

YouTube

as a marketing tool
for Online Trading brands



Data-driven insights about Online Trading on YouTube



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01. Insights: What are consumers looking for?

02. Content analysis: What content is popular?

03. Analysis: YouTube channels online trading brands

About us

Team5pm helps brands and publishers be more successful on YouTube. Together with our customers, we ensure more views, watch time, leads and conversions.

Now more than ever YouTube offers opportunities for brands - opportunities that we now use for companies including Pokerstars, Interpolis, Volkswagen, Castrol and GAMMA.

For more information about our services and process, please visit team5pm.com.



Jelmer Wind
(Co-Founder)



Introduction

The significance of YouTube for online trading

Besides Government's, Commercial Banks, Central Banks, Corporations and Investment Funds there is a rapidly growing group of investors; namely the (retail) traders/investors. Perhaps recent developments regarding Negative savings rates, Covid-19 pandemic and rising trend around FIRE (financial independence retire early) might encourage this movement and get people into trading. However, where do they get their inspiration and information?

In this report, we share our insights into the online trading industry on YouTube. We will show what content and which creators in the trading industry are popular, how online trading platforms are currently using YouTube and which opportunities do they miss out on!

Within this report we covered the major three trading assets to get started:

- Crypto
- Stocks
- Forex

If you want to know more, don't hesitate and reach out to us!



01

Consumer & Trading

YouTube as a marketing tool
for online trading brands

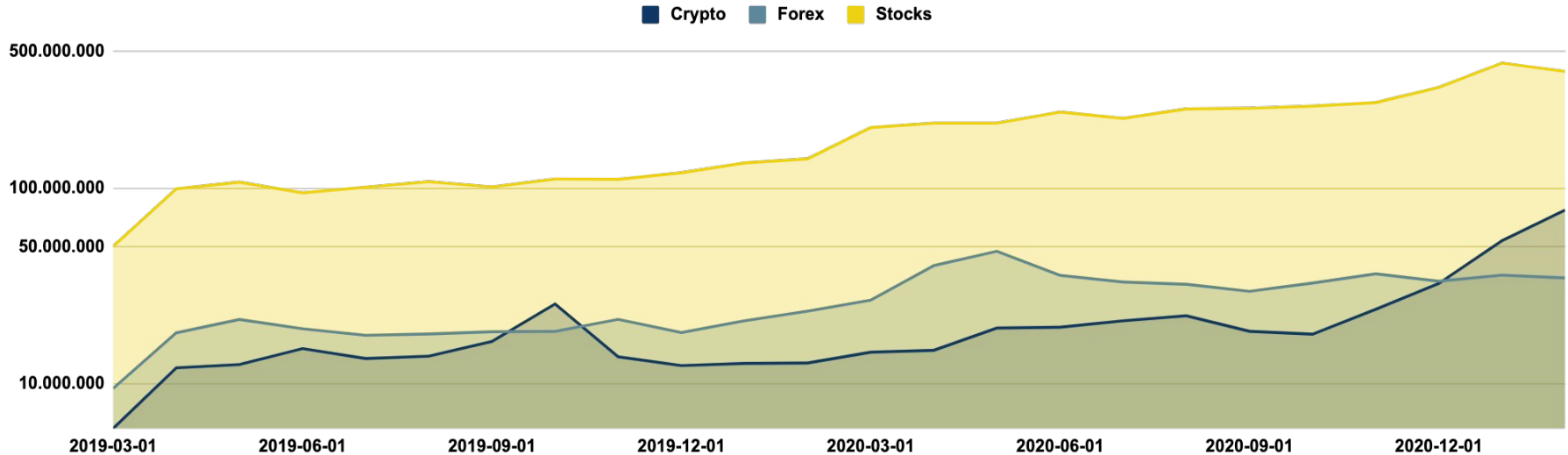
-|- Total market in views

-|- Active search intent



Increased more than sixfold in two years!

Global views per specific market



Videos related to Crypto-Forex-Stock are becoming increasingly popular with a total amount of views 505.011.844 which is a growth of 671% in 2 years! The amount of videos related to Crypto grew the hardest with 1208%, followed by 684% for Stocks and 267% for Forex.



