

# 6 tactics to make money on Youtube you should not miss

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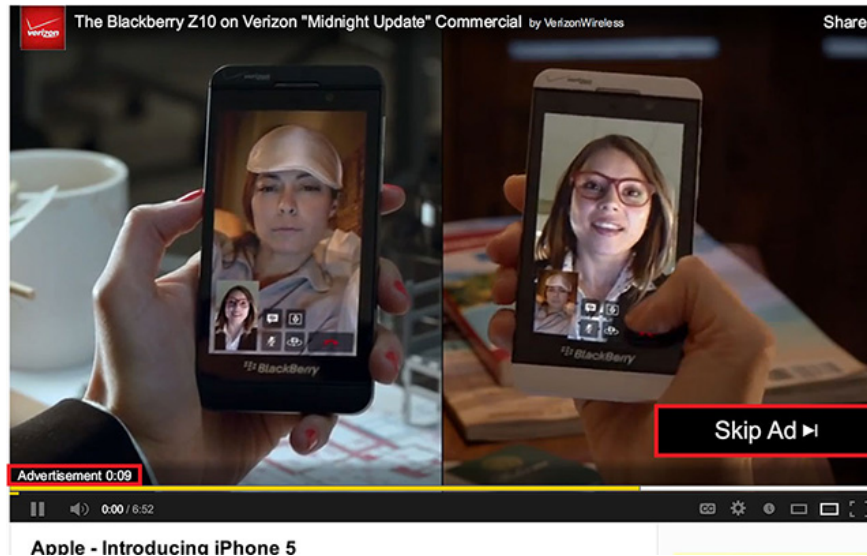
The truth is that not everyone earns millions of dollars on YouTube. However, as a YouTuber, you have several ways to monetize your content. Here are 6 most popular ways to make money from YouTube.

## Ways to make money on YouTube

1. Advertising
2. Product placement
3. Sponsored videos
4. Affiliate link
5. Sponsorship of video / subscriber viewers
6. Selling goods

### 1. Advertising

Just like most other free services, YouTube is supported by advertising (and paid YouTubeRed subscribers). When watching some videos on YouTube, in the middle of the video, you'll have to watch a short ad. And advertisers will pay part for that channel and part for YouTube itself.



YouTube has recently changed the conditions for YouTubers to make money (which means changing the conditions for displaying ads on videos). In April 2017, YouTube began asking channels to have 10,000 views to show ads. In January 2018, YouTube continued to add guidelines to require channels to have 4,000 clock hours viewed in the last 12 months, plus 1,000 subscribers, to be eligible to show ads to earn money.

This means you won't be able to monetize ads until you start building YouTube's qualified subscribers and views. When eligible, you'll access your **Creator Studio**, then click the **Channel** tab on the left. In **Status and Features**, select **Enable** in **Monetization** to start earning money. From there, you will need to link your AdSense account, select the types of ads you want to display on the video and preview.

### 1. How do Google AdSense links make money from YouTube?

However there is no simple formula to calculate the amount you can earn through advertising. This depends on the number of people viewing the ad in full, the number of viewers using ad blockers and other factors.

### 1. 9 effective ad blocking tools for faster browsing

In addition, YouTube has recently encountered many problems when advertisers do not use their ads on this platform. In general, this means that when you start making money from YouTube videos, revenue from ads is not a guaranteed source.

## 2. Product placement

Product placement is a popular long-term advertising technique in television shows and movies. Basically, this method uses specific brands (like Apple) to promote them. For example, a movie from Sony Pictures you can see some PlayStation 4 players on Sony TV.

On the YouTube channel, you can implement a product placement strategy, an agreement with a company that relates to the type of content you produce. Of course, you will need to build your brand before certain brands want to advertise on your video.

Product Placement is not the whole focus of your video, it's just part of the video. You should mention or use the brand in the video naturally. Rhett & Link's video is a good example of effective video placement tactics, because music videos are separate from Buick ads.

This is a solid advertising tactic because people can't ignore it. In addition, viewers often feel connected with their favorite content creators. This shows more authenticity for your suggestions, but you must pay attention so that it does not interfere with your video.

If you are not clear that you have been paid for advertising or really do not like the product you are evaluating, this may negatively affect your views with the audience. Thankfully, YouTube has a checkbox that lets people know that your video contains sponsored content.

