

GENESIS MCN

NICK ROHYNETS

SUCCESSFUL BRAND
STRATEGIES ON YOUTUBE

GENESIS MCN

Genesis – an international IT-product company. More than **3000 professionals in five countries** create products for more than **400 million unique users each month**. One of the largest partners of Facebook, Google, Snapchat and Apple in Eastern Europe. The Genesis ecosystem consists of more than **20 companies** and an investment fund.

5

countries

3000

specialists

400_{mIn}

unique users every month

100_{mIn}

UAH aimed at helping the
Armed Forces from 02/24

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RAISED AND MANAGED BY:
Mykhaylo Hrynets, CEO

PlantIn

LEARN MORE →

#1 worldwide AI-driven app-
companion for gardening.

LEARN MORE →

Jiji

The largest classifieds
in Africa.

RAISED AND MANAGED BY:
Anton Volianskyi, CEO



LEARN MORE →

BetterMe

Me.

A leading developer of
Health&Fitness apps.

RAISED AND MANAGED BY:
Victoria Repa, CEO

GENESIS MCN

Genesis Multi Channel Network is an official certified YouTube partner. We have 10+ years of experience helping content creators develop their media business.

We work with bloggers, show business stars, media, TV channels and other content producers in Ukraine, CIS, Africa and other parts of the world.

Our office is located in Kyiv.

Our team is made up of Ukrainians who are doing everything possible to restore the economic sovereignty of our state.

Glory to Ukraine!

55M More than subscribers

More than **1000** partner channels

15 YouTube Gold Creator Awards

10 years experience in CIS, Asia, Africa and America

GENESIS MCN

We help content creators to succeed

**Creator
Management**

**Video
Marketing**

**Video
Publishing**

GENESIS MCN

About me



The CEO of [Genesis MCN](#) with 10 years of experience on YouTube



YouTube Certified with practical experience in **video content production, promotion** and **monetization**



Lecturer and **YouTube creator**



YouTube **fan**



Loving my **family** and **pets**

GENESIS MCN

About me

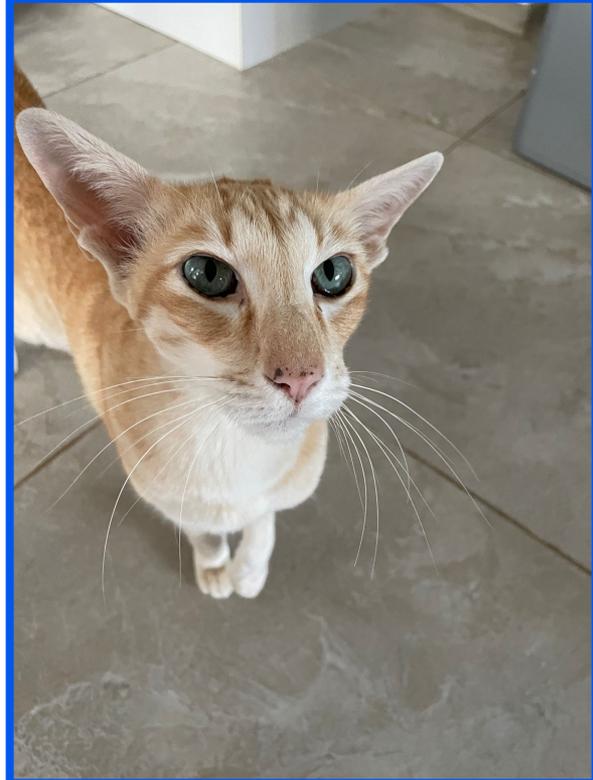
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Why is YouTube so great?

