



FROM BEGINNER TO INFLUENCER

THE INGREDIENTS FOR
SUCCESS

A SERIES OF CASE
STUDIES



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INTRO

Like that Very Hungry Caterpillar, YouTubers must get hungry if they want to emerge out of chrysalis as powerful influencers. They must accept that at times things will get a little ugly, that there may be times where they have to bite off more than they can chew.

You see, very few people achieve influencer success over night. That's right. Anyone out there touting that influencing will instantly and easily liberate your financial future is dreaming.

We don't say this to kill your dreams.

Our vision is to create a shoal of healthy thriving

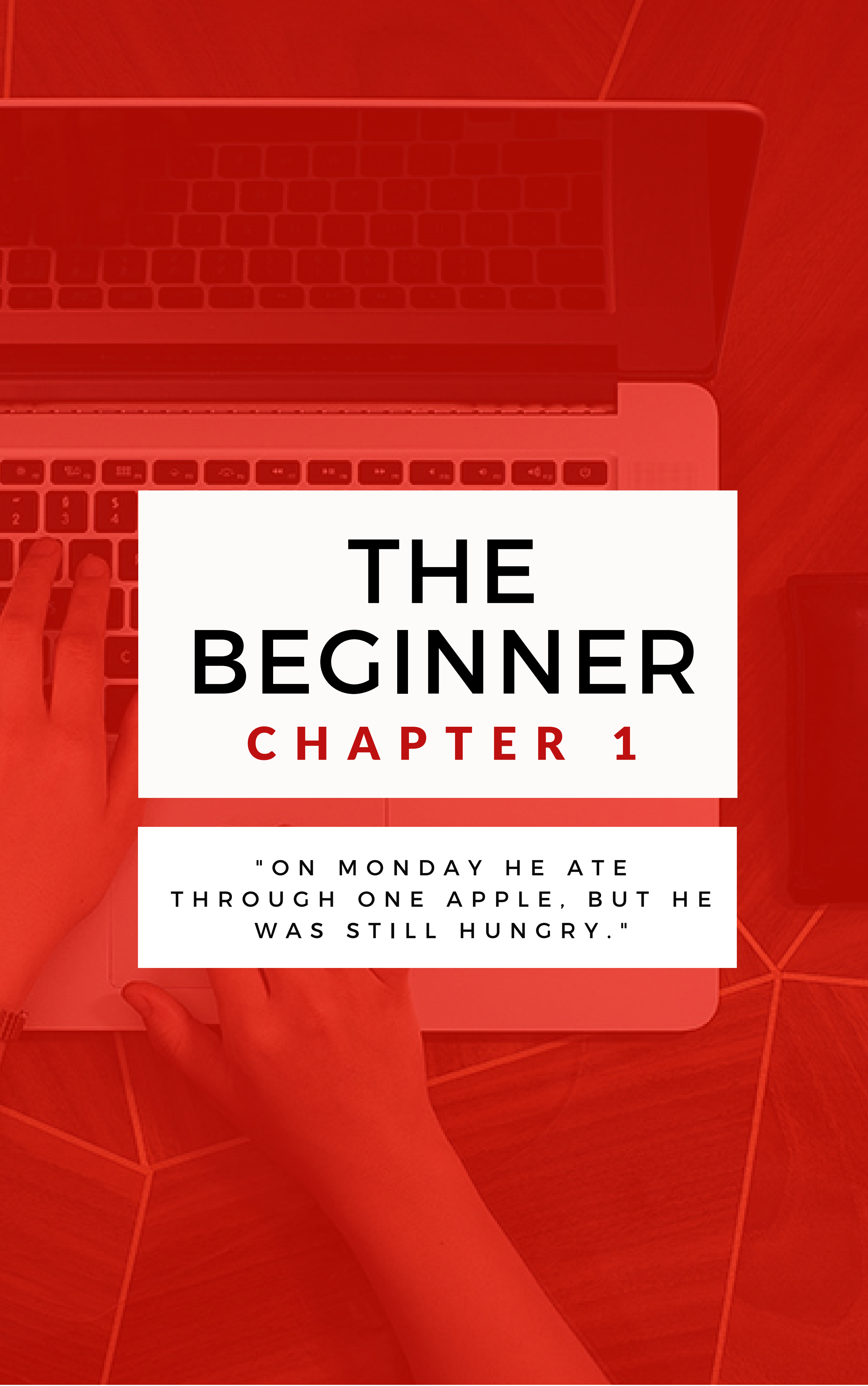
YouTubers producing high quality videos that entertain and inspire. But our experience is that it's going to take a mighty big gulp of reality to get there.

