



Q4 2022

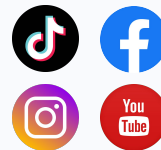
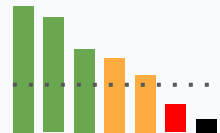
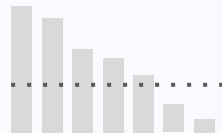
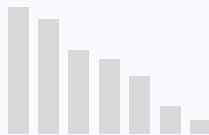
Social Content Opportunity Analysis™

## **Social Content Opportunities For the E-Biking Audience on YouTube from 2012-2022**

SHARED CHANNELS

YOUTUBE

# How the **Social Content Opportunity Analysis™** Methodology Works



1

## Measure & Categorize Posts

Sample a large number of social posts to find ones that are significantly outperforming the average.

2

## Identify Top Themes

Identify the themes that are resonating most with the audience by sorting the themes by their aggregated performance metrics.

3

## Measure The Benchmark

Identify content themes that are performing above and under an average benchmark for the industry based on views & engagements.

4

## Identify & Rank Opportunities

Look at the data and find the content themes that are resonating with the audience based on a set of top creators.

5

## Repeat For Each Platform

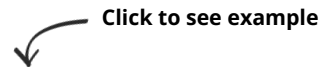
Repeat the analysis for every platform that matters to your brand and audience to find platform-specific opportunities.

# Key Takeaways

## Top content opportunities from 2012-2022 for the E-Biking audience include:

- **Product Comparisons:** A deep dive into two different E-Bikes or pieces of gear and their pros and cons in different environments.
- **Product Review:** A creator brings in different E-Bikes to share their experiences with these products.
- **E-Bike vs.:** Showcasing the power of E-Bikes against different vehicles and things such as cars, dogs, and electric scooters.
- **Speed Test:** Testing the speed of restricted and unrestricted E-Bikes to show viewers the power of the bike.

