

Forkast

News

CASE STUDY

CAMPAIGN

STARTED ON : OCT 2020

STATUS: ONGOING





YouTube Marketing

NEWS&JOURNALISM

ABOUT FORKAST NEWS

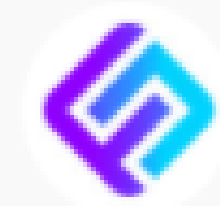
Forkast is a digital media platform covering emerging technology at the intersection of business, economy, and politics. From Asia, to the world.

Initial Stage



DATE: 01 - OCT - 2020

Subscribers : 2.55 K



Forkast News

2.55K subscribers

WATCH TIME

569.0 hrs

VIEWS

6.9K Monthly views

Views

6.9K

Watch time (hours)

569.9

Custom Strategies



VIDEOS OPTIMIZATION

Tags, Keywords, Thumbnail optimization.

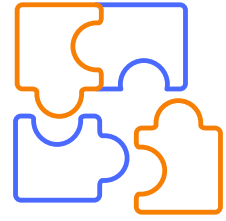
YOUTUBE ADS

Video ads with the budget of \$60 approx / week.

COMMUNITY MARKETING

Videos organic promotion in different niche communities.

THIRD PARTY FUNNELS



Videos Optimization



Funnels Optimizations



Analytics Optimization



Competitor Research

**Ongoing
activities**

ON FEB 9 /2021



YouTube Partner Program Options

AdSense account **Active**

ID: pub-5900394732856896

Associated on February 9, 2021 at 6:53 AM

[CHANGE](#)

Monitization Setup

5 Days : Revenue

\$461.40

YouTube ad revenue ↓	
\$461.40	
\$421.61	91.4%
\$20.12	4.4%
\$10.04	2.2%
\$9.63	2.1%
\$0.00	0.0%

Other Channels Growth

Twitter

Followers increased from
3356 - 8574



The screenshot shows the Twitter profile for Forkast News. The header features a banner with the text "EMERGING TECHNOLOGIES AT THE INTERSECTION OF BUSINESS, ECONOMY AND POLITICS" and "WE START WITH BLOCKCHAIN". The profile picture is a circular logo with a stylized 'F' in purple and blue. The name "Forkast News" is displayed, along with the handle "@Forkast_News" and a "Follows you" badge. The bio states: "Covering stories of blockchain and emerging technology at the intersection of business, economy, and politics. From Asia, to the world." The location is "Hong Kong", the website is "forkast.news", and the account was joined in "October 2018". At the bottom, it shows "1,472 Following" and "8,574 Followers".

EMERGING TECHNOLOGIES
AT THE INTERSECTION OF
BUSINESS, ECONOMY AND POLITICS

WE START WITH
BLOCKCHAIN



   **Following**

Forkast News
@Forkast_News Follows you

Covering stories of blockchain and emerging technology at the intersection of business, economy, and politics. From Asia, to the world.

 Hong Kong  forkast.news  Joined October 2018

1,472 Following **8,574** Followers

Current Stage



DATE: 15 - FEB - 2021

Subscribers : 6.13K



Forkast News

6.13K subscribers

WATCH TIME

33.5K hrs

VIEWS

177.2 K Monthly views

Views

177.2K ↑

169.0K more than usual

Watch time (hours)

33.5K ↑

32.8K more than usual

Campaign Status : Ongoing



FORCAST NEWS