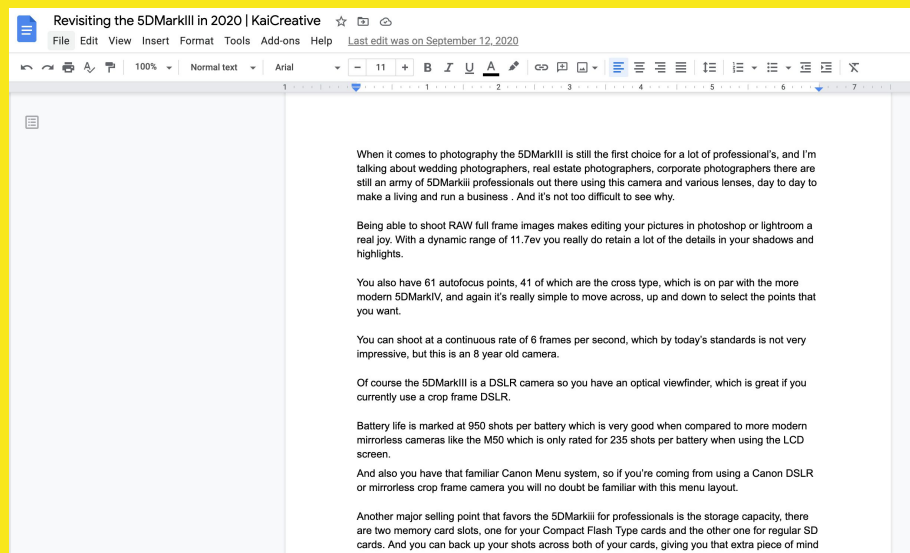


# Content Planning:

- Create a Google sheet and start populating it with your content ideas.
- Google docs is also a great place to start scripting your videos



Type of Content	YT Title	Content	Comm
Hub	How I shoot B-Roll / Cutaways	Event content and wedding content	
Hygiene	How to Film Abroad Top Ten Tips	Content from San Fransisco	Filming
Hero	Canon 5D mark iii	Content of 5D Mark iii	Is it still
Hero	How to make a Marketing Video	Ultimate guide for Marketing videos	16 min
Hygiene	Is the video production market saturated?	Should I get into video or film?	Should
Hero	Canon 5D mark iv ultimate review	Details of the 5DMark IV and what I use it for	Filming
Hygiene	Day in the life of a videographer	Include travel, morning training, work at QS, need some filming	
Hygiene	6D vs 5D markiii	Review the Mark iii against the 6D	Many
Hub	Top 10 wedding filmmaking mistakes		
Hub	What kit do you need to get into videography		
Hub	The Silent Place - Short Film (Quiet Place Parody) - 5D Mark IV 4K C-Log		
Hub	Should you get Canon C-Log? 5D Mark IV   KaiCreative		
Hygiene	5 Reasons to Buy A 5D Mark IV in 2019   KaiCreative	Clips of the 5DMark IV	
Hygiene	Canon User tries Fuji Film XT3	Clips of the XT3 and video with Alps Life	
Hygiene	The Cheapest Canon DSLR! But is it Any Good? Canon 4000D	Review of the 4000D	
Hygiene	6 Reasons to get a Canon 6D in 2019   KaiCreative	6 Reasons for the Can	
Hygiene	4 Reasons to get a Canon 4000D in 2019	4 Reasons for the Canon 4000D	



When it comes to photography the 5DMarkIII is still the first choice for a lot of professional's, and I'm talking about wedding photographers, real estate photographers, corporate photographers there are still an army of 5DMarkIII professionals out there using this camera and various lenses, day to day to make a living and run a business . And it's not too difficult to see why.

Being able to shoot RAW full frame images makes editing your pictures in photoshop or lightroom a real joy. With a dynamic range of 11.7ev you really do retain a lot of the details in your shadows and highlights.

You also have 61 autofocus points, 41 of which are the cross type, which is on par with the more modern 5DMarkIV, and again it's really simple to move across, up and down to select the points that you want.

You can shoot at a continuous rate of 6 frames per second, which by today's standards is not very impressive, but this is an 8 year old camera.