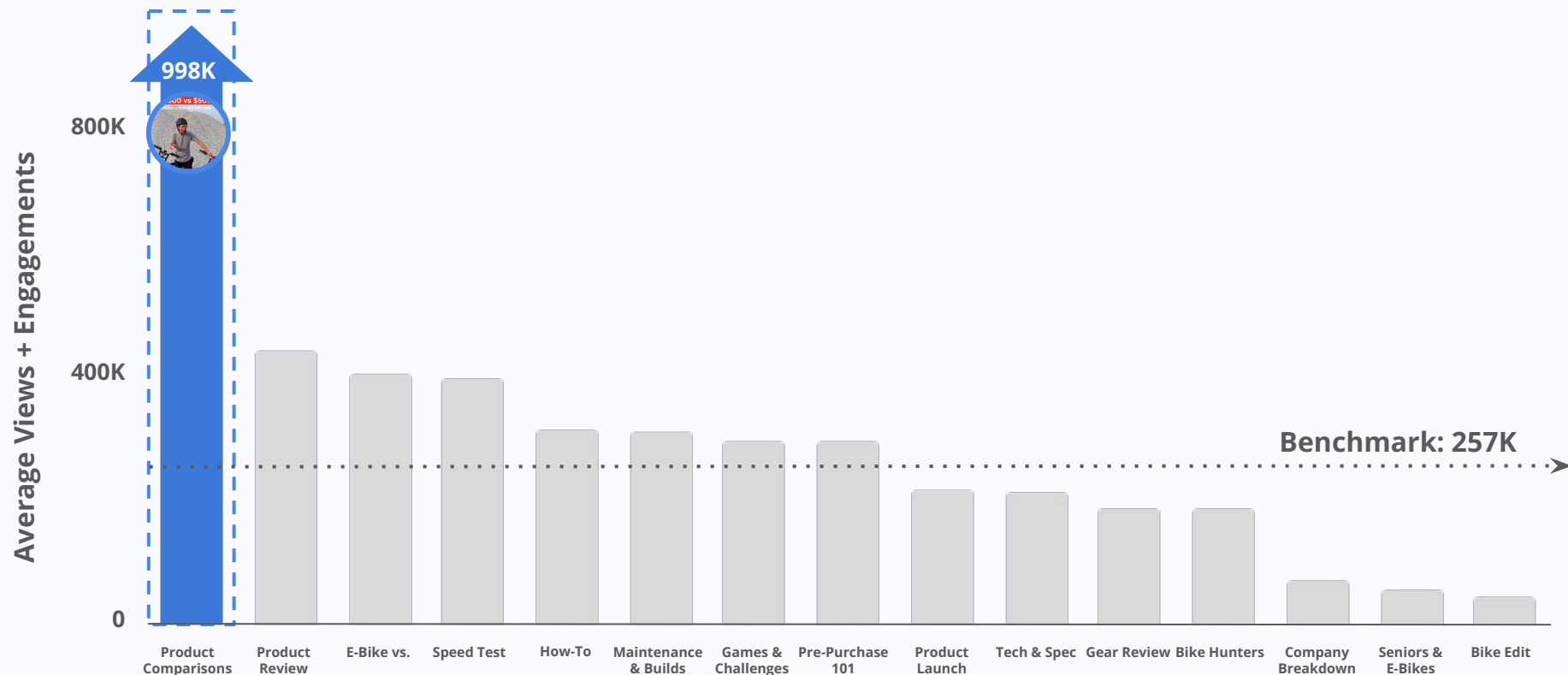
# YouTube Content Bucket Definitions



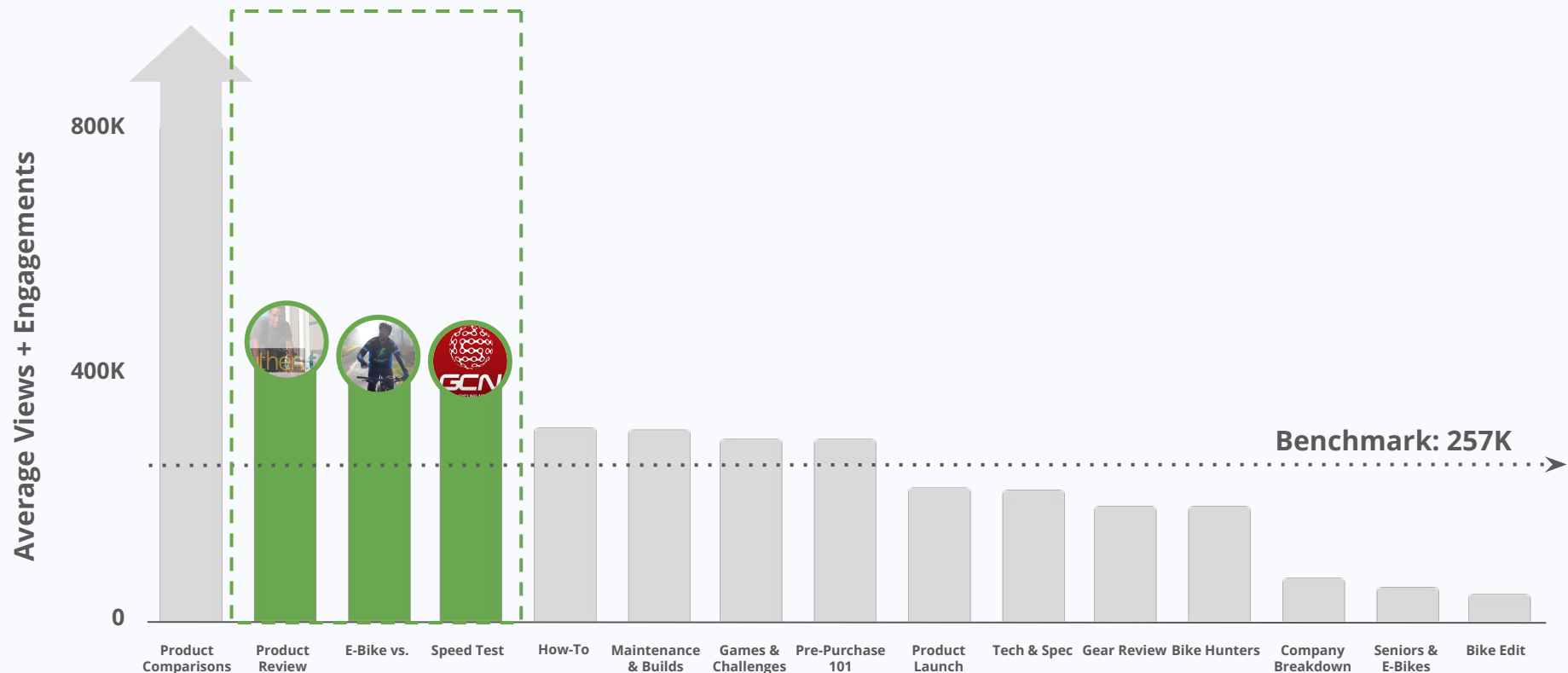
Click to see example

- **Product Comparisons**: A deep dive into two different E-Bikes or pieces of gear and their pros and cons in different environments.
- **Product Review**: A creator brings in different E-Bikes to share their experiences with these products.
- **E-Bike vs.**: Showcasing the power of E-Bikes against different vehicles and things such as cars, dogs, and electric scooters.
- **Speed Test**: Testing the speed of restricted and unrestricted E-Bikes to show viewers the power of the bike.
- **How-To**: Specific tutorials and guides on how to make specific changes and updates to E-Bikes.
- **Maintenance & Builds**: Addressing ways to maintain the health of an E-Bike as well as performing DIY upgrades as needed.
- **Games & Challenges**: Exercises to test the abilities and experiences of different people on E-Bikes through different scenarios.
- **Pre-Purchase 101**: Everything a buyer needs to know before making an E-Bike purchase.
- **Product Launch**: Brands highlighting and going over their latest products in detail.
- **Tech & Spec**: Detail-oriented videos that use a range of close-ups and panned shots with voiceovers to describe products.
- **Gear Review**: A creator bringing in different gear to share their experiences with these products.
- **Bike Hunters**: A series about stolen bikes and how E-Bike brand Super73 is attempting to raise awareness around security.
- **Company Breakdown**: E-Bike companies take viewers through their offices and introduce the team.
- **Seniors & E-Bikes**: Showing the accessibility of E-Bikes for seniors through demonstrations of them trying the bikes.
- **Bike Edit**: A compilation of moments from a bike ride that has been filmed to represent an amazing run.

