



/theslowmoguys

With eye-catching topics and engaging videos, The Slow Mo Guys have become pioneers in high-quality, slow-motion content that their subscribers love to watch

Goals

- Be the first channel to deliver high-quality slow-motion footage
- Build a loyal fanbase
- Grow views, subscribers and watch-time

Approach

- Consistently deliver compelling high-speed videos
- Show the personalities behind the camera
- Ensure videos are fully optimised for the platform

Results

- 13.5 million average video views monthly
- More than 4.3 million subscribers
- 37 million minutes average watch-time monthly

Four years and multiple burns and scars later, Gavin Free and Daniel Gruchy – otherwise known as The Slow Mo Guys – have grown their channel to over four million subscribers. Mixing science and comedy with powerful high-frame-rate cameras, they've shown us everything from [airbags](#) to [mousetraps](#) in slow motion.

The Slow Mo Guys is just one project for the duo; Gavin is an employee of US production studio Rooster Teeth and Daniel is a lance corporal in the British Army. How have they built such a huge following with such time constraints and whilst living on different continents?

Here we outline **five** key strategies that drove The Slow Mo Guys to their current level of success.

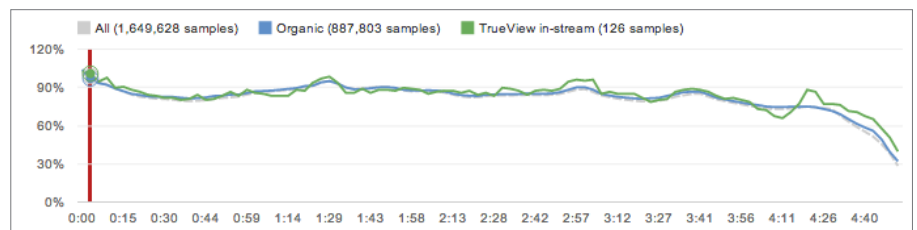
1. Consistently deliver the goods

The Slow Mo Guys are unusual YouTube creators in that their content strategy mainly has remained unchanged from the first video. This consistency means you know exactly what you'll get when you subscribe. The Slow Mo Guys deliver nothing other than slow-motion videos!

Although their uploads are much less frequent compared to other YouTubers of a similar size, this consistency has served them well every time they upload a new video. The evergreen nature of their content means that when they upload a video, their back catalogue receives a bump in views as people get hooked into watching more.

2. Tell the full story

Beautiful high-frame-rate, slow-motion footage is included in every video, but that usually takes up around 30 to 60 seconds. The videos on average are 3.7 minutes long. So what else are they doing?



Audience Retention of 'Mouse Trap Finger Challenge' Video

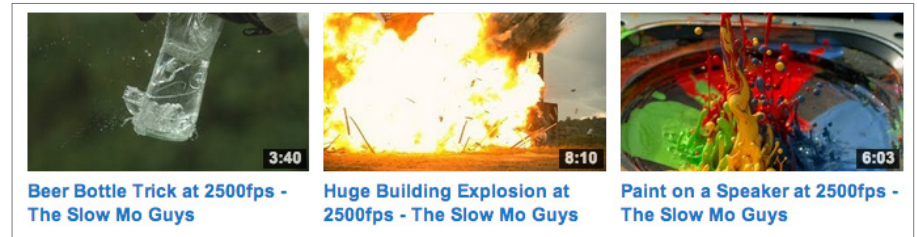
As shown in the audience retention graph above, their viewers like to rewind and watch the high-speed footage again. However, their engaging personalities mean that the story of how they get the high-speed footage itself is also hugely compelling. The stress, persistence and sometimes actual pain that Gavin and Daniel go through to make the videos becomes just as big a draw as the stunning slow-motion visuals.

The channel could have simply been a video repository of 60-second clips of high-speed footage, but by also showing the viewer the guys behind the scenes, they've developed their audience into a loyal fanbase.

The Slow Mo Guys were pioneers of slow-motion footage on YouTube. Their consistent and entertaining format has allowed the audience to get to know the presenters, while optimised thumbnails and titles have helped ensure the channel's success.

3. Perfect the basics

The Slow Mo Guys know the power of compelling thumbnail and title combinations, so bright, high-quality, high-contrast thumbnails have been a fixture of the channel from the start.



The biggest traffic driver for The Slow Mo Guys is via YouTube's Suggested Video recommendations – accounting for 31% of all views. Ensuring the thumbnail and title are eye-catching and compelling is a key factor in driving long-term viewership of such videos on the platform.

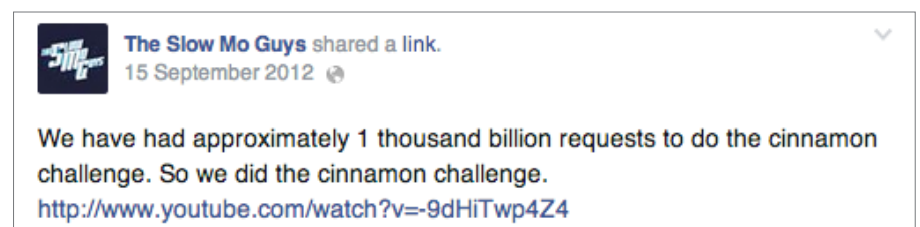
4. Create shareable content

With 5.3% of their views coming from external websites and embedded players, clearly this is content that people like to share and discuss. Their first video to go viral was '[Giant Six Foot Water Balloon](#)'. The video was funny, scientific but also inherently technical by the nature of the high-speed footage. This meant that the video was shared on a wide range of blogs and websites, from howstuffworks.com to Gizmodo and BuzzFeed, as well as driving large amount of traffic from social media sites such as Facebook and reddit.

Covering everything from [super hydrophobic surfaces](#) to slow-motion footballs hitting a face, the umbrella of slow-motion video draws in many disparate audiences. This also means that they can work with a wide variety of brands extremely effectively and are not restricted to collaborating with a particular vertical. From demonstrating "cold spray" for [General Electric](#) to celebrating the release of EA's [Battlefield 4](#) game, these collaborations have allowed them to create videos they may not normally have had the resource to make, and have resulted in compelling and engaging content for their fans.

5. Respond to audience demand

Unsurprisingly, living in different countries has a huge impact on the number of videos Gavin and Daniel can create together. To combat this, they often block-shoot videos to ensure they have enough content to upload onto the channel in the months they are apart. However, they are still engaged with their audience and are active in the conversation, which sometimes lets them guide the editorial.



This kind of content resonates very well with their subscribers. In the first two weeks, '[Cinnamon Challenge](#)' received twice as many views from the YouTube Guide (which presents recommended videos for channel subscribers) as usual. Featuring content that their superfans love as well as videos that appeal to a wide range of audiences has helped spread the word and cultivate a loyal following.