

How to Make Money with YouTube in 2024. Is that still possible?

YouTube, founded in February 2005 and launched as an international video-sharing website by three former PayPal employees as an initial video-sharing solution, quickly evolved into an immense global platform where millions of users upload, share, and watch videos daily. Now, with over 2 billion monthly logged-in users, each day alone, over one billion hours of video are being watched globally. It provides content creators with an effective platform on which to make money with their videos.

YouTube is not simply an entertainment video platform but an opportunity for millions to monetize and build careers through this medium. From experienced content producers to beginners and those just starting out on YouTube, there are multiple methods of monetizing presence and earning substantial revenues on this platform. In this article, we'll look into various avenues available to create revenue on YouTube through content production or promotion services.

Content Types on YouTube

Here are some of the more popular categories of content available online:

- **Entertainment**

Comedic sketches, music videos, reaction videos, and Vlogs dominate online video platforms today. Many famous comedians, musicians, and everyday people build large audiences simply by entertaining viewers with entertaining videos.

- **Education**

Channels that focus on providing specific skill training, such as coding, cooking, photography, or DIY crafts, often attract massive audiences.

- **YouTube Gaming**

For gamers, YouTube serves as an indispensable hub for streaming gameplay, sharing tutorials, and reviewing games.

- **Fitness and Health**

Yoga instructors, fitness trainers, and dieticians offer workout routines and advice that help

people lead healthier lifestyles.

- **Beauty & Fashion**

Makeup tutorials, fashion hauls, and styling tips videos have proven immensely popular with audiences, and influential creators such as James Charles and NikkieTutorials lead this industry.

- **Product Reviews & Unboxing**

Tech gadgets, beauty products, and toys are often reviewed on YouTube by creators who partner with brands. Brands often hire these creators as spokespersons to promote their product offerings.

Multiple Ways to Earn from YouTube

YouTube offers creators various strategies for earning income with multiple revenue sources; here are a few effective ones:

1. Ad Revenue

YouTube's Partner Program allows creators to earn revenue through ads displayed on their videos. Once their channel reaches 1,000 subscribers and 4,000 hours of watch time within 12 months, they are eligible to start monetizing through ads such as:

Display ads are shown alongside videos, while overlay ads appear as semi-transparent overlays in the lower part of your video.

Ads that appear before and during videos are either skippable or non-skippable. Their revenues depend on factors like views, the type of content produced, and the target audience. Depending on the niche market creator, they are usually between \$2 and \$12 per 1000 views.

2. Channel Memberships

Creators can provide dedicated viewers with channel memberships at a monthly subscription cost starting around \$4.99 for access to exclusive perks that could include:

Custom Emojis or Badges Member (Only Videos/Livestreams)

Creators can engage their fanbase while earning regular monthly revenue streams with this strategy.

3. Super Chat and Super Stickers on YouTube

YouTube's Super Chat and Super Stickers features enable viewers to donate during live streams in order to highlight messages during real-time streaming from live streamers, gamers, or influencers who actively engage their audiences - from one dollar up to \$500 depending on support received by YouTube viewers for Super Chat donations. This option has become especially popular with live streamers who regularly interact with their audience in real-time. Super Chat donations usually range between one dollar and \$500 dollars, depending on viewer participation in each stream.

4. Merchandise Sales

YouTube allows creators to sell merchandise directly through their channels via Teespring integration. Many popular YouTubers design T-shirts, hoodies, mugs, and other items their fans enjoy purchasing from them directly on YouTube.

5. Affiliate Marketing

Affiliate marketing refers to an approach in which YouTubers promote products or services and receive commission for sales made through their referral links. Cosmetic influencers often advertise cosmetic products, while tech channels focus on gadgets. Adding affiliate links into video descriptions can result in earning a percentage of any sales they refer.

6. Sponsored Content

Brands frequently reach out to YouTubers to promote their products or services, often for reviews, unboxing, and demonstrations. Creators who create sponsored videos, such as reviews, can earn thousands by producing sponsored videos with high following counts. Famous YouTubers with large followings often command higher rates per sponsored video created.

7. YouTube Premium Revenue

YouTube Premium provides viewers with an ad-free viewing experience, and creators whose work is seen by YouTube Premium subscribers receive part of the subscription fee depending on how long their viewers watch their content.

YouTubers Making Millions

- **MrBeast**

MrBeast has earned \$50 Million by 2024.

- **PewDiePie**

PewDiePie has become one of the most successful creators, earning around \$40 million through his channel.

- **Ryan Kaji**

Ryan has become one of the world's best-known child YouTubers thanks to his reviews of toys. His estimated annual earnings remain near \$30 Million by 2024.

Ronaldo's Viral YouTube Channel Trend

Soccer icon Cristiano Ronaldo made headlines not just for his achievements on the field but also due to his viral YouTube channel trend. While best known for his unmatched football career, Ronaldo has amassed a large online following across various platforms, specifically YouTube, where he recently began uploading behind-the-scenes footage, workout vlogs, travel experiences, etc., which quickly amassed millions of views.

Ronaldo's entry into YouTube demonstrates how major celebrities are realizing its power as an effective medium for communicating directly with their fanbase. His viral videos have inspired other athletes and celebrities to use YouTube as another means of connecting with global audiences.

Ronaldo's channel serves as an impressive testament to YouTube's versatility of content. While he continues his dominating performances on the soccer pitch, his channel remains successful on YouTube, an indication of its utility for even established public figures looking to expand their influence and establish new revenue streams.

Conclusion

This digital world's biggest video platform has enabled creators to fulfill their dreams who were looking to turn their passions into profitable careers. There are numerous avenues through which this platform has provided creators a way to monetize their efforts, with

millions being earned annually on this global stage.