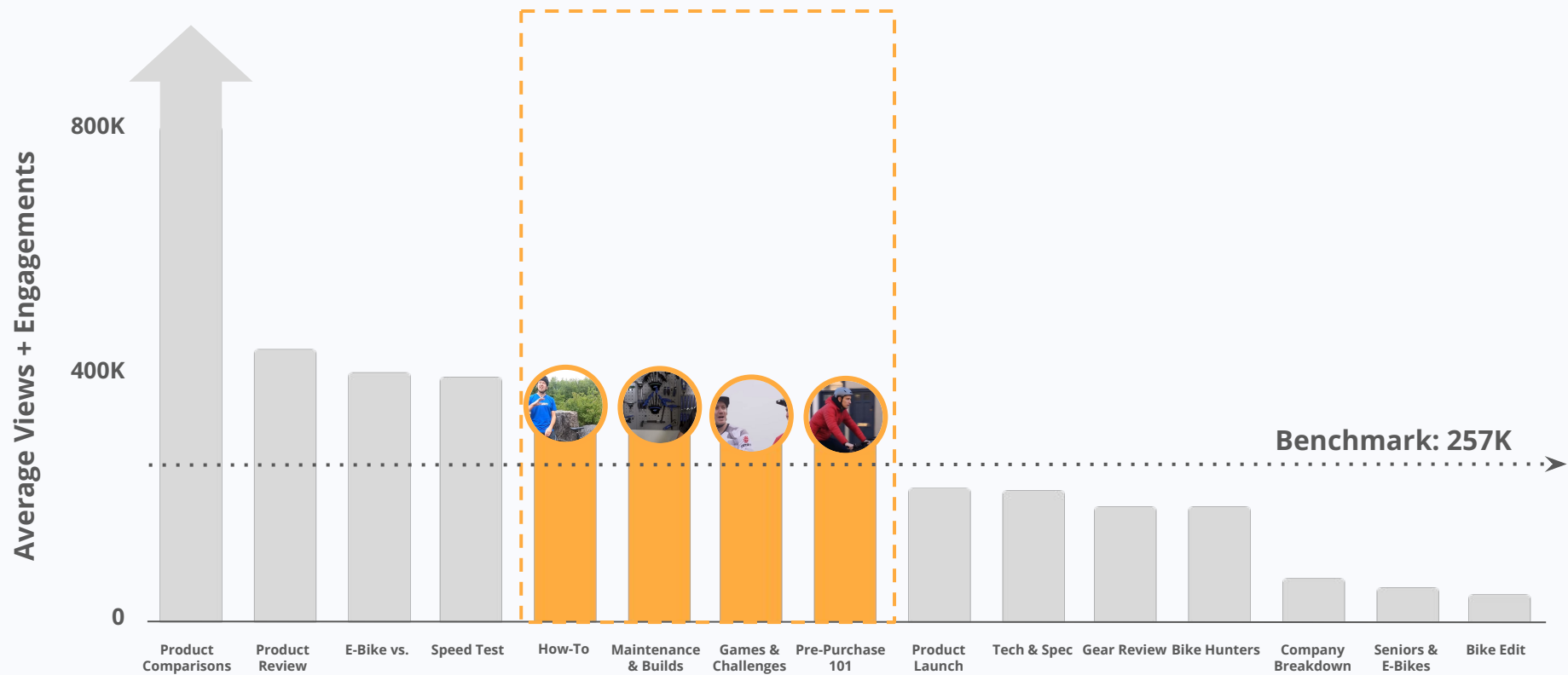
**Product Comparisons** is an **extreme performing** content opportunity, averaging 3x the views & engagement rate on YouTube.



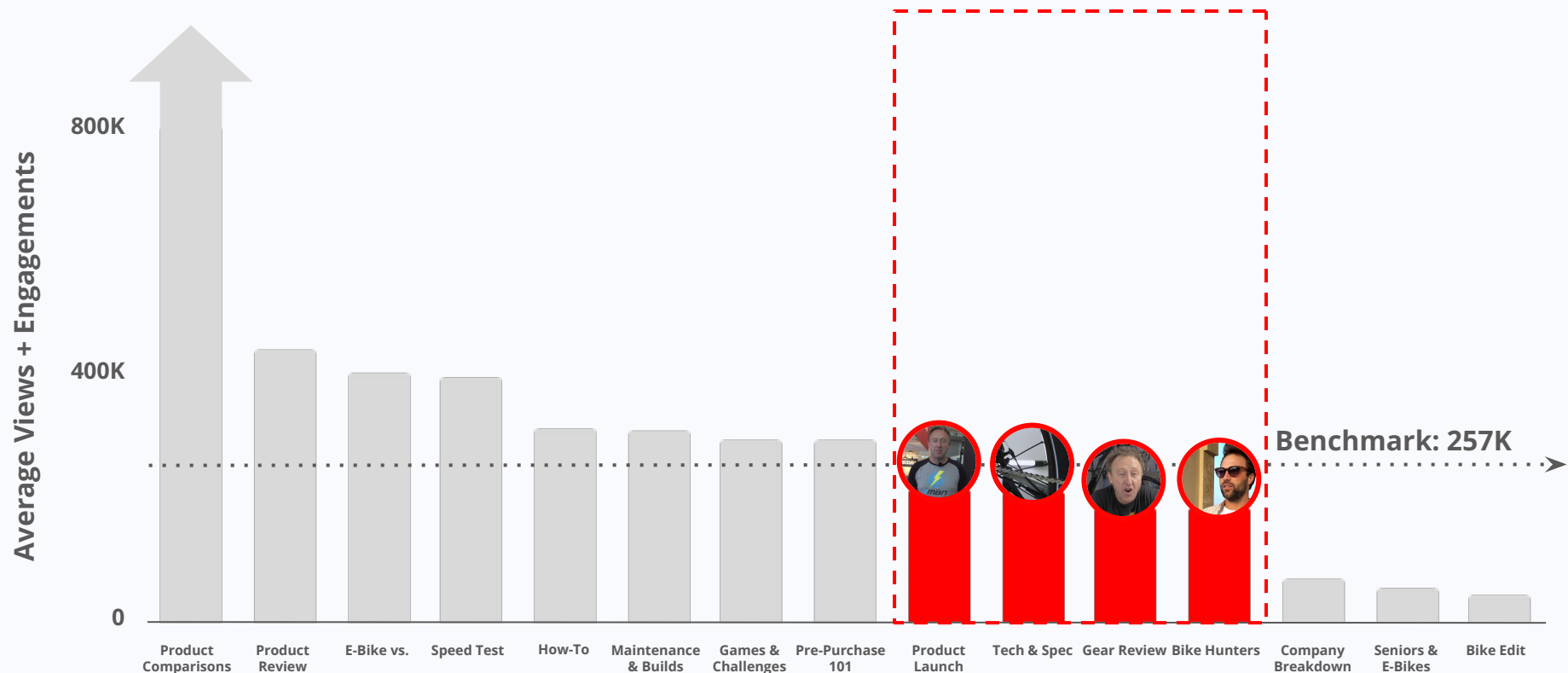
**Excellent performing** content categories for the E-Biking audience on YouTube include:



