

YouTube & Podcast Content Creation

southcoast.fm/contentcamp

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youtube.com/pluginut
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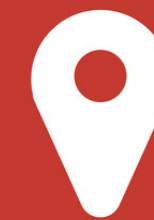


CONVERSATIONS WITH DIGITAL ENTREPRENEURS

MATTREPORT.COM

@MATTMEDEIROS

WE ARE
here



southcoast.fm

600+

Videos on WordPress &
business

600+

Podcasts on digital business &
entrepreneurship

Grow your audience

PODCAST

The most intimate way to stay connected with someone during their commute, workout, or even their sleep!

YOUTUBE

Make it fun or educational. Create content that people need to solve a problem or be informed/entertained.

Digital Handshake

OUR LAST ADVANTAGE

Goals vs. ROI vs. Creativity

AS OVERWHELMING AS YOU MAKE IT

Consistency is key

TO GROWING AN AUDIENCE AND
GETTING BETTER

Promotion over content

EFFORT: 1 PART CREATION 10 PARTS
PROMOTION

LET'S GROW YOUR AUDIENCE!

20

TIPS & TRICKS

#20 I hate my voice & my face

**#19 It doesn't have to be just
on iTunes or YouTube**

**#18 Care about your
audience and the desire to
get better**

#17 Track conversions, goals, ROI

**#16 "How-to" YouTube
content is the best for
growing a channel**

**#15 Anchor.fm is the easiest
way to start a podcast**

**#14 But, I don't like platforms
so I recommend castos.com &
WordPress :)**

**#13 Always ask your
audience to subscribe to an
e-mail list**

**#12 Lighting and Audio
quality are the most
important part of a video**

**#11 Audio is the most
important part of a podcast :)**

**#10 Install TubeBuddy (free)
to help with YouTube
analytics and workflow**



#9 Storytelling, entertainment, informative, and educational

**#8 Podcasts might be the
best way to grow your
"social" network**



#7 When in doubt: cornerstone content

#6 Everything is content

