
YOUTUBE ANALYTICS & STRATEGY



KATE JOHNSON

AT QUICK QUACK'S CORE



Fast. Clean. & Loved Everywhere

Change Lives for the Better

Smart, Kind, & Driven Individuals

Don't Drive Dirty

We are committed to these goals...



always ensure the same quality experience

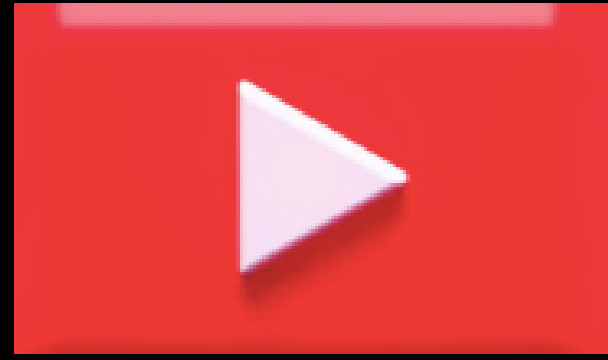
AND

**experience the consistent culture of Quick
Quack at every location**



You

Tube



What can YouTube do for you?



Customer Experience



Emotional Connection



Brand Loyalty



00:00

-16:37



Or watch video at this [link](#) (Only watch the 1st minute)



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YOUTUBE STATS

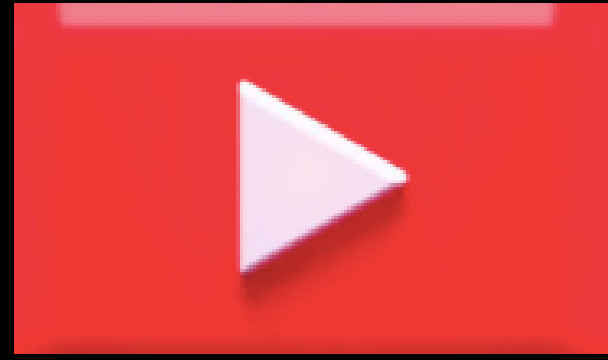
Section - 1



YOUTUBE STATS

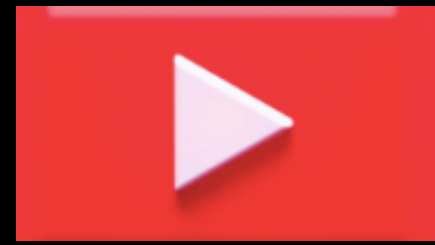
Section - 1

- **1.1 - What does YouTube have to offer?**
- 1.2 - YouTube Algorithm
- 1.3 - Charts & Data
- 1.4 - References



What does YouTube have to offer?

- 2nd most **visited website**
- 2nd largest **search engine**
- > 3 billion **searches processed** per month
- 62% of **internet users** access YouTube daily
- 1 billion **hours consumed** daily
- 113 billion **monthly visits**
- 720,000 **hours of video** are uploaded daily
- Phones, computers, and TV are all **compatible**



How does YouTube benefit business?



Branding

90% of people say they find new brands on YouTube



Reach & Longevity

- **24 hours** = average life span of instagram post/reel
- **8.8 days** = average life span of YouTube videos
- Ability to repurpose YouTube content



Brand Loyalty

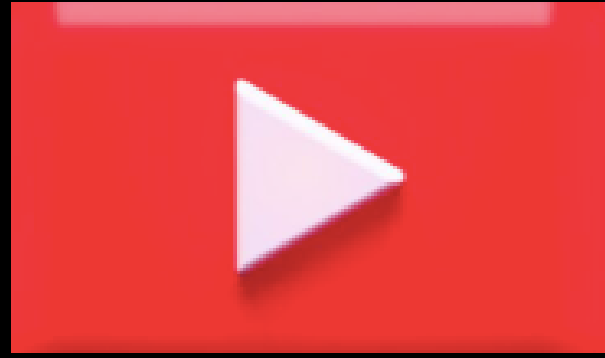
- Most Personable social platform
- **Customer Experience Focused**



YOUTUBE STATS

Section - 1

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- 1.3 - Charts & Data
- 1.4 - References



Algorithm & Optimization

Algorithm

- Time & Length = Increased Revenue
- Length on Platform = Video Boost
- Longer Watch Time = Content pushed to greater audiences

Optimization

- Optimized titles & descriptions = Increased Searchability
- Factor in viewer signals:
 - What viewers watch/ don't
 - Time spent watching
 - Likes/dislikes
 - 'Not interested' feedback
 - Watch time = most important metric



Basic Best Practices

- Identify your audience
- Niche content
- Consistent posting
- Be personable with audience
- Keep consumers in platform
- Quality over quantity
- Use all aspects of the platform



YOUTUBE STATS

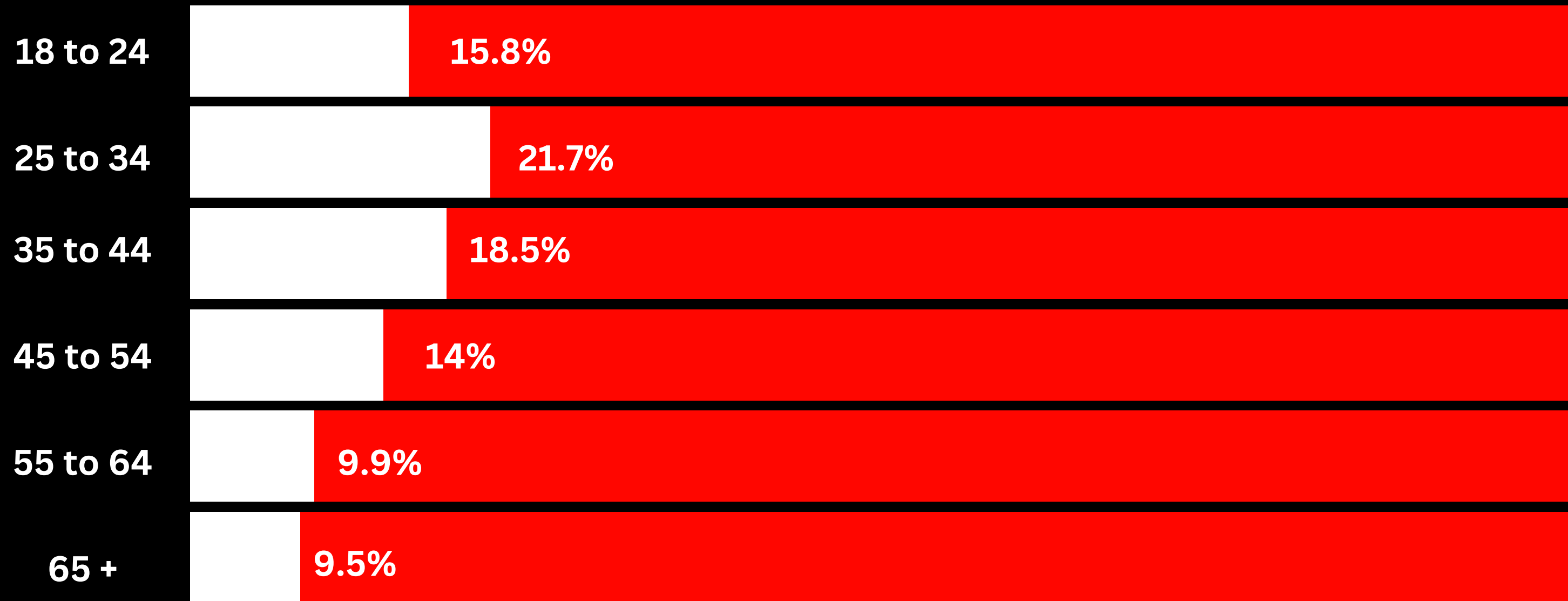
Section - 1

- 1.1 - What does YouTube have to offer?
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- 1.4 - References

Distribution of YouTube Users by Age Group

Age Group

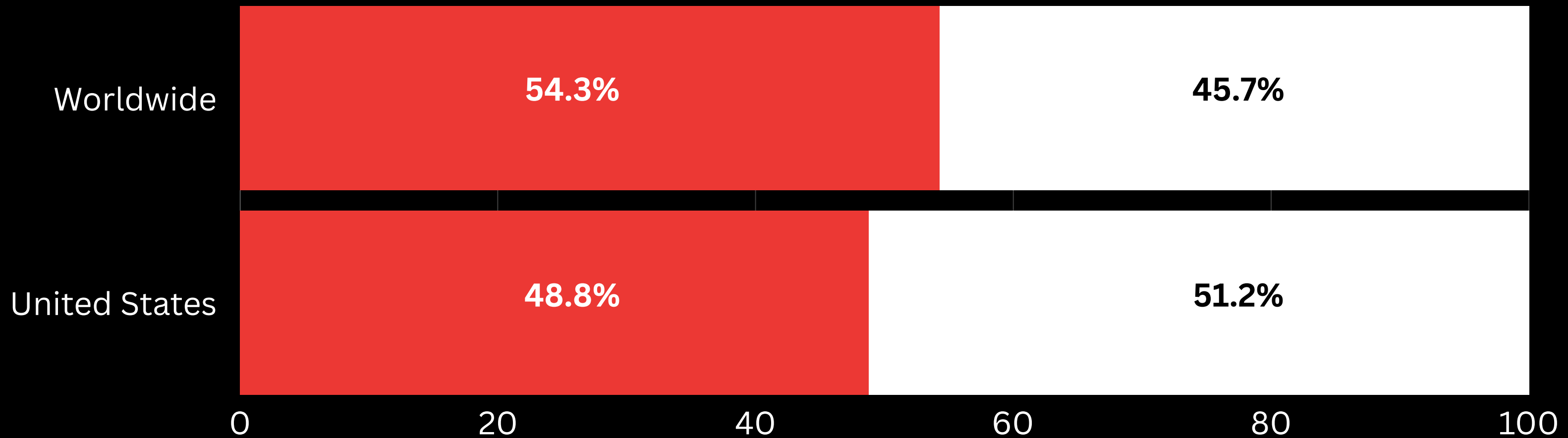
Share of YouTube Users



Data from Feb 4, 2025

Distribution of YouTube Users by Gender

Male Female



Data from Feb 4, 2025



YOUTUBE STATS

Section - 1

- 1.1 - What does YouTube have to offer?
- 1.2 - YouTube Algorithm
- 1.3 - Charts & Data
- **1.4 - References**

References

- [How Many people Use YouTube \(2024 Statistics\)](#)
- [YouTube Revenue and Usage Statistics \(2024\)](#)
- [YouTube Statistics: Latest Trends Every YouTuber should Know in 2024](#)
- [Second Largest Search Engine After Google](#)
- [TikTok vs. Reels vs. Shorts](#)
- [35 YouTube Shorts Statistics For 2024 \(Growth & Trends\)](#)
- [10 Reasons to Start a YouTube Channel Right Now](#)
- [What do people like to watch on YouTube? \(And what should you know as a brand\)](#)
- [Why Every Brand Should Have a YouTube Channel](#)
- [Why YouTube is Better Than Other Social Media Platforms](#)
- [YouTube Shorts Statistics Shaping Online Media Content in 2024](#)
- [Where does Gen Z spend most of their time online?](#)
- [YouTube is the most popular free video service across all generations](#)
- [23 YouTube Statistics for 2024: The Stats and Trends That Drive YouTube](#)
- [A 2024 Guide to the YouTube Algorithm: Everything you need to know to boost your content](#)
- [The YouTube Algorithm Explained: Top 5 Things you Need to Know \(2023\)](#)
- [Focus on YouTube, not on Instagram for more course sales](#)
- [Global Social Media Statistics](#)
- [YouTube Stats Marketers Should Know in 2024\(Updated\)](#)
- [American Childrens Reading Skills Reach New Lows](#)
- [American Students Reading Skills are at theri Lowest Level Since Testing began 2 years ago](#)
- [American Studdents' Reading levels drop to record lows](#)
- [YouTube Statistics](#)
- [YouTube Stats 2025](#)



INDUSTRY COMPETITORS

Section - 2



INDUSTRY COMPETITOR ANALYSIS

Section - 2

- **2.1 - Competitor Analytics**
- 2.2 - Niche Channel Analytics
- 2.3 - Competitor Subscriber Comparison
- 2.4 - Top Competitors

KEEP ROLLIN'



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Tommy's Express Car Wash is a high-performance car wash franchise devoted to bringing...more

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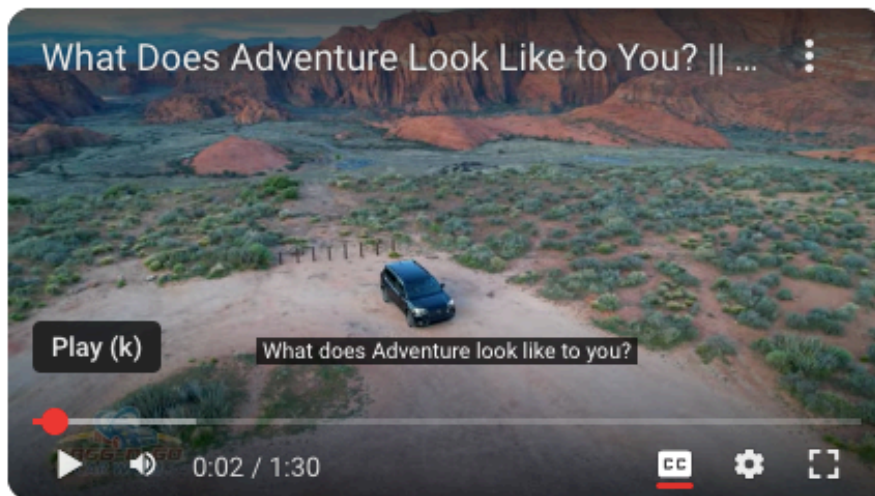
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No matter who you are or where you go, the wash is waiting for you. Because at Tagg-N-Go Car Wash, we don't wash it off because we hate having a dirty car...we wash it so we can get it dirty all over again.

