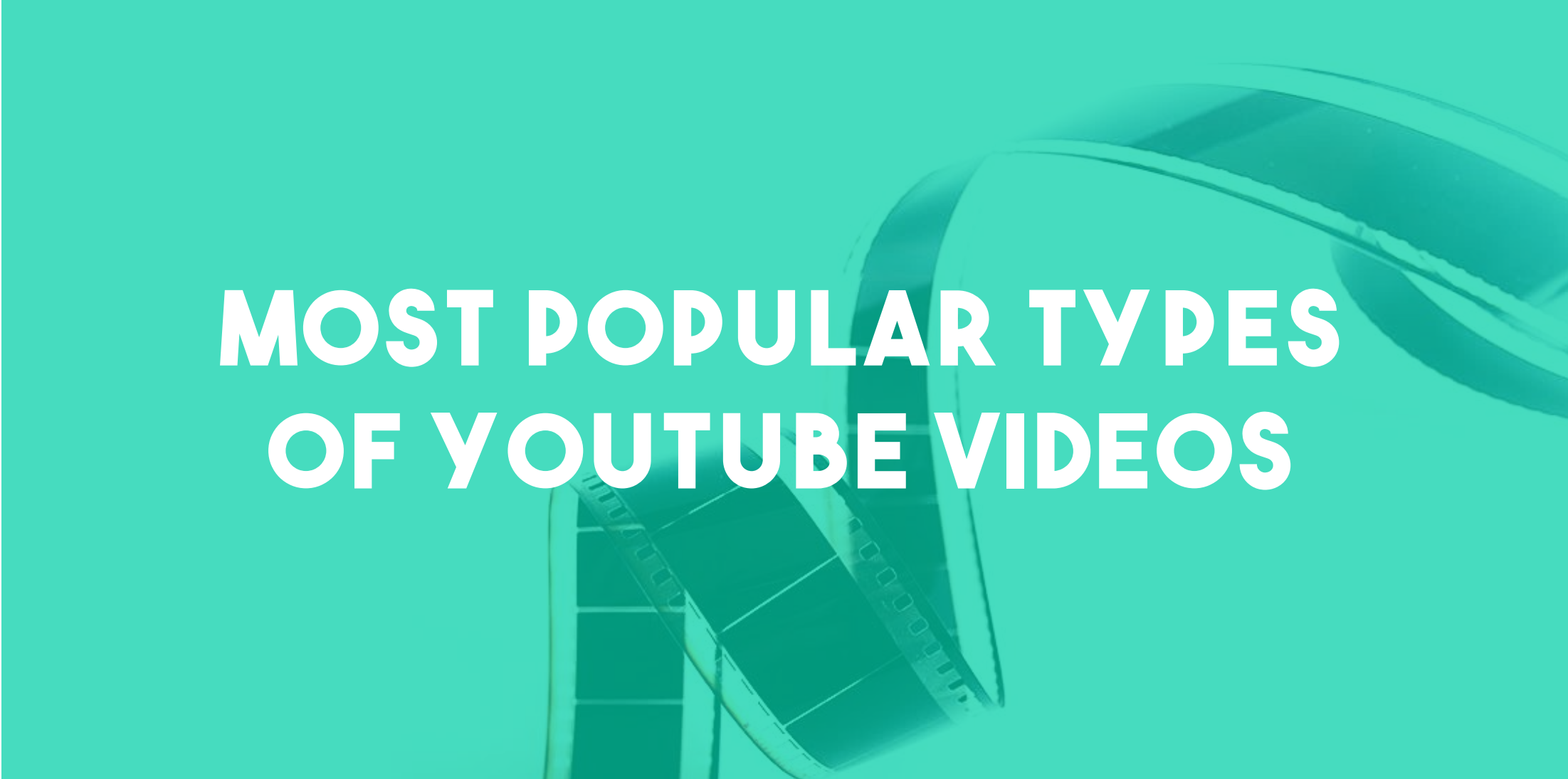




MOST POPULAR TYPES OF YOUTUBE VIDEOS



“I used to think I was the strangest person in the world but then I thought there are so many people in the world, there must be someone just like me who feels bizarre and flawed in the same ways I do. I would imagine her, and imagine that she must be out there thinking of me too. Well, I hope that if you are out there and read this and know that, yes, it’s true I’m here, and I’m just as strange as you.”