That's why we've released this e-Book, focusing on four stages of the YouTuber journey. At each juncture we'll introduce you to one of our favourite South East Asian YouTubers. We'll examine their goals and offer advice on how they can graduate to the next stage in the influencer journey; a practical mission behind the scenes if you will.

We'll then profile one of the first influencer campaigns run through SushiVid, telling you what worked and what didn't for Hermo.

It's our hope that this eBook will unleash the creative hunger in brands and YouTubers alike, and drive the rise of influencer marketing in the region.

Good luck!



THE BEGINNER

CHAPTER 1

"ON MONDAY HE ATE
THROUGH ONE APPLE, BUT HE
WAS STILL HUNGRY."

Do you make profit?
“Peanuts from Adsense.
Extra pocket money from brands.”

YouTube -
joellechoong
Channel started
in 2011

Equipment - Sony
NEX F3, ring light,
iPhone
Average time to
produce videos - 25
minutes



"I get my
ideas in
the
shower or
on the
toilet."

“I would
like to do
YouTube
until the
day I no
longer
can.”

794
subscribers &
based in
Petaling Jaya

Dream brand
to collaborate
with -
APPLE

Done any
campaigns?
"A few, both
as a blogger
and a
vlogger."

WHAT'S JOELLE DOING RIGHT?

1 Promoting her videos across a multitude of social networks;

2 Letting her personality shine through in her videos;

3 Focusing on quality rather than gimmicks;

4 Connecting with brands;

5 Utilising AdSense;

6 Having studied video production in college, it's little surprise that Joelle decided to spread her wings on YouTube. However, it was not a snap decision for Joelle.

7 Joelle may have started making videos in 2011, but it was only in 2014 that she started to take things seriously. And even then, she was reluctant to post videos to YouTube. But a bubbly British beauty vlogger named Zoella changed that!

8 After watching the vlogs posted by an array of British YouTubers, Joelle realised it was "really cool

that you can film your life and put it online for the world to see. So I decided to try it out and uploaded my first video in my small uni bedroom."

9 Not sure how to progress, and with college getting in the way, Joelle didn't upload anything for some time.

10 She is now on board though and has managed to establish a small, but dedicated following. As she focuses on enjoying the production processes and bringing satisfaction to her viewers, Joelle is not fussed about subscriber numbers. That said, she is a self-described "super professional internet human" who has an account with literally every social media provider, and cross promotes her work across these channels.

11 While Joelle is not focussed on her subscriber numbers, she has admitted that it has been difficult to attract followers.

With her dream of one day partnering with Apple on an influencer campaign, she may have to up her game.

12 Not letting her small subscriber base hold her back;

13 Ignoring the haters.

WHERE COULD JOELLE IMPROVE?

- 1 Establishing a consistent publishing schedule;
- 2 Mixing up her video titles;
- 3 While Joelle isn't looking for YouTube to take over her day job, she could still benefit from a business plan;
- 4 Searching out government grants – Malaysia, surprisingly, has some great grants on offer. Check out the Content Malaysia Pitching Centre for more information on how they're supporting the next generation of Digital Content Creator and Entrepreneurs.

HOW CAN JOELLE ACHIEVE HER GOALS?

While Joelle could easily achieve her goal of uploading videos until she no longer

can, it really does appear that she has the blinkers on in terms of just what she can achieve with YouTube.

Attracting followers has been difficult for Joelle, which is a shame because her videos are great. One of the tactics Joelle may implement to attract more attention is to mix up her video titles a little bit.

