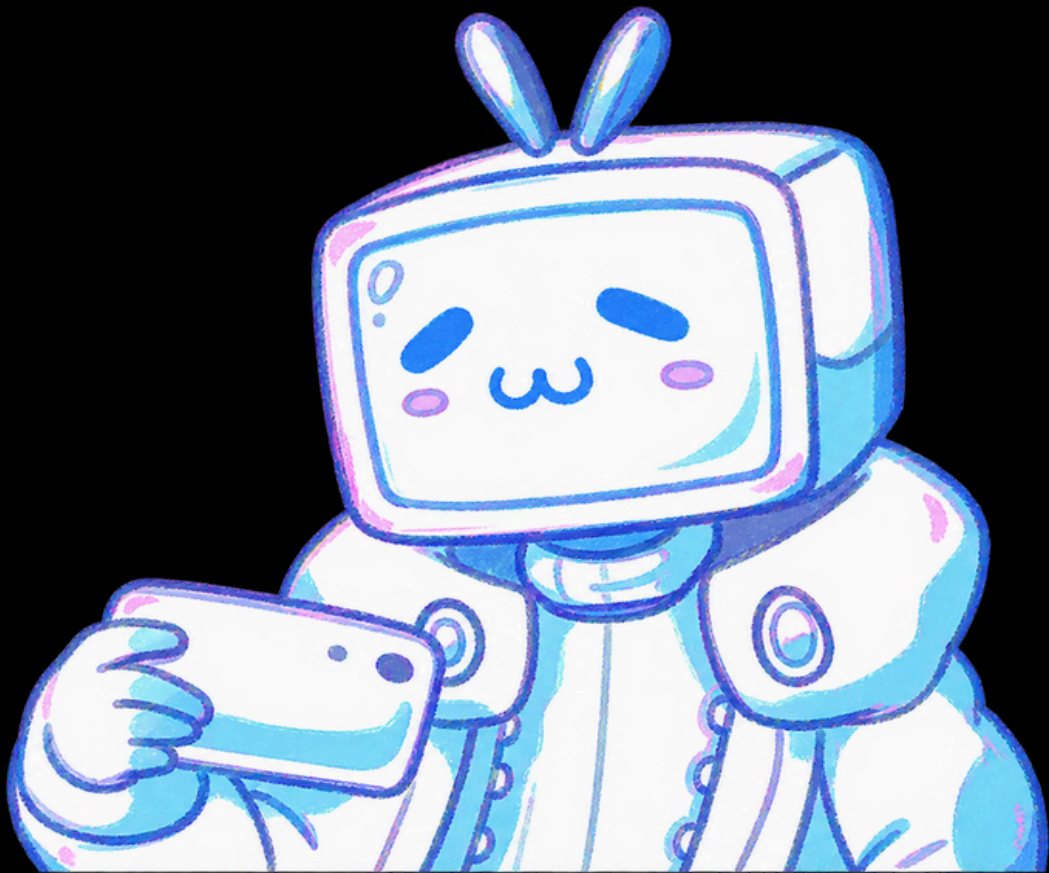


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**GROW ON  
BILIBILI  
30-DAY PLAN**

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# THE 30-DAY BILIBILI CHANNEL GROWTH PLAN

## Introduction: Why Bilibili Deserves Your Attention

Growing a video channel is not simply about uploading videos and hoping that people discover them. Sustainable growth comes from understanding your audience, creating content that solves real problems or entertains people, and giving viewers a reason to return.

Bilibili is a video-sharing platform with a distinctive community culture, particularly around animation, gaming, technology, education, entertainment, and lifestyle content. Its floating on-screen comments, known as danmaku, allow viewers to react to moments while watching. This creates a shared viewing experience that can make a strong video feel like a community event.

For creators, this means that publishing a good video is only one part of the job. You also need to understand how people discover content, what encourages them to watch longer, and why they might follow your channel.

