

The Complete Guide To Building a Successful YouTube Channel



Building a successful [YouTube](#) channel can be a heavy task sometimes. This is especially true if you are just a starter, with almost nil skills in YouTube marketing. The whole task of getting YouTube users to subscribe, like, and comment on your videos can be a mountainous task.

But as it has always been said, with dedication and determination, no mountain is too big. If you are willing and ready to build a successful YouTube channel, then you will. This post provides you with a clear and concise guide on how you can build a successful YouTube channel.

1. Identify your niche

The first thing that you will always have to do as you start building your channel is the identification of your own niche. Usually, your YouTube niche is that of your business brand, as

you will have a tone of information to create YouTube videos.

Niche identification is a crucial step towards success on YouTube, as it will help you in lots of ways. Apart from knowing what to create YouTube for, and the information you need to create them, niche identification will also help you understand the mission of your channel, and thus know how to deliver the information.

2. Spend time on research

One big mistake that most YouTubers do is start posting YouTube videos without conducting any form of research on them. This becomes costly in the end, as you have to fight the competition, which you don't even understand.

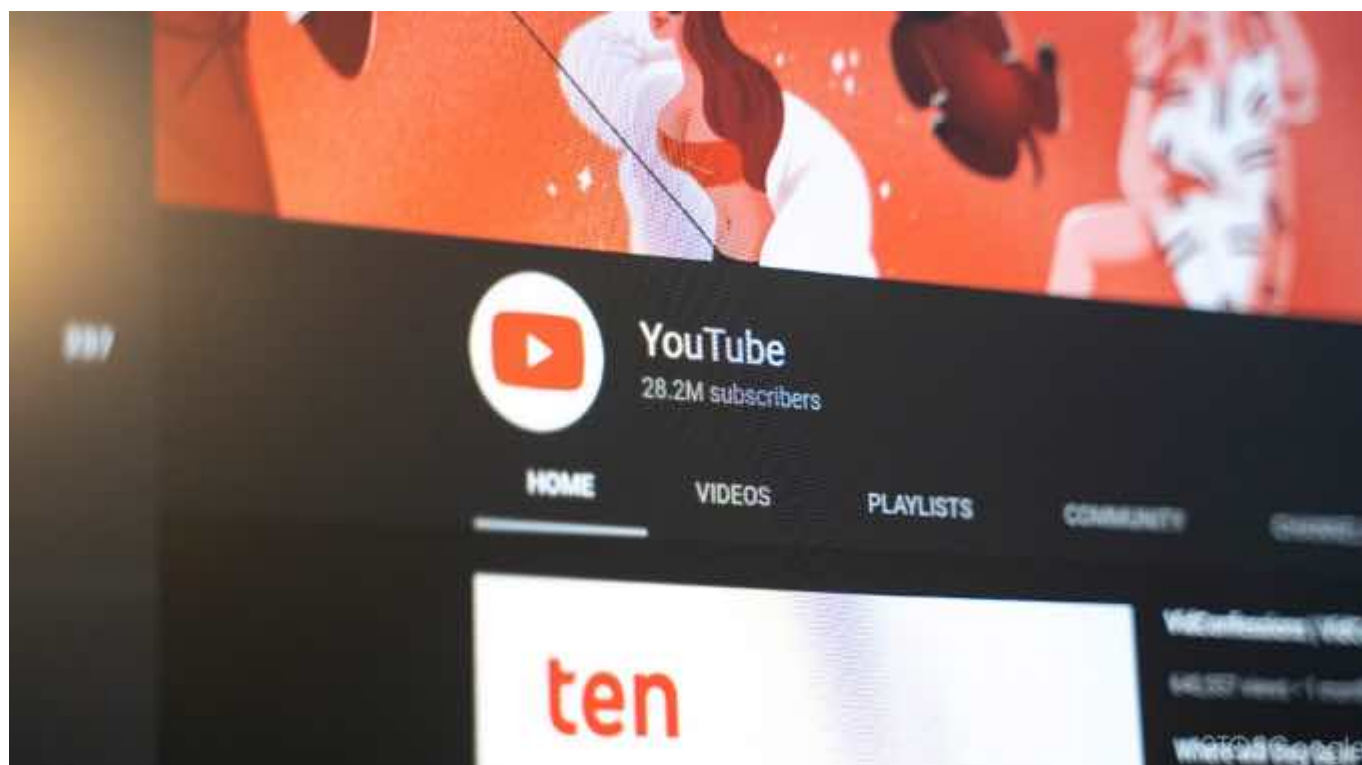
Proper research is critical if you are to be successful on YouTube. It helps you learn what your prospective competitors are doing. This will help you identify those gaps that, if you fill, then you can easily beat them.

