

Creating Viral Video Content on YouTube, IGTV, and TikTok Panel

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Dr. Trina Boice: Hi. Welcome. We are so glad that you're here with us during this session, we're super excited to talk about video content marketing through YouTube and IGTV and IGT reels and Tik Tok, and all that cool stuff.

I've got some fantastic guests with me here today. So let me introduce myself, real quickly and then they're going to take turns introducing themselves.

And tell you where they're on, which platforms they're on and why they chose their platforms. And then we're going to get into all the nitty gritty.

So my name is Dr. Trina Boice and I'm a number one best selling author on Amazon of thirty-one nonfiction books and I have four YouTube channels And one podcast. My YouTube channels are Movie Review Mom and MovieReviewMom.com but that's my YouTube channel and Lifelong Learnin Education and Trina Boice and, what's the other one.

I now I forgot, I forgot. Okay, let's move on because I can't even remember. I told these girls that I was not a boomer, and I just know made them lately. Do not believe me because I completely forgotten the name of my other channel. Oh, Empty Nest Travel Hacker. Okay. Mimi, take it away. Tell us about you real quick.

Mimi Bascom: My name is Mimi Bascom, I am an influencer, and freelance social media manager, and strategist.

I'm on two different YouTube channels. I'm on the YouTube channel Saints Unscripted, where we strive to share the gospel with a younger audience.

And my personal YouTube channel. Mimi Bascom where it's more of a lifestyle channel, I'm just living the daily life as a Latter-Day Saint. My favorite platform, however, has got to be Instagram. I love my young audience and it's just such a great way to connect with them.

Dr. Trina Boice: Awesome, Jesse.

Jesse Espinosa: Hi everybody I'm Jesse Espinosa and I am a social media, Social media manager, as well as the content creator myself. So I not only manage outside brands, I do my own as well on YouTube. I have a YouTube channel by the name of SundayJess and then an Instagram account That I also love as well. And so I have almost a million views on my YouTube channel in just two years.

Dr. Trina Boice: Nice! Wow!

Jesse Espinosa: I create content for LDS girls there, everything from sister missionary prep to modest fashion and big sister advice and all those things. And I love encouraging young girls to live their values with confidence.

Dr. Trina Boice: Love it. Monica.

Monica Moore Smith: Hi, my name is Monica Moore Smith. So I work full time in film, but I'm also a content creator for myself.

I love to specifically talk about being in, you know, living the dream as a Latter-day Saint, being in the film world as well as addressing divorce and educational topics In regards to that, especially on Tik Tok. What's a great place for that, but I'm also on YouTube and I do TV addressing divorce through an LDS lens and I also work in film so storytelling.

Dr. Trina Boice: Perfect. Okay. Now before we get into all of the nitty gritty up. Can you guys see my screen.

Mimi Bascom: Yes, yes. Okay.

Dr. Trina Boice: We're just going to introduce a few ideas about why you should use video content as well as what kinds of video content we're even talking about.

And then we've got a whole bunch of questions. And by the way, if you have questions while we're chatting away, put them in the chat box and we will continue to chat with you there as well.

So first of all, there are different types of video content that you can use in your business, whether you are an author, editor, publisher, musician, singer, filmmaker, Instagrammer, influencer whatever you are so here are just a few. You can do video blogs, which we call vlogs and those are just kind of, you know, the day to day life. It's like a video diary.

Other types of video content includes interviews, where you're interviewing other experts in your field, Tutorials where you're teaching your audience how to do something that might align with your expertise, Educational or informative videos to teach your audience something, entertaining videos to attract your audience, Book trailers, or CD trailers, or any other products that you have, product reviews, video testimonials could be from your happy customers, live streams and video ads. So when we talk about video content, it could be any number of these types of things.

Now, what is the ROI of video marketing. Well, first of all, what's ROI mean? It means "return on investment." In other words, is this worth your time and effort. The answer is yes and video while the question says, Is video marketing really worth it. Research shows us that it is so in their 2020 report wise owl found 89% of video marketers say video gives them a good ROI.