The goal of this 30-day plan is to establish a repeatable growth system. You will research your niche, prepare your channel, publish useful videos, engage with viewers, and use performance data to improve your next uploads.

An important expectation: Thirty days is enough to build a solid foundation and identify promising content formats. It is not a guarantee of viral success, a specific follower count, or monetization.

### Understand the Bilibili Audience

Before creating your first video, identify the people you want to reach.

Consider three questions:

- What problems, interests, or entertainment needs does my audience have?
- What kinds of videos do they already watch?
- What can I explain, demonstrate, or present differently?

For example, a technology creator might publish practical software tutorials, while a gaming creator could produce beginner guides, gameplay analysis, or challenge videos. An educational creator could explain complicated topics using simple examples.

The strongest starting point is usually a focused audience rather than a channel that covers unrelated subjects.

### Choose One Clear Channel Niche

A niche helps viewers understand what they can expect from you. It also makes it easier to plan content and recognize which topics attract the right audience.

Examples include:

- Gaming: walkthroughs, strategy guides, and game updates.
- Technology: software tutorials, device comparisons, and practical demonstrations.
- Education: language learning, study techniques, and subject explainers.
- Lifestyle: routines, travel experiences, and useful everyday skills.
- Creative content: animation, editing tutorials, digital art, and storytelling.

You can expand later. Initially, select one primary niche and two or three related content pillars.

For example, a video-editing channel could focus on beginner tutorials, editing breakdowns, and workflow improvements.

### Define Your Channel Promise

Your channel promise is a simple explanation of the value you provide.

Instead of saying, "I upload different videos," say:

"I help beginners create better videos through practical editing tutorials, simple workflows, and real examples."

This communicates the audience, the benefit, and the content format.

Use that promise to guide your channel description, video topics, visual identity, and publishing decisions.

# **PAGE 2: RESEARCHING YOUR NICHE AND FINDING CONTENT OPPORTUNITIES**

## **Research Before You Record**

One of the most common mistakes new creators make is choosing video topics based only on personal interest. Your interests matter, but a sustainable content strategy also considers what your intended audience wants to watch.

Begin by searching Bilibili for topics in your niche. Review relevant videos, examine their titles and covers, read comments, and note the questions viewers repeatedly ask.

The objective is not to copy successful creators. It is to understand audience demand and identify opportunities to offer something more useful, clearer, more entertaining, or better suited to a particular viewer.

## **Use a Three-Part Research Method**

1. Study successful videos. Look at videos that appear to attract substantial engagement within your niche. Record their subject, format, opening approach, approximate length, and the questions viewers discuss.

2. Study unanswered questions. Read comments to identify confusion, requests for follow-up tutorials, missing explanations, and common mistakes. These can become valuable video topics.

3. Study competing content gaps. Look for subjects that are explained poorly, outdated tutorials, overly complicated demonstrations, or beginner questions that experienced creators overlook.

For example, if you are creating educational technology content, a broad topic such as “Learn Video Editing” may be difficult to differentiate. A more focused idea could be “Five Editing Mistakes That Make Beginner Videos Look Unprofessional.”

The second topic establishes a specific audience and a clear benefit.

## **Build a Content Opportunity List**

Create a list of at least 20 potential video ideas before committing to a publishing schedule.

For every idea, evaluate:

- Audience interest: Is there evidence that people care about the topic?
- Specificity: Can the video deliver a clear result?
- Competition: Can you provide something meaningfully different?
- Production effort: Can you produce it with your current equipment and skills?
- Series potential: Could the subject support several related videos?

Score each factor from 1 to 5. Prioritize topics that have strong audience relevance, clear value, and manageable production requirements.

The scores are a planning tool, not a prediction of how Bilibili will rank a video.

## **Learn From Comments, Not Just View Counts**

A video with many views can provide useful inspiration, but its comment section may reveal even more.

Suppose a tutorial about a software application attracts comments asking how to solve one particular problem. That question could become a dedicated follow-up video.

