

How New Rockstars Built a Content Production Machine



About the Client

New Rockstars is a YouTube channel with almost 4 million subscribers. They make breakdown videos in the nerd/superhero vertical. They have a large team of employees and contractors and produce upwards of 50 videos a month, including podcasts and livestreams.





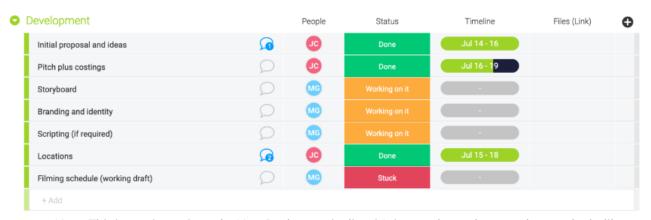
New Rockstars was producing excellent content and monetizing it all well. They just needed to produce more if it, without losing their minds.

We identified that the real issue was keeping track of each video as it worked its way through the pipeline.

The Plan

New Rockstars needed to graduate from google sheets to a more robust software platform.

I built a bespoke digital pipeline in Monday.com.



Note: This image is not from the New Rockstars pipeline, it's just to show what monday.com looks like.

In the New Rockstars solution, each row represents a video, and it travels through the process with a series of automations and integrations (with gmail and slack, for example).

The process included discovery calls with employees and contractors across every department, and considering what worked from the google sheets system, before building out the monday.com solution, and training the team to use it.





Your Turn

For more information on how KCS can solve problems and build things for your business, please reach out. Consults are always free.



310-926-2403



holiday@kinardcreatorservices.com