**Good performing** content categories for the E-Biking audience on YouTube include:

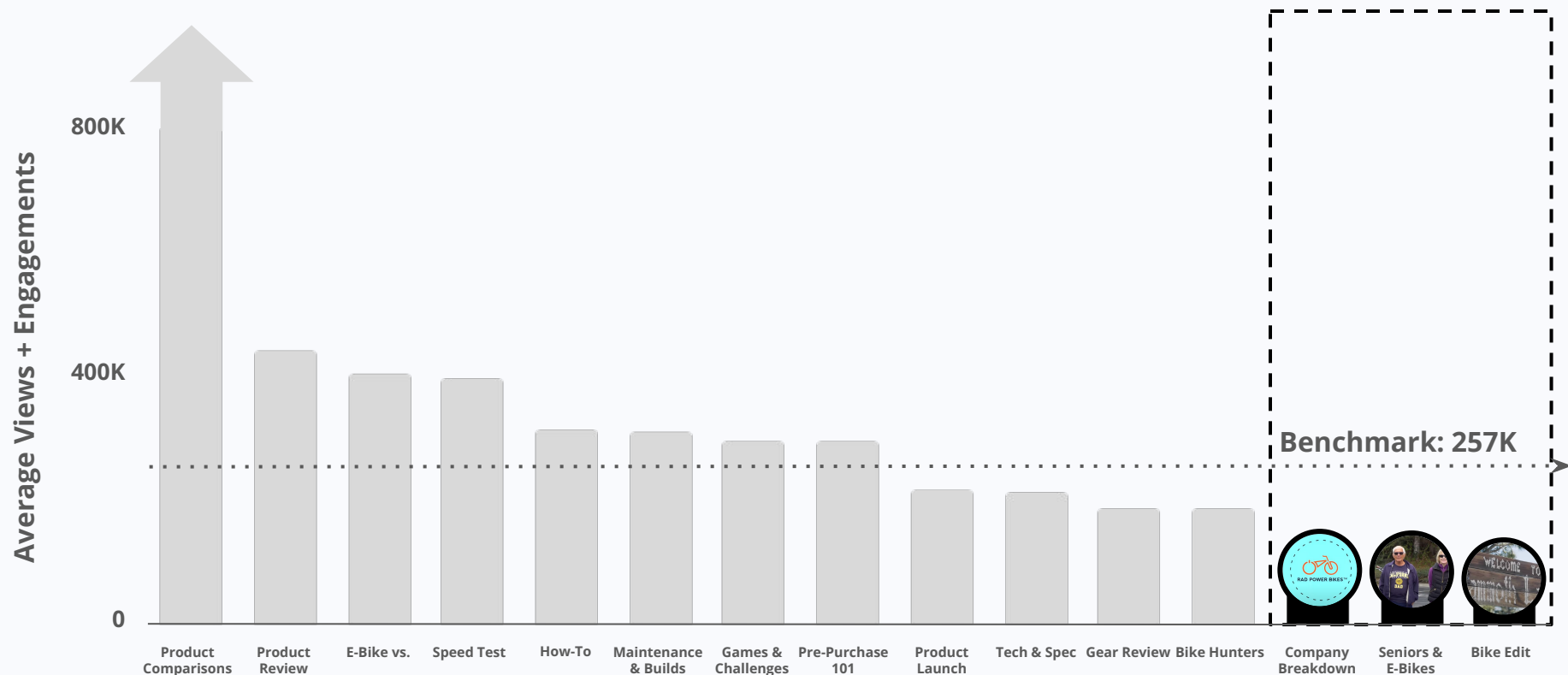


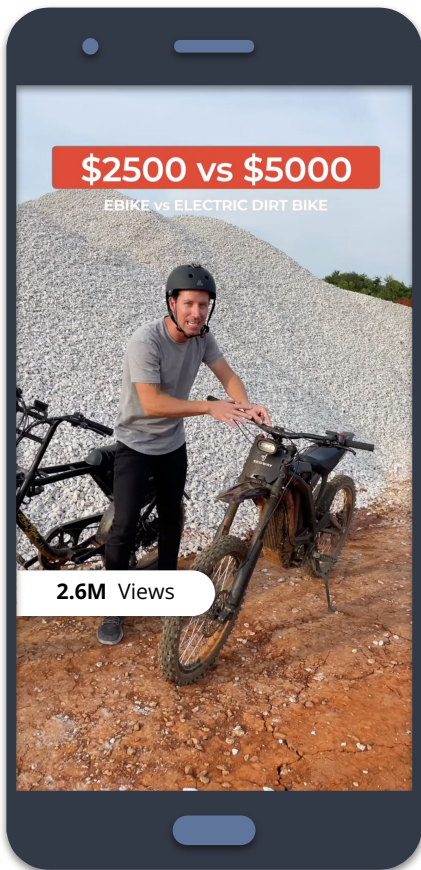
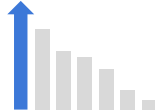
**Substandard performing** content categories for the E-Biking audience on YouTube include:



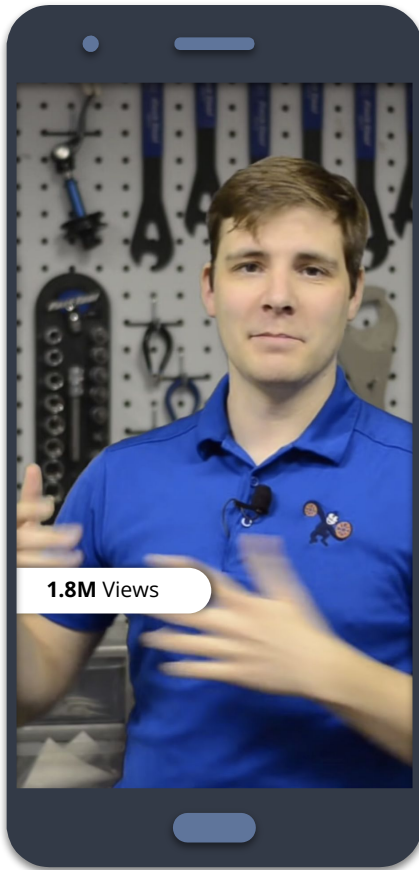


**Low performing** content categories for the E-Biking audience on YouTube include:





[Click to view](#)



[Click to view](#)

Content Opportunities:

## #1. Product Comparisons

A deep dive into two different E-Bikes or pieces of gear and their pros and cons in different environments.