<https://taggngo.com/locations/>

...
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- 85 Subscribers



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Goo Goo Car Wash - Military Membership

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Dino Dash Car Wash

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- 3 Videos

- 6 Subscribers




Wiggy Wash
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Meet William, our FAVORITE six year old!
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3:57

Grand Prize Giveaway Drawing
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4:38

Wiggy Wash Grand Prize Giveaway
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Wiggy Wash

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- 14 Videos

- 21 Subscribers



ShinyShell Carwash

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This channel will include car wash training and promotional videos. ...more

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8 - Front Line Towel Dry Procedures

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13 views · 4 years ago



4 - Selling Wash Club Memberships

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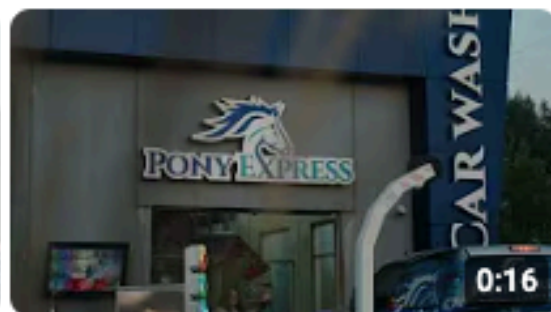
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Blackfoot Free Wash

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New Location 1920x1080

393 views · 1 year ago



Our Brand Story

249 views · 1 year ago



Pony Express Idaho's Best 2023

907 views · 1 year ago

Pony Express Car Wash

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- 4 Videos

- 5 Subscribers



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Moo Moo: Re-Open 4/7

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Moo Moo Express Car Wash

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Autobell Car Wash

@AUTOBELLCarWash · 295 subscribers · 20 videos

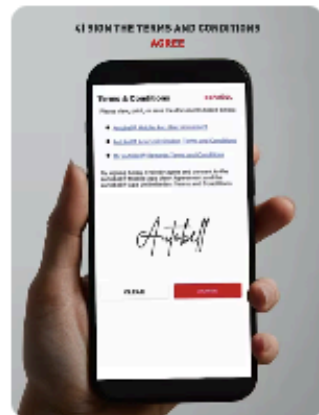
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792 views



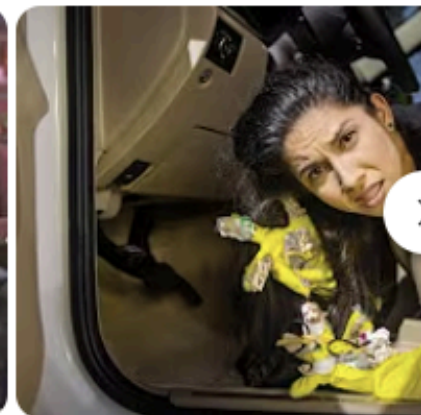
Autobell® Creek Challenge® - Lake Wylie

153 views · 5 years ago



Autobell® Creek Challenge® - Steele Creek

172 views · 5 years ago



"Other Methods" When your DIY enough.


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• 20 Videos


• 295 Subscribers



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Caliber Car Wash loves clean cars as much as you do! That's why we keep our communiti...more
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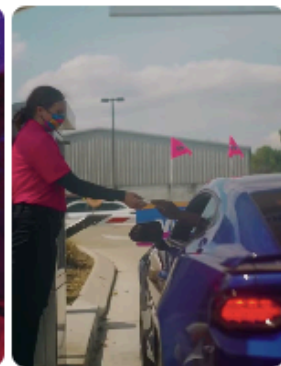
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• 82 Subscribers



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Zips Car Wash

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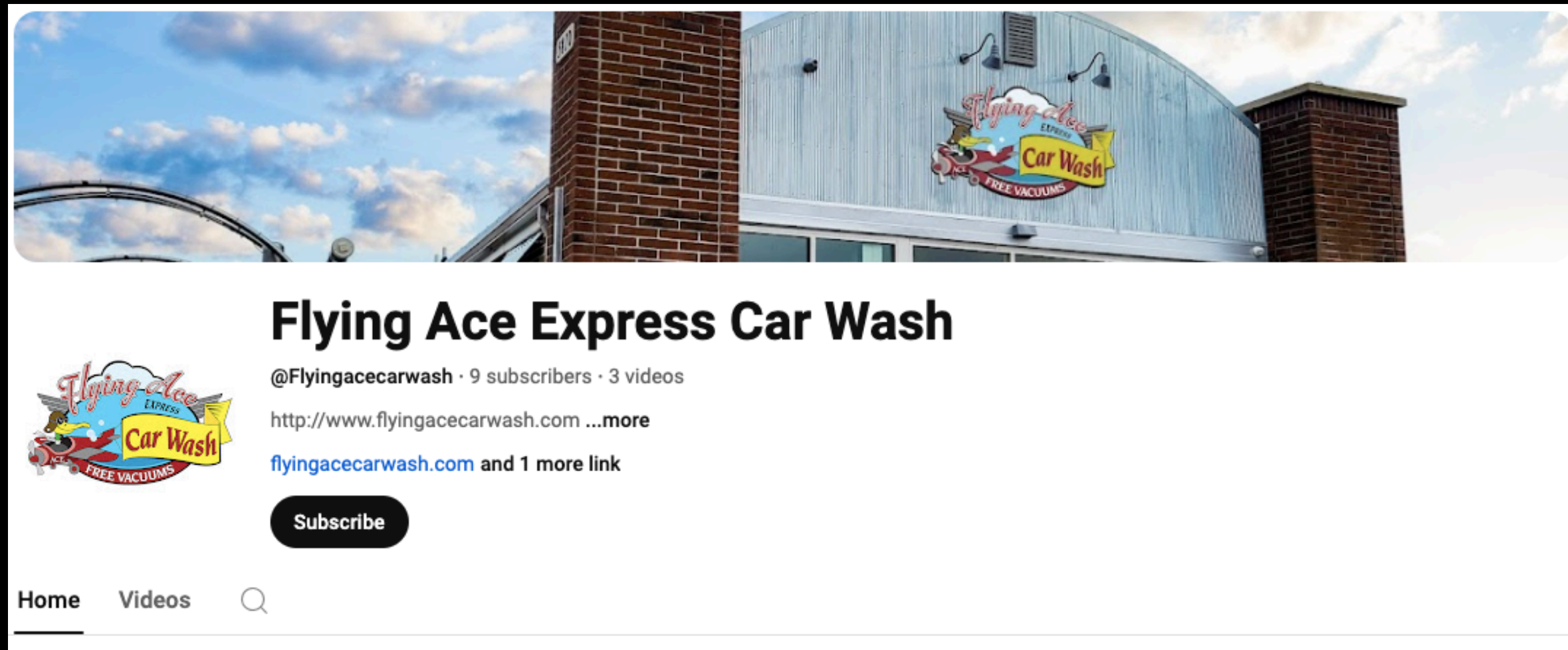
Zips Car Wash

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• 93 Videos

• 2.17k Subscribers

Flying Ace Express Car Wash




The screenshot shows the YouTube channel page for Flying Ace Express Car Wash. At the top is a banner image of the car wash building with a sign that says "Flying Ace Express Car Wash" and "FREE VACUUMS". Below the banner, the channel name "Flying Ace Express Car Wash" is displayed in a large, bold font. Underneath the name, it says "@Flyingacecarwash · 9 subscribers · 3 videos". There are two links: "http://www.flyingacecarwash.com ...more" and "flyingacecarwash.com and 1 more link". A black "Subscribe" button is visible. At the bottom left, there are navigation tabs for "Home" and "Videos", and a search icon.

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UNLIMITED WASH PASS
#washunlimited
Golden Nozzel Car Wash






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Golden Nozzel Car Wash

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- Go Unlimited! - Golden Nozzel Car Wash - Enfield, CT
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- A Safer Golden ...

Golden Nozzel Car Wash

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INDUSTRY COMPETITOR ANALYSIS

Section - 2

- 2.1 - Competitor Analytics
- **2.2 - Niche Channel Analytics**
- 2.3 - Competitor Subscriber Comparison
- 2.4 - Top Competitors



Professional Carwashing & Detailing

@professionalcarwashingdeta6588 · 1.42K subscribers · 322 videos

Professional Carwashing & Detailing is the premiere carwash trade magazine, providing [carwash.com](#) and 2 more links

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Rinsed Quarterly Report, ISTOBAL 75th Anniversary | PC&D W...

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In this week's WeekEND Review, host Kyle Alexander talks about the latest quarterly report from Rinsed and ISTOBAL's 75th anniversary this year.

Also discussed in this video, ZIPS files voluntary Chapter 11 cases, NCS launches its 2025 College of Clean Training Schedule and Summit Wash Holdings has started the ...
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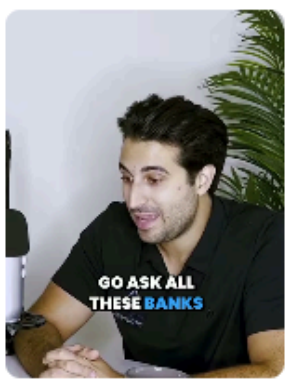
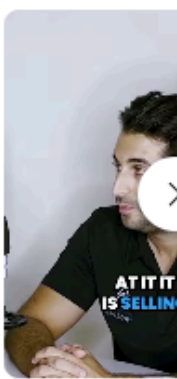
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 <p>33:02</p>					
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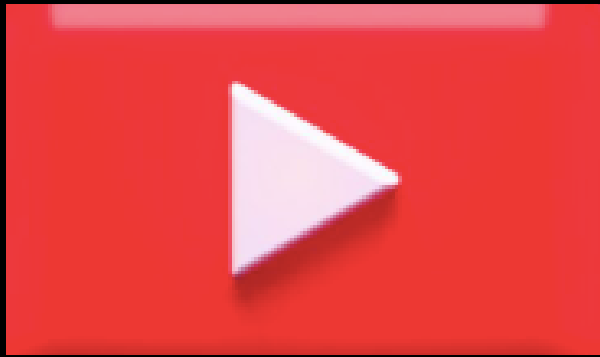
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INDUSTRY COMPETITOR ANALYSIS

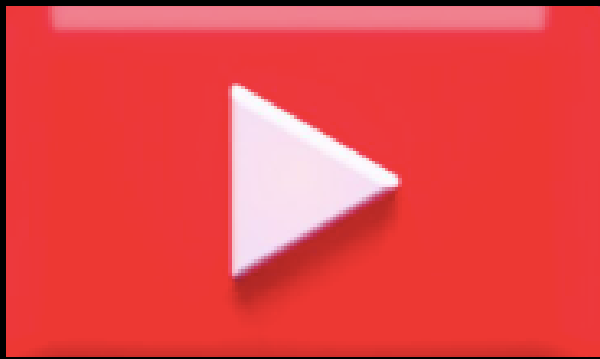
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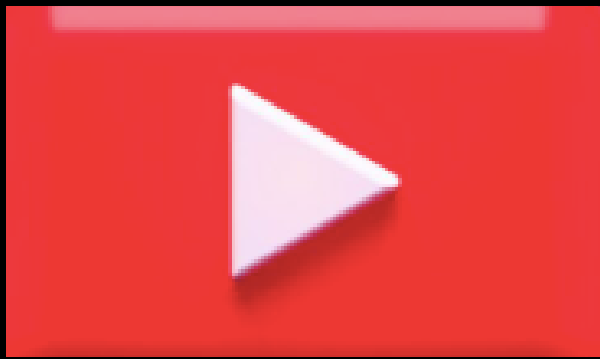
Bottom Competitors





Top Competitors





Complete Comparison





INDUSTRY COMPETITOR ANALYSIS

Section - 2

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- 2.3 - Competitor Subscriber Comparison
- **2.4 - Top Competitors**



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QUICK QUACK'S PERFORMANCE

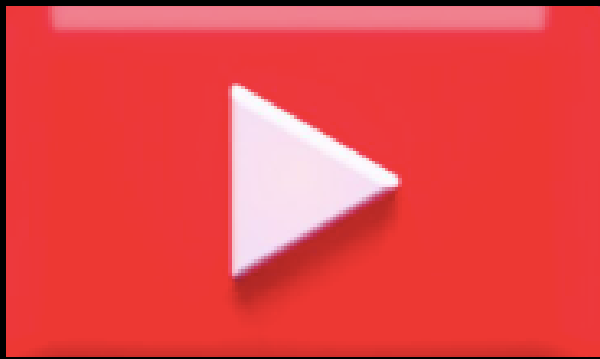
Section - 3




QUICK QUACK'S PERFORMANCE

Section - 3

- **3.1 - Quick Quack's General Stats**
- 4.0 - YPP



Quick Quack General Stats



Quick Quack Car Wash
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Quick Quack Car Wash has multiple express car washes in the Sacramento area and is ho...more

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Quick Quack Car Wash

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- 21.8k Subscribers



YOUTUBE
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PROGRAM

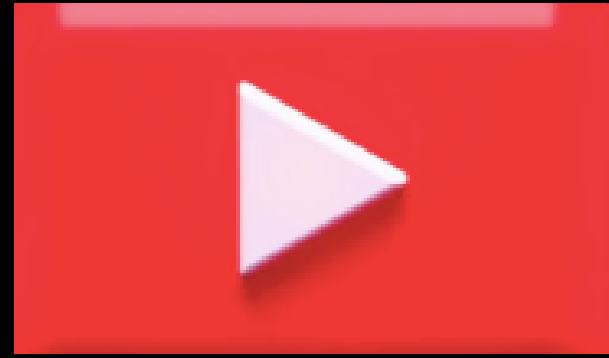
Section - 4



YPP

Section - 4

- **4.1 - YPP Qualifications**
- 4.2 - Instagram vs. YouTube Revenue
- 4.3 - Monetization Opportunities
- 4.4 - Exposure & Growth



YPP Qualifications

YouTube Partner Program Requirements

- **Subscriber count:** Minimum of **500 subscribers**.
- **Watch hours:** Achieve **3,000 valid public watch hours** in the last 12 months.
- **Shorts views:** Obtain **3 million valid public Shorts views** in the last 90 days.
- **Content Activity:** Upload **3 or more public videos** in the last 90 days.