83% of video marketers say video helps them with lead generation which is super important finding new audiences.

87% of video marketers say video has increased traffic to their website.

80% of video marketers say video has directly helped increase sales. Yay. And 95% of video marketers plan to increase or maintain video spend in 2020.

Now Animoto is a free video service where you can create very simple videos but Their, their social video forecast also suggests that 91% of marketers are satisfied with the ROI of video marketing on social media. So that's really great news.

And what if you say, Well, I just have a simple website. I just want to sell my stuff.

That's good news, too, because more than 55% of shoppers use online video while actually shopping in a store. That's according to Google, Wyzowl says 66% of consumers prefer watching a video to reading about a product that's totally true for me. How about you, girls.

Yeah, right. Yeah, yeah. Lazy shopping And how does it says that 54% of consumers want to see more video content this year.

So with that being said, I've got a bunch of questions for you. First of all, in your introduction. You mentioned the preferred platform.

First, let's talk about YouTube because that's more familiar to everybody. So, Jesse with a million viewers. That's amazing. So first of all, yeah. How did you grow your channel I think anybody with the channel is going to ask you that. How'd you do that.

Jesse Espinosa: Honestly, it comes down to consistency. I think a lot of people start out on social Media with all the passion and everything and then they kind of fizzle out but in almost three years I've made almost 200 videos and honestly if someone would have told me that when I first started, I would make 200 videos I probably would have cried.

Posting every single week, and always just creating content that is relevant to my intended audience is essential in that growth.

Dr. Trina Boice: Right. And when you're designing a YouTube channel, what elements do you think are the most important for a visitor when they first go to your channel to see?

Jesse Espinosa: Personally, like I said, I think it comes down to content.

My rule of thumb is to have three to five content buckets for your channel. So, for example, your channel should have an overarching theme, my SundayJess channel is LDS girls ages 15 to 25 and then my content buckets consist of modest fashion and sister missionary prep and big sister advice.

And so every single video or piece of content I create needs to fit into one of those buckets. So my audience knows what to expect when they come to my channel. It's consistent and they know what they can see and what what questions they'll have answered.

Dr. Trina Boice: Right. And someone can brand their channel with a banner and it should say who the audience is, how they're going to benefit, you know in a creative way, right, and what to expect videos every Tuesday or Something like that. Right.

Yeah. So what do you, well, Mimi, you're a big, IGTV Instagram girl, if someone has a few books do they say, oh, should I do Instagram or YouTube. What would you, what advice would you give them.

Mimi Bascom: I think it depends on what kind of content they're trying to put out there. I'm thinking if you're wanting to do more longer form content talking 8, 10 minutes or longer, I would definitely go to YouTube.

Whereas if you're trying to do something shorter. I mean, we have Instagram reels now that are out, That are 15 second videos or less, and then IGTV, you can post pretty long videos there, but I would suggest somewhere around three to eight minutes for IGTV So it depends. You need to go back to that list that Trina shared in the beginning. Look at what if you're wanting to do a book trailer, I would probably stick to IGTV, rather than uploading it to YouTube.

Dr. Trina Boice: Okay, that's great advice. And you mentioned reels, IG or Instagram reels Tell us what that is and how is that different than IGTV.

Mimi Bascom: Yeah, Instagram reels were just launched as we're recording this this week.

Tik Tok, during the first and second quarter of 2020 has been one of the most explosive apps. You've probably heard of it, really short form video one minute or less.

And Instagram, of course, loves to, you know, see what is popular out there on other social media apps and then integrated in their own apps.

So Instagram reels is Instagram's version of Tik Tok. It is very similar. We have a similar for you or explore page.

Where you're easily able to discover new people besides people that you're following. So if you are just starting out, building a personal brand.

Or another brand for your company. I think that it's a great way to go because it's Instagram's new favorite feature. And it's a great way to be discovered by new audience members.