YouTube

is a **cultural** phenomenon

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YouTube is
a cultural
phenomenon



**YouTube is
a cultural
phenomena**

**Our mission is to
give everyone a voice
and show them the world**

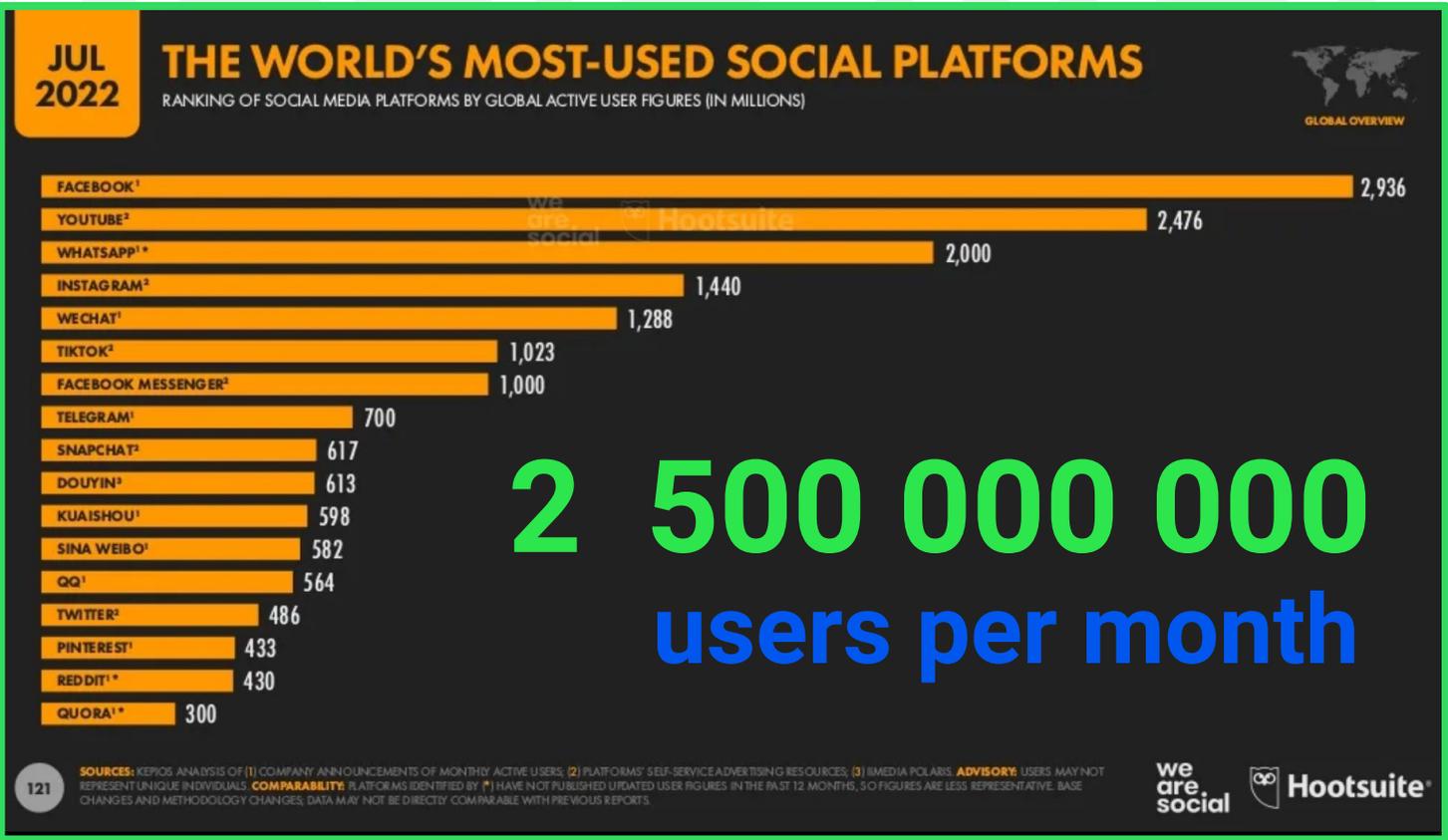
GENESIS MCN

**YouTube is
a cultural
phenomena**

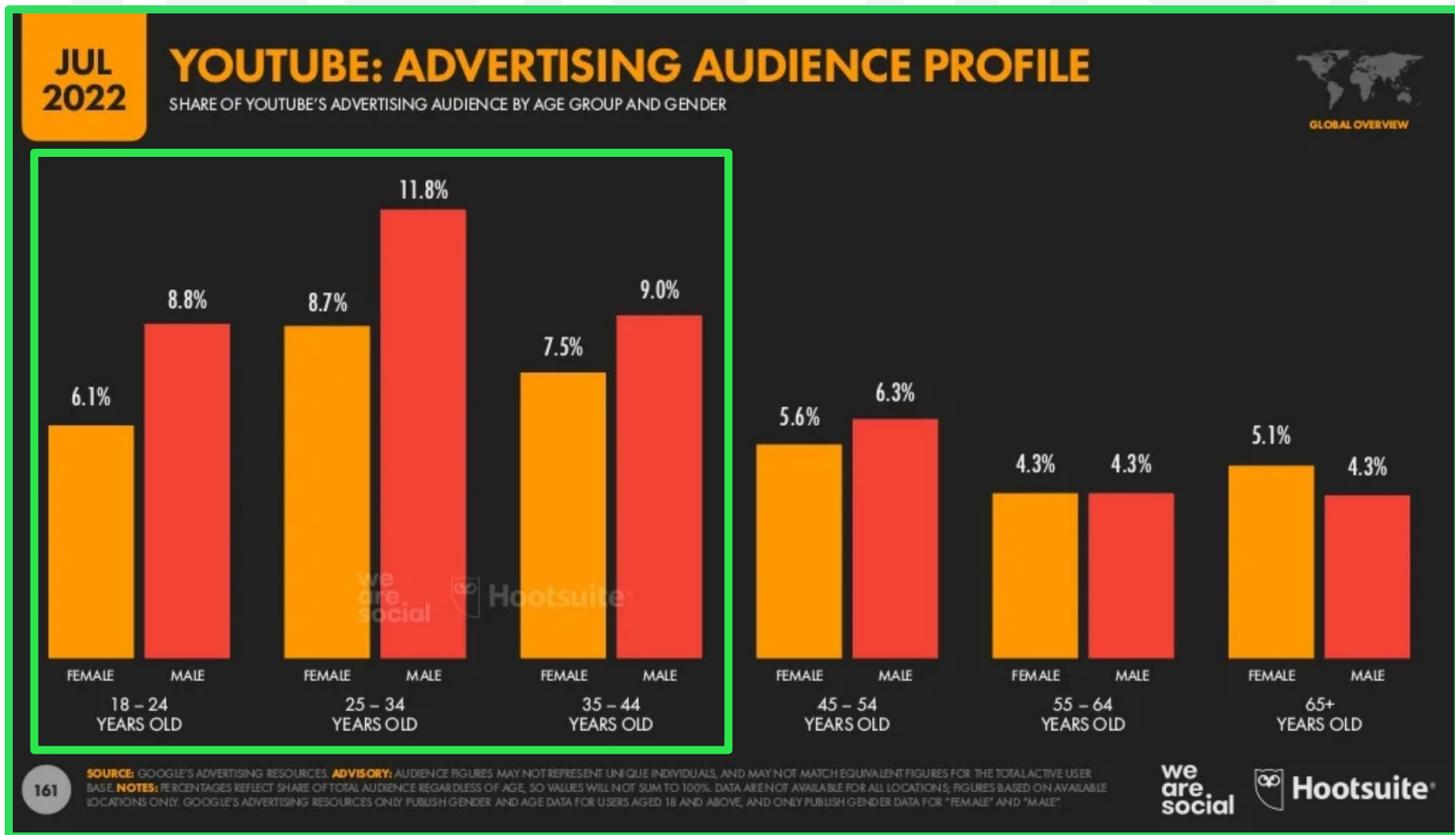
**Our mission is to
give brands a voice
and show them to the world**