- Frida Kahlo

Social media is often much derided for tearing us apart, for shifting our focus from the people right in front of us, to those we can touch only virtually. And yet, it also has the capacity to stir us. To connect us to someone, just as strange. It's little wonder then that the most loved content on YouTube is that which makes us feel. Here we profile the 9 most popular types of videos on YouTube.

ONCE UPON A TIME...

9

Storytelling has long been a content marketing buzzword. But as [The Content Marketing Institute](#) emphasizes “it is not intended to be a “selling” tool; it’s a method of building strong relationships with your customers and a thriving community of loyalists over time.” A brand who consistently nails this is Coca Cola. While I’d never recommend you drink the stuff (it’s poison you hear me) you can certainly take some [marketing inspiration](#) from these gurus.



CONTENT THAT REMINDS US WE MATTER

8



Regardless of how many treasured allies we walk through life with, sometimes it takes more than their praise to remind us we matter. Sometimes it takes beautifully crafted visuals, set to haunting music.

CONTENT THAT TAKES US ALONG ON A JOURNEY

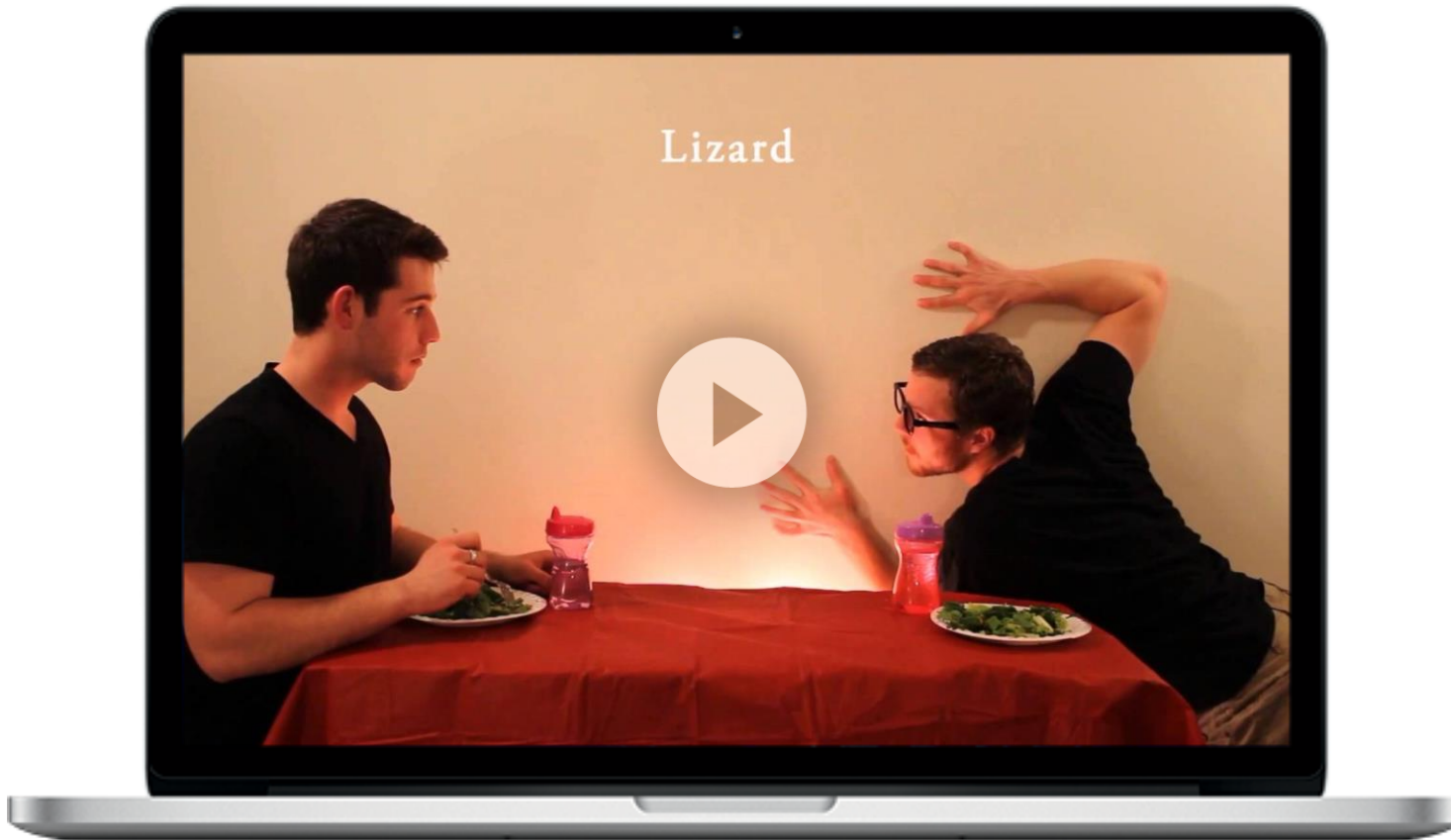
7

As far as clichés go, the journey rather than the destination has got to take the cake. But there's a reason for that – the epic highs and lows we feel on that path often change us for life. So to be invited to share another's journey is quite a privilege, especially when there's a cat involved; Christian the Lion!



CONTENT THAT MAKES US LAUGH OR SMILE

6



“Make ‘em laugh, make ‘em laugh. Don’t you know everyone wants to laugh?” So sung Cosmo in Singin’ in the Rain. And boy was he right! Laughter is the tonic to so many ills and a mighty weapon in your arsenal when you’re trying to impress the ladies. Even rhinos know that!

CONTENT THAT REMINDS US THAT LIFE IS SHORT

5

It's all too easy to take life for granted. We get busy. We get stressed. We foolishly believe we're invincible. But, the only certainties in life are death and taxes. Don't worry, we won't bore you with a tax video because life indeed is fleeting.