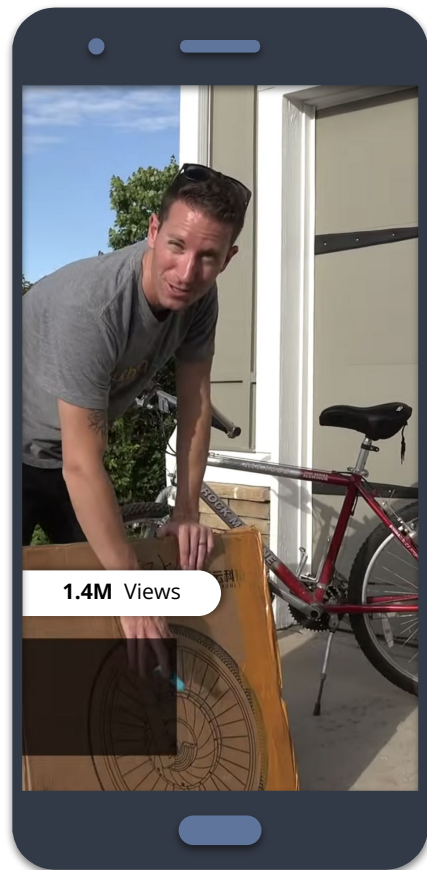
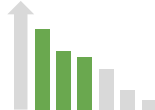


### Tactics to Implement:

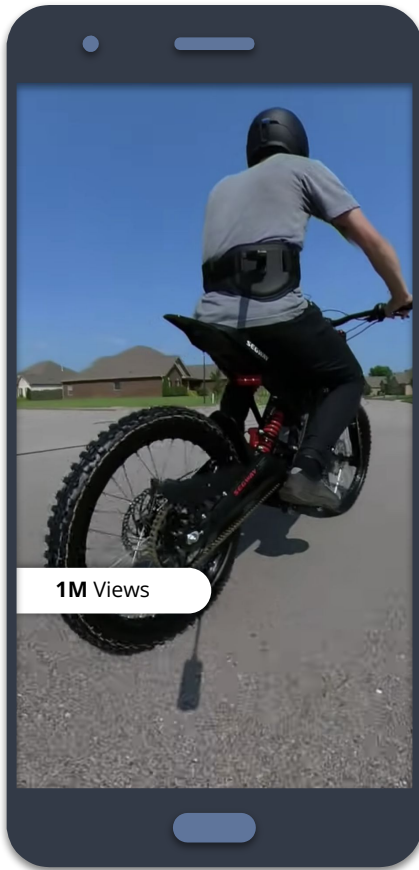
- **Video Length:** While videos average at 10 minutes in length, YouTube Shorts generated the highest amount of average views and engagements. Shorts can be filmed for 60 seconds.
- **Price Impact:** [This creator](#) makes videos to determine if there is really a difference in quality based on price.
- **Long Format:** Longer videos (10 minutes) tend to be [explanation videos](#) that feature a creator speaking directly to the camera with supplemental clips to help make a point.