YouTube

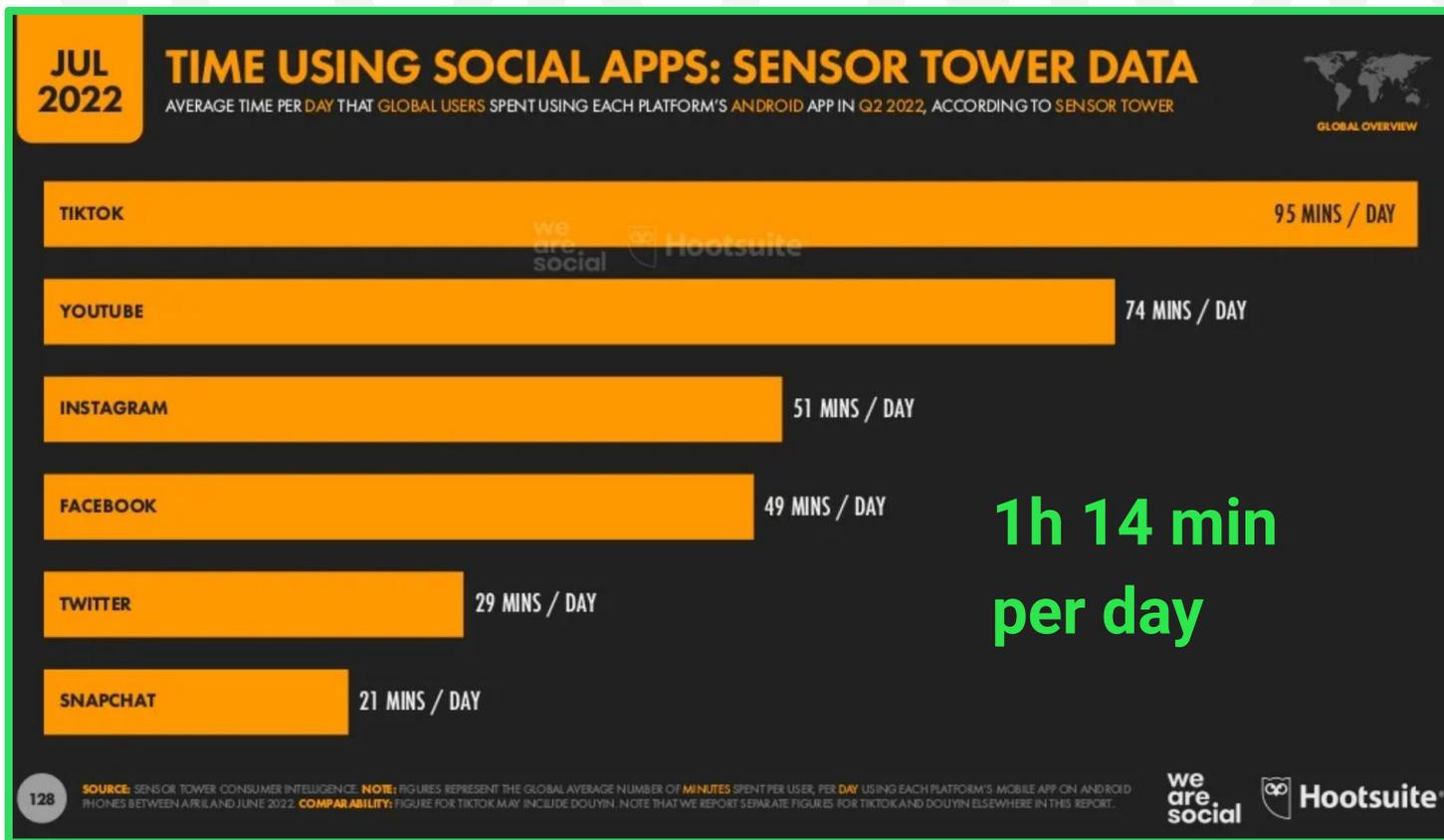
is a **business** phenomenon



Audience



Engagement



GENESIS MCN

Search & Discovery

**Paid & Organic
Traffic**

Targeting

Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographics [?](#) Any gender, Any age, Any parental status, Any household income [Edit](#)

Interests [?](#)

Affinity audiences (reach) ▾

Search by related term, phrase or URL

Search

Affinity audiences (reach)