CONTENT THAT REVEALS SECRETS

4



According to [The Richest](#) sharing salacious celebrity secrets with the world is the easiest way to make money with YouTube (our faith in humanity is restored with the knowledge that educational videos are the second most likely types of videos to make money). Thankfully, it's not just tabloid gossip that the punters are looking for. Type in "secrets revealed" to YouTube and you get the foiling of magician's tricks, videos about the secrets of the Bible and the universe.

CONTENT THAT MAKES US CRY

3

With sadness in abundance, why pray tell do we humans seek out content that makes us cry? Some evolutionary psychologists suggest it all comes down to games of pretend – just like those we played as children. They suggest that: “Pretend play and imagining enhances executive function, self-control, theory of mind (that is, our ability to understand what other people are thinking), creativity, and decision-making skills.”



CONTENT THAT EDUCATES WHILE ENTERTAINING US

2



In a world of unicorns, rainbows and lollipops, 2015 would be a year devoid of discrimination. Sadly discrimination is still rife, though nothing that a little education can't quell. And so it was that the [Love Has No Labels](#) campaign was launched. If you haven't seen this yet, reach for the tissues, again!

CONTENT THAT GIVES US A FRESH POINT OF VIEW

1

Most of us know that applying make-up whilst driving is dangerous. Still, there are some messages we fail to heed, regardless of how many times we hear them. Well, in 2012, Volkswagen found a fresh way to impart the message to a youth audience, enlisting the assistance of influencer [Nikkie Tutorials](#). The juxtaposition of glam and slam is nothing short of intense. Now for VW to put a fresh spin on their emissions scandal!



Just writing this I've laughed, cried, screamed, cried, learned, cried, experienced and cried. Okay, I'm a cry baby, but the message is clear – if you can make your audience feel something, they'll keep coming back for more. And maybe you'll even touch someone who felt as bizarre and flawed as Frieda Kahlo did, all those years ago.

THE END