#5 iPhones vs. Cameras vs. iMovie vs. Adobe Premiere

#4 Audacity vs. Garageband vs. Adobe Audition

**#3 Thumbnails will help you
get more clicks**

**#2 Your first subscribers are
your greatest fans**

#1 Don't give up

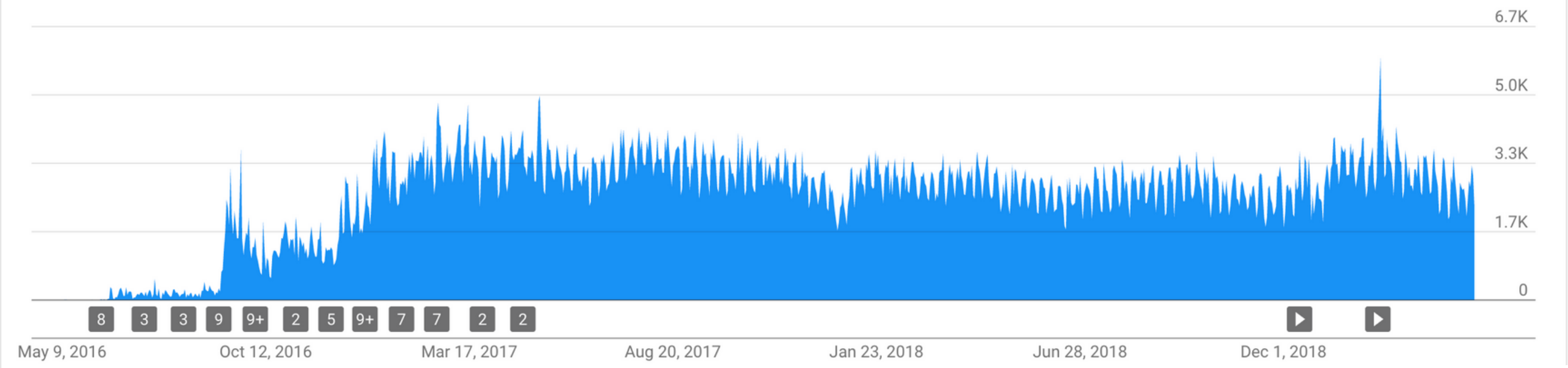
Watch time (minutes) ▲
2.8M

Views ▲
698.7K

Subscribers ▲
+8.2K

Your estimated revenue 🕒
\$3,936.21

Updated Apr 26, 2019, 3:00 AM



SEE MORE

Watch time (minutes) ▲
827.2K

Views ▲
103.7K

Subscribers ▲
+1.5K

Your estimated revenue 🕒
\$0.00

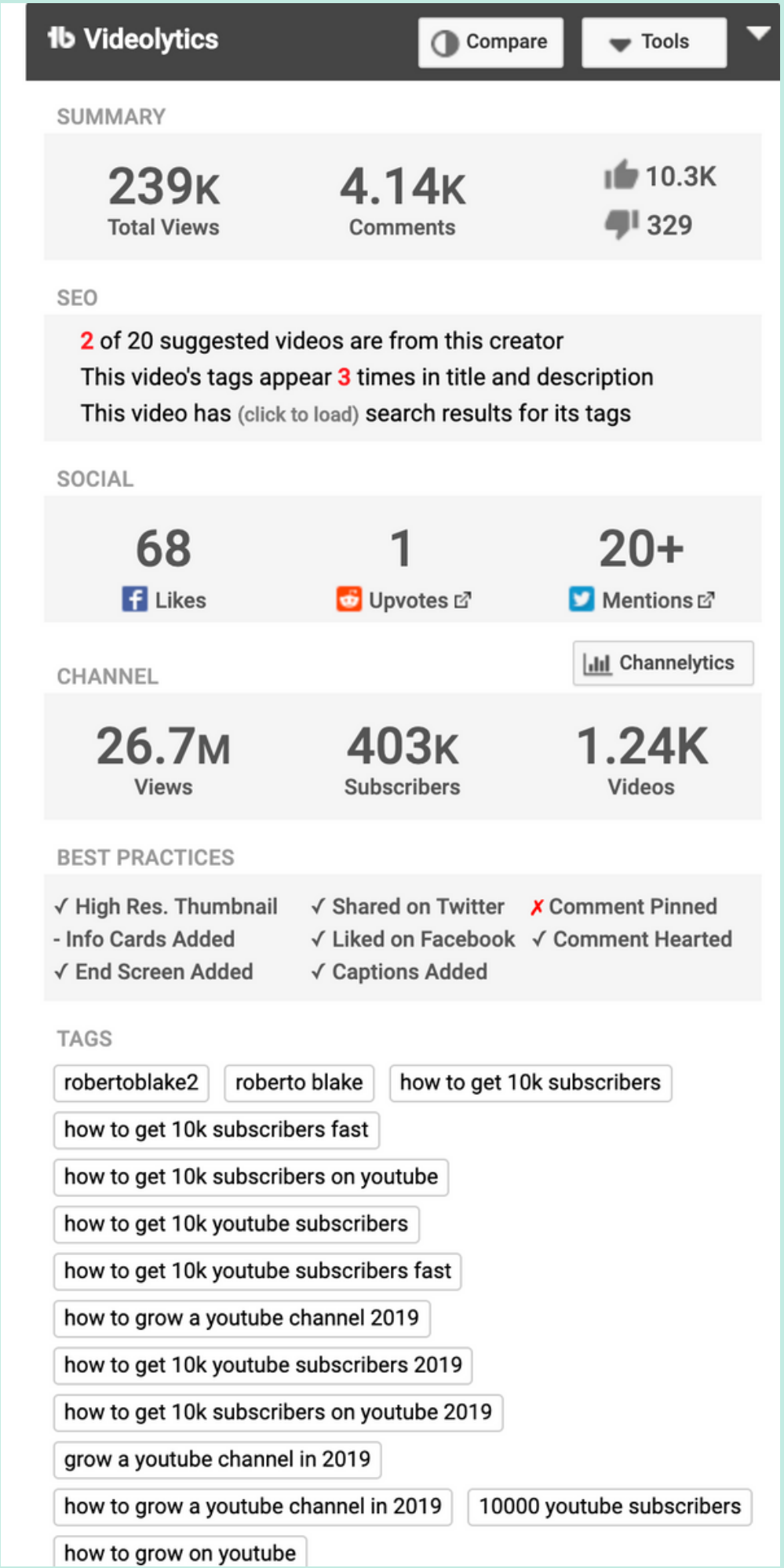
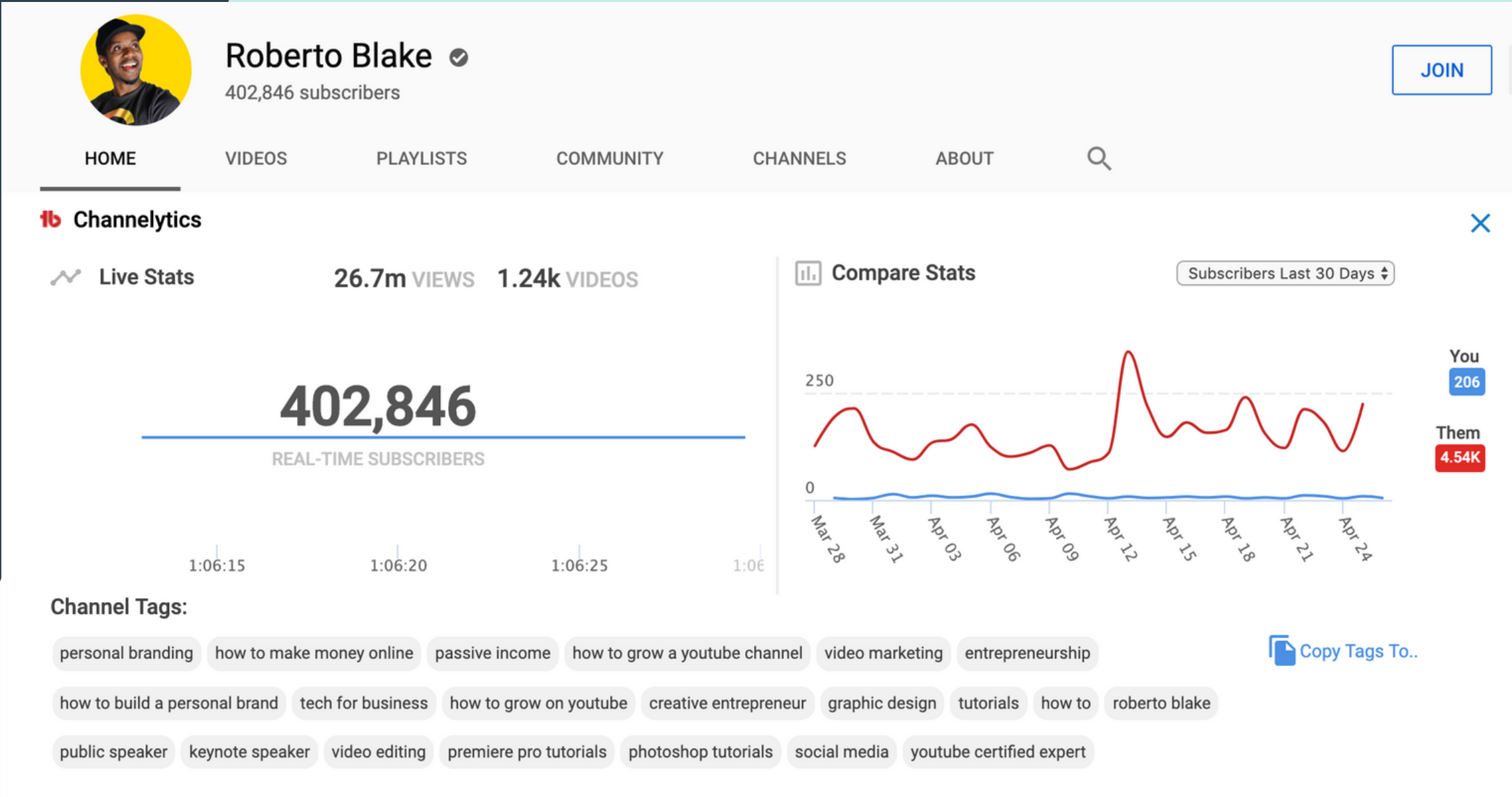
Updated Apr 26, 2019, 3:00 AM

Line chart showing watch time (minutes) over time. The chart displays a significant increase in watch time starting around October 2012, peaking in early 2013, and then fluctuating at a high level through 2018. A tooltip for Friday, Nov 15, 2013, shows 124 views and 2 hours 4 minutes of watch time.