Of course the 5DMarkIII is a DSLR camera so you have an optical viewfinder, which is great if you currently use a crop frame DSLR.

Battery life is marked at 950 shots per battery which is very good when compared to more modern mirrorless cameras like the M50 which is only rated for 235 shots per battery when using the LCD screen.

And also you have that familiar Canon Menu system, so if you're coming from using a Canon DSLR or mirrorless crop frame camera you will no doubt be familiar with this menu layout.

Another major selling point that favors the 5DMarkIII for professionals is the storage capacity, there are two memory card slots, one for your Compact Flash Type cards and the other one for regular SD cards. And you can back up your shots across both of your cards, giving you that extra piece of mind

**Create a Diverse Content list:** Besides reviews, diversify your content with tutorials, comparison videos, buying guides, and tips for how to improve in your niche.



Canon M50 vs Canon 4000D | 2021 | KaiCreative  
22K views · 2 years ago



5DMarkIV vs 90D in 2021 | KaiCreative  
97K views · 2 years ago



Canon R5 vs R6 vs R - Which one should you get and Why? | 2021 | KaiCreative  
94K views · 2 years ago

Some of my best performing videos have been popular cameras, pitted head to head with other popular cameras.

**Create Engaging Thumbnails and Titles:** Create eye-catching thumbnails and titles that entice viewers to click on your videos. Use keywords relevant to your target audience to improve searchability.



AE Face Tools - Face replacement and more in After Effects | KaiCreative  
89K views · 4 years ago



Canon M50 VS Canon SL3/250D - Which one for photography? | 2020 | KaiCreative  
181K views · 4 years ago



10 Reasons Why I'm still using the Canon 5D Mark IV in 2020  
235K views · 4 years ago



Canon M50 for Video | 2020 | KaiCreative  
74K views · 4 years ago

My Thumbnails always use high contrast to help them stand out from other video thumbnails.

# Step 2 Content Planning:

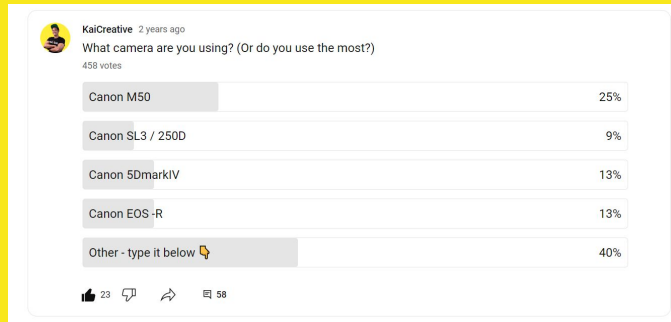
**Regular Upload Schedule:** Commit to a consistent upload schedule, such as one or two videos per week, to keep your audience engaged. Pick a day or two and block it out in your calendar:

SUN	MON	TUE	WED	THU
31 Daylight Saving Time starts Easter Sunday	1 Easter Monday (regional holiday)	2	3	4
7	8 • 8pm Filming Content	9	10 Video Edit and upload	11
14	15 • 8pm Filming Content	16	17 Video Edit and upload	18

Make sure that reminders are on, so that you don't get distracted and commit to creating consistently.

# Step 2 Content Planning:

**Plan Interactive Elements:** Encourage viewer interaction through polls, Q&A sessions, and make sure you respond to every comment (especially in the early days) to foster trust and build a community around your channel.



Polls can help you decide on what video you want to create next, this poll helped me to decide on creating another Canon M50 video when I found out that 25% of my voters were using it.

**SEO Optimization Tips:** Write detailed video descriptions that provide valuable information about the content and include relevant keywords and links to related content. Use Chat GPT to analyze your scripts and ask for help with key tags.

# A Word on Step 3 & 4 Creation & Distribution

**Record Edit and Upload:** This is the most obvious and probably the hardest and most time consuming part of the process for many, hitting record, editing and uploading after the scripting and planning are done.

If you have created your SMART goals and content list then you need to follow through and start creating and uploading to YouTube.