We Qualify!!!

Quick Quack Progress

- **Subscriber count:** 22,000 subscribers.
- **Watch hours:** 51,000 valid public watch hours in the last 12 months.
- **Shorts views:** No shorts views in the last 90 days.
- **Content Activity:** 31 public videos in the last 90 days.



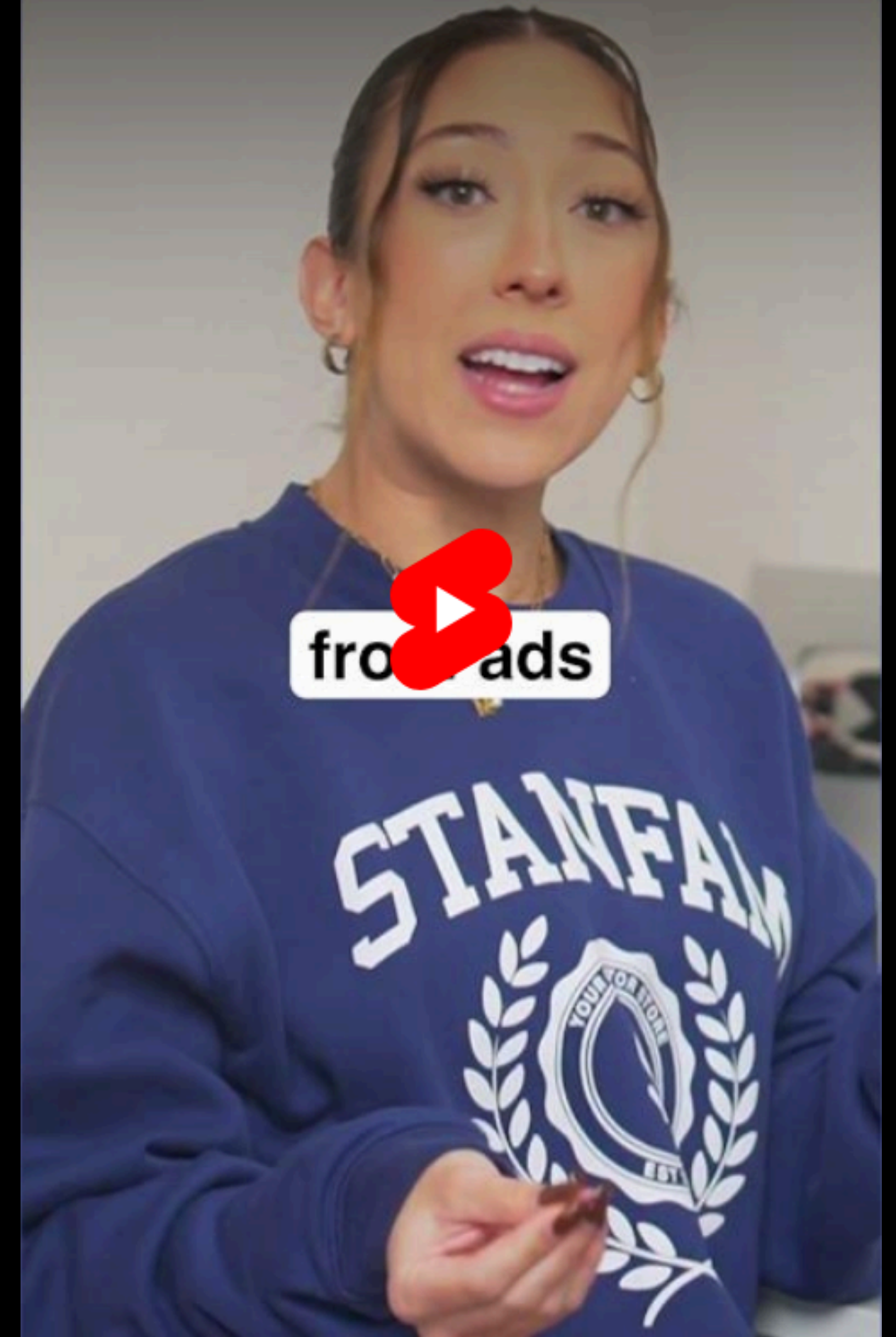
YPP

Section - 4

- 4.1 - YPP Requirements
- **4.2 - Instagram vs. YouTube Revenue**
- 4.3 - Monetization Opportunities
- 4.4 - Exposure & Growth

💰 How much I got paid over 90 days (platform comparison time!!)

 Modern Millie




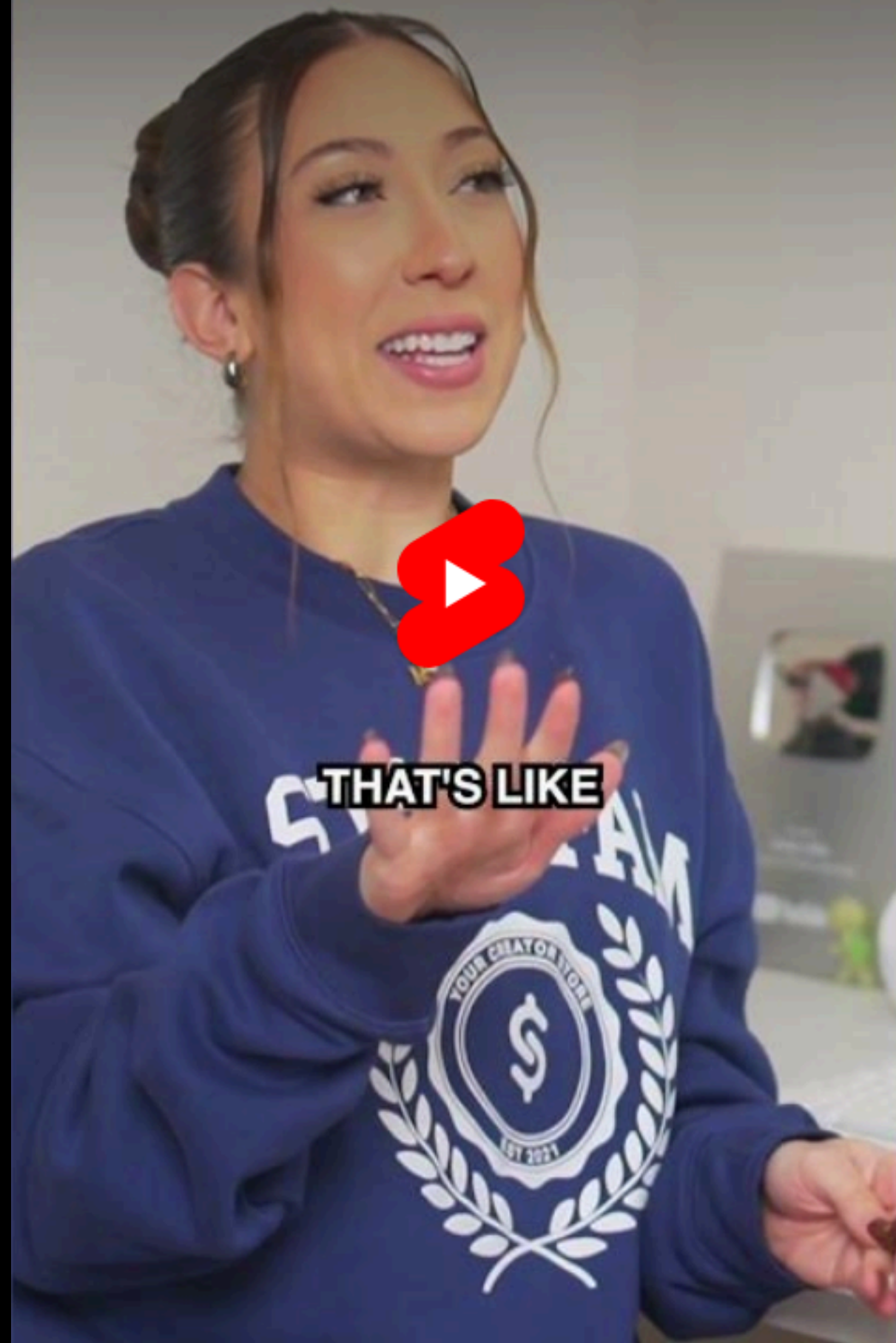
Instagram vs. YouTube over the last 90 day

[Watch video at this link](#)

How much YouTube paid me as a full-time YouTuber in 2024 💰



 Modern Millie



THAT'S LIKE

Revenue Gained in 2024

[Watch video at this link](#)



YPP

Section - 4

- 4.1 - YPP Requirements
- 4.2 - Instagram vs. YouTube Revenue
- **4.3 - Monetization Opportunities**
- 4.4 - Exposure & Growth



Monetization Opportunities

Ad Revenue:

- Once you're accepted into YPP, you can start earning money through ads on your videos. This includes display ads, overlay ads, skippable video ads, and more.

Super Chats & Super Stickers:

- If you do live streams, your audience can purchase Super Chats and Super Stickers to highlight their messages during live chat.

Channel Memberships:

- Eligible channels can offer viewers the option to join as members, providing you with recurring monthly income in exchange for perks like exclusive badges, emojis, and member-only content.

YouTube Premium Revenue:

- YouTube Premium members pay a subscription fee to avoid ads. As a YPP member, you earn a share of the revenue generated from YouTube Premium users watching your content.



YPP

Section - 4

- 4.1 - YPP Requirements
- 4.2 - Instagram vs. YouTube Revenue
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- **4.4 - Exposure & Growth**



Exposure & Growth

Better Algorithmic Promotion:

- YPP channels are often more favored in YouTube's algorithm for recommendations, increasing the potential reach of your content. This can lead to more views and subscribers.

Access to YouTube Creator Support:

- You get access to YouTube's dedicated Creator Support team for assistance with any issues related to monetization, copyright claims, and more.

Access to YouTube's Creative Tools:

- YPP members can access additional creative tools, like end screens and cards, that help boost engagement and increase video discoverability.



YouTUBE Shop

The YouTube Shop Section allows creators to sell products directly on their channel, providing an integrated e-commerce experience for both creators and viewers. It enhances monetization opportunities by displaying merchandise and other products within the YouTube platform.

- **Product Display:**
 - Creators can showcase their merchandise in a dedicated "Shop" tab on their channel or in video product cards.
- **Seamless Shopping:**
 - Viewers can purchase items without leaving YouTube, completing the transaction through integrated e-commerce partners like Teespring or Spreadshop.
- **Additional Revenue Stream:**
 - The Shop Section gives creators another way to monetize their audience by offering branded products directly from their channel.



YPP

References

- [How to make money on YouTube](#)
- [How to Earn Money on YouTube](#)
- [YouTube Partner Program Overview & Eligibility](#)
- [YouTube Creators Platform](#)
- [YouTube's Official Blog](#)
- [Creator Insider YouTube Platform](#)
- [Think Media](#)
- [If I started a YouTube Channel in 2025, this is what I'd do...](#)
- [Modern Millie](#)



YOUTUBE METRICS

Section - 5



YOUTUBE METRICS

Section - 5

- **5.1 - YouTube Metric Word Bank**
- 5.2 - Top 5 Video Analytics on Quick Quack's Channel
- 5.3 - Quick Quack's Channel Overall Analytics



YouTube Metric Word Bank

1 Familiar Metrics

Subscribers
Views

2 Interaction Metrics

Impressions
CTR

3 Most Important Metrics

Watch Time
APV
AVD



YouTube Word Bank

Subscribers

Subscribers: the number of users who have chosen to follow a channel, indicating their ongoing interest in receiving updates and notifications about new content from that channel.

Views

Views: represent the total number of times a video has been watched by users for 30 seconds or longer, reflecting its popularity and reach.



YouTube Word Bank

Impressions

Impressions: refers to the number of times a video thumbnail or ad has been shown to viewers on the platform, indicating how often the video has the potential to be seen.

CTR

CTR: represents the percentage of people who clicked on a video after seeing its thumbnail, helping to measure how effective the video's title and thumbnail are at attracting viewers.



YouTube Word Bank

Watch Time

Watch Time: refers to the total amount of time viewers have spent watching a video or a channel's content, helping to measure overall engagement and how compelling the content is to the audience.

APV

APV: measures the average percentage of a video that viewers watch, helping to assess how engaging the content is and how much of it people are actually watching.

AVD

AVD: (Average View Duration) metric on YouTube refers to the average amount of time viewers spend watching a video, helping to measure how engaging and captivating the content is to the audience.



YOUTUBE METRICS

Section - 5

- 5.1 - YouTube Metric Word Bank
- **5.2 - Top 5 Video Analytics on Quick Quack's Channel**
- 5.3 - Quick Quack's Channel Overall Analytics



High Speed Accident at Quick Quack Car Wash

Date	10 years ago	AVD	0:39
Length	0:59	APV	65.40%
Views	242,621	CTR	8.0%
New Viewers	1,818,627	Subscribers	139
Impressions	2,137,844		



Quick Quack Car Wash

Date	12 years ago	AVD	0:38
Length	1:03	APV	60.70%
Views	3,057	CTR	5.5%
New Viewers	520	Subscribers	2
Impressions	40,646		



Quick Quack Car Wash FAQ: Is the Car Wash Safe? Extreme Proof Says Yes!

