

How to Get Great Content Ideas

And Data

From YouTube Playlists

A step-by-step system to convert
YouTube playlists into useful data
and ideas to grow your business

By Don Crowther

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How to Get Great Content Ideas And Data From YouTube Playlists

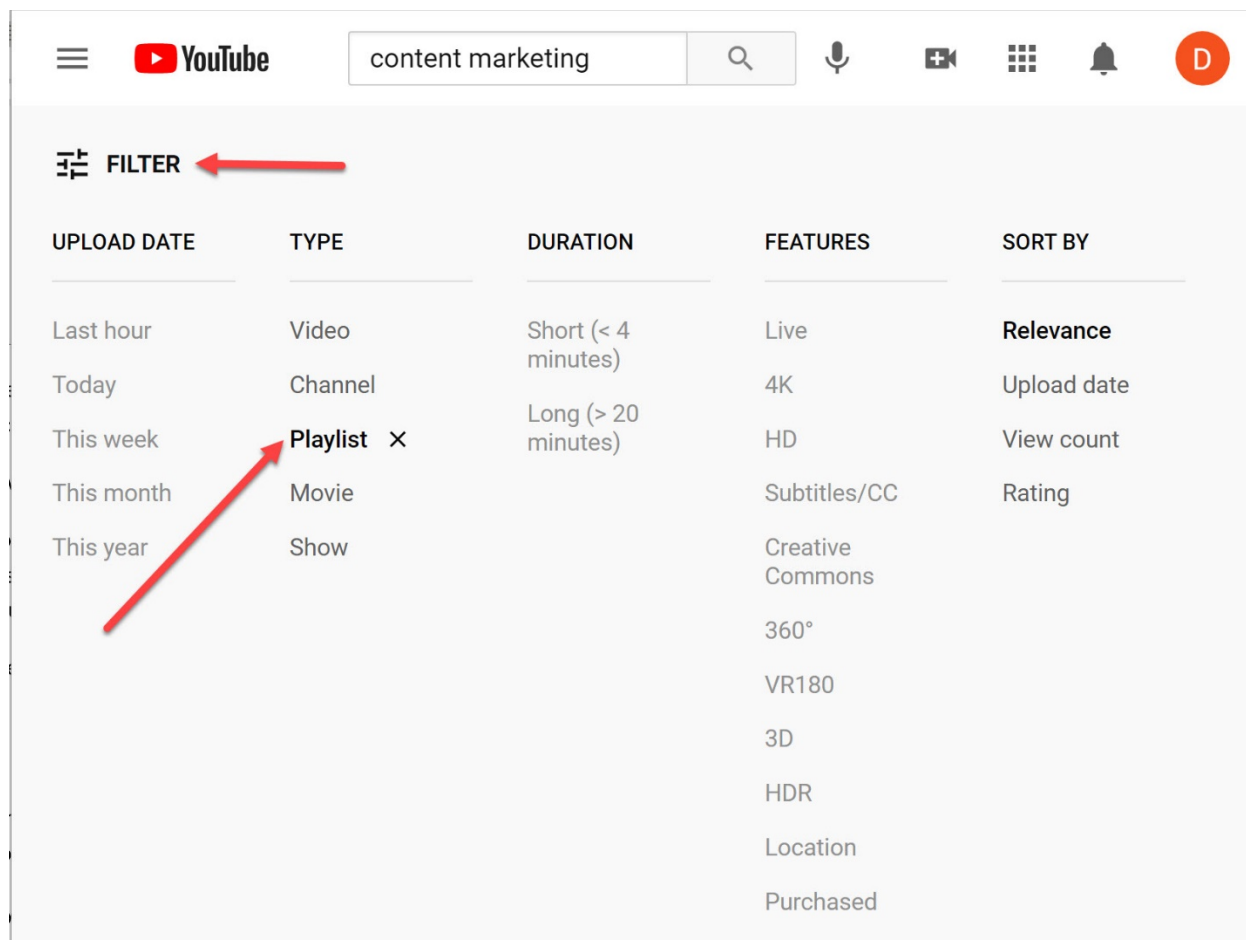
In my article [Using YouTube To Get Ideas](#), (if you haven't read it yet, you definitely should before reading this,) I described a method to find YouTube playlists in your specific subject area, then to develop a list of topics you can use to create your own content for articles, videos, opt-in incentives, podcasts episodes, live broadcasts, and even courses.

But what if I gave you a system make this all faster and easier?

You're in the right place – let's get going!

A Faster/Easier Way To Find YouTube Playlists

Simply do a search on YouTube (it's best if you do this in an incognito browser window,) then on the page that comes up, click the Filter link at the top of the page.