While she is on to a good thing naming brands in her videos, other tactics she may like to experiment with include answering questions ('How to...') and including numbers ('My top 5...').

With over 300 hours of footage uploaded to YouTube each minute, you need to use everything in your SEO power to stand out. If she's not already, Joelle could also look at tagging her videos. Once you've selected about 10-20 of these, Clickz recommend you expand on this by taking account of typos and plurals, and tagging any possible variations.

Though Joelle is very pragmatic, if she has any hope of partnering with Apple she needs to be working towards gaining a higher number of followers. If not, her profits will remain meagre.

Joelle has expressed an interest in collaboration and this is something she should definitely be looking to pursue, as it will open her up to a much larger audience. Joelle has told us that she has an existing network of friends within the YouTube community, and this would be a great starting point. Another option may be to use her social media prowess to get on Zoella's radar! And who knows, Apple may just follow...

"All hail, Zoella!"





THE MID-SIZE YOUTUBER

CHAPTER 2

"ON WEDNESDAY HE ATE
THROUGH THREE PLUMS, BUT
HE WAS STILL HUNGRY."

YouTube -
seanlje
7100
subscribers
Based in Kuala
Lumpur

"I want to be a
content creator
who documents
various issues in
my own style.
And, to release a
viral video."

Would like to
achieve 10,000
subscribers by
the end of 2016



Equipment Used:
Laptop
Hard discs
Mic
Sony RX 1000 Mark IV
Total = RM12,000

Average time to
produce videos -
+24 hours
One night to
think of the
idea;
½ day shooting;
Edit in the
evening until
complete.

While previously
looking to
showcase his
talents, Sean's
direction has
evolved with
personal
experiences.

Dream Brand -
Zara, H&M,
Uniqlo
(though Zara is
the utmost
favourite)

What started as a bit of fun with his brother, has evolved into something much deeper for Sean. While he initially made videos to showcase his talents in editing, comedy and writing, his mother's cancer diagnosis changed everything.

As Sean told us:

“After a year of creating video, my mother was diagnosed with cancer and the news has impacted our family in a way that we never expected. Ever since then, I have focused on making awareness videos about cancer patients, and have also been more involved in charity work. That has also had an impact in the direction of my YouTube videos, where they are now more educational, yet entertaining at the same time.”



Indeed, Sean has channelled his energy not just into cancer patient videos, but also into conducting street quiz polls which he films. These will form the basis of his future videos, and he hopes that by producing different content and keeping the audience entertained that the videos can go viral.

However, Sean will need to up his subscriber numbers to get a viral video. And this is exactly what he's focusing on this year. He describes that while his subscriber numbers initially grew quickly, he hit a plateau around the 1,000 mark and it has taken some time to grow to the level they're at today.

Sean reflects that when he posts consistently, his numbers also grow consistently. It's when he gets distracted by life that the growth rate stalls. That

he is actively trying to overcome this may account for why Sean is complaining about a lack of sleep!

Unfortunately, while Sean is aware of other YouTubers, he is not yet in a position where he can lean on them for support (except for kyopropaganda, whom he knew before becoming a YouTuber). That said, he isn't immune from collaborations and shares them on his page.

What's seanlje doing right?

- 1 Promoting his other social channels on his YouTube landing page;
- 2 Mixing up his video titles and content – where he has used numbers and answered questions he has reaped the results with 10x more views;
- 3 Prizing consistency and quality;
- 4 Sharing his personal story and keeping it real.

Where could seanlje improve?

- 1 Injecting himself into the YouTube shoal more actively – his colleagues are his greatest resource and further collaboration opportunities could open even more doors and increase his subscribers;
- 2 Creating a business plan with clearly defined steps towards becoming a content creator;
- 3 Making greater use of social media to promote his videos and asking friends to share with their networks;
- 4 Sean appears to respond selectively to comments on his videos, and while it is time consuming to manage, perhaps he could engage more with his fans.

How can seanlje achieve his goals?

Sean knows that “realistically speaking, numbers of subscribers matter when you’re making a living out of creating YouTube videos.” Thus, he needs to make a concerted effort to increase his subscriber base beyond 10,000 if he wants to achieve his dreams of becoming a full-time content creator, rather than just earning an extra allowance. And a viral video could just do the trick.