Dr. Trina Boice: OK, I can hear people listening to you are watching you right now saying, What do I do for 15 seconds, you know, I just have a book or I just have a music CD. What do I do. So what would you all recommend. Oh.

Monica Moore Smith: There's something actually I've been thinking about that I saw. And I've seen a few authors do either. It's poetry or they'll take like a snapshot just a good quote, you know, that you could find a solid beginning to end quote. And either taking a screenshot of that and getting people to react to that. And that can be like 10 seconds.

If it's something comedic having someone to react to it or if it's an inspirational quote from a book. If it's a how-to book.

Then I think it's amazing to have just a visual and put some music on it for 10 seconds of a short little clip. And for me, as someone who was more interest in video I feel like that can attract people who wouldn't necessarily reach out into the author world and suck them in through video content in a way that's very simple, very easy. I mean, you can even just I've seen many people take one of their quotes, tweet it, and then have a green screen background on you know their Tik Tok, or it could be an Instagram reel and just having them read it out loud. Something so simple, like that can go viral. If it's a good quote.

Dr. Trina Boice: Okay. Love it. And by the way, tell us where you are. You, you win the prize for coolest background.

Monica Moore Smith: I am in Wyoming right now. So there's not a green screen I know. So the way the wind, that's authentic, the bug sounds, those are real Yeah, I got to film some Tik Toks here.

Dr. Trina Boice: So your a big Tik Tokker too. Do you have a preference. Tik Tok versus Instagram or the reels or the IGTV and what would you recommend for people that have a book.

Monica Moore Smith: I think as far as video I prefer Tik Tok, just because it's smaller, it's easier. Anyone can pick it up the expectation for like production quality is not high at all.

You any there's so many videos that go viral, that are terrible quality and really it's just about having content and Tik Tok will get it out to you.

So I feel like if you're just wanting to mess around. And you can put something out quick and experiment, I think Tik Tok is like the place to do that. And then once you get maybe a better

grip on kind of what your niche is and kind of what works for you, then I think it's good to go to the longer form content and test it out on IGTV or Instagram reels, but I think Tik Tok is very easy and it's not going to hurt you to experiment and post stuff that doesn't go anywhere.

Dr. Trina Boice: Okay. Well, that's good. So let's talk about the demographics. So each of those platforms has kind of an established demographic. What would you say that they are in your experience. Feel free to shout out.

Jesse Espinosa: So, oh,

Monica Moore Smith: Sorry. Oh.

Jesse Espinosa: Yeah go for it Monica.

Monica Moore Smith: I'm just with Tik Tok, I'm on a Tik Tok rant, but with Tik Tok, there's this idea that it's all these young people and only young people on the app and tweens.

And really I went to a conference with one of the top Tik Tokkers and she was meeting with Tik Tok and Statistically speaking, at least you know this was a couple months ago there there's more majority on the older end than there is younger There might be more younger creators, but there are more people on the app that are older and that's just kind of a stereotype that it's just like tweens.

Dr. Trina Boice: That totally surprises me.

Monica Moore Smith: That's what I heard that I was kind of shocked but it's like, well, if it's coming from Tik Tok, then you know there's but they're just a more silent majority. That's the thing is Most older demographic are more hesitant to post content because of that stereotype and it's just a stigma.

Dr. Trina Boice: Right. Well, that's really good to hear. Because I'm on IGTV, you know, Instagram, YouTube, but I have just thought, no I won't do Tik Tok because It's a bunch of kids, dancing, you know, Yeah.

But so that's good to hear. So, Jesse. How about YouTube. What do you think that that skews for demographics.

Jesse Espinosa: So YouTube actually can cover so many originally when I was going to chime in. I was just going to say that I feel like the cutoff line.

Like if you want to start a Facebook group or a page or something to promote your new book or discussion forum Facebook for like ages 35 and up fantastic 35 and below, I would stick more with Instagram, it's, it's not an offensive thing.

But it just is kind of where those demographics tend to tend to hang out at so it all comes down to what audience you're trying to reach.