Then click Playlist under the Type column and rerun your search.

The result will now be a list of playlists (not videos) about that subject, each showing the number of videos in that playlist:

The screenshot shows the YouTube interface with a search bar containing 'content marketing'. Below the search bar, four playlists are listed:

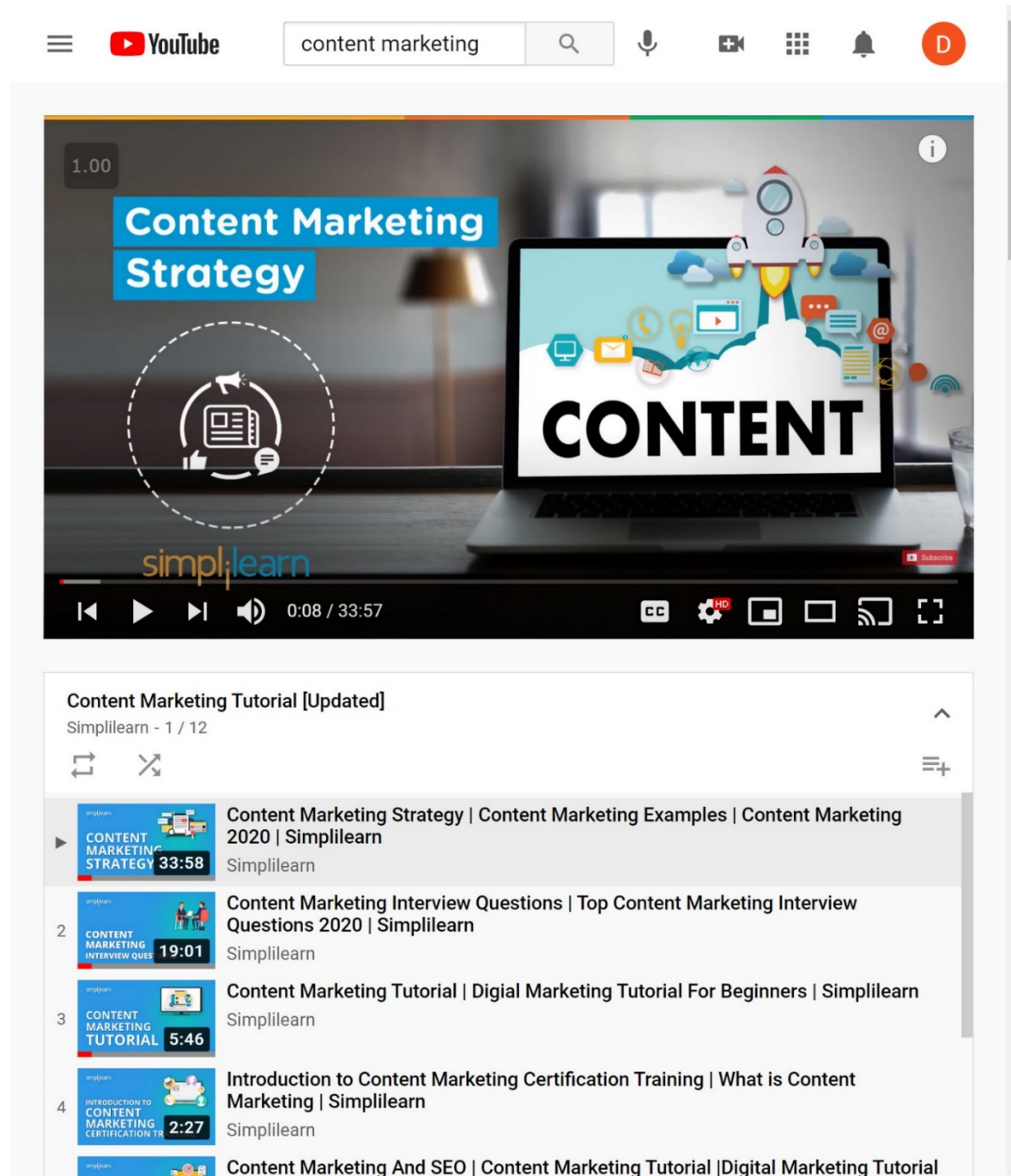
- Content Marketing Tutorial [Updated]** by Simplilearn. The thumbnail shows 'CONTENT MARKETING STRATEGY' and a video count of 12. A red arrow points to the number 12.
- Content Marketing In 2020 | Neil Patel** by Neil Patel. The thumbnail shows 'KEYWORDS THAT BRING MILLIONS OF VISITORS' and a video count of 93. A red arrow points to the number 93.
- Content Marketing Course | Content Marketing Playlist | Introduction to content** by WsCube Tech. The thumbnail shows 'INTRODUCTION TO CONTENT MARKETING (PART-1)' and a video count of 35.
- Content Marketing Unlocked** by Neil Patel. The thumbnail shows 'WELCOME TO CONTENT MARKETING UNLOCKED!' and a video count of 12.