View volumes on Top-keywords

Monthly Active Searches on YouTube

Monthly search results



STOCKS

stock AMC	5.040.000
stocks	2.256.000
stocks market	4.118.000
stocks zoom	1.507.000
Stocks Nokia	1.235.000
stock to buy now	453.000
stocks to trade	248.000
stock market	220.000
Spacex Stocks	203.000
S&P 500 stocks	136.000
stocks robinhood	111.000

FOREX

Forex	2.256.000
Forex trader	1.507.000
Forex trading	1.400.000
Forex Factory	554.000
Forex trading for beginners	166.000
Forex live	111.000
Forex account	90.600
Forex broker	74.500
Forex signals	60.900
Forex strategy	49.800

CRYPTO

Cryptocurrency	1.500.000
Crypto	823.000
crypto news	368.000
cryptocurrency news	201.000
Crypto mining	90.500
Crypto trading	90.000
crypto wallet	74.000





So actually, there is a huge and rapidly growing audience on YouTube for online trading content!



02 Content

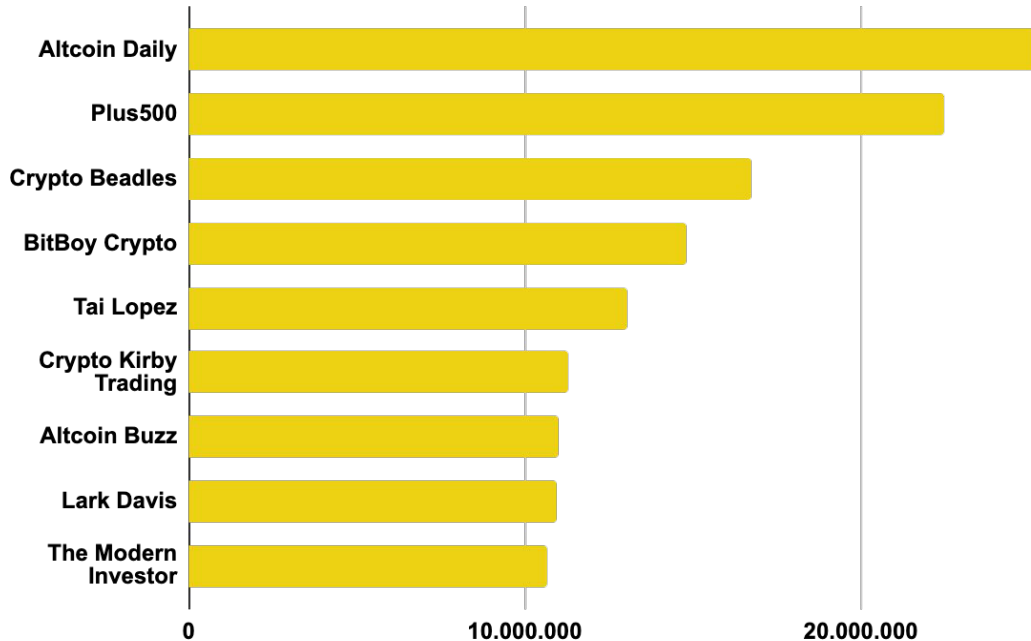
What is trending?

- !- Crypto - Performance by creator
- !- Stocks - leading creator types
- !- Forex - Popular 'organic' creators



Crypto market

Which creators are the most popular?



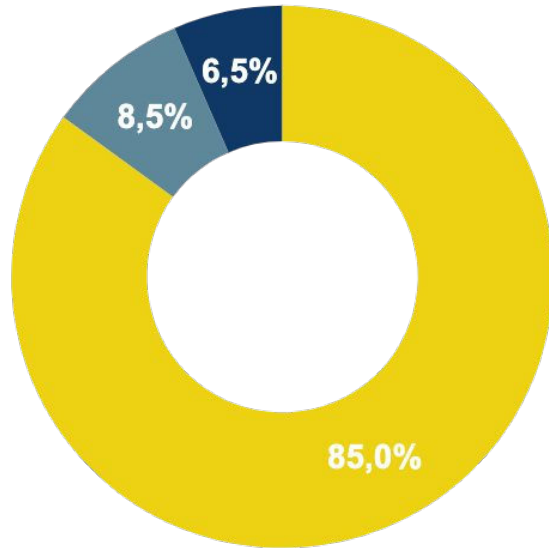
- **Altcoin Daily** is by far the most popular creator when it comes to crypto related videos. With almost 600 videos and on average 42K views p/video.
- Interesting that **Plus500** is in second place, with **3 videos** with an average of **7.4 million views p/video**.
- When it comes to the most amount of videos is Altcoin Buzz the leader with 1042 uploaded videos.