Your first set of videos will be the pioneers of your journey and help to create the feedback loop in which you can find your audience and improve your content.

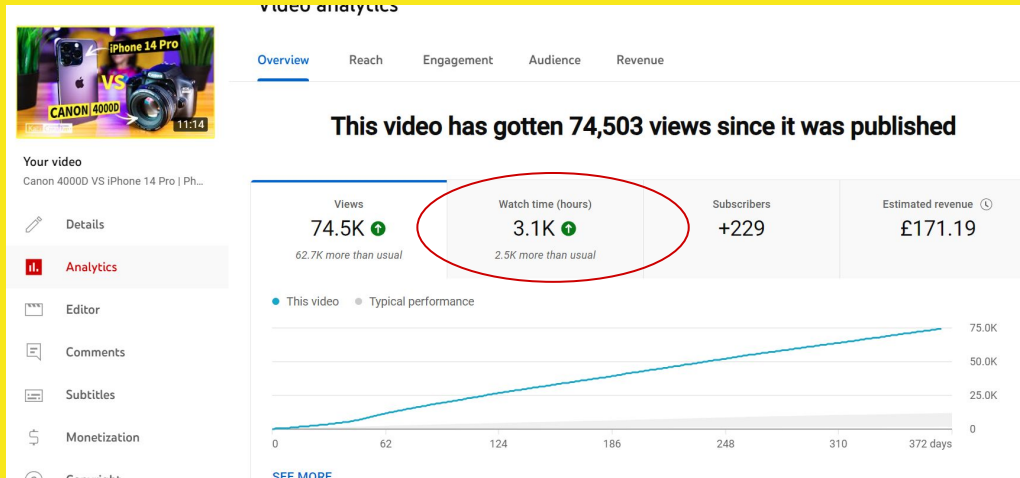
If you are already creating and uploading well done!



# Step 5 Measurement

**Analytics:** Check your Analytics out on a regular basis to see what videos are performing well.

The statistic you are looking for more than anything is 'Watch Time' the longer the watchtime the better your video is performing and the more you can earn.



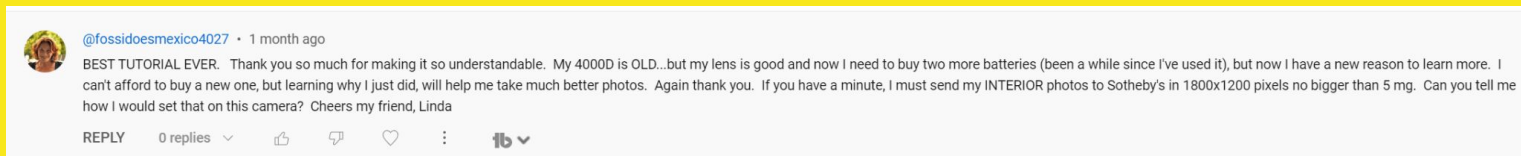
**Note:** Advertisers prefer content that is clean, which means less controversial topics, violence and swear words. Remember that if you want to earn more from your videos


# Step 5 Measurement






**A comment on comments:** Comments are a great way to measure feedback. If you get a lot of appreciative comments. Then you know you are creating in the right direction.

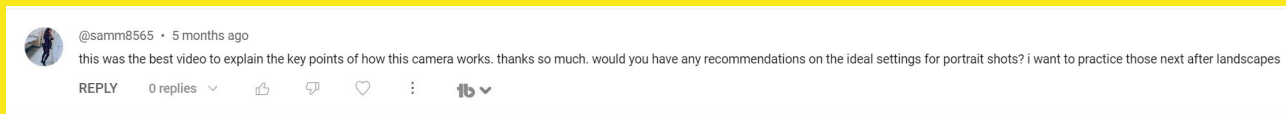
Lots of negatives means your topic is generally more controversial.


Indifference (no comments) means we are not giving people a reason to comment. So we need to ask questions or give a more clear call to action.