Date	13-Apr-16	AVD	0:44
Length	1:15	APV	59.80%
Views	2,550	CTR	5.7%
New Viewers	372	Subscribers	0
Impressions	31,530		



Quick Quack Car Wash 360

Date	7-Apr-16	AVD	1:11
Length	3:02	APV	38.80%
Views	1,074	CTR	11.2%
New Viewers	71	Subscribers	3
Impressions	6,231		



San Antonio, TX! Quick Quack is Coming Your Way!

Date	21-Jan-25	AVD	0:18
Length	0:31	APV	60.10%
Views	482	CTR	5.2%
New Viewers	52	Subscribers	1
Impressions	6,325		



YOUTUBE METRICS

Section - 5

- 5.1 - YouTube Metric Word Bank
- 5.2 - Top 5 Video Analytics on Quick Quack's Channel
- **5.3 - Quick Quack's Channel Overall Analytics**

Overall Channel Stats (Jan 14 - Feb 10)

Watch Time	2,934.30 Hours	AVD	0:18
Impressions	2,364,116	APV	60.10%
Views	261,885	CTR	5.2%
New Viewers	187,390	City #1	LA, CA - 2,631
Male Viewers	84.70%	City #2	NY,NY - 2,552
Female Viewers	14.60%	City #3	Chicago. IL - 2,498
Subscribers	163	Viewers	US - 54.8%



Channel

Quick Quack Car Wash



Compare to...

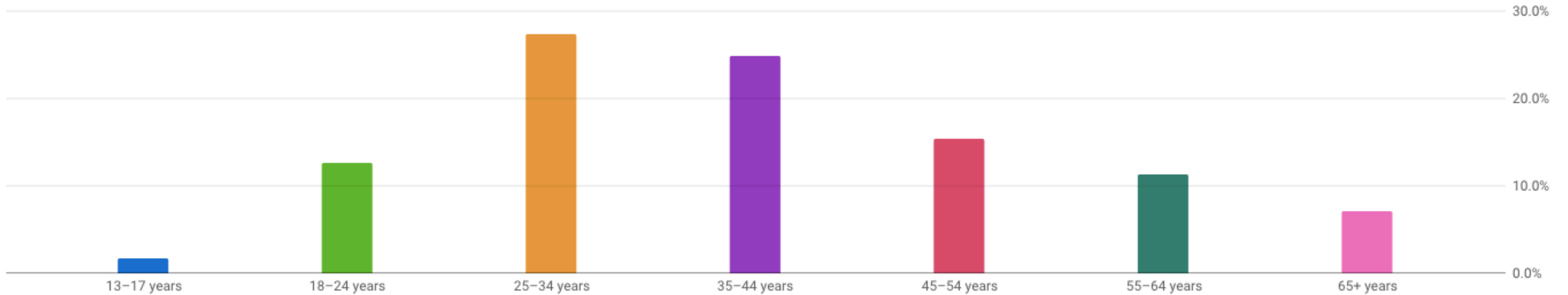
Filter

Jan 14 - Feb 10, 2025

Last 28 days

- Content
- Traffic source
- Geography
- Cities
- Viewer age**
- Viewer gender
- Date
- Subscription status
- Subscription source
- More

Watch time (hours) by: Viewer age



Viewer age



Views

Average view duration

Average percentage viewed

Watch time (hours)

13-17 years

1.4%

0:45

73.7%

1.6%

18-24 years

12.4%

0:40

64.4%

12.6%

25-34 years

27.0%

0:40

64.7%

27.3%

35-44 years

24.3%

0:40

63.4%

24.9%

45-54 years

15.3%

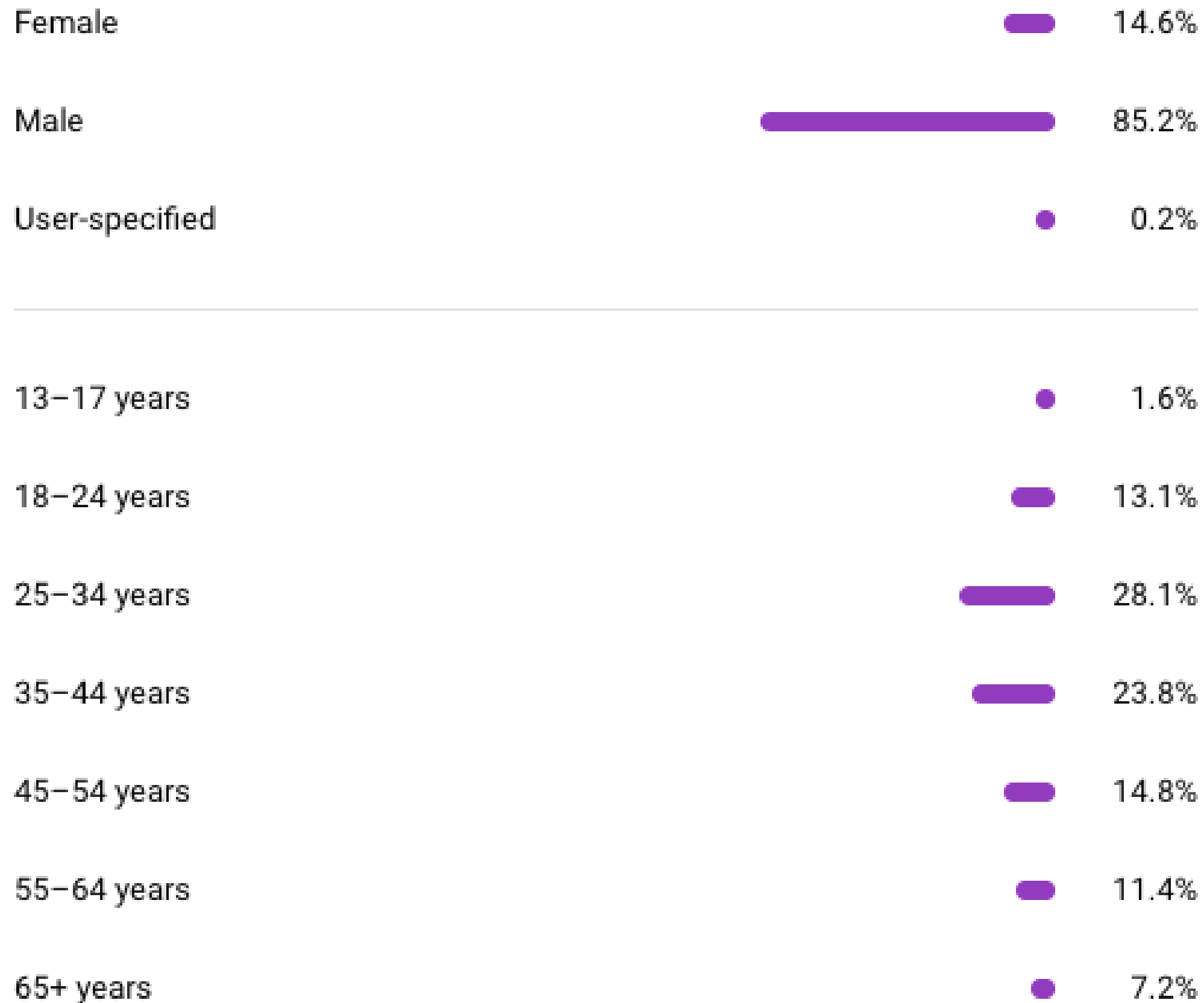
0:39

63.4%

15.3%

Age and gender

Views · Last 28 days



Formats your viewers watch on YouTube

Last 28 days

Videos



Nobody watches

Everybody watches

Shorts



Nobody watches

Everybody watches

Live



Nobody watches

Everybody watches

Device type

Watch time (hours) · Last 28 days

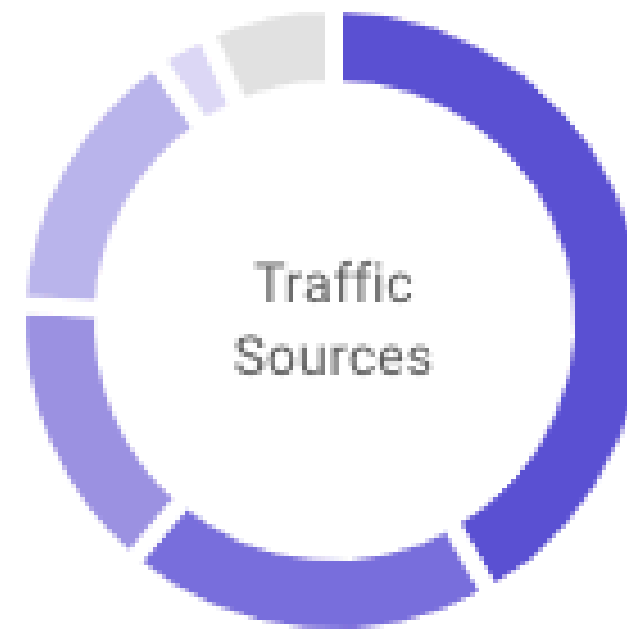
- All
- Videos
- Shorts



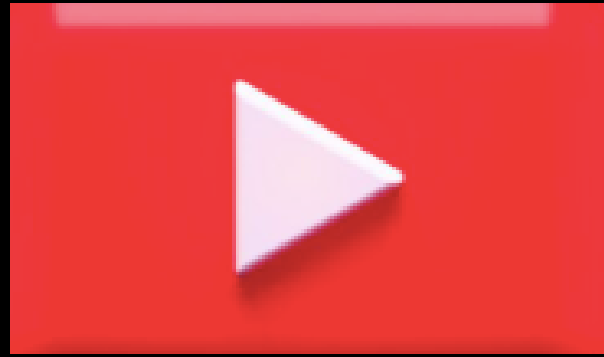
- Mobile phone 60.8%
- Computer 20.6%
- TV 12.2%
- Tablet 6.3%

How viewers find this video

Views · Since published



Channel pages	41.7%
Suggested videos	19.4%
Browse features	14.7%
YouTube search	14.7%
Direct or unknown	2.9%
Others	6.7%



Let's remember...



Customer Experience



Emotional Connection



Brand Loyalty



CHANNEL ORGANIZATION

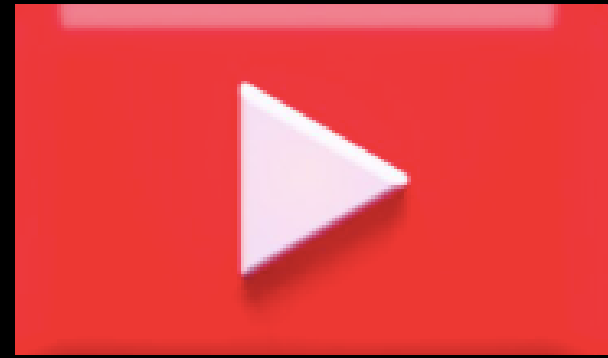
Section - 6



CHANNEL ORGANIZATION

Section - 6

- **6.1 - Playlist Organization**
- 6.2 - Mark Unlisted



Playlist Organization

1

Grand Openings

- 5 total playlists
- 1 for each state
- Create additional for new states

2

Our Story

- 1 playlist
- History of Quick Quack
- 15 Year Celebration

3

Comercials

- 1 playlist
- Add videos accordingly

5

Holiday Videos

- 1 playlist
- Holiday parties etc.



CHANNEL ORGANIZATION

Section - 6

- 6.1 - Playlist Organization
- **6.2 - Mark Unlisted**



Mark Unlisted

- **Unlist videos that are no longer relevant**
 - **Employee picnics**
 - **Duck Dash**
 - **Short videos (seconds long)**



CHANNEL IMAGE

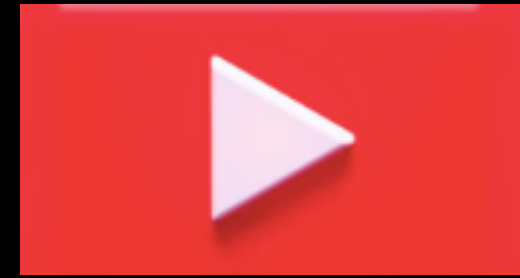
Section - 7



CHANNEL IMAGE

Section - 7

- **7.1 - Banner**
- 7.2 - About
- 7.3 - Traylor Video
- 7.4 - Titles & Descriptions
- 7.5 - Thumbnails
- 7.6 - Influencer



Banner

Highlight Team Members
Smiling Faces!

YouTube is all about
people, just like Quick
Quack!



**DON'T
DRIVE
DIRTY**



Quick Quack Car Wash

@QuickQuackCarWash1 · 22K subscribers · 439 videos

Quick Quack Car Wash has multiple express car washes in the Sacramento area and is ho...more

Subscribe

Home Videos Playlists

Latest Popular Oldest



El Paso, TX! Another Quick Quack is Coming Your Way!

48 views · 20 hours ago



Another Quick Quack is Coming soon to Spanish Fork, UT!

83 views · 3 days ago



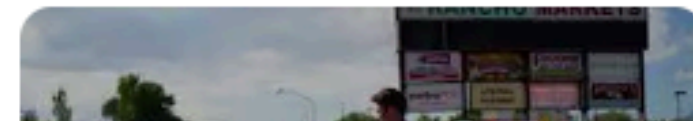
McAllen, TX! Another Quick Quack is NOW OPEN!

205 views · 6 days ago



Another Quick Quack is coming to San Bernardino, CA!