### Content Opportunities:

- **Location Location Location:** Find biking landmarks in customer target areas, such as the seawall in Vancouver or the Harbourfront in Toronto, and demonstrate the ability of your E-Bikes compared to competitors. Work with a creator to build a series of YouTube Shorts that help highlight E-Bike abilities in this space.



[Click to view](#)



[Click to view](#)

Content Opportunities:

## #2. Product Review

A creator brings in different E-Bikes to share their experiences with these products.

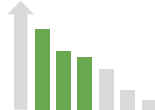


### Tactics to Implement:

- **Video Length:** These videos tend to be 11 minutes and 30 seconds in length.
- **Demonstrations:** Top performing product reviews provide demonstrations for the viewer in addition to highlighting the features of the bike. Demonstrations help contextualize performance by offering live reactions by the host.
- **Introduction:** In the [top-performing video](#), the creator starts by addressing who he is and diving immediately into the subject topic for the video. For example, "Hey I'm Ben from AuthenTech and E-Bikes are getting really popular..."

### Content Opportunities:

- **Unboxing:** Look to work with creators who can host content on their channels or yours to do unboxing videos where they take a viewer through the full process of what it is like to receive and open their E-Bikes.



Content Opportunities:

### #3. E-Bike vs.

Showcasing the power of E-Bikes against different vehicles and things such as cars, dogs, and electric scooters.

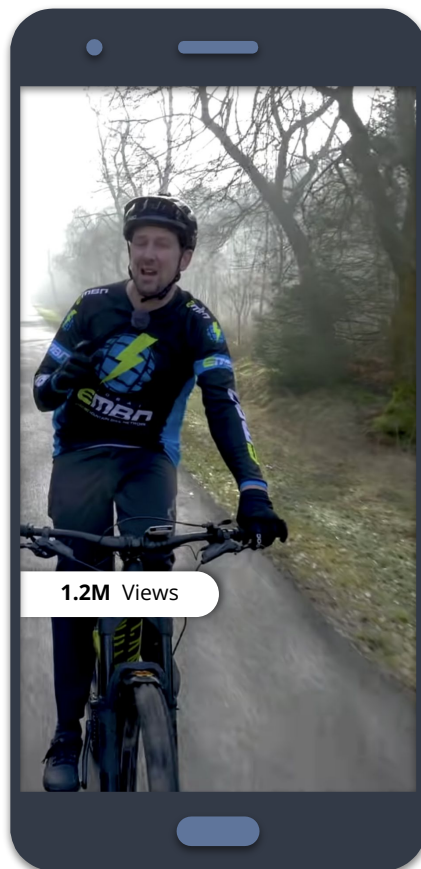


#### Tactics to Implement:

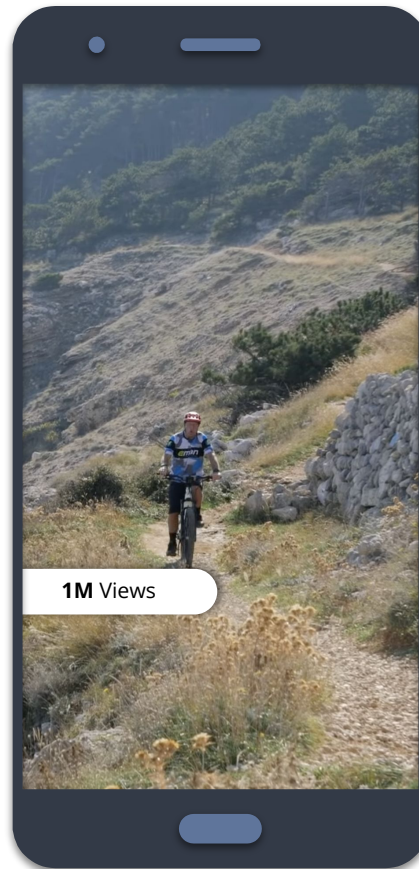
- **Video Length:** These videos tend to be 15 minutes in length.
- **Unique Tests:** The more unexpected the test, the better. The [top-performing video](#) for this opportunity features an E-Bike vs. a cross-country Olympic athlete. Other examples include [road bikes vs. E-Bikes](#), [dogs vs. E-Bikes](#) or [cycling champions vs. beginners on E-Bikes](#).
- **Segments:** Videos feature up to 40 seconds in introduction tape before getting into the content. In [this video](#), the creators use [automatic chapters](#) to help viewers flip through different parts of the content.

#### Content Opportunities:

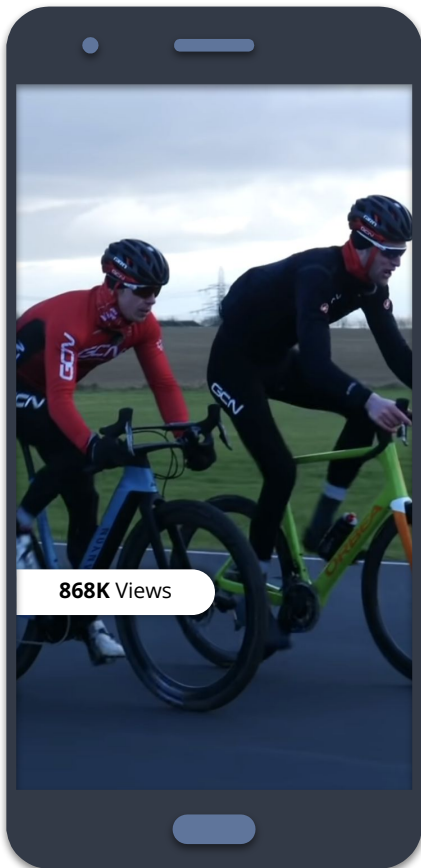
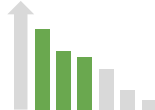
- **Common Problems:** Think of common pain points prospective customers may be having around transportation and biking and compare the traditional way of solving them (ie. driving) to an E-Bike.