Dr. Trina Boice: Right, exactly. And I hope that you guys heard what she just said because if you're thinking, oh, I don't know where to go, The first thing you need to do is identify your target audience and marketing speak, we call that an avatar. So if your avatar's female and she's 50, you're going to Facebook and Pinterest.

I always joke and say Pinterest is like crack for Mormon women were just like drawn to it. You know, like flies to a light I whatever that cliché is Right. But what about the male demographic today's skew one way or the other. Let's say you right. I don't know for a male audience, Mimi, what do you think?

Mimi Bascom: For a male audience, I think any of the platforms that we talked about YouTube, Instagram, Facebook or Tik Tok. It really just, I would classify it more by age and

Dr. Trina Boice: Than by gender.

Mimi Bascom: What I love about YouTube is that it's a search platform. Unlike Instagram and Tik Tok, You know, you find people you're more following people that you know But YouTube you're searching by topic. So for example, if I'm an author and I really want to get the word out about My books is I would find something that I'm an expert in maybe it's grammar, grammar for dummies.

And what you want to do is you want to create an educational type of video that provides a lot of value and the great thing about YouTube is if you correctly, optimize your video, You can, you know, rank highly in the searches and that's a great way to get eyes on your content and build a fan base. So I think that's also a great way to Depending on your audience, but find something that they're interested in. They also have knowledge in and then you can combine the two and make a video.

Dr. Trina Boice: Fantastic advice and you use the word optimized. Let's talk about that because that is key. Starting off with keywords because you're right it does a search engine. So what tips do you guys have for optimizing on all of these platforms.

Jesse Espinosa: My rule of thumb, always is, what kind of question or problem would someone be having. And how would they try to Google that. Because everybody just puts their problems into Google search bar anymore and YouTube is actually, I believe the second most used search engine right behind it is so like, What would, what would you type into there. What kind of keywords. And so what are the main topics and things that people would search in order to find your video so you kind of go backwards from starting with your content and then taking those steps backwards.

Dr. Trina Boice: Right, that's fantastic advice. And so you might even want to call your video how to, fill in the blank. And you also mentioned to find a problem somebody has and offer a solution, how to Write better grammar and three easy steps, right, something like that. That's how people search often right now. What else?

Mimi Bascom: I love what you said about three easy steps because people love numbers they love lists. I saw a statistic even that odd numbers perform better than Even numbers.

Dr. Trina Boice: It's true.

Mimi Bascom: So, I love, I love that. There's also a tool. I really love for YouTube called vid IQ.

And they actually have, you can go to their website and search specific keywords and terms and see their competition score. I don't want to get too granular here.

But it's a really good tool I would really recommend looking into that one. It's free.

And with your keywords. I would highly recommend you know putting your keywords in your title first three to five words if you can Your thumbnail is more just to draw attention. So that can be more fun. That doesn't need to have specifically the keywords.

And but yeah optimize your title with the keywords and then just drop the keywords like in your description I write really long descriptions for my YouTube videos. So you could just like jam. Pack it with your keywords and also try to say Your keyword a lot. So for example, if I'm trying to rank for like LDS temples, if I'm going to do a video on LDS temples. I'm like, Welcome to the video about LDS temples. My favorite LDS temple and I say like a million times because

YouTube listens and they will know that your video is actually about that. And so you'll rank highly for it.

Dr. Trina Boice: That's a fantastic tip. And is that true for Instagram reels and Tik Tok, are they listening to verbal keywords?

Mimi Bascom: I don't know that they are there. We don't know a ton about Tik Tok and I'll let Monica talk because she's like the Tik Tok queen, what it is they go off a lot of audience behaviors. So like they'll group you and what you consume and what other people consume if it's the same thing. That's how they recommend new videos to you.

And you can also mark some videos that come up on your for you page. I was like, I'm not interested in this and then they'll kind of like redirect. So that's, that's as far as I've heard

Monica Moore Smith: I'm thinking with the AI they're using, it's mostly going based off of because many Tik Tokkers will use no hashtags, random hashtags, or just the top five hashtags that are trending.