This approach creates a feedback loop:

Research audience questions, publish a useful answer, observe the response, and use the next set of questions to develop new content.

Over time, your channel becomes more responsive to real audience needs instead of relying entirely on guesses.

## **Create Three Content Pillars**

Organize your initial ideas into three related categories.

For a gaming channel, these might be beginner guides, gameplay challenges, and strategy analysis.

For an educational channel, they might be foundational lessons, practical demonstrations, and common mistakes.

This balance allows you to explore different formats without confusing your audience about the channel's overall purpose.

# PAGE 3: CREATING VIDEOS PEOPLE WANT TO WATCH

## The First 30 Seconds Matter

The beginning of a video should quickly establish why someone should continue watching.

Avoid long introductions, unnecessary greetings, extended logos, or lengthy explanations of what you plan to discuss. Start with the problem, the result, the question, or the most interesting moment.

For example:

“Your videos may look blurry even when you export them in high resolution. In this tutorial, we will identify the three settings that usually cause the problem and fix them step by step.”

This opening tells viewers what they will learn and why the video is relevant.

For entertainment content, a compelling opening might present a surprising moment, an intriguing question, or a brief preview of the challenge ahead.

## Structure Every Video Around One Promise

A useful video structure is:

Hook: Introduce the problem, question, or interesting outcome.

Context: Explain what the viewer needs to know before beginning.

Main content: Deliver the lesson, demonstration, story, or entertainment.

Proof or example: Show the result, test the method, or demonstrate the key idea.

Conclusion: Summarize the important lesson and suggest the logical next step.

This structure can be adapted to short videos, longer tutorials, gaming content, and educational explainers.

The essential principle is that the content should fulfill the promise made by the title and cover.

## Prioritize Value Over Unnecessary Length

Long videos can work well when the topic deserves depth. Shorter videos can be effective when they solve a focused problem quickly.

Do not stretch a simple tutorial to ten minutes merely because you believe longer videos automatically perform better. Likewise, do not compress a complex explanation so aggressively that the audience cannot follow it.

Choose the length based on the subject and the viewer's needs.

During editing, remove repeated explanations, irrelevant tangents, long pauses, and sections that do not support the main promise.

Use chapters or timestamps for longer educational videos when appropriate. These make the material easier to navigate and help viewers return to specific sections.

## Make Your Videos Easy to Follow

Good presentation does not require an expensive studio.

You can improve production quality by using clear audio, readable on-screen text, consistent pacing, appropriate lighting, and uncluttered visuals.

For tutorials, show the actual steps instead of only describing them. For reviews, demonstrate the product or method. For gaming, make important decisions and gameplay moments easy to understand.

If your intended audience speaks Chinese, consider producing natural Simplified Chinese titles, subtitles, and explanations for the mainland Bilibili platform. If you are targeting international viewers on Bilibili's international service, use the language your audience understands. Bilingual metadata may help when it accurately serves both audiences.

Machine translation can assist with drafting, but review important translations carefully.

## Give Viewers a Reason to Participate

Bilibili's danmaku culture creates opportunities to design moments that invite reactions.

You might ask viewers to predict an outcome before a demonstration, pause briefly before revealing an answer, or invite them to compare two approaches.

These moments should feel natural rather than manufactured.

For instance, a creator testing two editing techniques could ask, “Which version looks cleaner to you?” That question gives viewers a specific subject to discuss.

The objective is meaningful participation, not forcing reactions into every scene.

# PAGE 4: TITLES, COVERS, SEARCH, AND DISCOVERABILITY

## Write Titles That Communicate a Clear Benefit

A video title should explain what the viewer will gain, discover, or experience.

Weak title: "My New Video."

Stronger title: "How to Edit Cleaner Videos With Three Simple Techniques."

The second title communicates a topic and an outcome. It is also more useful to someone searching for editing advice.

For the mainland Chinese audience, research relevant Chinese-language search phrases rather than translating English keywords mechanically. For international audiences, choose the language that best matches their search behavior.