▾ Banking & Finance

Avid Investors

▾ Beauty & Wellness

Beauty Mavens

Frequently Visits Salons

▸ Food & Dining

▸ Home & Garden

▸ Lifestyles & Hobbies

▸ Media & Entertainment

▸ News & Politics

▸ Shoppers

▸ Sports & Fitness

▸ Technology

Selected: 2

Affinity audiences (reach): 2

Beauty & Wellness

Beauty Mavens

Banking & Finance

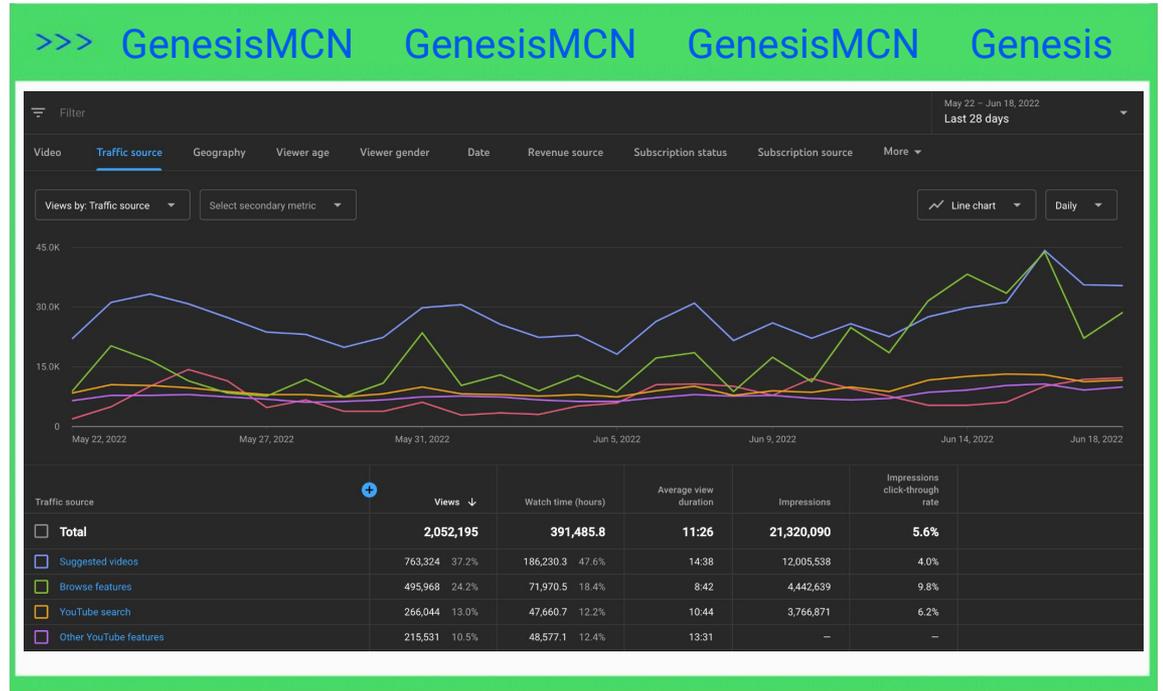
Avid Investors

Done

Cancel

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Measurements

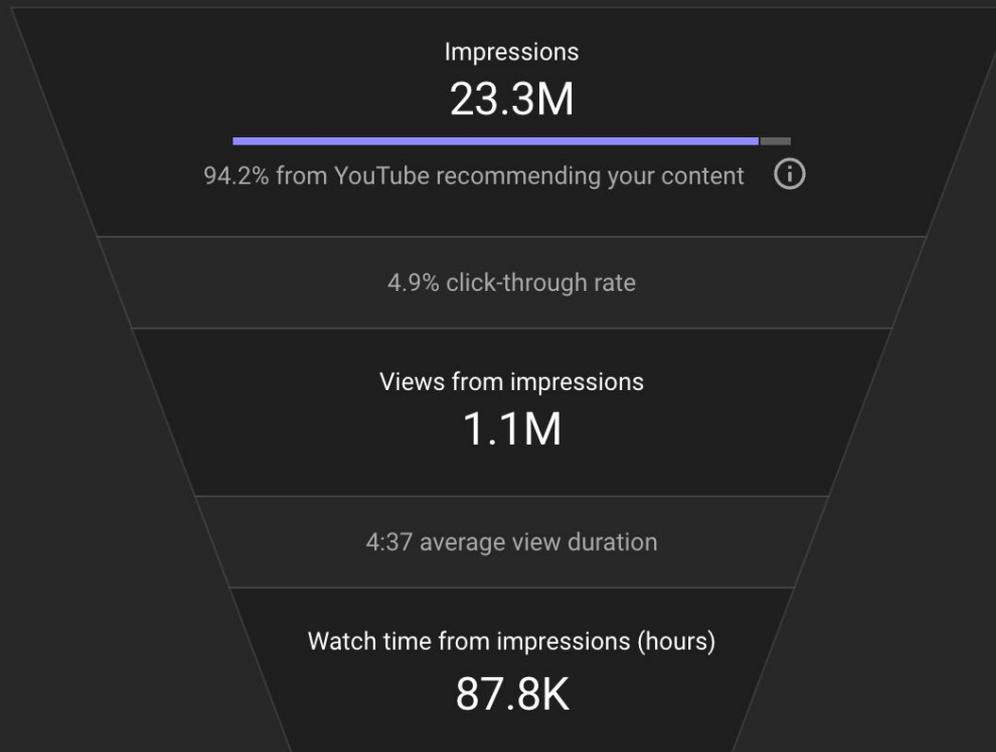


Content Effectiveness on YouTube

Watch Time Funnel

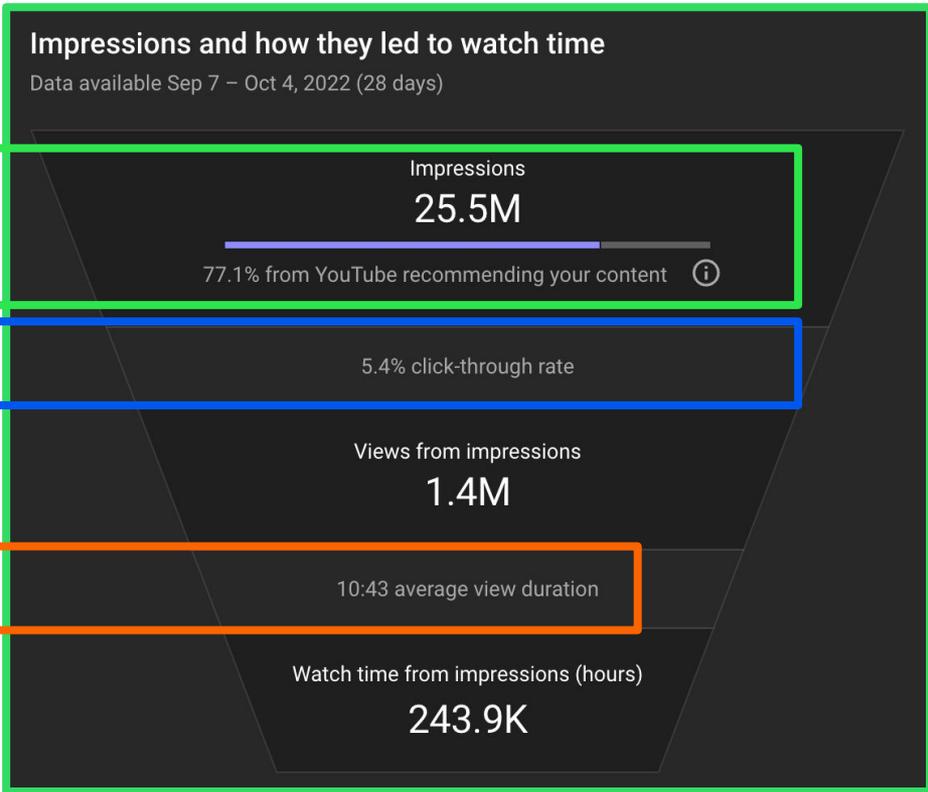
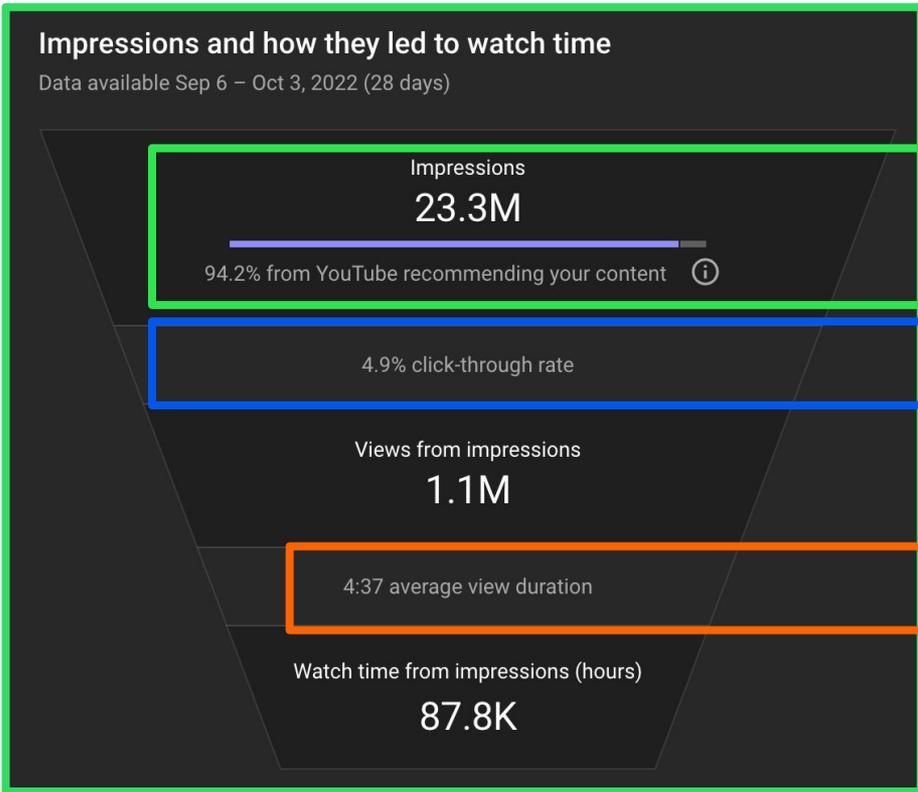
Impressions and how they led to watch time