With his commitment to producing quality videos that evoke emotions, Sean is on the right track. This is something that YouTube themselves look for in videos. In speaking to Wired about one particularly successful 2014 video campaign YouTube Trends Manager, Kevin

Allocca, stated “the company's aim when they made the video, was to create something worth sharing and something that would elicit a strong emotional response for a bored at work network who wanted to connect. “

So what else could Sean do to get him over the 10,000 subscriber mark? Sean is already aware of consistency, but consistency will do little if he doesn’t carefully select the release time of his videos; timing his campaign for release on a Monday or Tuesday could work wonders for viewings. What’s more, it will give people time to share his video before the weekend is upon them.

Additionally, Sean may wish to tap into what’s trending on Twitter and incorporate those themes into his next street quiz video.



In terms of getting on board with Zara, Social Media Examiner recommend that brands “find YouTubers who already embody your brand and truly love your product and then let them do what they do best – be themselves.” Needless to say it would pay for Sean to dress in Zara for future videos and focus on allowing Zara’s values to shine through in his work.

ALMOST AN INFLUENCER

CHAPTER 3

"ON FRIDAY HE ATE THROUGH
FIVE ORANGES, BUT HE WAS
STILL HUNGRY."

“Always be learning. Keep having fun.”

YouTube Goal - To transition from the main face of the channel to a behind the scenes/business development person.

Emmanuel Olalere
a.k.a
GeekCeption on YouTube

Currently at 6,624 subscribers

GeekCeption predicts it will go beyond his ability to manage the site when his subscribers grow

Channel started in 2014
Currently based in Malaysia

GeekCeption divides his time between college and making YouTube videos



Average time to produce videos - 2 days

He gets his ideas from his audience

Emmanuel of GeekCeption epitomises hard work. Seriously. Here is a man balancing university studies with creating a serious YouTube channel and a sister website. In fact, he advises anyone dreaming of a career as a YouTuber:

“While there is a glamorous side to being a YouTuber, what you have to prepare yourself mentally for are the sleepless nights, heavy workload, sacrifices, a lot of hustle to establish yourself and most important perhaps losing a huge chunk of your social life.”

Phew, we’re exhausted just listening to him. But

Emmanuel’s hard work has definitely paid off. Up until September last year, GeekCeption had sat for a year with about 300 subscribers. Then “after making a series of videos we shot of to about 1,900 in December. By January this year we were at 2,000. [By] March we made another series of videos which brought a lot of subs and we have more than doubled our subscriber count since then.”

How did GeekCeption get there? Emmanuel focused on keyword optimisation and a dedicated sharing of videos over social platforms. He researched the best times to share with his target audience and used a scheduling tool to keep everything on track.

Now the content is entirely audience driven, with ideas derived from polls and messages received on social media, “all in the bid to create videos that actually solve the problem/inform our audience.”

What is GeekCeption doing right?

- 1 Video optimisation through keywords and cross-posting;
- 2 Seeking audience input into their content;
- 3 Automatic synchronising across a variety of social networks using IFTTT;
- 4 Considering the optimal time for posting to their audience;
- 5 Emmanuel has prepared a detailed business plan, outlining steps to success.

Where could GeekCeption improve?

- 1 While Emmanuel says he is not one to have ever sought support, with his burgeoning workload and studies, he may want to collaborate with other YouTubers when things get busy;

- 2 Emmanuel is not currently earning a profit and may look to one of the Malaysian government grants for some financial security;
- 3 While Emmanuel defines himself as indifferent to brands, he is a well-regarded YouTuber and could leverage that by taking on more influencer contracts;
- 4 Embedding himself more deeply within the YouTuber community.



How can GeekCeption achieve his goal?

Emmanuel's stated goal is to move himself away from the spotlight to the driving seat of a full blow media house. He's also created a business plan, and launched the website <http://geekception.tech>. He's hired a cameraman, and is looking to hire writers. GeekCeption will also expand to cover telcos, home appliances and cars and a bi-weekly series.