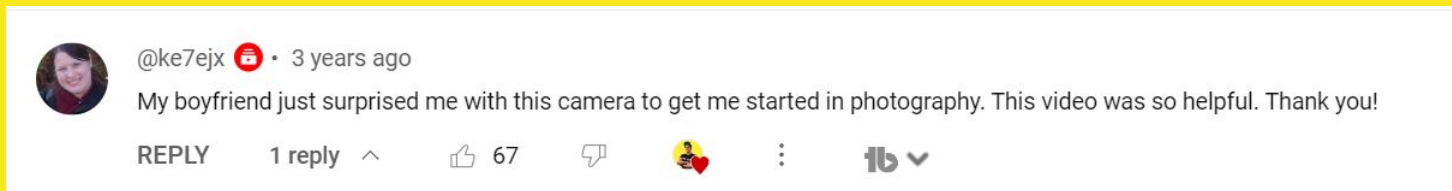
 @fossidoesmexico4027 · 1 month ago  
BEST TUTORIAL EVER. Thank you so much for making it so understandable. My 4000D is OLD...but my lens is good and now I need to buy two more batteries (been a while since I've used it), but now I have a new reason to learn more. I can't afford to buy a new one, but learning why I just did, will help me take much better photos. Again thank you. If you have a minute, I must send my INTERIOR photos to Sotheby's in 1800x1200 pixels no bigger than 5 mg. Can you tell me how I would set that on this camera? Cheers my friend, Linda



REPLY 0 replies ▾     








 @samm8565 · 5 months ago  
this was the best video to explain the key points of how this camera works. thanks so much. would you have any recommendations on the ideal settings for portrait shots? i want to practice those next after landscapes

REPLY 0 replies ▾     



 @ke7ejx  · 3 years ago  
My boyfriend just surprised me with this camera to get me started in photography. This video was so helpful. Thank you!

REPLY 1 reply ^  67    



# Step 6 Improvement

**1% better with every video:** Gleaning over your stats will help you to refine your content and nudge your content strategy in the right direction, double down on what is working and learn from your mistakes.

*For every batch of 5 videos you produce, aim for 4 that align closely with the successful patterns observed in your previous content.*

*Then, dedicate 1 video to experimentation, allowing yourself to venture into new creative territories and potentially uncover fresh avenues for your content.*

*This balanced approach ensures both continuity and innovation in your video-making journey.*



10 Reasons to get a Canon 90D in 2021 | KaiCreative

105K views • 3 years ago



Canon R5 vs R6 - Which one should you get and Why? | 2021 | KaiCreative

5.6K views • 3 years ago



9 BENEFITS of a YouTube Channel as a CREATIVE | 2021 | KaiCreative

425 views • 3 years ago



10 Reasons to get a Canon R5 in 2021 | KaiCreative

8.6K views • 3 years ago



10 Reasons to get a Canon SL3 / 250D in 2021 | KaiCreative

34K views • 3 years ago



New Godox GM55 Monitor ULTIMATE REVIEW | KaiCreative | 2021

8.3K views • 3 years ago

# MONEY

- ADSENSE REQUIREMENTS
- 1000 SUBSCRIBERS
- 4000 HOURS WATCHTIME
- COMPLY WITH YT'S POLICIES



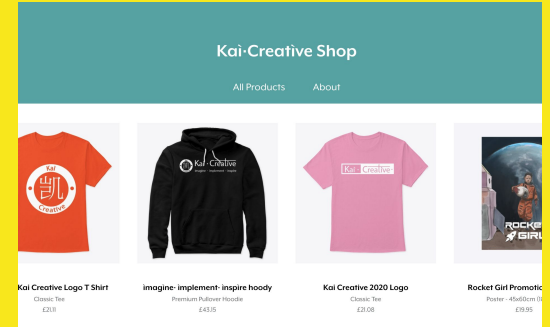
Google AdSense

**You Tube**  
**AdSense Earning**



# YOUTUBE ECOSYSTEM

- SPONSORSHIPS
- AMAZON AFFILIATES
- ENVATO AFFILIATES
- SKILLSHARE CLASSES
- MERCHANDISE



# Make money with Content Creation



*I'll be talking more about making money with content in my next few short videos so make sure you stay tuned to the Diary of a Content Creator series.*