Even though they're completely unrelated and the video is can still go viral. And so I don't think that hash tagging is really as important as much as What the content itself, and what other people are watching because the beautiful thing about Tik Tok is that it will find an audience if the content is good. It will find the audience for you. So it's not so much about It's not really a search engine. It's really people go on the for you page. And if you watch a video. Let's say it's about grammar and then you sit and watch the whole video. It'll give you another one.

So it's really not about the hash tagging, but more about the content itself. But another thing I was going to say With Instagram, not a great search engine. But it's great for asking your audience questions.

So I think it never hurts to create a poll or do a question sticker on your Instagram. If you already have your niche audience there and you're trying to figure out how they would actually word questions in order to figure out keywords. I think that's a great way.

Dr. Trina Boice: Awesome. Let's talk about equipment. I love that Monica, you mentioned that Tik Tok is great because there are no big high expectations in terms of terms of video quality production and all that.

So, Do you just use your cell phone. What do the other the others use. What do you guys use

Monica Moore Smith: Um, I, I think people overcomplicate it a lot, at least when they're starting, I feel like just get started. And most of us have a phone with a decent camera.

So really I think the biggest thing is good lighting. Like, I'm just outside Just go outside during the day, you don't have to have a lighting kit, of course, like I got a ring light from Amazon. And as you go. You can build up from that but I do have a camera, I really only use my phone now.

So I feel like, since most people are watching it on their little screens, the bar isn't that high, at least when you're starting and then go from there, you know, improve, but I think just get started with what you have.

Jesse Espinosa: I 100% agree. I think people sometimes overcomplicate it, but honestly just get the kind of equipment that you need and you just build as you go. And most people like she said watch on a phone.

But, oh, I lost my train of thought.

Dr. Trina Boice: Light.

Monica Moore Smith: Yeah.

Dr. Trina Boice: We're talking about lighting placement

Jesse Espinosa: Well, so in front of natural Windows is always great. Um, gosh, what was I talking about

Monica Moore Smith: Cameras

Dr. Trina Boice: Oh, now I feel better now. I don't feel like I'm this old Boomer Which, by the way.

Monica Moore Smith: We all know

Jesse Espinosa: I was just gonna say that. I don't think don't think that the better equipment that you have will gain more followers. It's comes down first, the kind of content and build an audience and people will come for your content.

And but you'll get people to stay longer term with kind of the better video quality. So over the years I've eventually bought a nicer camera that I bought a microphone.

But I bought all second hand things off of eBay and Amazon. So it isn't the who has the most expensive video equipment it, you can still do it on a budget, but do it well.

Dr. Trina Boice: Great Mimi, were you're going to add something?

Mimi Bascom: Totally agree.

Totally Yeah as you go, I think eventually like maybe where you are in a place where you want better equipment, I think a ring light is a good place to start.

And as far as video editing. I mean, I started on iMovie. And it was great. Now I use Adobe Premiere Pro and it's great. It allows me to go a bit faster. Yeah, I started YouTube everything just with my phone. So I think it's a great place to start.

Dr. Trina Boice: Yeah, my, my son has a couple of YouTube channels and he just goes through the mobile app on his phone.

You know, I again not to bring ages them into this whole discussion, but I use Filmora, it's a program called Wondershare and I do it on my computer, the editing and all of that kind of stuff, then I can upload to wherever I want to upload to.

So there are a lot of programs and honestly between my husband and my son, they tried to get me to use all this complicated editing stuff. And for some reason this Wondershare seemed simple drag and drop easy so use what works for you. That's the bottom line would we

Jesse Espinosa: All agree

Monica Moore Smith: To that? Amen. Yeah.

Dr. Trina Boice: Okay.

So how are we doing on time, Jesse. She's our clock monitor right now.

Because we want to make sure we have time for question and answers.

Jesse Espinosa: We're at 25 minutes

Dr. Trina Boice: Oh, awesome. Okay, so next question. Speaking of time do you girls use a scheduler, and maybe one of you could explain what a scheduler is in your answer.