To get there, and to keep his staff from going hungry, Emmanuel is going to have to start deriving a profit for GeekCeption! While tools such as AdWords will help him generate some profit directly from his videos, Emmanuel should really consider producing more influencer campaigns. While he does not have a dream brand in mind, it would pay for him to consider which brands he would like to work with and start attracting their attention.

While he said he sometimes feels like an outsider in the YouTuber community, he could look at becoming more ingrained here to secure paid opportunities through collaboration. Resources at his fingertips include the SushiVid shoal, as well as various YouTuber MeetUp groups hosted across South East Asia.

THE INFLUENCER

CHAPTER 4

“ON SATURDAY HE ATE ONE
PIECE OF CHOCOLATE CAKE,
ONE ICE CREAM CONE, ONE
PICKLE, ONE SLICE OF SWISS
CHEESE, ONE SLICE OF
SALAMI, ONE LOLLIPOP, ONE
PIECE OF CHERRY PIE, ONE
SAUSAGE, ONE CUPCAKE AND
ONE SLICE OF WATERMELON..
THAT NIGHT HE HAD A
STOMACH ACHE.”



Andy & Sunny
from
HellGateStudio
551,600
Subscribers

Dream brands
to work with -
Proplugin,
Gamefilling,
G2A, sponsors
in the audio
and computer
industries

Subscriber
Target - 555,555
by December
2016
555,555 is like
'hahaha' for
Thailand

Average time to
produce videos
- 4 to 7 days

Based in
Thailand

Profit
\$100 - \$200 per
week

A bold name for a bold pair. Once HellGate Studios got the idea to “Dub Thai Funny” nothing could hold them back. Where others might hover over the publish button weighed by anxiety, Andy and Sunny started uploading their videos straight to YouTube.

By June 2012 they had 1,000 followers. But, they’re the first to admit that it took another two years of hard work to clear 100,000 subscribers. Scrolling through their YouTube page, it’s clear their video titles probably helped them reach the heights they have – they reference famous movies at the start of their titles. And they also post the titles in English and Thai to ensure they reach their target audience.

The boys are generating a steady income, but on the side they have studies and other businesses that they manage. Their business plan also covers many more ideas, but the brothers are hugely conscious of copyright issues – a great tip for any young players!

The money they generate comes chiefly through sponsorship, however, the brothers have never exerted their influencer power for a brand campaign.

What are HellGate Studios doing right?

- 1 Their attitude is great, and their mantra even better – Intend. Practice. Adjust. And love it;
- 2 Recognising that as influencers their words have the power to affect people, they watch their quotes carefully;
- 3 Connecting with the YouTuber community through Facebook and making plans to meet other influencers;
- 4 Focusing their videos on trending pop culture references;
- 5 Launching into YouTube with confidence and determination

Where could HellGate Studios improve?

- 1 While they have found the organic fan base to be larger on YouTube, 2 HellGate should not shy away from putting some more efforts into promoting their videos across the various social networks;
- 3 By seeking out YouTuber partnerships;
- 4 Speaking to a lawyer for advice regarding their copyright concerns.



How can HellGateStudio achieve their goals?

HellGateStudio may look like they're at the top of their game, but there's still more they can do to emerge as a beautiful YouTube butterfly. Not only do they want to increase their fan base by 45,000 or so, but they also have some dream brands they'd love

to partner with. Indeed, with so many fans behind them already, HellGateStudio are in an enviable position to make money out of their influencer status. If they made strides to partner with brands by signing up to an influencer marketplace, the income they derive from YouTube could increase dramatically.

Another point to mention is that while HellGateStudio were not aware of any grants for YouTubers in Asia, they are out there. Additionally, YouTube now also has the option of seeking direct Fan Funding – funding which may allow these brothers to get even more ambitious with their videos.

In terms of attracting a greater audience, the brothers may wish to shake up their content a bit and even include themselves in some of their videos to ensure the audience feels a personal connection with these stars.