Date	Watch time (minutes)
Oct 11, 2012	3
Sep 20, 2013	4
Aug 30, 2014	6
Aug 9, 2015	9
Jul 18, 2016	6
Jun 28, 2017	2
Jun 7, 2018	5

SEE MORE

tubebuddy.com/plugin





Dena Haden of The Co-Creative Center
Published 2019-04-11



Episode 7: Jeremiah Hernandez
Published 2019-02-08



Episode 6: Kevin Rose Jr.
Published 2018-10-11



Episode 5: Sarah Athanas
Published 2018-05-18



Episode 4: Live stream with Natalie Tho
Published 2018-05-05



Total Listens

Top Episodes

Listening Methods

Geographic Stats

Total Listens / Downloads 933

Export to CSV

From Date

2018-10-10



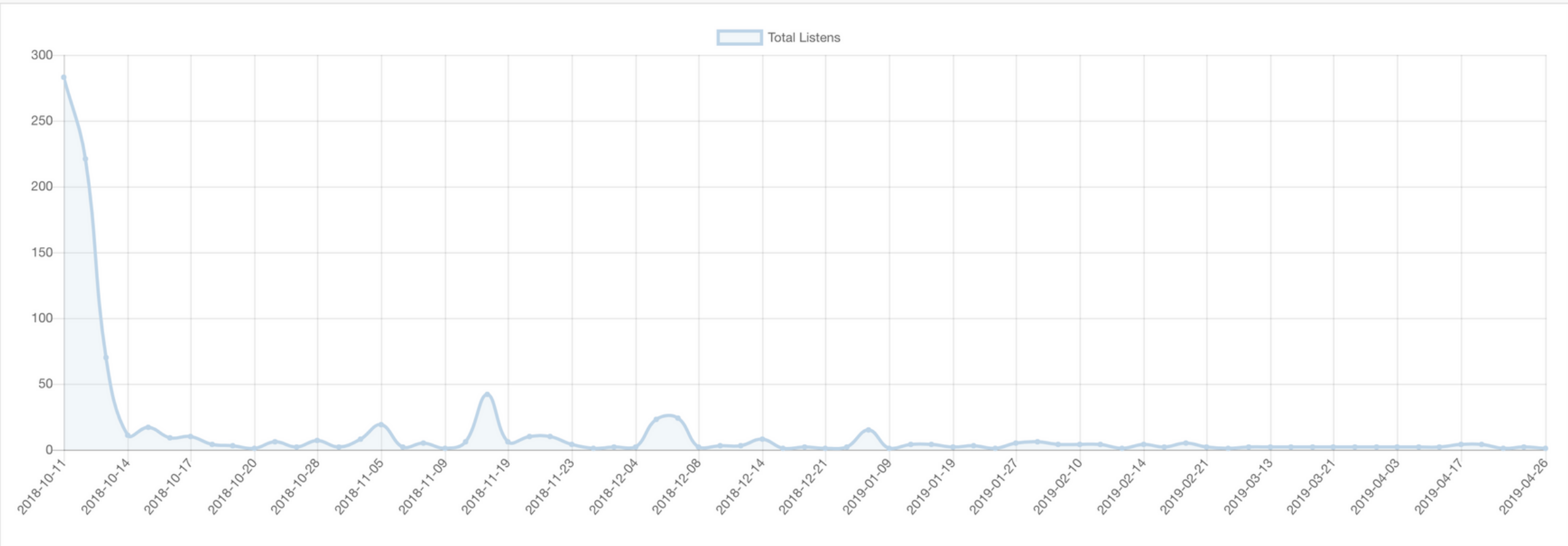
To Date

2019-04-27



Filter By Podcast

-- Filter By Podcast --







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For all video, audio, and graphic production



BUFFER

Scheduling content and social posts



WORDPRESS

For blogging, membership and platform



YOUTUBE & ANCHOR

Two great apps for managing your podcast or YouTube channels

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