Stock market

Influencer by far the most

Percentage views by creator type



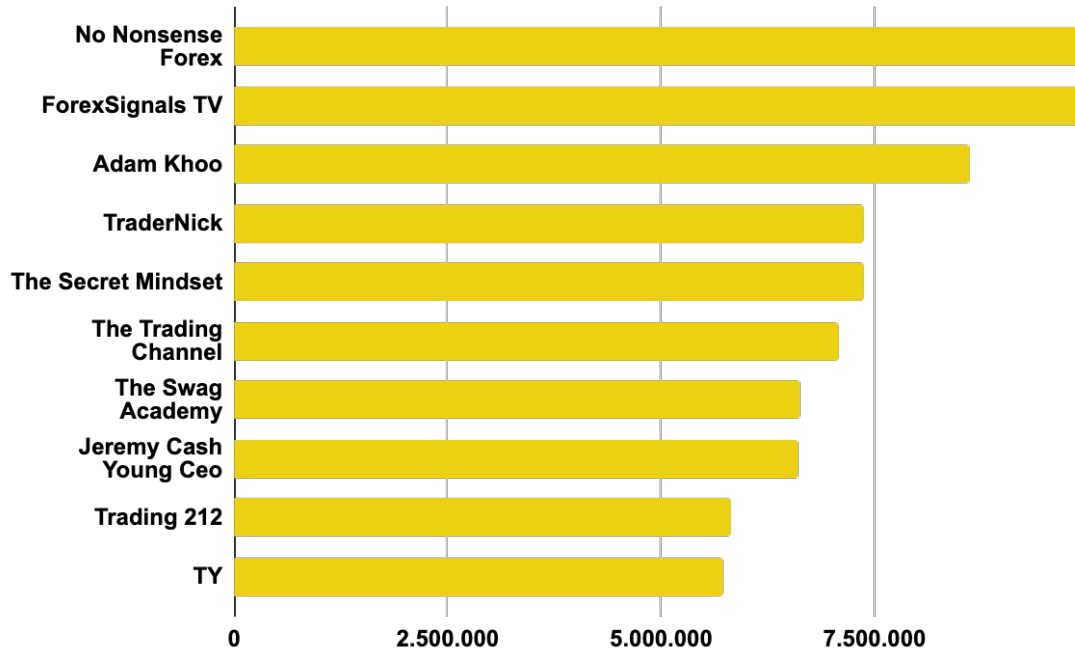
- Influencers
- Media Company
- Brand

- With over **190 million monthly views** on average the stock market remain the largest of the three markets.
- Influencers are by far the most popular creator type with **85% of the market**.



Forex

Most popular creators ranked by organic views



- This top 10 creator is listed by 'organic views' where **No Nonsense Forex** is leading with more than 10 mio views over the last 2 years.
- **TraderNick** is by far the most active uploader from this list with more than 570 uploads.
- It is striking that the entire top 10, have an average **engagement rate 3.4%** which is many times higher than average.





So actually, influencers are benefiting the most from this growing market!