SUSHIVID IN ACTION

CHAPTER 5

A CHAPTER ESPECIALLY
FOR BRANDS



23,600 views
and growing

Hermo are a true Malaysian success story, and one of the country's largest e-commerce cosmetic portals. They focus on sourcing the best Korean and Japanese beauty products especially for Asian skin.

2
unboxing videos
1
makeup tutorial
2
product reviews

HERMO

all under
USD\$2,000

Hermo hold a special place in our heart here at SushiVid. Not only do they provide a great service to the beauty aficionados of Malaysia, but they were one of our first clients. Even better, their campaign was an absolute triumph (even if we do say so ourselves).

The Hermo campaign shows that great results can be achieved at a low budget. While the number of views at the time of publishing this eBook was 23,600, that will only continue to grow as the videos get shared across social media platforms.

This is the real beauty (pardon the pun) of Hermo choosing to go down the influencer track – their videos will continue to make an impact long after money has changed hands.

Follow us as we break down the statistics for each video.

“He built a small house called a cocoon around himself. He stayed inside for more than 2 weeks. Then he nibbled a small hole in the cocoon, pushed his way out and...”



korean spring makeup tutorial with



What worked so well in this video is Hidayah herself. She has a really engaging personality, both on camera and off - Hidayah is an influencer who takes the time to reply to viewer comments – something we're emphatic about at SushiVid.

As a brand, you should be mindful that sometimes the comments are worth more than the exposure. Indeed, in this brave new world where everyone is getting reviewed, a star who doesn't reply to their fans can cause immense damage to your campaign.

Video 1 - Makeup Tutorial

Proposals received - 8

Quotes ranged from

US\$100-US\$500

INFLUENCER

HIDAYAH A.

518 views

22 likes

2 dislikes

15 comments



While beauty clients would usually pick a dedicated beauty influencer for their campaigns, Hermo took a gamble with Nat, hoping her loyal following would get a kick out of seeing Nat surprised by her beauty bounty.

Perhaps the biggest surprise, however, was when Nat put her Korean skills to use, reading out the instructions in her second language.

The video is quite a bit longer than the other unboxing from the same campaign, which is great at is shows the different styles available to brands.

FYI, we know at least one SushiVid staffer who has bought an 'I'm meme' lip gloss since watching Nat's video!

**Video 2 - Unboxing
Proposals received - 9
Quotes averaged at
US\$500**

**INFLUENCER
thenatstory**

**6,904 views
108 likes
1 dislikes
15 comments**



Video 3 - Unboxing
Proposals received - 9
Quotes averaged at
US\$500

INFLUENCER

Celeste Chen

13,539 views
Undisclosed likes
Undisclosed dislikes
10 comments

If you've got a creative lean, you'll know that sometimes it can be a slow old process getting to the finishing line. In fact, this video was edited quite a few times, but the biggest lesson that came out of the process was to trust influencers, as it is they who know their audience best!

Celeste's video is the most successful of the campaign, in part because she has a large subscriber base to start with. However, the real interest hinges on quality, and if the comments alone are anything to go by, this is a high quality video.

As Hermo are looking to expand into Singapore, they made a very savvy move choosing a Singaporean influencer for this unboxing. On the down side, this meant that the products were packaged for freight, and nowhere near as pretty to open as they were in Nat's video; something to bear in mind for future projects.

For the influencers reading this, Celeste added extra value to her video by featuring links to her favourite products in the publishing details underneath the video. Way to bring the A Game!



Video 4 - Review
Biotherm Aqua Plump
Proposals received - 5
Quotes averaged at
US\$250

INFLUENCER
Alyia Bubbles

2,127 views
59 likes
3 dislikes
25 comments

Consumers can be a cynical bunch these days, reluctant to use a new product until someone else has given it the seal of approval. So to coincide with the launch of Biotherm Aqua Plump, Hermo employed a wise tactic and sought out an influencer to review the product on their behalf.

And what a wise move it was – Alyia Bubbles provided a genuine review, focusing not just on what she loved about the product, but the stuff she didn't love too. It's this honesty which engenders trust in influencers. Additionally, as ReelSEO explain:

“The younger viewers are, the more likely they identify with YouTube stars more than TV/movie stars with an astounding 59% of 13 year olds following them on social media vs. only 32% for TV/Movie stars. It may not seem like a big deal now, but the youth of today is growing up with the stars of today on the devices they use the most and it's not television.”