Jesse Espinosa: I can. So basically, a scheduler is where you can, you know, you can create, record, edit, prepare your content. And then you can set it to post at a certain date and time that you feel is best for your audience. And so I have you schedulers here and there with YouTube My best recommendation is always just starting to post it like At least a day ahead because uploading and everything can always get crazy. And you can just unlist or private the video and then schedule it for whenever you want it to post directly on YouTube. There are third party things Such as like Instagram feed planners and post schedulers that you can use.

My favorite one is called Planoly. And there's a couple other great ones you can use that are for free. And so that's what I would recommend

Dr. Trina Boice: Okay, think, oh, sorry. Monica.

Monica Moore Smith: Um, I, I've used different ones I've tried to Hootsuite and Agorapulse and at the end of the day, Of course, if you're managing brands and multiple brands, that's different. If you're an individual I like to make sure that I'm on the platform, if I'm making a post that I just schedul in time in my day of, like, I'm going to be on for an hour.

Interacting with people while I post so I just fit it into my schedule now because I've tried to The whole scheduling thing. I think it's good to you know you can even just like put things on your notes, pre-caption whatever or Planoly, the free ones.

But as far as actual day posting time. I like to just make my schedule fit so that it can be there instead of just having it sent off and not interacting and boosting the content.

Dr. Trina Boice: Okay, Mimi, anything?

Mimi Bascom: Yeah, interacting is huge. I love setting aside the time, whether it's for an Instagram post or YouTube video.

I think it's not only great to interact with your audience, but also get that algorithm knowing what's up knowing that your video or your post is worth interacting with I think For me, I mean I since I do, I'm a freelance social media manager. So I do use those scheduling tools for the

brands that I manage However, what's even most important for me, my personal brand is using a tool that actually, I'm getting it pulled up. That's what I'm looking down at But it allows you to plan what your grid. Oh, and it might be messed up from the background, but essentially This tool. It allows you to visually plan your Instagram content. And I know that this is about, you know, video, but this can go for IGTV and reels now as well.

And so it allows you to visually plan your content, you can make sure the colors on that. So you're making sure you're not posting a photo with the same exact pose twice or in a row, or this way, if you know what I'm saying.

So I absolutely love using that. It usually just notifies me and I post so like Monica said, I can interact But that way you can have an idea of what your feed will look like. And you can plan for it.

Dr. Trina Boice: Awesome. And I love what you said about planning it out ahead. And I think that's really key to not just randomly toss stuff out in the beginning it that's all you can do do that.

But eventually, you want to actually have a marketing strategy where you are planning things out like Mimi said Not only visually so that they look right but also so that you're mixing up the types of content. So you're not just talking about the same thing, because then people will start to tire of that.

But, you know, one thing we haven't even talked about yet. And that is Facebook Live and doing those types of videos.

So I want to ask you, girls, what your advice is, but my first piece of advice would be to build anticipation. You could just decide I'm going to do a Facebook Live and jump on and then see if anybody shows up and they might But again, planning and organizing and having a strategy is so much more effective. So if you say, I'm going to do a Facebook Live at this day in this time.

Come join me. And then you send out little posts on whatever social media, you're on, you'll probably have better attendance. So girls, what are your tips for Facebook Live videos.

Do you do them at all?

Jesse Espinosa: So tying in the consistency thing I talked about the very beginning, and also kind of the planning part that you're talking about, People make you a part of their routines. I

think everybody Anymore has like a podcast, they listen to that comes on a certain day of the week.

Or something they can expect. So if you can make your content be consistent on a certain day too, people will build you into their schedule and make the time for you and show up to your Instagram lives or your Facebook lives, whatever. So consistency is really key there too.

Dr. Trina Boice: Good tip.

Monica Moore Smith: I think also not forgetting interaction. I think the biggest thing and the beauty of social media is that we're lacking connection and a live is a great way to have more connection than any other medium.

So for example, I just did a live with Al Carraway and like before hand, we also we had posted banners on our stories.