03

Analysis of Online Trading Brands

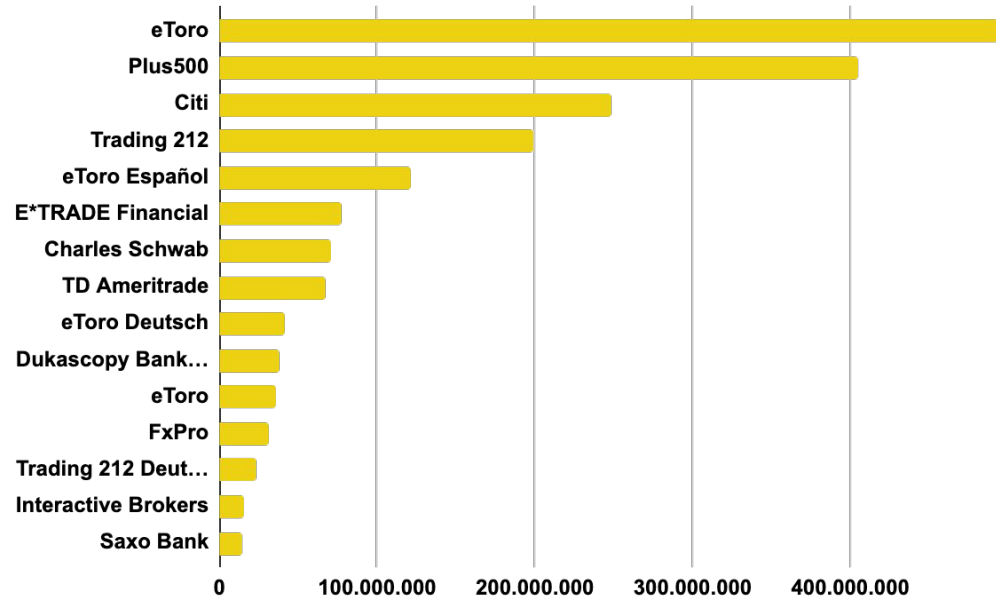
What is their approach?

- !- Overview online trading brands
- !- Engagement: content that inspires
- !- Brands' utilization through the marketing funnel



Millions of views

Top 15 online trading brands based on amount of views



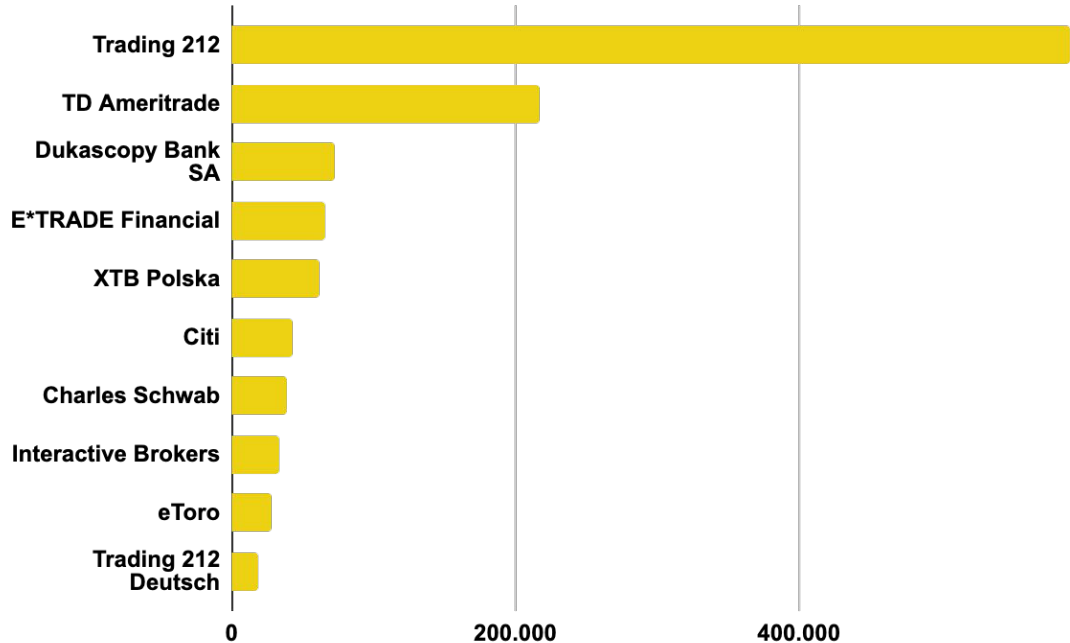
- Total views generated over the last 2 years:

eToro, Plus500 and Citi generated the most views, however these come largely from advertisement.