In part this is because viewers can engage directly with their favourite influencers, something Alyia has done a great job of in the comment sections on YouTube.



Video 5 - Review Red
Wine Jelly Mask

Proposals received - 4

Quotes averaged at
US\$200

INFLUENCER

joellechoong

529 views

19 likes

0 dislikes

15 comments

Being a product with a very specific use, we received less proposals for this video. But, Joelle Choong had severe sunburn, meaning viewers could see the product in action. Authenticity – check! With a bit of humour thrown in, this video is both information and entertaining.

While the number of views may seem low, the number of comments and likes shows an extremely high rate of engagement, with Joelle responding to each and every comment. This is why as a brand, you shouldn't discount the niche bloggers for their small audience. Coupled with loyal audiences, the best influencers also have good networks, meaning your message could spread much further than your

original connection, with minimal effort on your part.

It's all about identifying those influencers who are “passionately and enthusiastically” promoting brands. Quality over quantity and all that!



CONCLUSION

“THEN HE NIBBLED A HOLE IN
THE COCOON, PUSHED HIS
WAY OUT AND... HE WAS A
BEAUTIFUL BUTTERFLY.”

CONCLUSION

Influencer marketing is the next big thing as far as advertising is concerned. Why?

Germin8 suggest that: “The expertise these individuals hold in a particular field combined with the good relations they maintain with their audience makes them reliable to people. Their opinion of your brand will most likely become the general opinion among their audience.” That credibility will only serve to boost your reputation.

Influencers

As we have seen across our case study, those influencers who communicate directly with their audience have the highest rates of engagement, even when they don't have the highest number of views. As a result, their audience is often more likely to purchase the product being advertised, meaning a great return on investment for brands.

Those influencers who also share prolifically across social media, have also demonstrated the best subscriber growth rates. Social media is also great for generating content ideas directly from the audience, which in turn can only mean more views, especially when coupled with keyword optimisation.

One of the biggest positives we took from our case study is that our YouTubers were all focused on producing high quality videos that resonated with their audience demands. In order to do so they have spent a great deal of money on equipment, and invested swathes of their personal time, while also juggling other commitments.

hunger driving them to greatness. We want to see our YouTuber caterpillars emerge as beautiful butterflies.

Brands

Social media has changed the dialogue between brands and consumers, with consumers desiring a greater sense of connection. With audiences shifting away from television, it is time for brands to reassess their advertising and content strategies.

The Hermo campaign driven by influencers they found on SushiVid has demonstrated itself to be hugely successful, for minimal outlay. For less than US\$2,000, they secured 5 influencer videos, which have been watched by nearly 20,000 people. That number will only continue to grow.

So whether you're a burgeoning start-up, or a member of the old guard, you've nothing to lose in reaching out to influencers. Their credibility, networks and audience could just see your product increase to a level of popularity beyond your wildest expectations.



CONCLUSION



Bonus Treat

Now that you've studied up on how to make your influencer campaign a success, sit back and watch Eric Carle read The Very Hungry Caterpillar – on YouTube of course!

<https://www.youtube.com/watch?v=vkYmvxPOAJI>

CONCLUSION

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WE ARE SUSHIVID



Influencer specialist company SushiVid is the leading directory of influencers in Southeast Asia with local YouTube, Instagram, Snapchat, Vine and Blog celebrities from Indonesia, Malaysia, Singapore, Thailand and soon Vietnam & Philippines. The all-in-one platform allows you to find, hire and work with influencers in a safe and hassle-free environment.

In less than 1 year, SushiVid has successfully served more than 50 brands and has a directory of over 350 influencers in this region. It is fast becoming the largest influencer marketplace in Southeast Asia.

As the millennial generation moves to consuming media online, brands must follow. Today's generation craves content from authentic personalities. Advertising via social media allows brands to create more genuine and engaging content by utilising citizen influencers.



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Find out more at www.sushivid.com