Each playlist entry includes a 'VIEW FULL PLAYLIST' link. The bottom of the screen shows a Windows taskbar with icons for Word, a clock, a globe, and Excel.

By simply clicking on any of those links you'll receive a complete listing of all the videos in that playlist, and YouTube will start automatically playing the first one and keep on playing them until it has played all of them.

Clicking on one of the playlist links looks like this:

If your screen is narrow:



And if it's wide:



Personally, I prefer to view these on a wide screen, because I get more data, like view counts, video release date, and thumbs up and thumbs down that I can't see on the narrow screen. It's also why I like to do this process on a computer rather than a cellphone, because I'm after the data, I'm not wanting to watch the videos. (More on this in a minute.)

Using the Playlists filter is a great way to

- Find relevant playlists quickly
- Identify the best ones for your ideation process
- Save you time and effort

Now, let me show you a system to quickly and easily turn all of this into data you can actually use to build your business.

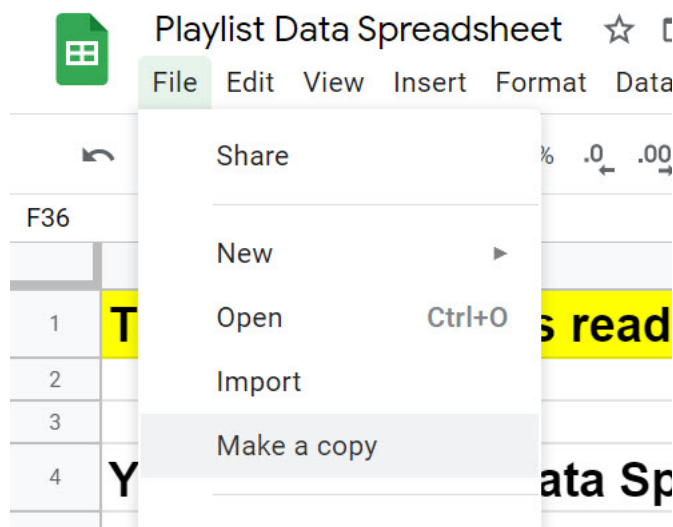
The Playlist Data System

Here's the system I use. I recommend it as one of the highest-leverage idea-generation strategies you can employ because it can pay you huge dividends for a few dollars spent?

1. Hire a virtual assistant to do what I'm going to show. (This is a great short-term project to test out a new virtual assistant to see if they can follow directions and perform well.) Yes, you can do this project yourself, but why not

save yourself those hours and start further leveraging your time by shifting everything you can to someone else, freeing your time for even higher leveraged work?

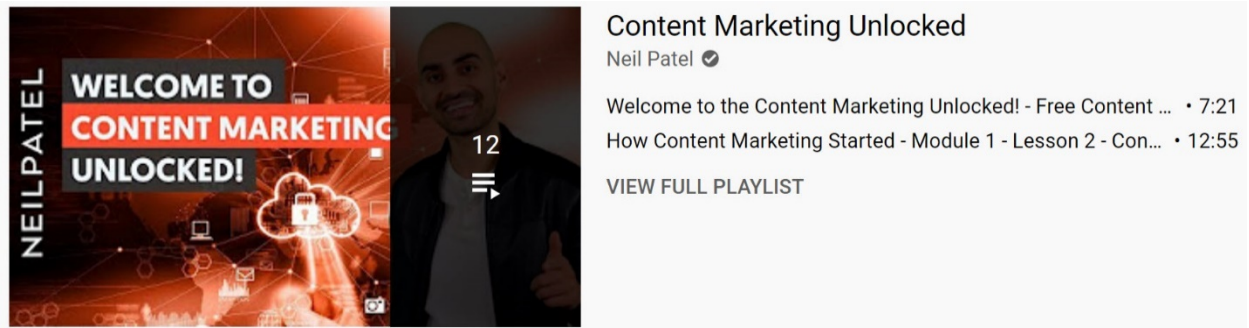
2. Have them do the filtered search I demonstrated above (using an incognito browser)
3. Have them populate a spreadsheet of all the titles shown in the top 30 playlist results. I have [linked to the spreadsheet I use here](#). It's read only, so you will need to click File -> Make a copy to be able to use it.



