

Entrepreneurial Approaches to Running a YouTube Channel

Based on the analysis conducted, it is clear that running a channel that will gain recognition among viewers amid the vast array of content available on YouTube requires creativity, ingenuity, the ability to identify a unique selling proposition, and an understanding of the preferences and interests of potential viewers. Building a connection with the audience is also often a difficult task due to the intense competition from both companies and other channels. These observations lead to another conclusion regarding the second of W. Pokora's recommendations: professional YouTubers who boast a large number of subscribers and video views must, at least to some extent, possess a set of traits useful in entrepreneurial work or find a manager who can turn their ideas into market success. Recording professional videos that meet the highest current quality standards is not free—it often requires investment in equipment such as cameras, lighting, microphones, video editing software, computers with sufficient processing power, etc. Here, one can draw parallels to the recommendations in point three regarding the accumulation of sufficient capital. This can be understood not only in financial terms, but also in terms of acquiring the necessary skills, finding a specific niche, an audience, initial viewers, or even a channel name—often the initial, “working” pseudonym that a creator adopted in the early days of their activity is very difficult or impossible to change, and the channel name often becomes a “brand” under which the creator becomes more recognizable than by their own name. In addition, with a large number of videos being recorded or numerous collaborations, it may be necessary to hire additional staff to handle tasks such as editing, working with partners, managing social media, or handling day-to-day correspondence, which generates additional costs and requires interpersonal skills.

While sales are the most important aspect for a business owner, for a YouTuber, the key factor is the number of viewers and video views, which can translate into potential revenue (from ads, marketing partnerships, or the sale of their own products). The creator must therefore take into account the need to identify the needs and interests of potential viewers, who can choose from the vast number of videos published on YouTube, may also find interesting content on other websites (or in completely different types of sources), or may simply stop watching altogether. The same applies to advertising—simply running a YouTube channel (especially if it lacks a long-standing history from the days when content on this platform was relatively scarce) may prove insufficient; therefore, it is necessary to seek other means of promotion. Some of these are free (or at least offer such options), while others require financial investment (e.g., paid promotions on social media platforms). Accounts on other platforms, such as Instagram, Facebook, Snapchat, and others, as well as banners, marketing collaborations, blogs, etc. Collaborations also prove useful, whether with companies (e.g., in product development or endorsing products with one's image) or with other YouTubers (e.g., in creating joint videos).

Another source of income for YouTubers is marketing partnerships and their own businesses promoted through the platform. Examples of the former include, in addition to YouTube's partner programs, agreements with companies to showcase a product or service, or to create a dedicated campaign or video. Such collaborations may or may not be labeled as such (meaning the viewer may not actually know whether the creator is presenting their own opinions or information required by the client); often, viewers have the opportunity to participate in contests where they can win the advertised products or use special discount codes (especially when a YouTuber collaborates with an online store, which also allows the company to identify the source through which the customer found them or to learn about consumer preferences). Agencies representing YouTubers are able to offer comprehensive campaigns tailored to the needs and requirements of business clients (Wortolec 2017; [http://www.newsweek.pl/...](http://www.newsweek.pl/)). In