Data available Sep 6 – Oct 3, 2022 (28 days)



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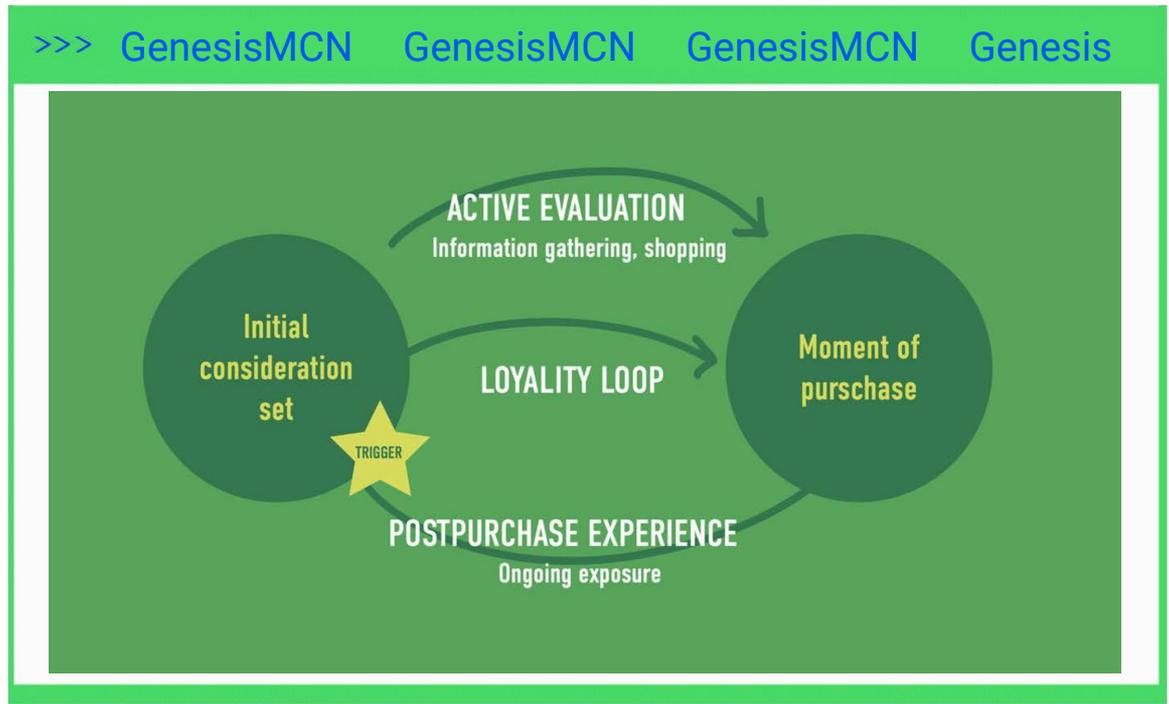
Watch Time Funnel



YouTube Brand Strategy

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Marketing Strategy Connection



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YouTube Presence Model

1. Google Ads.

- + Management, targeting, reach, budget.
- Disturbing, short run effect.

