

Case Study: YouTube Cooking Channel

Overview

The following case study illustrates how focusing on a niche audience and promoting the content created among specific audiences can help build recognition and revenues for a brand.

The case study also illustrates how a channel can achieve organic growth through Facebook groups and contests.

The Client

A YouTube channel that focused on creating and sharing Indian cooking videos based on different cuisines & cultures. The step-by-step videos have a Hindi voiceover to make them easy to follow and understand. All the videos are professionally shot and are of HD quality with stunning visuals.



The Problem

Too Many Channels & Videos in the Same Genre, Low Video Views, Subscriber Gain Very Low

The channel is in a very high competitive genre, with many well-known chefs such as Sanjeev Kapoor, Ranveer Brar, Nisha Madhulika, and Sanjyot Kheer having cooking channels. Due to this, the YouTube channel was not able to garner high views for its videos.

Moreover, the daily subscriber gain was quite low and averaging just 2-3 per day. Due to which it was not able to generate substantial revenues to maintain its presence and growth.

The Solution

Creating content for a specific niche

As part of the channel growth strategy, it was decided to focus on a specific niche, which does not have too many competing channels & videos. Sindhi recipe videos were identified as a specific genre and category to be focused on, with the videos having a Sindhi voiceover to connect with Sindhi audiences.

To help other audiences, follow and understand the videos it was decided to have subtitles for all the videos in Hindi & English.

A separate Sindhi Cooking Channel, with distinctive branding, was created to promote and share these videos.

Using Facebook Communities

Since the content was being created for a specific community, it was decided to join Facebook groups related to that particular community and groups related to cooking, recipes, etc. as well.

This would help in making the communities and groups aware of the recipes being created for them, thereby boosting viewership and subscribers.

Cooking quiz contests were also organized on Facebook communities, with questions being based on the videos uploaded on the channel. This would help create brand awareness and also increase organic followers.

Using YouTube Communication Channels

As part of the viewership outreach activity, it was decided to conduct polls and Q&A sessions on the channel page to get viewers to share their views on Sindhi cooking, cooking tips, and festival recipes.

Gradually polls were conducted, on the type of recipes, viewers would like to watch, with the same being created and shared on the channel.

It was also decided to actively reply to comments received on the channels and engage the viewers through comments, likes, etc.

The results

Within a year of launch, the niche Sindhi cooking channel reached monetization status with YouTube. The channel currently hosts more than 50+ videos created in Sindhi with English / Hindi subtitles.

The **average viewership of the videos is around 1200 views per day** which is double the viewership of the Hindi channel, which has an average of 500 – 600 views per day. During festivals, the channel achieves an average viewership of 2,000 views per day.

It currently adds 20 – 25 subscribers per day, as compared to the Hindi channel which just adds 2-3 subscribers per day. The channel currently has 3,800 subscribers in its 1st year itself and is expected to reach the 5,000 subscribers mark within 2 months.

In comparison, the Hindi channel has managed just 4,000 subscribers in 3 years.

It has an average audience view duration of 35 – 40% of the video time, as compared to the industry benchmark of 25 - 30%. The watch time from its subscribers is 18.7% as compared to the industry average of less than 5%.

The channel has to date generated **10,000+ hours of watch time and 180,000+ video views.**

Facebook communities contribute 37.5% to the external views generated by the channel. The external views are an average of 4% of the total views generated by the channel.

Key Takeaways

- Focusing on a specific niche for creating and sharing content can lead to its better acceptance and reach.
- Consistent creation & sharing of content helps build a loyal fan base.
- Interacting with Facebook communities can boost the organic growth of followers and sharing & engagement of content.
- Engaging and replying to comments on social media profiles, can lead to creating better brand awareness and content consumption.