### 3. Sponsored videos

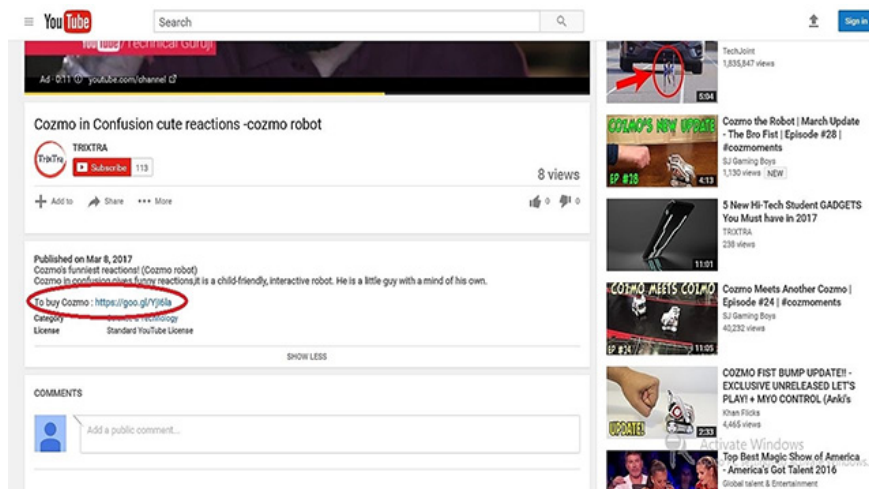
Sponsored videos are similar to product placement, but with a few key differences. While product placement integrates products into videos, videos are sponsored entirely based on a brand.

If you develop a gaming channel (one of the most popular types of YouTube channels), developers can approach you to create video about their game. Since you can't play this game, tell the viewers that the developer has paid you to make the video. Many YouTuber often start short sponsorship announcements at the beginning of their videos. This is a quick ad for a separate brand with ads on YouTube.

Like product placement, sponsored videos are a good choice for making money but you should be careful with them. If you encounter a non-genuine product, the value of your video will be reduced. Therefore, you should try to avoid sponsored advertising content that has never been actually used or confirmed.

### 4. Affiliate link

You may have heard about affiliate links, many websites use affiliate links to make money. Basically, an affiliate link allows you to create a unique URL for a website. When someone clicks on this link and buys a product, you will have a small percentage of that amount.



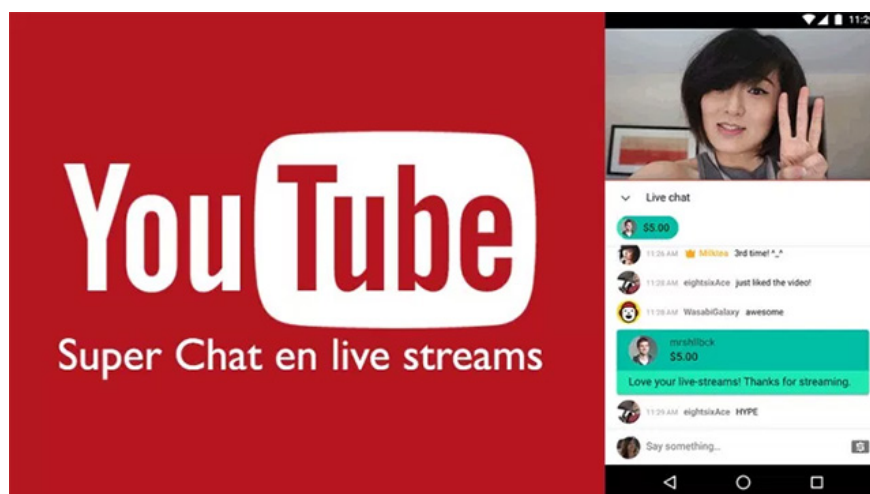
This is an easy way to set up and does not require sponsorship proposals from brands. If you talk about a certain product in your video, you can include an affiliate link to its Amazon page in the description. Or, you can add an affiliate link for services like Audible, so you will earn some money if someone decides to register.

Affiliate link is a good source of passive income. After all, if someone intends to buy a product, it won't take much effort to buy it through your affiliate link. Like other methods, you should disclose clearly when giving an affiliate link to your viewers.

## 5. Sponsorship of video / subscriber viewers

With unreliable YouTube ads, many creators have switched to video viewers' funding as another way to make money. This involves joining a service like Patreon that allows viewers to donate an amount each month to support their favorite channel.

Most Patreon creators have rewards in exchange for viewers' support. You can list their names at the end of each video, organize a video chat with them every month or provide behind-the-scenes videos. It is a great way to connect the most viewers with your favorite channels and provide a fairly stable way of earning.



Viewers can also sponsor YouTuber, but most people don't use this way. If livestream on your channel, you can also use the Super Chat feature. This feature allows viewers to donate money to you in exchange for highlighting their messages for a while during live stream.

## 6. Selling goods

Another money-making option is to create goods for sale to your fans. Websites like TeePublic allow you to create custom designs for t-shirts, wall murals, mugs and more. Many YouTuber create designs with popular slogans, jokes, or art from their videos.

After you've created some beautiful designs, let viewers know about the product in a few videos. Include a link to your merchandise page in the video description and anyone interested can assist you.

Although you have many ways to make money on YouTube, remember that it's hard to make money on this platform. You will have to provide quality content for a while to build the audience that requires ads,

sponsorships, etc.

If you're just getting started, focus on creating great videos and doing what you can to make YouTube a better place. And hopefully, after a while, your audience will come. After that, you can fully consider these money-making tactics when your channel becomes more popular.

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