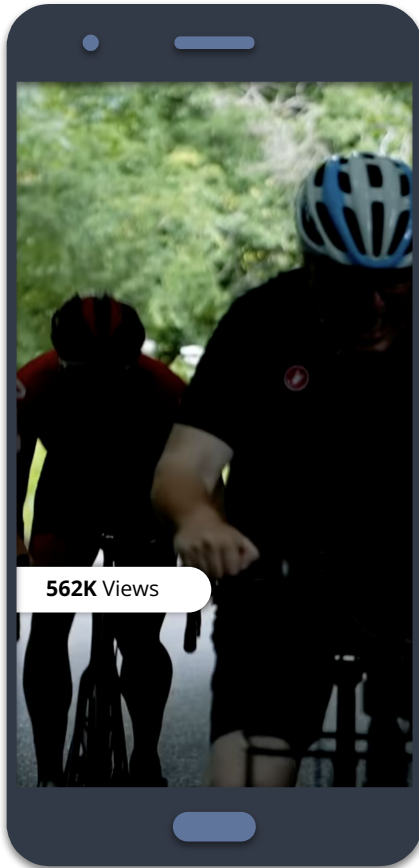
[Click to view](#)



[Click to view](#)



[Click to view](#)



[Click to view](#)

Content Opportunities:

## #4. Speed Test

Testing the speed of restricted and unrestricted E-Bikes to show viewers the power of the bike.

### Tactics to Implement:

- **Video Length:** These videos tend to be 13 minutes and 30 seconds in length.
- **Video Format:** [Demonstrations](#) garnered the highest views and engagements for Speed Tests, where the creator shows examples of tests they want to carry out, like two people racing.
- **Varying Races:** In [this video](#), the creators test multiple lengths of races to see how the E-Bikes compare over different distances.

### Content Opportunities:

- **Keep it Safe:** To speak to prospective buyers, build a series about the time it takes to arrive at different destinations around target cities. This can focus on realistic E-Biking times for commuters that are safe within biking laws. For bikers looking to use E-Bikes recreationally, create a series that shows the ways it will make journeys more approachable and enjoyable.

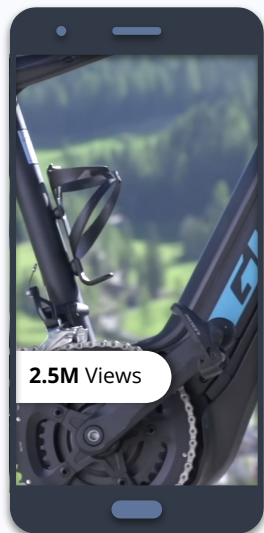




## Outliers:

These videos were omitted from their content buckets as 'viral' outliers for exceeding 3x the views and engagements of their respective benchmarks.

### E-Bike vs.

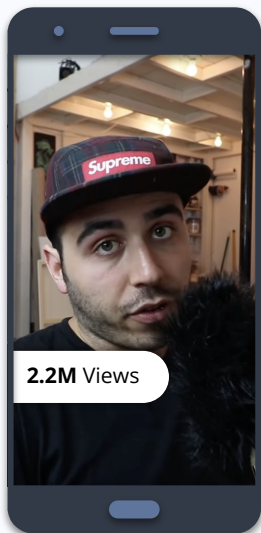


[Click to view](#)

#### Tactics:

This video is 12 minutes in length and explores the differences between E-Bikes and road bikes when riding the same route. The [most replayed moment](#) features the host speaking in detail about the E-Bike's features.

### Product Review

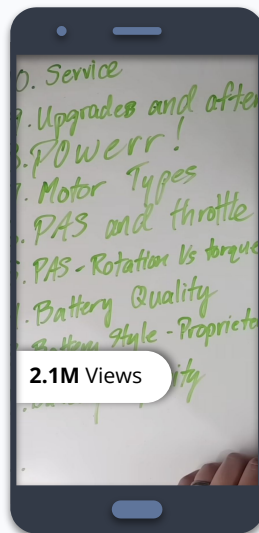


[Click to view](#)

#### Tactics:

This video is 6 minutes in length and uses a voice-over method with clips on the screen to review the history of [Super73](#) and their E-Bikes. The creator dives into the products with details about the bikes' drive, sound, and features.

### Pre-Purchase 101

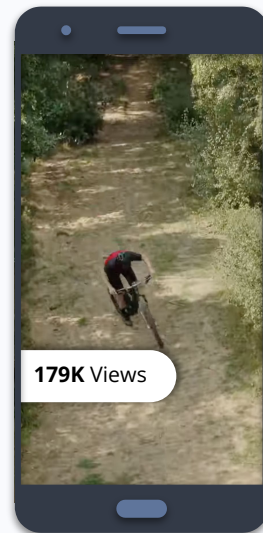


[Click to view](#)

#### Tactics:

This video is 20 minutes in length and starts with the creator saying "These are 10 things you should know before buying an E-Bike". The creator uses a whiteboard to communicate his thoughts while flipping back and forth to footage of the equipment he is referencing.