Content that inspires

Top 10 based on amount of engagements

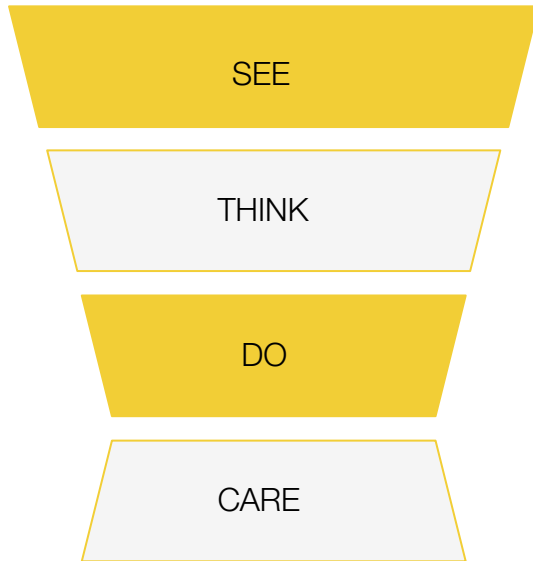


- Which brand is creating **content that inspires** comments and shares?
- **Trading 212** is by far the most popular creator in building an authentic relationship with their viewers.
- When you do it wrong, you'll leave your audience frustrated and dissatisfied.



SEE-THINK-DO-CARE

Brands focus almost exclusively on See & Do



Target group

All potential customers

Consumers considering a purchase

Consumers with buying intentions

Existing customers

Videos that focus on the educational (Think) and after-service (Care) phases are under utilized or utilized poorly.



Awareness and conversion

Advertisements focus on the See & Do phases



Awareness

These ads have millions of views and are primarily (TV) commercials that are shown one after the other.



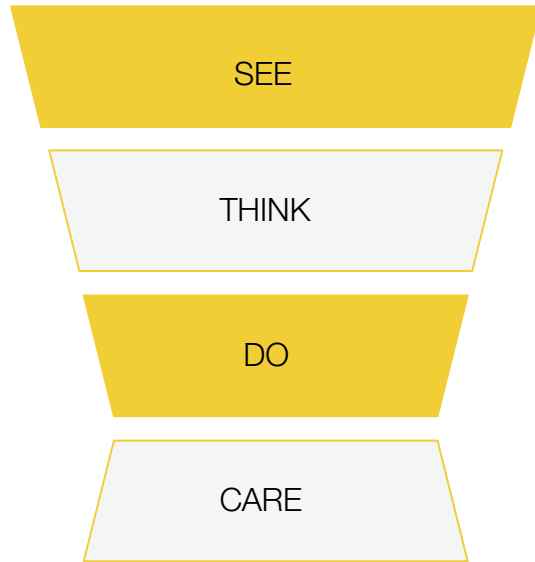
Conversion

These ads have actionable messages and are focused to open an account or place a trade.