234 views · 8 days ago

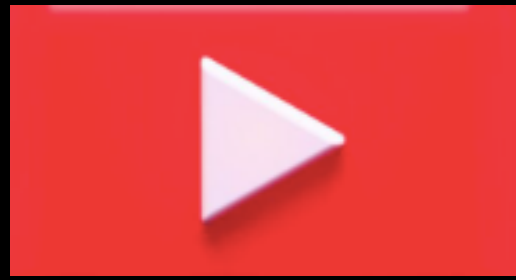




CHANNEL IMAGE

Section - 7

- 7.1 - Banner
- **7.2 - About**
- 7.3 - Traylor Video
- 7.4 - Titles & Descriptions
- 7.5 - Thumbnails
- 7.6 - Influencer



About Section

Keep in mind:

- Why should I (Customer) read this?
- Customers won't read past the "..."
- Use pyrimad style writing

Most Newsworthy Info

Important Details

Other General
Info

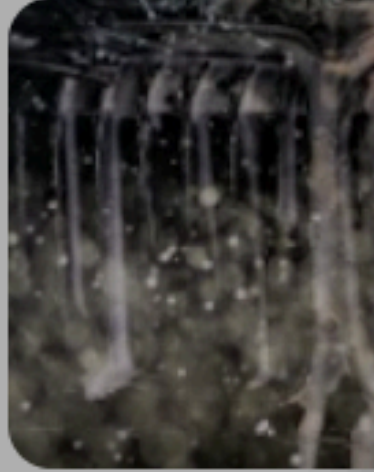


Quick Quack Car Wash

@QuickQuackCarWash1 · 22K subscribers · 439 videos

Quick Quack Car Wash has multiple express car washes in the Sacramento area and is ho...more

Subscribe



Home

Videos

Latest

Popular



El Paso, TX! Another Quick Quack is Coming Your Way!

48 views • 20 hours ago

About



Quick Quack Car Wash has multiple express car washes in the Sacramento area and is home of "Wash All You Want" Unlimited Car Wash Memberships.

The Quick Quack Car Wash concept grew out of a desire to provide a very clean car wash, but to do it much faster. The process allows for a great wash and eliminates waiting. Quick Quack offers three levels of exterior washes. All wash packages are designed to get a customer through in only three minutes. Popular features of the car wash include free self-serve vacuums for all customers and a "Wash All You Want" Unlimited Car Wash Membership.

Fully automated and computerized, the high-quality carwashing system is a soft-cloth, exterior-only conveyor wash. Customers stay in their vehicles while being automatically guided through the glass enclosed tunnel where the vehicle is soaked, soaped, washed, polished, rinsed with spot-free water and blown dry all in a matter of minutes.

Quick Quack Car Wash is open Monday through Saturday, 7 AM t

Channel details



View email address



www.youtube.com/@QuickQuackCarWash1



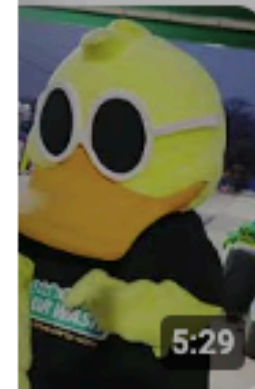
22K subscribers



439 videos

DON'T
DRIVE
DIRTY

is ho...more



5:29

Quick Quack

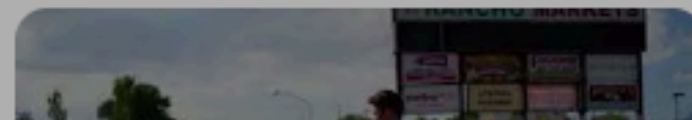
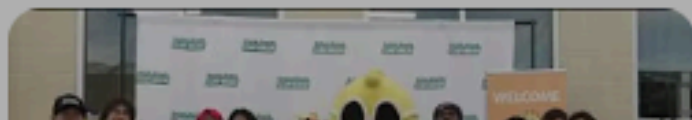


0:31

Another Quick Quack is coming to San Bernardino, CA!



234 views • 8 days ago

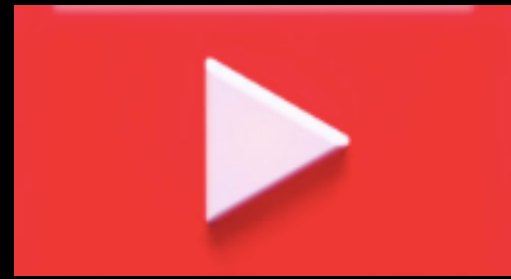




CHANNEL IMAGE

Section - 7

- 7.1 - Banner
- 7.2 - About
- **7.3 - Trailor Video**
- 7.4 - Titles & Descriptions
- 7.5 - Thumbnails
- 7.6 - Influencer



Trailer Video

Help customers feel & experience your culture!

You get to bring your company's culture into their hands, any time of day!

Bienvenue

Welkom

欢迎

歡迎

Welcome

Benvenuti

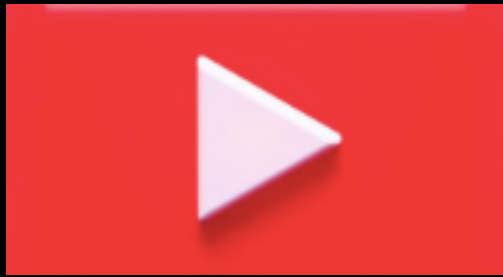
ようこそ

Bem-vindos

Willkommen

Bienvenidos

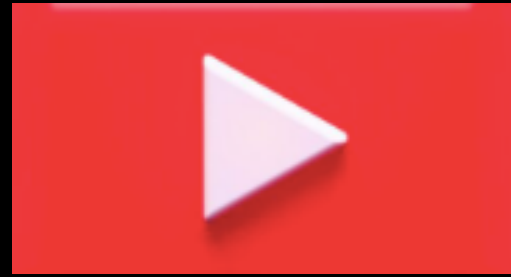
[Watch video at this link](#)



Trailer Video

Help customers feel & experience your culture!

- **SERVICE CENTER**
 - The camera is waved to and welcomed in by a team member who takes the camera to visit others
 - Team Members smiling at their desks & people laughing together in the conference rooms
- **COE**
 - Team Members working on projects and looking up to smile, zoom into offices and show smiling faces
- **TEAMS MEETINGS**
 - Team members smiling on the calls all in uniform
- **STORES**
 - Show happy team members helping customers
 - Watch the car go through the wash and come out sparkling
- **GRAND OPENING**
 - Show the ribbon cutting with Quackles, team members, and community members all smiling and cheering



Trailor Video

Best Practices

- 1-3 min
- No words in music
- Use music that evokes the emotion you want people to feel
- Fast cuts with appealing transitions, the same angle/clip shouldn't be up for more than 3 sec max
- Speed sections up and slow sections down, you don't want it all the same pace
- Big animation on peoples faces
- Majority of the camera time should be on people rather than scenory or objects



CHANNEL IMAGE

Section - 7

- 7.1 - Banner
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- 7.3 - Trailor Video
- **7.4 - Titles & Descriptions**
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Titles/Descriptions

3 Items to Focus on

- Optimization
 - Place titles in a word optimizer to test for reach prior to posting
 - Optimized titles are similar to resume bullets - numbers speak louder than words
 - **Sign up for TubeBuddy**
- Clickbait
 - What titles will customers actually click on?
- Deliver
 - The title cannot be an empty promise, videos must deliver



Which Title is Best?

Choose the Best Title

- I won \$10,000 in 12 days!
- 1 Small Act Changes an Entire Community!
- The heart warming story of (name) - From Struggle to Hope!
- The 1 Leadership Habit that will Transform Your Career!
- What the World's Best Leaders do Differently - You Can To!
- How to get your car looking brand new in just 3 minutes!
- Ultimate Car Wash Routinue - You Won't Believe the Results!

Your keywords

Wonder Woman Coffee Explore

10 keywords selected

Summary Results

Overall score Weighted Unweighted



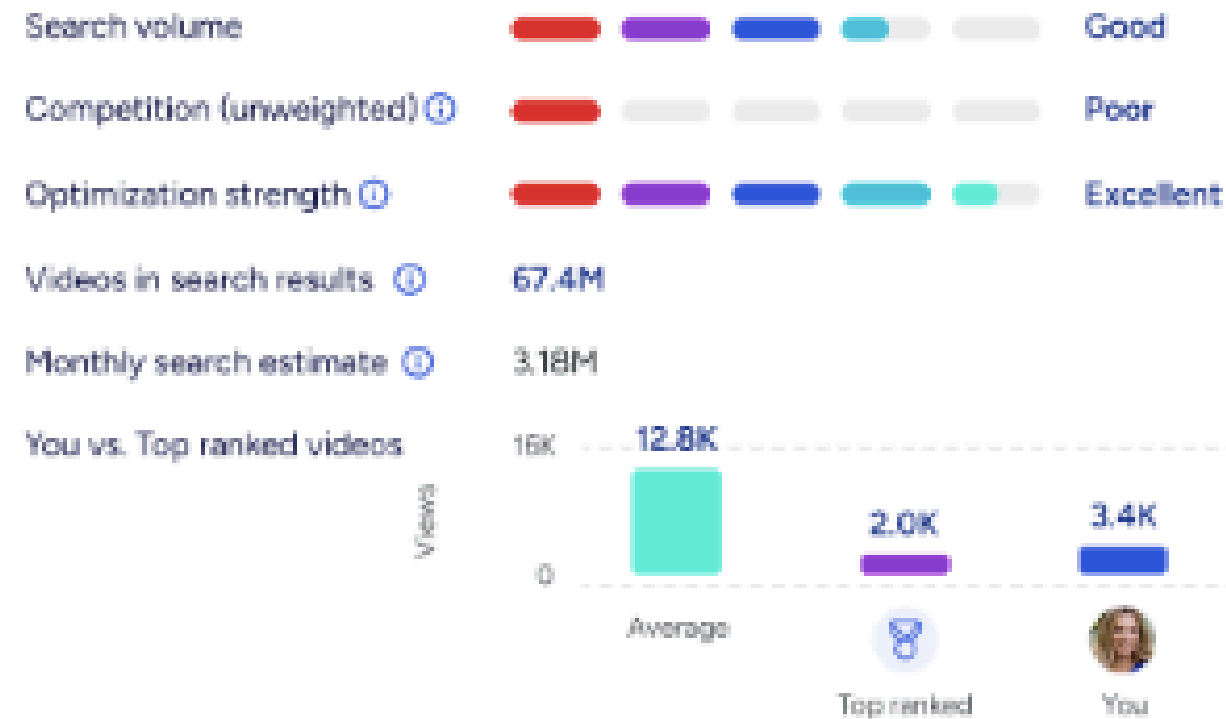
Selecting a related search keyword might boost your score.

YouTube Google Topics Tags 30 days 12 mos

Related searches

- Wonder Woman Tea
- Wonder Woman Wine
- Wonder Woman Dubs
- Wonder Woman Drink
- Wonder Woman Candy
- Superman Coffee
- Wonder Woman Tea
- Wonder Woman Wine
- Wonder Woman Dubs
- Wonder Woman Drink
- Wonder Woman Candy
- Superman Coffee
- Wonder Woman Tea
- Wonder Woman Wine

Score Analysis



[← Back to Trends](#)

Wonder Woman Coffee 32/100 / Superman Coffee 23/100






Pricing

Pro

\$6.00/mo

For Creators starting their YouTube journey and wanting access to new tools for growth.

Save \$18.00 with a one-time payment of \$72.00

-  Access to search optimization features
-  Limited access to video engagement tools
-  Guides, insider tips, info, and more







Legend

\$26.39/mo

For creators looking for the maximum competitive edge for making data driven decisions and expanding their reach.

Save \$79.20 with a one-time payment of \$316.68

All features in Pro, **PLUS**








-  Access to all 50+ tools & features
-  Unlimited search rank optimization and tracking
-  Video A/B tests and title generators
-  Predictive analytics and competitor scorecard
-  Unlimited access to all of our AI features
-  **NEW** Audience Understanding tools

Enterprise

BUNDLE PRICING

For brands looking to grow their channels with **UNLIMITED** TubeBuddy tools. Rank faster on YouTube, save time and money, get expedited customer service, and more.

All features in Pro and Legend, **PLUS**

-  For brands with 3+ channels
-  White glove onboarding with custom plans
-  1:1 training sessions
-  Dedicated staff support from REAL YouTube Experts
-  Quarterly strategy sessions with YouTube Pros
-  Automated YouTube Channel Reviews
-  Advanced AI analytics and coaching



CHANNEL IMAGE

Section - 7

- 7.1 - Banner
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- **7.5 - Thumbnails**
- 7.6 - Influencer



Thumbnails

- Branding
- Consistency
- Bold Readable Text
- High Resolution Images
- Extreme Emotion/Action



\$456,000 Squid Game In Real Life!

759M views • 3 years ago

CC



Last To Leave Circle Wins \$500,000

499M views • 3 years ago

CC



\$1 vs \$500,000 Plane Ticket!

460M views • 1 year ago

CC



\$1 vs \$1,000,000,000 Yacht!

436M views • 1 year ago

CC



Ages 1 - 100 Fight For \$500,000

414M views • 1 year ago

CC



Car Wash Convos™! Season 3 Episode #32 Boogie Fland,...

265 views • 4 weeks ago



Car Wash Convos™! Season 3 Episode #31 Lily Smith,...

3K views • 1 month ago



Car Wash Convos™! Season 3 Episode #30 Emma Halter -...

11K views • 2 months ago



Car Wash Convos™! Season 3 Episode #29 Abby Ekeler- G...

24K views • 2 months ago



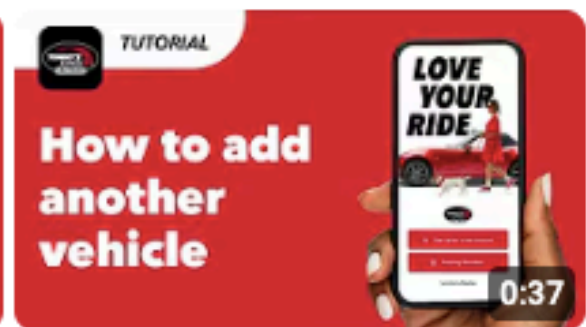
Car Wash Convos™! Season 3 Episode #28 Max Johnson -...