Directing what time what place, etc. What the topics were, but we also did polls on what kind of formatting, they wanted. We also Did a question sticker so that everyone who asked a question is going to want to tune in, because they have a chance at really getting that interaction or if you bring people on to duet, any chance for more interaction. I feel like we'll just breed connection and then that breeds loyalty.

Dr. Trina Boice: I love that. And I finally got to meet her a few months ago she had dinner at my house right before a fireside.

And I love that you're talking about connection because she did it so well, you know, of course she did a great presentation. And then afterwards.

Everybody flooded up to the front because they wanted to shake her hand and talk to her touch her look her in the eyes and that interaction is huge for connectivity. I love it. Mimi? Oh, Jesse says four more minutes. Okay.

Okay, Mimi, were you going to say anything else?

Mimi Bascom: One main quick tip for if you're doing a live video, no matter what platform get right into it because no one wants to watch a video where you're like, Hey, guys, I just wanted to pop on, give me a few minutes but a few minutes for people to jump on here like, hey, If they're watching a replay which Facebook has replay features and now you can convert your Instagram

Live into an IGTV No one's going to want to watch through that for the first 30 seconds, you have to grab their attention with a hook just like any other type of video content. So that'd be my advice for any live videos.

Dr. Trina Boice: That's great advice because I always feel like, hey, if I actually attended on time, I expect the presentation to start on time. I don't want to wait I have literally been on a webinar for 20 minutes before the presenter actually said anything of value. Because where are you from, you know, this is what I'm good at talk about. I'm like, I know, let's get to it.

Monica Moore Smith: Great piece of advice.

Dr. Trina Boice: One quick question for all of you. And that is the time of day or night.

I know depending on the audience that can be really crucial. What is your advice? Does it just depend on your audience or do you think there are some standard guidelines for when the most successful videos are loaded and live

Jesse Espinosa: Well, I think it's safe to say at least with this conference that everybody obviously In the LDS community, Sunday is the day where you kind of refrain from the worldly things, or you try to, in your efforts to keep the Sabbath day holy So the majority of everyone's content and books and all those things are Sunday appropriate so I always like to post a lot of my things on Sunday, my YouTube videos go up every single Sunday.

And like we've talked about, Monica said, where you can interact with your audience and do polls to find out what time of day is best for them and so Even YouTube has a little creator feature in your community section that you can do polls and ask questions and find out what time of day is best, but with this community, I would think Sunday is a pretty safe bet.

Dr. Trina Boice: Great, Mimi.

Mimi Bascom: I love to use, just what the platform provides on Instagram Analytics, you can see what time your audiences online because something I struggled with is time zones, Because if you have people in your audience from all over the country or the world, It's really difficult to know what time so I always just use that. I also have, I think it's vidIQ. That tells me the best time to post YouTube videos.

And the one I use for Instagram is an app called "When to Post" so it grabs that data from your Instagram and it gives you a time to the minute of posting. So I really like to use those tools.

Dr. Trina Boice: I'm so glad you mentioned analytics. Yeah. That vidIQ is free and it gives you tons of great data love to know the one about IGTV for Instagram. Is there one for Tik Tok as well? Since I'm not on Tik Tok?

Monica Moore Smith: Tik Tok, I think it kind of comes comes down to experimentation with Tik Tok, but a lot of people will say, Post three times a day. If you're going all the way and you'll have like a morning, afternoon or mid afternoon and then night.

I think kind of going back to what Mimi says it's like looking at what videos have done well and many people because Tik Tok with the algorithm. People don't mind if you're posting a lot I would take the same video and post it at those three different times in a day and see which one does best. And a lot of people do that and kind of are able to gauge. I think a big thing is like experimentation and see what works for your audience.

Dr. Trina Boice: Yes, I love that you said that in marketing strategy we talked about split testing or A/B testing all the time. Everything that you do if you're like, but I don't know if I should do this, Or that; try them both. So I love that you mentioned that, and then watch and see what happens. See where your success is. Alright.

