



MAN ABOUT CAKE

PRESENTED BY **bluprint**

Creating viewer delight and business
impact through an all-new YouTube series

ORGANIZATION

Bluprint, an NBCU
Company

ROLE

Research &
Analytics Lead

TIMELINE

Jan 2016 -
May 2019



SOMETHING BIG IS COMING...

In 2015, many companies faced declining reach and ROI from Facebook advertising.

By 2016 it was crucial for Craftsy (now Blueprint), an online education and ecommerce platform for crafts and hobbies, to expand its reach on alternate social platforms.

I was tasked with launching Craftsy's new customer acquisition strategy on YouTube.

I researched and analyzed audience, content, and marketing strategies that would delight viewers and grow Craftsy's addressable audience by driving viewers to the site.

Consensus



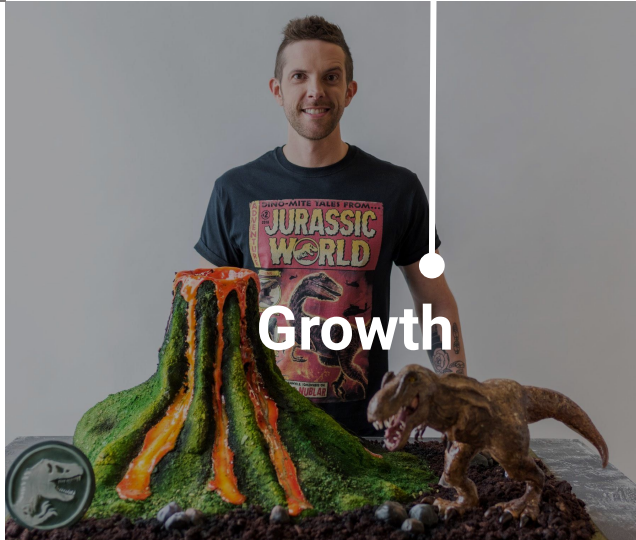
During my tenure the channel acquired over **800K subscribers and millions of views**. It attracted the attention of NBCU prior to Craftsy's acquisition, and was later used to **promote NBC content** like Jurassic World and Shahs of Sunset.

Innovation



In collaboration with stakeholders across 5 departments, and under close watch from our CMO and CEO, I **spearheaded a completely new way of marketing our product**.

Growth



The show **pioneered production approaches** for series on Craftsy's streaming subscription service, leading to spinoffs and fresh new content.

Discovery • Collaboration • Analysis

As the lead marketing touchpoint on the series, I made decisions that impacted multiple departments and stakeholders. I used a data-driven approach to understand viewer preferences, best practices, and areas of greatest impact to the business.



DOMAIN STUDY



YOUTUBE PLAYBOOK



Direct channel subscriptions boost a video's Youtube recommendation score, improving its visibility. Targeting related content or new viewers is more lucrative than targeting search views through SEO keywords.

COMPETITIVE ANALYSIS



TUBEBODDY
YOUTUBE



Channels with personalities and consistent, episodic content perform best, involving narrative-building over the duration of the series.

TREND ANALYSIS



TUBEBODDY
GOOGLE KEYWORDS



DIY wedding cakes were popular and relatively uncompetitive. Across seasons, unique wedding cake designs and Halloween cakes were top performers.

I directed action and managed the needs of partners inside and outside of **Craftsy**, facilitating decisions on episode content, featured product, and marketing strategies.

ECOMMERCE

Product integration & set supply

PRODUCTION

Technical feasibility

MARKETING

Channel promotion & ad support

SALES & PARTNERS

NBCU integrations & YouTube collabs

TALENT

Strengths & vision

**EDITORIAL**

Site merchandising

Across seasons and tests I analyzed episode performance, culling insights to optimize view, click-through, and conversion rates on YouTube and craftsyt.com.



YOUTUBE ANALYTICS



GOOGLE ANALYTICS
DATA WAREHOUSE + SQL



FACEBOOK ANALYTICS

KPIs Week 1 performance:

- Subscribers from video
- Total views
- Subscriber views/total views
- Engagements/views
- Viewer retention rate

KPIs Week 1 performance:

- Site visits/views
- Registration rate
- Purchase rate

90-day performance:

- 90-day registration to new buyer rate
- Episode revenue

KPIs Week 1 performance of promotional materials:

- Total reach
- Engagements/reach



Over the course of 3 years I developed a burgeoning initiative into a well-honed, cross-company process of production, testing, and learning.

Our team faced challenges including delays associated with physical product supply chain, supporting ever-changing business priorities through the evolution of a startup, and creating content that met both viewer desires and business needs. However, through testing and learning we created a popular brand on par with independent YouTube creators.

[WATCH ON YOUTUBE](#)