24K views • 2 months ago



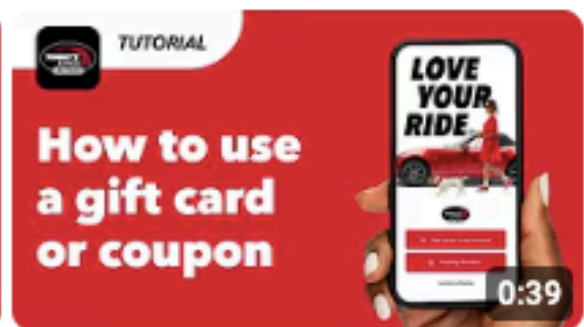
How to Sign Up For PayPerWash | Tommy's...

Tommy's Express Car Wash
434 views • 6 months ago



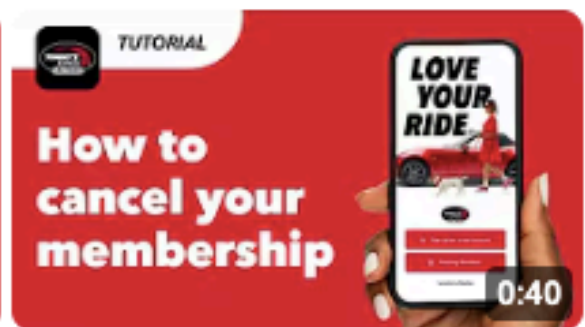
How To Add Another Vehicle | Tommy's Express Mobile Ap...

Tommy's Express Car Wash
301 views • 6 months ago



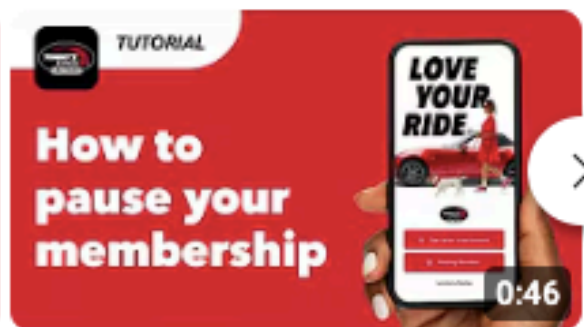
How To Use A Gift Card or Coupon | Tommy's Express...

Tommy's Express Car Wash
393 views • 6 months ago



How To Cancel Your TommyClub Membership |...

Tommy's Express Car Wash
3.2K views • 6 months ago



How to Pause Your TommyClub Membership |...

Tommy's Express Car Wash
441 views • 6 months ago



CHANNEL IMAGE

Section - 7

- 7.1 - Banner
- 7.2 - About
- 7.3 - Trailor Video
- 7.4 - Titles & Descriptions
- 7.5 - Thumbnails
- **7.6 - Influencer**



Influencers

YouTube is centered around people and their stories.

Viewers enjoy feeling like a "fly on the wall," experiencing behind-the-scenes moments and being part of the influencer's everyday life.

This creates a sense of connection, where viewers feel like they've developed a genuine friendship with the influencer.

- Authentic
- Passion
- Professionalism
- Expressive
- Engaging
- Confident
- Comfortable
- Friendly
- Articulate



CUSTOMER EXPERIENCE

Section - 8



CUSTOMER EXPERIENCE

Section - 8

- **8.1 - Experience from the Customer Perspective**
- 8.2 - Bring the Experience to Customers Hands
- 8.3 - Shorts & Post Ideas
- 8.4 - Content Cadence



Customer Experience



Leadership



People



Community Outreach



Washing Cars



CUSTOMER EXPERIENCE

Section - 8

- 8.1 - Experience from the Customer Perspective
- **8.2 - Bring the Experience to Customers Hands**
- 8.3 - Shorts & Post Ideas
- 8.4 - Content Cadence



Leadership Content Ideas

- Professional Development
- Smart, Kind, Driven
- Learning & Development Team
- Interviews
- Book reviews
- Highlight internal leaders' stories
- Podcast
- Hiring postings
- Internship opportunities
- Career fairs

Video Example





Community Outreach Ideas

- Changing lives for the better
- Grand opening stories (Long versions)



Washing Cars Content Ideas

Teach from the customers perspective.

How To's

- What to expect, first time through
- How to use the app
- Why should I have a membership?
- How frequently should I wash my car?
- How to get sap off a car

COE Projects/ Experience Design

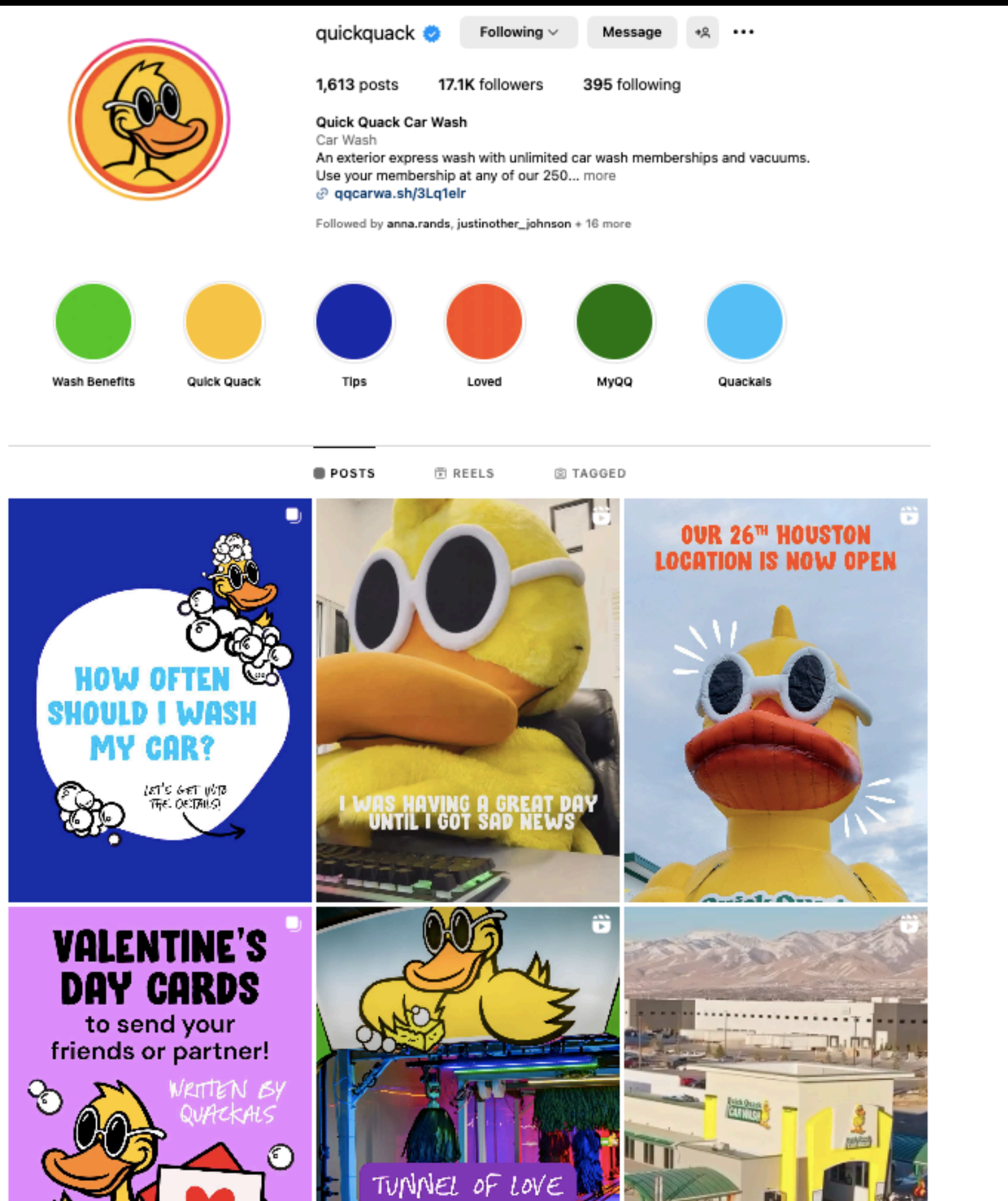
- Switching to all neoprene material for flex wraps
- Why its valuable to get the ceramic wash, we aren't price gouging customers
- Need for Speed
- Wash Consistency



CUSTOMER EXPERIENCE

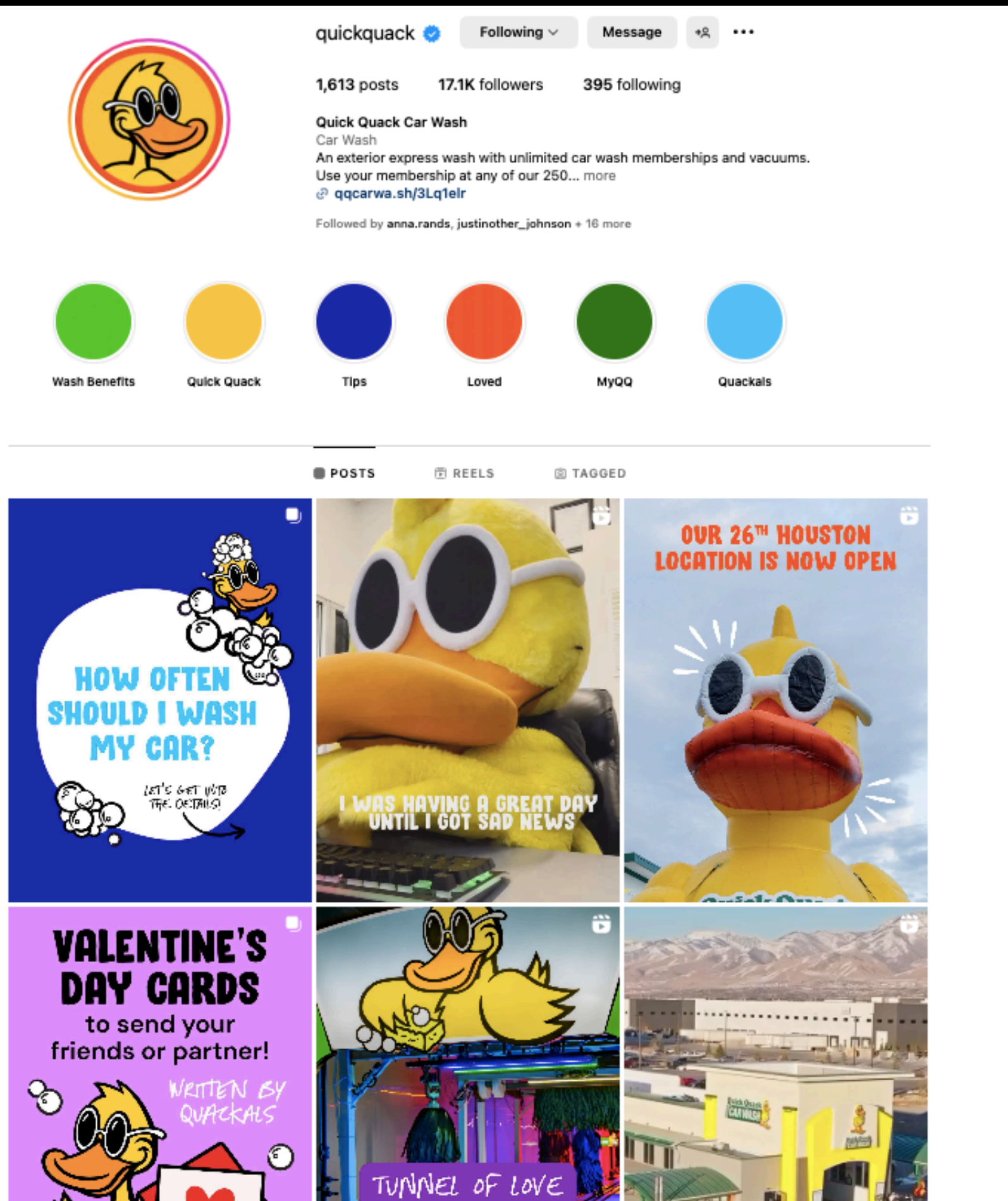
Section - 8

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- **8.3 - Shorts & Post Ideas**
- 8.4 - Content Cadence



Shorts Ideas

- Quackles as the face of shorts
- Repurpose instagram reels
- Repurpose videos
 - Create trailers or short teaser videos of content airing that week
- Quick leadership tips
- Quick car washing hacks



Post Ideas

- Advertisements
- Grand opening dates
- TM highlights
- Job listings
- New video release info
- Repurpose instagram content
- Engage with Customer



