

How To Make Money On YouTube

9 Ways Influencers Monetize Their Youtube Channels



YouTube has become a content phenomenon.

According to Statistics Brain a staggering **1,325,000,000 people** use YouTube, watching **4,950,000,000 videos every day**. **3.25 billion hours of video** are watched on YouTube each month. Is it any surprise, therefore, that YouTube stars are often more influential than traditional celebrities?

What are the main ways you can earn money from YouTube?

1

Advertising Revenue

For a start, you share the advertiser's money with Google. Google keeps about 45% of what advertisers pay. You will earn somewhere between \$1 and \$2 per 1000 views (CPM)

2

YouTube

CERTIFIED

Earning Rewards as a YouTube Partner

YouTube provides extra promotion to their YouTube Partners, and includes them in various advertising programs worldwide, both online and offline.

3

Joining an MCN (Multi-Channel Network)

They are very much like talent agents. In return for a percentage of your AdSense revenue (or any other form of income the MCN arranges for you), they will broker deals for you and connect you with other YouTube talent. If you live in the right place, your MCN may even provide you with studio space to produce your content.

4

Merchandising

Once you have made a name for yourself you will have followers - your personal fanbase. These followers will often be happy to spend money on any merchandise you sell. You could, for instance, create a range of shirts or hats that promote your site.

5

Ancillary Products

Some of the more influential YouTubers gain enough fame and traction that they can use this fame to help launch new products.

The Highest-Paid YouTube Stars 2016

1

PewDiePie

\$15,000,000

2

Roman Atwood

\$8,000,000

3

Lilly Singh

\$7,500,000

4

Smosh

\$7,000,000

5

Rosanna Pansino

\$6,000,000

6

Tyler Oakley

\$6,000,000

7

Markiplier

\$5,500,000

7

German Garmendia

\$5,500,000

8

Colleen Ballinger

\$5,000,000

6

Sponsorship, Endorsements, Product Placement

If your videos are good enough, and tremendously popular with a large audience, companies recognize your influence on your audience as being nearly as important as that of mainstream media.

7

Affiliate Links

If the visitor ends up buying the product, the owner of the YouTube video receives a percentage of the purchase price. Affiliate links are something of a gray area in relation to YouTube's rules. However, they are relatively common, and as long as you use them sensibly, YouTube appears to accept them.

8

Subscription Fees

If you can build up a solid following of people who see true value to themselves in your videos, you may consider creating gated content in a premium paid Subscriber-only channel. This is clearly not an option for beginners.

9

Crowdfunding Support

Crowdfunding is rapidly becoming a common business model for the funding of many types of products and services. Crowdfunding is where people go to a specific page on a website and donate money.



Did you know that...



“Hello” Got Over 100 Million Views in Five Days

1

The Most Watched Video is Gangnam Style

(more than 2.5 billion views)



Everyone's Uploading Cat Videos

Pew Research says that out of the Americans who uploaded a video in 2013, 45% of them claimed to have uploaded at least one video of their pet or some other animal.



The First Video Was “Me At The Zoo”

On of the co-founders, Jawed Karim, uploaded the very first video on YouTube on 23rd April 2005. It's basically just him checking out some elephants at the San Diego Zoo.

Sources:

Front photo: https://twitter.com/rosannas_baking/status/583836709936373761

<http://www.dailymail.co.uk/news/article-4007938/The-10-Highest-Paid-YouTube-stars.html>

<http://www.makeuseof.com/tag/21-amazingly-interesting-youtube-facts-2016/>

Influencer MarketingHub

influencermarketinghub.com