That spreadsheet looks like this (including a few lines of sample data):

| | | | | | | |
|--|--|--|--------|---------|----------|-----------|
| Playlist Data Spreadsheet | | | | | | |
| File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago | | | | | | |
| <div> 100% \$ % .0 .00 123 Default (Ari... 10 B I S A 🔍 📄 📊 📈 📉 📏 📐 📏 📐 📏 📐 </div> | | | | | | |
| B31 | fx | | | | | |
| 1 | This spreadsheet is read only. Click File -> Make a copy to input your own data. | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | YouTube Playlist Data Spreadsheet | | | | | |
| 5 | Search Term: | Content Marketing | | | | |
| 6 | | | | Posted | Gathered | |
| 7 | Channel | Video Title | Views | Date | Date | Views/Day |
| 8 | Content Marketing Unlocked | Welcome to the Content Marketing Unlocked! - Free Content Marketing Course w | 34,575 | 7/27/20 | 2/24/21 | 163 |
| 9 | Content Marketing Unlocked | How Content Marketing Started - Module 1 - Lesson 2 - Content Marketing Unlock | 19,018 | 7/30/20 | 2/24/21 | 91 |
| 10 | Content Marketing Unlocked | 18 Content Types to Dominate Content Marketing - Module 2 - Lesson 1 - Conten | 20,354 | 8/3/20 | 2/24/21 | 99 |
| 11 | | | | | | #DIV/0! |
| 12 | | | | | | #DIV/0! |
| 13 | | | | | | #DIV/0! |

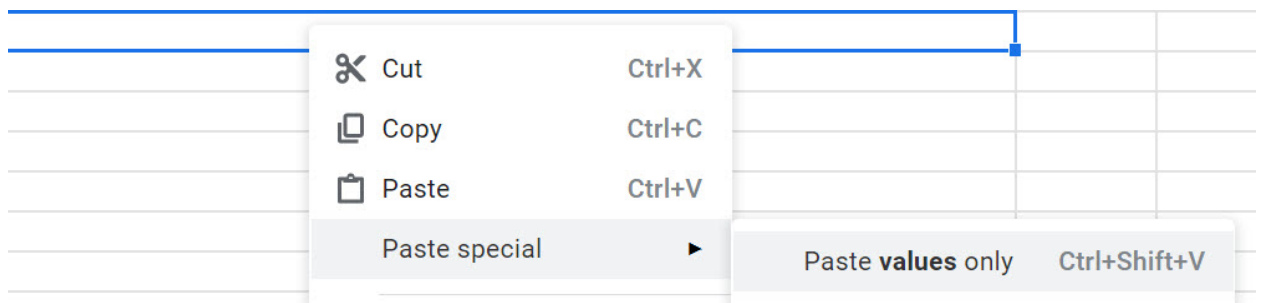
In this example I've chosen the Content Marketing Unlocked playlist:



Clicking on that, and making sure that the screen is wide enough that the list of videos in the playlist is displayed to the right side of the video (that's important, if the list is displayed below the video, there's no way to be able to see the view count and date posted data) shows a display that looks like this:



You would then copy and paste the playlist name into column A in the spreadsheet, the video title into column B (if you right click and choose Paste Special -> Paste values only it will paste just the words, without fouling up your typeface)



Or, you can just paste them in regularly and change the typeface and size when you're done, it's up to you.

Key the view count into column C, and the date shown on YouTube into column D (don't copy and paste either one of those, that could foul up the spreadsheet calculations.)

In Column E key in the date you posted this data to the spreadsheet. I did it this way, rather than having a single cell where you record today's date, to allow you to add or modify data on different days while keeping your views/day data accurate.

Do this line by line for each of the videos in the playlist, then go back to the original search and repeat the process until you've added up to 20 (or more if you want) playlist to the spreadsheet. (Can you now see why I recommend you have a virtual assistant do this project rather than doing it yourself?)

Now It's Time To Do Some Analysis

First, you've probably got a lot of topic duplication going between all those different channels. So, you'll want to choose a title you really like and clean out the rest for each duplication. I recommend moving the duplicate titles to another tab in the spreadsheet or dragging them down to a separate section at the bottom, so you don't lose the data for those other videos.

Next, once all that's done, you'll want to sort by Views/Day so you know which ones are most popular.

Then, I'd suggest starting from the top and start creating content!

One quick caveat – one other factor that determines the view count of any given video is the popularity of that particular video and its presenter. So, someone with 842,000 channel subscribers is usually going to get more video views than someone with 84,200 or 8,420. Just be careful about making assumptions about how successful your version of that content will be. You'll get there – give yourself time!

This is all a fairly simple process. The magic will happen in the content you create and the marketing you do for that content.

I'm excited for you. Let me know how this process goes for you!

Just go DO this stuff!

Don