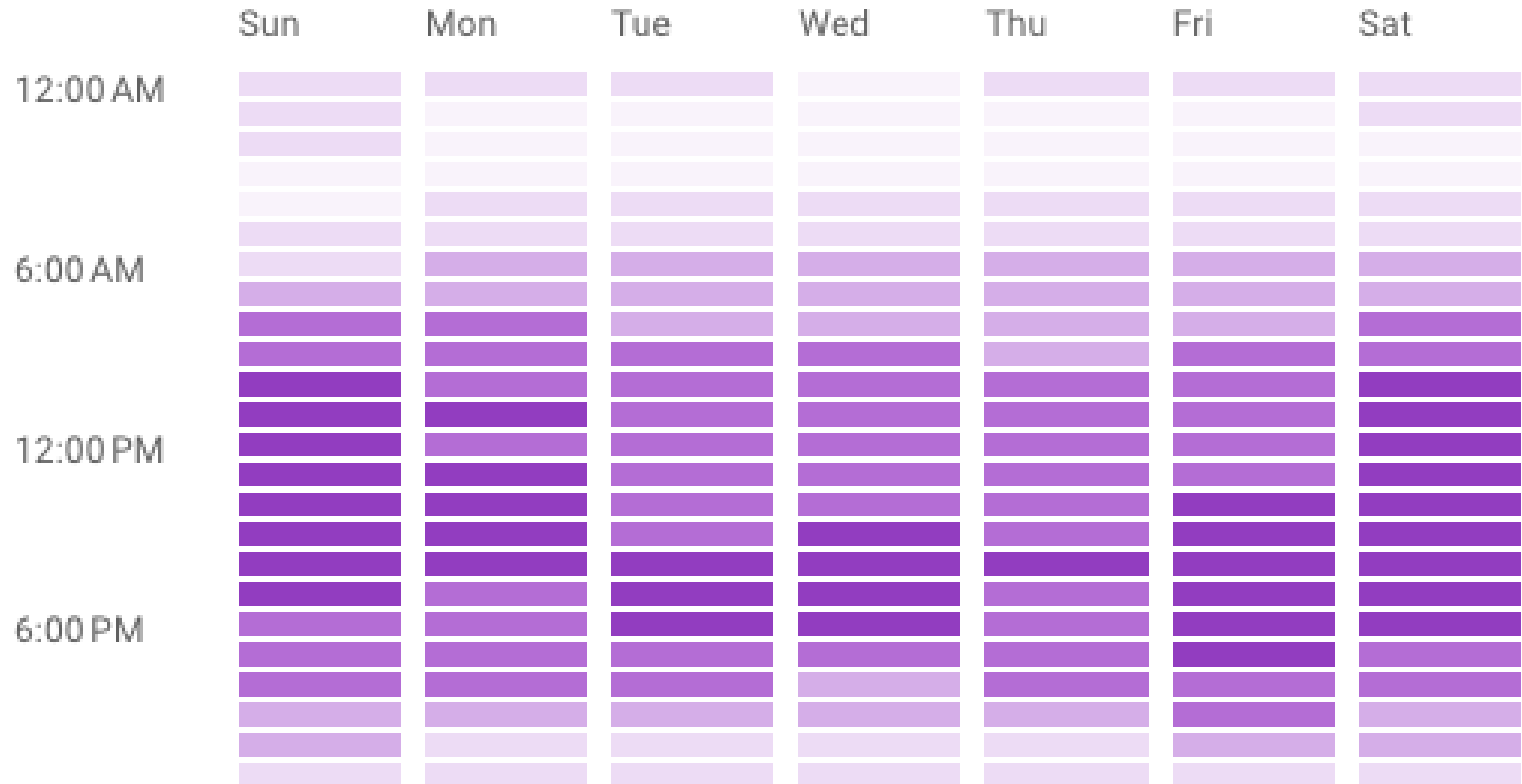
CUSTOMER EXPERIENCE

Section - 8

- 8.1 - Experience from the Customer Perspective
- 8.2 - Bring the Experience to Customers Hands
- 8.3 - Shorts & Post Ideas
- **8.4 - Content Cadence**

When your viewers are on YouTube

Your local time (GMT -0700) · Last 28 days



Contnet Cadence

Fri, Sun, Mon - Shorts

Wed - Post

Sat - Videos

SUN	MON	TUES	WED	THURS	FRI	SAT
Short 12 pm	Short 1:30 pm		Post 4:00 pm		Short 3 pm	Video 12 pm
						Leadership
						Stories
						Washing Cars
						Grand Opening



COMMUNITY & ENGAGEMENT STRATEGY

Section - 9



CUSTOMER EXPERIENCE

Section - 9

- **9.1 - Timely Replies**
- 9.2 - Gauge Audience Preferences
- 9.3 - Community Posts
- 9.4 - Giveaways & Contests
- 9.5 - Instagram
- 9.6 - Performance Measurement & Reporting



Timely Replies

- After each video is published, set aside 30 min to an hour to reply to comments on videos.
- Engage with Positive & Negative Comments: Engage with both positive and negative feedback in a respectful and constructive manner. If viewers raise concerns, acknowledge them and let them know you're working on improving.



CUSTOMER EXPERIENCE

Section - 9

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Gauge Audience Preferences

- **Interactive Polls:** Create polls related to your videos or upcoming content. For example, “What type of car wash ‘how to’ would you like to see next: How to use My QQ or How to sign up for a membership?” This directly involves your audience in content creation.
- **Regular Polls:** Post polls consistently, ideally after every few videos, so the audience feels involved and heard. Polls can also give insights into what topics your audience is most interested in (e.g., “What car maintenance topic should we cover next?”).



CUSTOMER EXPERIENCE

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Community Posts

- **Teasers for Upcoming Videos:** Create short posts that tease upcoming content and ask for feedback or expectations from the audience. For example, "Exciting new video coming this Friday on the best wax for winter! What do you use to protect your car in the cold?"
- **Exclusive Announcements:** Use community posts for exclusive announcements, such as upcoming collaborations, discounts for local carwashes, or giveaways. Make your audience feel they have insider access.



CUSTOMER EXPERIENCE

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Host Giveaways & Contests

- **Contest Engagement:** Host a car-themed giveaway (e.g., free car wash vouchers, car cleaning products, or branded merchandise) to encourage participation. Use community posts or comments to announce the giveaway and ask participants to engage by commenting or voting on specific content topics.
- **Follow-up with Winners:** Announce winners publicly, either in a community post or video, and thank everyone for participating. This fosters goodwill and encourages more future engagement.



CUSTOMER EXPERIENCE

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Instagram

- **Post Snippets of YouTube Videos:** Share short clips or highlights from your YouTube videos as Instagram Reels or Stories. Ensure each post includes a clear call-to-action (CTA), such as "Check out the full video on our YouTube channel! Link in bio."
- **Teaser Posts & Countdown:** Build anticipation for new YouTube videos by posting teaser content or countdowns in Instagram Stories. You can say, "Something exciting is coming—see the full reveal on YouTube tomorrow!" and include the YouTube link in your bio.
- **Instagram Bio Link:** Use a link aggregator like Linktree or a direct YouTube link in your Instagram bio to drive traffic to your channel or specific videos.



Work in Tandem

- **Consistent Branding:** Working together helps keep the brand's message the same across both platforms.
- **Cross-Promotion:** Instagram can promote YouTube content and vice versa, expanding reach.
- **Maximized Reach:** Content can be repurposed for both platforms, increasing visibility.
- **Sharing Data:** Both teams can share insights to improve content and strategies.
- **Streamlined Work:** Collaboration helps avoid duplicated efforts and makes workflows smoother.
- **Better Engagement:** Coordinating content creates a more connected experience for followers.
- **Creative Collaboration:** Working together allows for more creative, effective content ideas across both platforms.



CUSTOMER EXPERIENCE

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Reporting

Excel Sheet

- **Every 7 days:** Report each video, short, and posts metrics.

Reporting Metrics

Date, Length, Views, New Views, Impressions, AVD, APV, CTR, Subscribers

- **Every 28 days:** Report the total metrics for videos, shorts, and posts over the last 28 days. Complete this at the end of every month.

Reporting Metrics

Watch Time, Impressions, Views, New Viewers, Male Viewers, Female Viewers, Subscribers, AVD, APV, CTR, Cities, Viewers



**GREAT...
WHAT NEXT?**

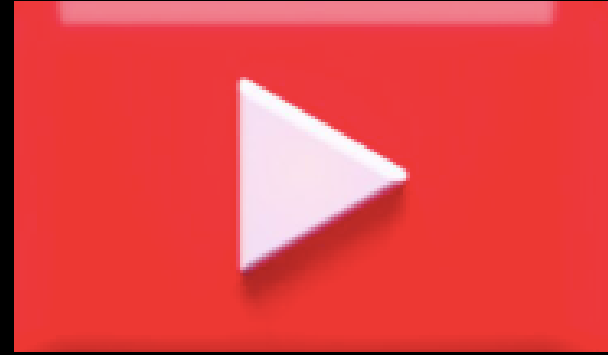
Section - 10



IMPLIMENTATION PHASES

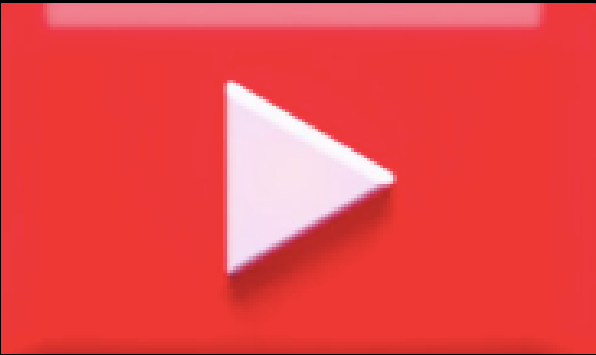
Section - 10

- **10.1 - Create the Team**
- 10.2 - Channel Maintenance
- 10.3 - Repurpose Content
- 10.4 - Content Creation
- 10.5 - Measurment & Reporting



Create the Team

- 1 Hire in House Operations
- 2 Hire Outside Agency.
- 3 Restructure Current Social Team



In House Operations

[PDF Link to Job Descriptions](#)



YOUTUBE CHANNEL MANAGER & STRATEGIST

Job Overview: We are seeking a YouTube Channel Manager to oversee the daily management, content strategy, and growth of our YouTube channel. The ideal candidate will have a deep understanding of the YouTube platform, audience engagement strategies, and a passion for creating impactful video content. This is an exciting opportunity for someone looking to make a significant impact on the success and growth of our brand through YouTube.

Key Responsibilities:

- Content Strategy & Planning:
 - Develop and implement a long-term content strategy aligned with the brand's goals, audience interests, and industry trends.
- Channel Management:
 - Oversee the daily operations of the YouTube channel, including uploading videos, organizing playlists, and ensuring all content is optimized for maximum reach and engagement.
- Analytics & Reporting:
 - Monitor key metrics such as views, watch time, subscriber growth, and engagement rates. Generate reports and provide actionable insights to optimize content performance.
- Collaborations & Partnerships:
 - Identify and reach out to potential collaborators, sponsors, and influencers to grow the channel's reach and brand partnerships.
- Content Scheduling:
 - Manage and maintain a consistent upload schedule, ensuring that content is released regularly to keep the audience engaged.
- Trend Monitoring & Competitive Analysis:
 - Stay up-to-date with YouTube trends, best practices, and competitors' activities to adapt and evolve our strategy to remain competitive in the space.

Qualifications:

- Proven experience managing YouTube channels with a strong portfolio of successful content.
- Deep knowledge of YouTube's algorithm, best practices, and content optimization strategies.
- Excellent communication skills, both written and verbal.
- Proficiency in YouTube Analytics and other social media management tools (e.g., TubeBuddy, VidIQ).
- Strong organizational skills with the ability to manage multiple projects and deadlines.
- Creative mindset with a passion for digital content and storytelling.
- Ability to adapt and stay ahead of industry trends and platform updates.



YOUTUBE VIDEOGRAPHER/ EDITOR

Position Overview: As our Videographer, you will play a key role in the production of our YouTube videos, from concept to completion. You will work closely with the content team to capture, edit, and produce engaging video content for our channel. This position requires a creative individual with excellent technical skills and a passion for visual storytelling.

Key Responsibilities:

- Video Production:
 - Shoot and produce high-quality video content, including vlogs, tutorials, product reviews, interviews, and other formats in line with our channel's objectives.
- Creative Input:
 - Collaborate with the content team to brainstorm and execute video concepts that align with our brand and audience.
- Equipment Management:
 - Set up and operate cameras, lighting, and sound equipment, ensuring all technical aspects are optimized.
- Consistency:
 - Ensure that video content aligns with the channel's aesthetic, style, and overall vision.
- Content Scheduling:
 - Assist in planning and adhering to video release schedules.
- Post-production:
 - Handle the editing process, including color correction, audio mixing, and incorporating visual effects or graphics as needed.
- Editing:
 - Edit video footage to create engaging, polished final products, ensuring they meet the channel's quality standards.

Qualifications:

- Proven experience as a videographer, with a portfolio showcasing your work (YouTube or similar platforms preferred).
- Proficiency in video editing software such as Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve.
- Strong understanding of camera equipment, lighting, and sound setup.
- Experience in shooting both on-location and in a studio environment.
- Creative thinking with an eye for detail and the ability to execute a vision.
- Ability to work under tight deadlines and manage multiple projects.
- Strong communication and collaboration skills.
- A passion for YouTube and an understanding of current trends and audience engagement.



YOUTUBE CONTENT WRITER

Position Overview:

As our YouTube Content Writer, you will be responsible for creating compelling video scripts, titles, descriptions, and tags that not only engage our audience but also optimize content for searchability and discoverability on YouTube. You will collaborate closely with the video production and marketing teams to ensure all content is aligned with SEO best practices, trends, and YouTube's platform requirements.

Key Responsibilities:

- Scriptwriting: Write engaging, clear, and audience-focused scripts for YouTube videos that drive viewer engagement and retention.
- SEO Optimization: Conduct keyword research and implement SEO strategies into video titles, descriptions, tags, and script content to improve visibility and ranking on YouTube.
- Audience Engagement: Craft video descriptions and titles that encourage clicks, improve viewer retention, and align with YouTube's algorithm for increased discoverability.
- Trend Research: Stay up-to-date on YouTube trends, emerging topics, and audience preferences to help create relevant and timely content.
- Content Calendar: Assist in developing and maintaining a content calendar, ensuring that videos are aligned with current SEO strategies and audience interests.
- Performance Analysis: Use YouTube analytics to assess content performance and adjust strategies based on engagement metrics (views, watch time, click-through rate).
- Collaboration: Work with the video production, design, and marketing teams to align video content with the brand's overall strategy and goals.
- Metadata Optimization: Ensure all metadata (tags, titles, descriptions, etc.) are optimized for both YouTube and search engines to maximize reach.
- Content Repurposing: Create strategies to repurpose video content across other platforms like blogs or social media for greater engagement and SEO benefits.