2. Influencer Marketing.

- + Trust, reach, virality, budget.
- Management, fraud, short run effect.

3. YouTube Channel.

- + Long run effect, trust, reach, virality, ROMI.
- Budget to start, management.

YouTube Advertising

- 17 min
- 80 000 paid views
- APV = 41% = 7 min
- 26 607 free views

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ТЕХНОГОН
КТО КОГО
?



Crazy Гонки = Электровелосипед (или Электробайк?) Delfast VS почти все, что движется || Техногон

106 607 просмотров...   344  НЕ НРАВИТСЯ  ПОДЕЛИТЬСЯ  СОЗДАТЬ КЛИП  СОХРАНИТЬ ...

 UNIT.City
2,85 тыс. подписчиков

[ПОДПИСАТЬСЯ](#)

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Influencer Marketing

- FMCG Brand
- plan - 500K+ views
- fact - 7M views + highly positive perception in comments

The image shows a YouTube channel page for 'clab_33' with 3.79M subscribers. The channel banner features three men in costumes (Pikachu, a blue wig, and a black vest). Below the banner are navigation tabs for HOME, VIDEOS, and PLAYLISTS. A video thumbnail is visible with the text 'Короче говоря Шоколадка, борода...'. To the right, a video player shows a man in a Pikachu hat holding a box of Torchin Ketchup and a plate of food. The video title is 'Когда Обед спас обычный Кетчуп' and it has 7,064,919 views and 439K likes. The video player interface includes a progress bar at 0:19 / 0:49 and various control icons.

Rozetka

- 1,16 M subs
- 300 M views
- 20% of website traffic

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Електроніка

Підписуйся на нас тут!

ROZETKA_OLD
Підписалося 1,16 млн користувачів

ПІДПИСАТИСЯ

ГОЛОВНА **ВІДЕО** СПИСКИ ВІДТВОРЕННЯ СПІЛЬНОТА КАНАЛИ ПРО КАНАЛ

Завантаження ПОРЯДОК СОРТУВАННЯ

Video Title	Duration	Views	Age	Subtitles
18 фишек iPhone, о которых вы не знали - обзор от...	6:07	2,6 млн	4 роки тому	Субтитри
Apple iPhone 6S: обзор смартфона (4K)	15:52	1,8 млн	6 років тому	
Apple iPhone 7 Plus: на дне	16:08	1,5 млн	5 років тому	Субтитри
SAMSUNG S8: ПОДРОБНЫЙ ОБЗОР	20:09	1,5 млн	5 років тому	Субтитри
ВСЁ О ПЛАТФОРМАХ SMART TV	12:25	1,5 млн	5 років тому	Субтитри

Strategy Pillars

1. **Content Positioning.**
2. **Content Formats.**
3. **Promotion.**
4. **YouTube Functionality Adoption.**
5. **Team.**
6. **Roadmap and Budgeting.**

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WINNER GRAND PRIX
& CREATIVE INNOVATION
& MEDIA INNOVATION

SHEBA



YouTube Works

Full Screen (f)
AWARDS

▶ ⏪ 🔊 0:00 / 1:59



GENESIS MCMN

We offer

Marketing

Any creator or channel is a media brand that needs a professional development. From reputation to views on each video.

Content creation

We will help to improve your content and make it even more attractive to viewers.

Administration

Calls, meetings, negotiations, agreements. Technical, legal and accounting nuances. Let's free up your time for the more prioritized tasks.

Consultations and troubleshooting

From strategy development to daily support with all emerging issues. We will secure your channels and help in case of blocking the channel or video and in any other unexpected circumstances.

Monetization

We know more than 20 ways to monetize videos. How many ways do you use? We can guarantee that we will increase your income.

Join us!
You'll like it :)

Nick Rohynets
CEO

nick.rohynets@gen.tech

>>> FREE FREE FREE FREE FREE FREE FREE

**YouTube Channel
Audit**

or

**YouTube
Consultation**

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