

Forum:[Hack Forums](#)

Thread: [My 2023 New Youtube Goals, OKRs and SAAS Marketing Strategy - Monthly Tracking Thread](#)

CinderGhoul - January 8, 2023, 4:01 am

Background:

Hello guys!

This past year I switched jobs and moved to Europe to work with a SAAS platform. Not only do I have more free time, I also get to see ins and outs of a typical SAAS (Software as a Service) app. So I really want to start some side hustles in the SAAS area and there is huge potential.

Mostly because

- SAAS apps are usually subscription based, means you acquire a customer and then keep acquiring new customers every month.
- I am a developer so I don't need to hire any freelancers. If you are not a developer don't be discouraged as you can buy pre-made scripts on code canyon and host them yourself. You can also use no code tools like Bubble or Workflow. The idea is to get sh*t done fast however possible.
- I have seen companies go from 0\$ to 400k\$ MRR (Monthly recurring revenue) in 1-2 years.

Since I am a Software Engineer with lot of interests, I will be focusing on SAAS apps in different niches such as Anime, Digital Marketing, etc.

Disclaimer:

- I want to make this fun and post numbers here for others to be motivated ?
- I can't post the links to my apps or tell what its about, but I will post my marketing strategies and the progress I have made.
- I might release an Ebook in the future but I want to back it up with solid proofs before I sell something.
- All the methods are white hat pretty much everyone does it. But I want to see the numbers myself.

Terms Used:

- Objective Key Results (OKRs) - Basically you define objectives and key metrics to reach those objectives. Eg: Grow youtube channel is an objective, metrics to achieving that is acquire 20 subscribers this year.
- SMART (Specific, Measurable, Achievable, Relevant, Time-bound) your OKRs should be all of those things.
- SAAS (Software as a Service. Usually hosted on the cloud and accessible from anywhere. Usually has a trial period and monthly fee after that.)
- MRR (Total revenue from customers every month. Eg 10 customers with 19\$ monthly subscription fee = 190\$ MRR)
- ARR (Same as MRR but its annual recurring revenue). Eg: 190 MRR x 12 = 2280\$ ARR.
- MVP (Minimum viable product). A minimum viable product, or MVP, is a product with enough features to attract early-adopter customers and validate a product idea early in the product development cycle
- CTA (Call to action). A prompt or link on a website that tells the user to take some specified action or redirect to your website pages.

Important Tools:

- Notion.so: 1. To document these goals and OKRs and keep track of it. 2. To plan my social media content 3. To plan my SAAS apps.
- VidIQ: To track my youtube metrics. I like VidIQ because its very specific to youtube and it has SEO suggestions for video.
- VidIQ chrome plugin: To track my video SEO.
- Google analytics: Tracking page visits
- OpenAI: OpenAI api for AI related products.
- Canva: Using canva premium to make videos, amazing thumbnails and resize videos quickly.
- Cyfe: In future for sure, its a good tool to create analytics dashboard and track all metrics in one. But as of now its not needed.
- Social media posting tool like hootsuite or buffer. But again as of now not needed.
- Youtube, Tiktok, IG reels. - These video platforms is what I want to focus on for now.

Development Tools

- Gitlab: For my codebase and versioning
- Node.js and NestJS: For small microservices
- PHP8 and Laravel: Since it has all features out of the box, its good to setup an MVP within a week.
- DigitalOcean or AWS EKS: Kubernetes cluster for hosting micro services and setup quickly
- AWS: For S3 media storing, Eventbridge for events. and other services.
- Redis: Caching data
- PHPstorm and Webstorm IDEs to write code.

Projects

1. SAAS App AI

Niche: Anime and Movies.

Social Media Channels: Youtube, Tiktok, Instagram.

2. Personal Coding Brand

Niche: Programming and Backend Development

Social Media Channels: Youtube, Tiktok, Instagram.

CTA: Not sure might start a coding blog or something but as of now no idea!

Goals for 2023

- We will be building our goals list in Notion and our goals will be SMART (specific, achievable, measurable and time bound)

Strategy AI SaaS App

- Its already mentioned in the OKR but the basic idea is to post youtube, tiktok and IG
- I see that short videos get more views so our chances of getting customers through shorts is also higher.

Here are some views metrics of a video I posted Normal Video vs Shorts.

Long video

Short video

Tiktok video

The difference is huge 8 views vs 86 views vs 153 views. The +1 subscriber is a friend who I shared my video, so both gained 0 subscribers for first video.

But as of now Shorts are doing great on youtube. On tiktok its 153 views! which is better than both videos on youtube on the first day.

So the idea is for now to post as many shorts as possible and getting people to signup for my SAAS app.

Strategy My Coding Brand

- For this I have sufficient data as its an old youtube channel.
- I have 310+ subscribers on this channel but 100k+ views overall in last 5 years. Its a dead channel that I will revive using normal videos and shorts.
- The only problem for this is I don't want to sell courses as they are too time consuming to make, so I might use it to gather leads to my website and then sell the app through email. But this strategy is not part of the OKRs right now.

I will keep you guys posted on the progress every month till the end of this year and in the end look back how much progress we made.

All suggestions and feedback are welcome :)

ETH_Stoke - January 11, 2023, 7:58 pm

Nice info man. Looking forward to seeing what you come up with. The AI SAAS apps are a huge topic from SAAS startup mentorship youtube channels lately - suggesting it as an idea for a new startup or leveraging it for your existing business etc... Super interesting. I hope you are stably diffusing :P

CinderGhoul - February 5, 2023, 6:36 am

(Jan 11, 2023 08:58 PM)ETH_Stoke Wrote: [\[CITE\]](#) Nice info man. Looking forward to seeing what you come up with. The AI SAAS apps are a huge topic from SAAS startup mentorship youtube channels lately - suggesting it as an idea for a new startup or leveraging it for your existing business etc... Super interesting. I hope you are stably diffusing :P

Initially I didn't. I just use OpenAI. But looking at the response from the videos I have changed my strategy a bit and I am going to integrate stability ai into the project along with video and other automation tools.

I was busy in the past month so I was posting content whenever I could. Some of the content was picked up on the browse page and got views from there. I think if I go at it consistently I will be able to get more views. Working on building a bot for automating some of the AI stuff.

IndeXer - February 5, 2023, 9:09 am

I would love to see more updates, good luck with the journey bro.

barssik - February 5, 2023, 9:46 am

i would love to see some updates as well

Tightarse - February 5, 2023, 10:53 pm

I feel like I'm looking in a mirror, currently running YT to learn the Algo, but built an AI SAAS app in

the past few months. Let's chat further.

Elfawizzy - February 18, 2023, 9:24 am

Nice one.... following