

Secrets To Create Engagement

[2. Idea Creation & Why Videos Go Viral](#)

How to Increase Engagement:

In this video, we talk all about how to increase the engagement you get on your videos. Now it's important to note that engagement alone will not make a video go viral but it will help. Like we've discussed in past videos watch time is the most important metric but increasing engagement will foster connections with your audience. This means that when it comes to monetizing your audience your viewers will know, like and trust you and what you are trying to sell or promote.

Community Building:

When you start building an audience a great way to think about it is you are building a community. A community of people who enjoy watching your videos and find value in them. This community is also interested in the same topics you talk about which is why they followed you in the first place.

The first step to building connections with your audience is to be engaged in the comments. When people write a comment you should be trying to respond in some way. If they have a question, do your best to answer that question, If they make a statement, acknowledge it. Responding to comments shows your audience you care about them and in turn, makes the audience care more about you.

To further engage the audience it is also a great idea to ask a question to the audience In your video that they can answer. In a lot of cases, people don't comment because they don't have anything to comment about.

3 Engagement Hacks:

Now when it comes to giving your audience something to comment about you can also engineer your video to optimize that aspect. These are what we like to call engagement hacks. These aren't necessarily bad, they are just designed to make the people comment who were on the fence in the first place.

The first engagement hack is to be controversial. Now I know what you are thinking “Why would I want to be controversial? That’s a bad thing!” And that’s where you are wrong. People are naturally drawn to other people with opinions. This way they can decide whether they align themselves with or against you. If they align with you and your opinion they will relate with you and if they don’t align with your opinion they will still watch your videos to see what the other side has to say. So in some ways, it’s a win-win.

Now it’s important to note that you don’t have to discuss the classic controversial topics such as religion and social issues. These opinions can all be within your niche.

Example: I talk about what software I use to edit and stand by my opinion that the best software is Davinci Resolve (because it is). And other people will feel different about my opinion but at the end of the day, this opinion I have has zero effect on their everyday life. But it gets them engaged.

Intentionally Get Something Wrong:

This is also a great way to increase engagement but you need to be careful you don’t get too carried away with it. This has a very thin line to ride on. You don’t want to get so many things wrong that everyone thinks you are dumb but getting something small wrong that gives the viewer something to comment on is great.

Example: In the video, we show a video where a guy called a Ping Pong table a Pong Ping table. Saying this does not affect the meaning of the video and everyone still understands what he’s saying but the amount of comments talking about what he said is super high. I can almost guarantee he did this on purpose.

Just Ask For It:

This may sound like a useless practice but it works better than you think. Just asking for a like or comment will remind the audience and that’s why people do it so often. Even for ourselves, we have noticed a distinct difference in videos where we ask for a comment or like versus videos where we haven’t done it.

Now all of these should be done with purpose, with some of these (most notably hack #2) it is very easy to get carried away and for it to come off as inauthentic so use these sparingly.