Qualifications:

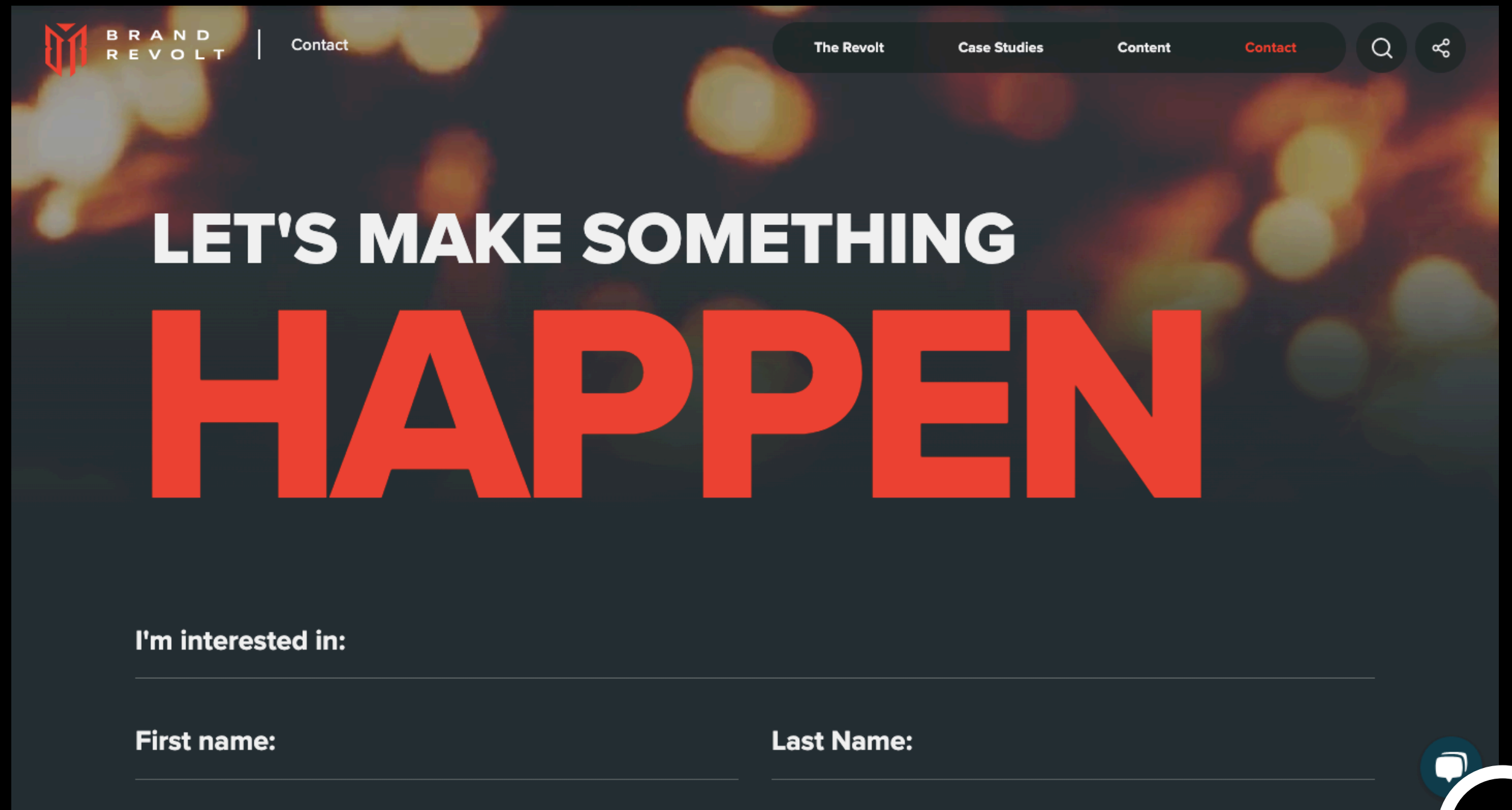
- Proven experience as a content writer, specifically for YouTube or similar video platforms.
- Strong understanding of YouTube SEO best practices, keyword research tools (e.g., TubeBuddy, VidIQ), and video optimization techniques.
- Exceptional writing skills, with the ability to create content that's both engaging and optimized for search.
- Experience with YouTube analytics and the ability to interpret data to refine content strategy.
- Understanding of YouTube's algorithm and how to create content that drives traffic, engagement, and visibility.
- Strong research skills to identify relevant topics, keywords, and trends in the YouTube space.



Marketing Agency



[Website Link](#)





Kari - Account Manager

kari@thebrandrevolt.com

Kari is responsible for managing account communications and contracts. She oversees communication, coordinates meeting agendas, and facilitates the collaboration between organizations.



JT - Project Manager

jt@thebrandrevolt.com

JT is responsible for ensuring the successful completion of tasks and maintaining project timelines. He monitors project progress, ensures adherence to budget, and establishes and enforces deadlines. Additionally, he actively engages in meetings by asking clarifying questions and taking detailed notes on upcoming and ongoing projects.



Hailey - PR Content & Social Media Specialist

hailey@thebrandrevolt.com

Hailey is responsible for writing and optimizing content titles, descriptions, and tags. She selects thumbnail images and collaborates with the Brand Revolt creative team in the creation of thumbnails. Additionally, she updates content projects, contributes to content writing, and uploads and schedules all content on YouTube.



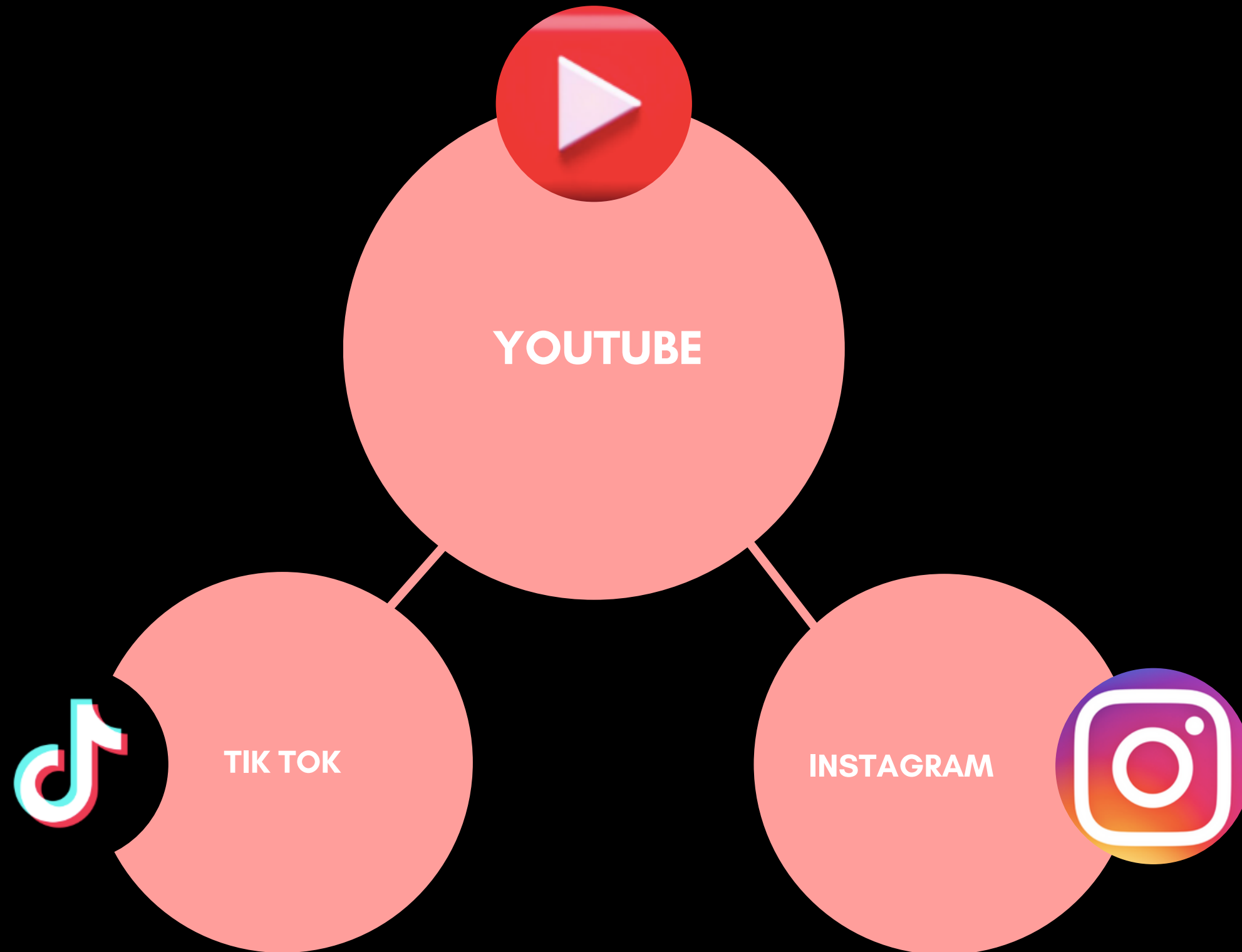
Kristina - Senior Communications & PR Director

kristina@thebrandrevolt.com

While not frequently involved in meetings or projects, she stays informed by observing and remaining up to date on key developments. Kristina serves as a trusted extension of Hailey, supporting her in all responsibilities.



Restructure Social Team

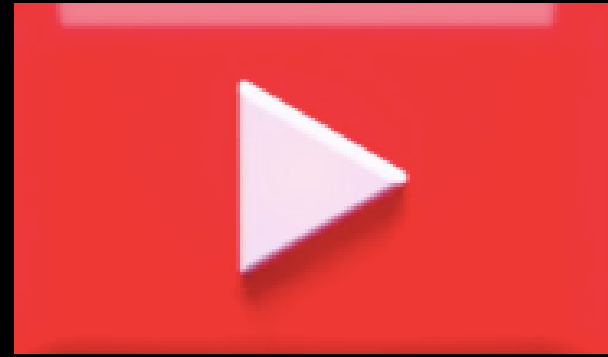




IMPLIMENTATION PHASES

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Channel Maintenance

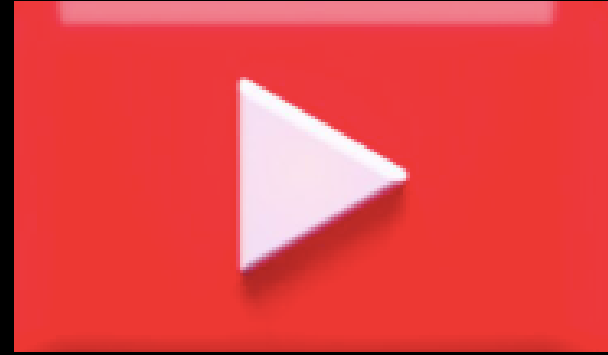
- 4 Set Up a TubeBuddy Account - Linked to Section 7.4
- 5 Organize Current Content - Linked to Section 6.1
- 6 Change YouTube Home Page - Linked to Section 7
- 7 YouTube and Instagram Teams Collaborate - Linked to Section 9.5



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Repurpose Content

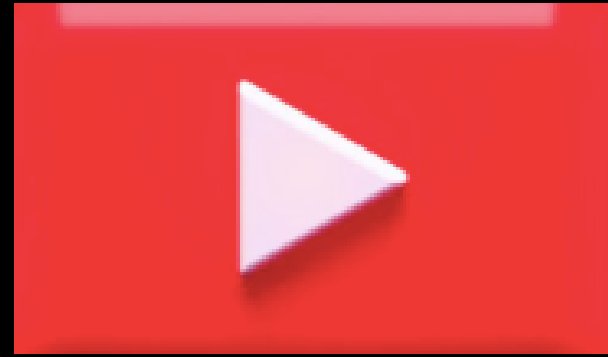
- 8 [Begin Posting Community Posts](#) - Linked to Sections 8.3 & 9.3
- 9 [Begin Posting Shorts](#) - Linked to Section 8.3



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Content Creation

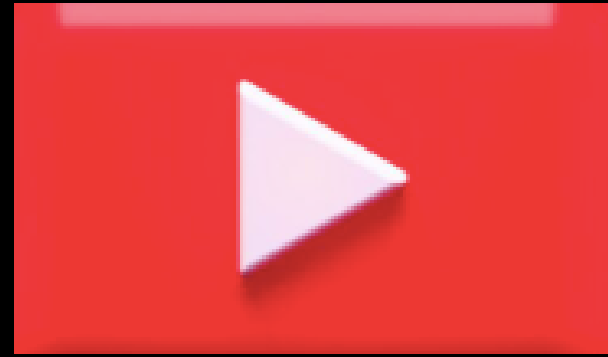
- 10 Begin writing out concrete video ideas - Linked to Section 8.2
- 11 Find a YouTube personality_(Influencer/Face of Channel). - Linked to Section 7.6
- 12 Make three months worth of YouTube content - Linked to Section 8.4
- 13 Begin posting to channel after content is created - Linked to Section 8.4



IMPLEMENTATION PHASES

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Measurement & Reporting

14 Begin YPP - Linked to Section 4

15 Begin tracking metrics - Linked to Section 9.6

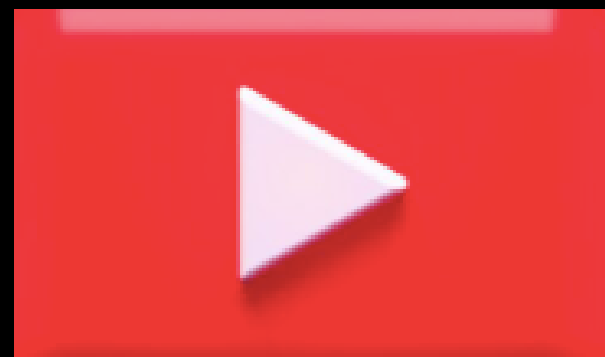
We are committed to these goals...



always ensure the same quality experience

AND

**experience the consistent culture of Quick
Quack at every location**



YouTube will help you...



Customer Experience



Emotional Connection



Brand Loyalty



THANK YOU