We are probably close to almost out of time. So the last big question and we didn't get to all the questions that I had, Unfortunately, but hopefully we can answer them during our live chat.

Is what advice do you have to monetize your video. I mean, that's kind of the point, right, to drive traffic to your video or drive it to your website or to get it to your newsletter. What do you guys say?

Monica Moore Smith: Um, well, I think it depends, I think, Mimi could answer this better from a company standpoint, thinking for myself from like an influencer standpoint.

I would make a media kit. And for me, you know, I'm making money off of my lifestyle. So it's making a media kit and there are multiple websites you can get free media kits on I think like probably Planoly and later and

Dr. Trina Boice: You can build a Canva, Canva yeah I,

Monica Moore Smith: Go to Canva.

I can, which we love free

Dr. Trina Boice: and it's free try Canva. Yes.

Monica Moore Smith: Love it. And, and I are what I'll do is whatever brands I'm already using I already love I will reach out to them with like a little cover letter basically fluffing them up a little bit of here's why you're great, here's why I could help you and this would be mutually beneficial. Here are my numbers.

And like, let's make this happen because it's already organically in my life. So from an influencer standpoint, it's working with brands and that can also, you know, if you're traveling or if you're into fitness that can, you know, gym memberships, whatever, you know, is in your niche.

But that would be, or there's also platforms like AspireIQ Herfluence, there's obviously there's multiple platforms that can also be a middle party to setting those up.

Dr. Trina Boice: Excellent. I hope that you're writing down these all of the names Spitting out because those are Great resources, Jesse, final something?

Jesse Espinosa: I have recently started using and loving is actually Amazon affiliate links people really underestimate these Amazon affiliate link and their program is fantastic. It's free. Anybody can create

Dr. Trina Boice: I have a video about how to set it up.

Jesse Espinosa: There you go.

Dr. Trina Boice: So that's fantastic arena.

Jesse Espinosa: As far as YouTube monetization goes, um, don't plan on buying a home with your earnings from YouTube probably I think that's something people wildly overestimate when they start video content and the social media world is thinking they're going to get really rich really quick, but I can promise you that you're not At least for the first couple of years. And so if it's not your passion and your excitement for the content that's driving you If it's just the money, then you might want to re evaluate because it's not a get rich quick thing for the first few years. It's a lot of hard work and not always the biggest pay out at first.

Dr. Trina Boice: Right. And you know not to discourage everybody. But let's say you get a YouTube channel and you're hoping to make this big YouTube money.

Your, your biggest money is probably going to come from back end product. So it could be your books. Your CDs your coaching services or something like that. So I think also about what back end products, you could be plugging along with each video. Mimi, final thoughts and then we got to go.

Mimi Bascom: Yeah, as far as monetization goes, I love what everyone said there's so many different ways to monetize. And I think it's a good idea to diversify, just like investments, though, different ways that you can expect income coming in. So we've mentioned Working with brands and collaborations. There's ads like Jesse said though sometimes those are iffy. So I think If you're an influencer, the best way to go for monetization would be working with brands. There's affiliate links.

So, and I think like Trina said, the best way is just to have your own kind of product offering, whether it's presets for images. If you have a digital cooking book.

Um, I think that that's the best way is something for you to call your own and that you can advertise. But yeah, there's a bunch of different ways. So definitely just diversify.

Dr. Trina Boice: Fantastic advice you three, love it. And so my biggest advice would probably be just be brave and try it.

Try one of those. You don't have to do them all. Just start on one and it's going to be super awkward and embarrassing when you start with just keep going and it's Amazing. The people who will be attracted to you that will find you like these random videos that I make on these other you know channels.

That I have people find me. And then we're like friends and and it's so fun. So just be brave and try it. All right. We are going to stick around and continue answering questions in the live chat.

And thank you so much, we would love for you to reach out to any of us and ask us more questions and keep the conversation going. All right, now I get to put on my glasses to turn off the stop record button.

Alright, well thanks so much. Bye.