### Bike Edit



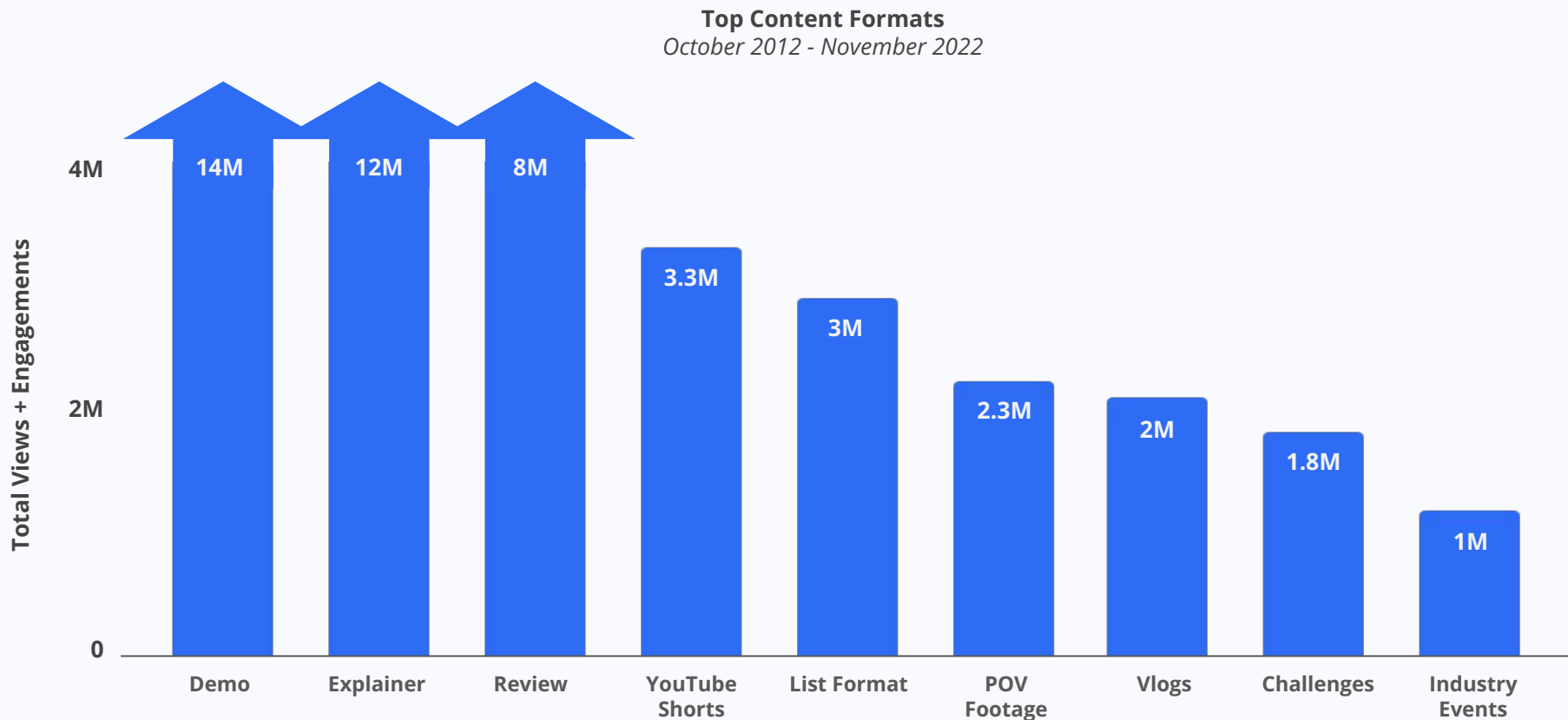
[Click to view](#)

#### Tactics:

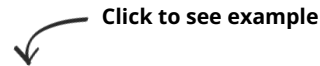
This video is 7 minutes in length and features athlete [Chris Akrigg](#) showing the different ways an E-Bike can be ridden through a series of shots throughout a trip. The video uses a mixture of shots from GoPro to drone footage.



Based on total views and engagements, the following were the top content formats on **YouTube** for the E-Bike audience.



# Top YouTube Content Format Definitions



- **Demo**: Videos that feature physical demonstrations of a task on an E-Bike when an idea is presented (ie. [how E-Bikes are accessible for seniors](#)).
- **Explainer**: Videos that are educational in nature and feature the creator in a controlled setting speaking to the viewer about a topic.
- **Review**: Videos that focus on breaking down the benefits or drawbacks of a specific product.
- **YouTube Shorts**: Videos that are less than 60 seconds and posted in 9:16 dimensions, usually 1920x1080 pixels.
- **List Format**: Videos that introduce ideas to the viewer through a list of items, such as "[10 Things We Wish We'd Known About E-Bikes](#)".
- **POV Footage**: Videos that feature a GoPro (first-person) view of the athlete on their E-Bike.
- **Vlogs**: Videos that attempt to build a natural introduction of following creators along on a mission or test with E-Bikes.
- **Challenges**: Videos that take on a task-oriented style where athletes are challenged to complete difficult actions on an E-Bike.
- **Industry Events**: Videos where the creator takes viewers along for a tour and visit of industry events like trade shows for bikes.