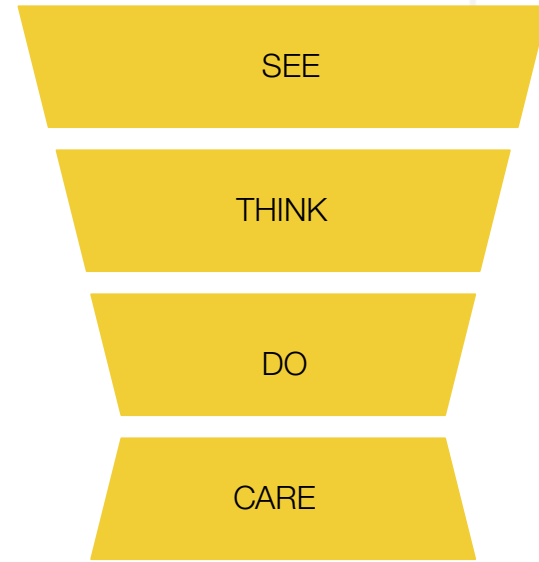


YouTube Sales Funnel

Brands are missing opportunities in the Think & Care phases



Current situation



Ideal situation



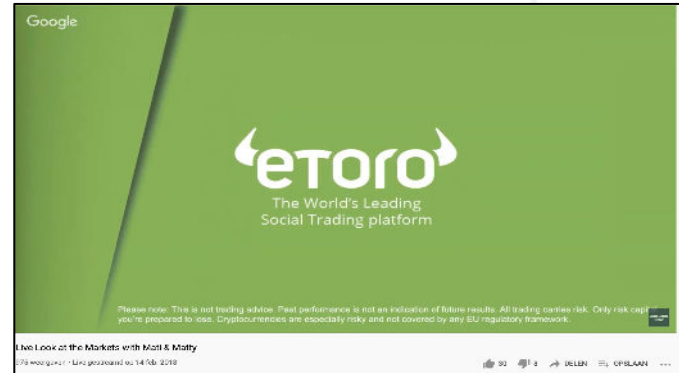
Consideration & Loyalty

Examples of content focussed on the Think & Care



Think

“Introduction to the Commodity Markets?” This content is relevant to the user who is already interested and who wants to know more. Organic reach is really valuable and we do see that the video is still generating views and comments.



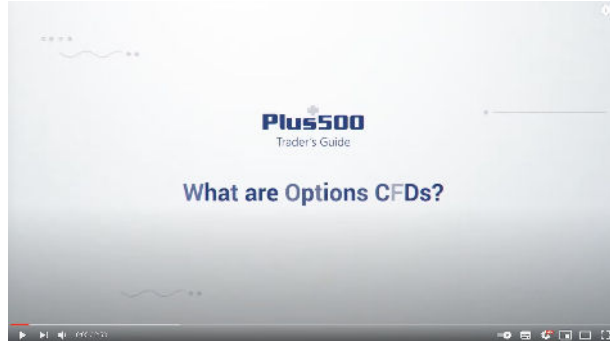
Care

“Live Look at the Markets with Matt & Matty” This type of video is a great example of loyalty by adding value by sharing insights for existing clients.



Organic Content

Poorly optimized or not optimized at all



Plus500 Trader's Guide is a good example

In the last few years various online brokers have launched initiatives to rank organically. However this content is so poorly optimized that the videos generate almost no views or are boosted by advertisements.

Consider:

- No attention to SEO in the titles, descriptions and tags
- Unattractive or missing custom thumbnail
- Shorter lengths generate almost no watch time
- Engagement and interactive features not used





So actually, online trading brands use YouTube only as an advertising platform instead of a place where people come to learn and discover about trading.



Key Takeaways

- 01** YouTube is playing an increasingly important role in online trading. This is reflected in the increasing number of views.
- 02** Online trading brands are not taking advantage of the opportunities this presents. Therefore, it is important to expand and optimize their strategy and approach.
- 03** Brands rely on ads for much of their visibility on the platform, and their current content is poorly optimized.
- 04** Especially in the consideration phase, brands miss great opportunities to influence the purchase of a particular product or brand.



04

About Team5pm

- |- This is us
- |- Our customers



This is us: Team5pm

Data-driven YouTube Agency

Team5pm was founded in 2018 on the idea that there are huge opportunities for brands and publishers to use YouTube successfully. The platform has been incredibly popular for years, but in the Netherlands there were no agencies specialized in this area. Until now.

From strategy to implementation, we help our clients succeed on YouTube in all its facets. By better distributing video content, optimizing it and providing data-driven insights, we help our clients drive more views, watch time and conversions on YouTube. We believe video strategies should be based on data and insights, not gut instinct or personal preference.

We started in 2018 with four of us in a small office with no daylight. We have since grown tremendously and our team consists of more than 80 people. Since May 2020 we run data and search based video production studio: our creative studio. To help brands outside the Netherlands on YouTube, we opened our first office in Cologne in January 2021.



Team**5pm** | The YouTube Agency



Some of our customers

We work for national and international brands



Canon



prime video



De Telegraaf



THE OCEAN
CLEANUP



Do you want find your edge on
YouTube?

LET'S TALK!



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