By studying the top-performing channels, you will learn the things that make them get as many subscribers as they have, the keywords that they rank for, the kind of videos they post, and much more. Once you have learned all these, then you can find a way of implementing them on your channel.

3. Identify your target audience

Now that you have done your research and you now know the kind of niche that you want to create content n, and your possible competitors, the next is to identify the audience. Note that your YouTube channel is not a general channel where any form of content can be posted for almost everyone. YouTube users have different needs and problems. As a YouTube channel owner, you need to identify a particular problem and try to create videos that can help solve their problems.

Audience identification is a major step towards success on YouTube. It helps both you, the seller, and the users or consumers. Once you have narrowed down to a particular group of people, then you will be able to post content that addresses them in a way they find both interesting and educative.



4. The quality of the video is key

Once you have identified your niche, done your research, and identified your target audience, it is time to post your first video. And even though this might be your very first video, there is no excuse as to why it shouldn't be of high quality. This first video will determine a lot, especially in getting subscribers for your channel.

A good video needs to both look good as well as be professional. This can be achieved by investing in quality video cameras.

5. Look for YouTube views

The whole purpose and reason for having a YouTube channel are to have people view your videos. Otherwise, why would anyone want to go through all the pain of creating a YouTube channel, creating videos, and posting them if they cannot be watched? As a YouTube marketer, it will bring you great pleasure to see that people appreciate your efforts by at least spending time to view your videos.

But research has shown that people are always reluctant to watch videos that have no other views. They tend to think the videos without views are not worth watching. This makes the whole idea of buying YouTube views worthy of the investment. You can get YouTube views at a low price from the seller such as <https://socialboss.org/buy-youtube-views/> and kick-start your journey to get more and more views.

6. Post videos regularly

Your first video alone is not enough to bring you success on YouTube. Remember that YouTube success is measured using several parameters. These include likes, comments, views, and so on. To get all these, you need to keep your current subscribers happy and engaged. They should keep on visiting your channel to watch more videos.

Posting regularly is a secret that only top brands have mastered. They know that by posting from time to time, then you can get a lot of views, comments, and so on. It also helps YouTube algorithm know that your channel is an active one, and thus might rank it higher in YouTube search. While there is no set frequency of posting, making sure that you post at least twice a week is recommended.

And even though you want to post more frequently, make sure this doesn't work against you. Most subscribers will end up

unsubscribing if every time they get a notification of a new video. This is especially true when your videos are not high-quality and not educative enough. You should allow them time to think about the last video before adding them more.

7. Connect to other Social Media

A lot of online marketers recommend connect your social media accounts between each other. It is increase traffic. Start to connect to Instagram the most popular of them. [Instagram can improve your business](#) as well as YouTube. By Instagram you can easy to double your views and subscribers if connect your channel link to bio of Instagram profile. Even more, ask in direct your followers to view your channel.

8. Engage your viewers

Social media engagements are key to success. You want people to watch your video and leave feedback. This can be either positive feedback or negative. Feedback on YouTube can be left either in comments or likes. Where people leave thumps down feedback, then you know you need to improve on some aspects. But if comments and likes are growing, then you need to keep up the good work.