



305 Vlog Production Content Strategy

Promoting my vlog episodes

Competition

A competitor is someone or something that has the same idea as you but just tweaked to their liking so they can benefit of it without any complications. A competitor for me would be "MatchDay Vlogs" on Youtube as they are a relatively small channel, with around 2000 subscribers. They average around 100-300 views per video and the videos they upload vary between matchday experiences and livestreams of them reacting to games. Ben Foster, The Cycling GK, would be a market leader in this area as he shows the whole journey he goes on to get to each match and then, when he was in the championship, he could set up his GoPro in goal to capture his performance.

Target Audience

The target audience I am trying to reach with these vlog episodes are fans looking for more content around their club. Looking at the EFL supporters survey, I can see that the most common age of fans is around the age of 30 and this is mainly men supporters, there has been a huge increase in the amount of women attending match days in the past couple years, however I will be targeting these vlog more towards men. They would probably be a season ticket holder and attend most home and away games as they are loyal to their club. They would access social media through their phone more than any other device and would view my vlogs on YouTube or through a friend. They would be attracted to my Match Day experience vlog through the thumbnail as it shows the players celebrating as is quite colourful, to catch their eye.

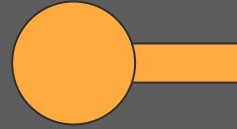
Unique Resources

I have uploaded the two vlog to youtube, however my account hasn't got many subscribers and I don't get many views on my videos. I could promote my vlogs on my instagram, which has around 420 followers so that I could judge the success of the vlogs at the end of the unit. Another resource I could use is the boomsatsuma social media accounts or the Robins foundation social media accounts as the target audience of the vlogs will use platforms like instagram and twitter and especially the Robins foundation viewers as they are my target audience for the vlogs (football fans and media people around the age of 30).

Investment

Some things I could do to ensure my vlogs are successful are, promoting them on social media platforms, paying for my vlogs to be promoted more on youtube and social media platforms, this doesn't cost me any money but creating bright and intriguing thumbnails would help the click through rate so I'll get more views on the videos even if they don't watch the whole thing.

S.M.A.R.T Targets (Goals)



For each vlog episode, I would like to get at least 50 views on both as this would make them my most successful videos by far on my youtube channel as at the moment my most viewed video is 15 views and I only have 1 subscriber so if I could promote the vlogs enough, I would be nice to see how many subscribers and views I'm on when it is time to measure the success in the new year.

These previous point were only for YouTube, i will also be posting them to LinkedIn and Instagram so that other people can share it if they enjoy the content on LinkedIn or they can go to my YouTube channel through Instagram and add to the views and subscribers.

The success I would like from the vlogs by next year is achieving 10 subscribers and around 50+ views on each vlog over the next two weeks as well as gaining more following and an audience on Instagram and LinkedIn.

Overall, I will be looking at features like site views, likes, comments, followers and also post more frequently to keep consistency and I would like to have around 30 views between the two vlogs on LinkedIn as I have recently started an account and I would like to see a 50 follower increase between LinkedIn and Instagram.



Task 3

Hashtags & Handles

Hashtags are online conversations, for example the hashtag #football will be a conversation for anyone who puts that hashtag on their post. To optimise the use of hashtags, you need to try and find the best keywords to use to describe your post so #football isn't a good one if you are trying to get noticed because football is a constant and huge topic. For my matchday vlog episode, I used hashtags like #vlog, #BristolCity, #Matchday, etc.

Other potential #: #EFL #Cameraoperator #Media #MatchVlog

Task 3

Hashtags & Handles

Handle are used to @ people, so for my vlogs I used @boomsatsuma and @Robins Foundation. The reason these are used is to get certain people to look at your work, so unlike hashtags, handles are used to directly mention someone instead of joining in on a conversation with loads of different people.

Location tags: Ashton Gate, Pitchside, Bristol City

Task 4 Platforms



The platforms I will be uploading and advertising my vlogs on are YouTube, Instagram and LinkedIn. YouTube is where I first uploaded the vlogs as it can have long form videos uploaded on it, unlike Instagram which will turn the episodes into IGTV videos after 1 minute. So on instagram, I will be promoting the vlogs but I won't upload them to it. With LinkedIn, although it isn't used as much as other platforms like Twitter and Facebook, it allows you to upload longer videos and gives you enough characters to add enough information to each post.

Task 5

SEO

SEO (search engine optimization) is how you optimize your videos so that there are the most relevant keywords in that genre. For my vlogs, I had the title as “Bristol City FC vs Stoke City” which is quite specific and won't get many clicks as it isn't a vast subject. I have changed the working title to “EFL matchday - Pitchside vlog (BCFC vs SCFC 24/11/21)” as that is a lot more variable in searches as people who don't necessarily support BCFC or SCFC and just want to watch the EFL instead of the Premier league will see it. Also the more keywords that are in the title, the more likely people are to see it.