Avoid misleading promises, exaggerated claims, and titles that attract the wrong viewers.

## Design a Clear Video Cover

Your cover image should communicate the central idea at a glance.

Effective covers usually have a clear focal point, strong contrast, limited text, and a visual connected to the actual content.

For example, a software tutorial cover might show the relevant interface and a short phrase such as "FIX BLURRY VIDEO." A gaming guide might show the game character or situation the video explains.

Avoid tiny text, cluttered layouts, and visual elements that promise something the video does not deliver.

Use Bilibili's current cover specifications when exporting your artwork; platform requirements can change.

## Use the Correct Category and Relevant Tags

Bilibili organizes videos into content categories, often called partitions. Choosing the most appropriate category helps place your content in the relevant environment.

Read the category options carefully before publishing. A software tutorial should generally be categorized according to its actual subject and the platform's available options, not simply the category that seems most popular.

Use relevant tags to describe the subject, audience, format, and specific topic. For a beginner programming tutorial, appropriate tags might include the programming language, tutorial subject, and beginner-learning context.

Do not add unrelated trending tags in an attempt to gain extra exposure.

## Write a Useful Description

A video description should help viewers understand what the content covers.

A simple structure is:

- One or two sentences describing the video's main benefit.
- Important topics or steps covered in the video.
- Timestamps for longer videos, where useful.
- Links to relevant videos or resources.
- A natural invitation to comment or follow the channel.

Include relevant keywords naturally. Repeating the same phrase excessively makes the description less useful and does not guarantee better rankings.

## Think Beyond Search

Search is only one possible discovery route. Depending on the audience and video, viewers may also discover your work through recommendations, category pages, followers, shares, and community discussions.

A clear topic, appealing presentation, useful content, and satisfied viewers work together to improve your chances of being discovered.

Official starting point: [Bilibili Creator Center](#). For the mainland platform, check the current creator tools and upload workflow available to your account.

# PAGE 5: YOUR COMPLETE 30-DAY GROWTH CALENDAR

This plan breaks channel development into four stages. The workload is designed to be achievable for an individual creator with limited time and resources.

## Days 1–7: Foundation and Research

Goal: Define the channel and prepare your first videos.

Day 1: Choose your niche and define your target viewer.

Day 2: Research 10 relevant creators and record useful observations.

Day 3: Review audience comments and collect recurring questions.

Day 4: Build a list of 20 video ideas and select your strongest topics.

Day 5: Write a clear channel description and establish a simple visual identity.

Day 6: Outline your first video and prepare the script or recording notes.

Day 7: Record and edit your first video, or complete a final quality review if you need more production time.

## Days 8–14: Publish and Establish Consistency

Goal: Publish your first content and learn from initial reactions.

Day 8: Create a strong cover, title, description, and relevant tags.

Day 9: Publish video one and check that it appears correctly.

Day 10: Respond to genuine comments and note audience questions.

Day 11: Research a related topic and prepare your second video.

Day 12: Record and edit video two.

Day 13: Publish video two and share it in relevant communities only where permitted.

Day 14: Review available analytics and record early observations.

## Days 15–21: Improve and Experiment

Goal: Identify stronger topics and improve viewer experience.

Day 15: Compare video performance and audience feedback.

Day 16: Choose one improvement, such as a stronger opening or clearer explanation.

Day 17: Publish video three using a related topic or improved format.

Day 18: Reply to comments and identify follow-up questions.

Day 19: Create a related video outline or a useful companion resource.

Day 20: Publish video four if your production capacity allows; otherwise, finish and schedule the next upload.

Day 21: Compare performance by topic, engagement, and audience retention where data is available.

## Days 22–30: Build a Repeatable System

Goal: Develop a content series and establish the next month's priorities.

Day 22: Identify the topic that has produced the most promising response.

Day 23: Plan a follow-up video that addresses a related question.

Day 24: Research a possible collaboration or complementary creator.

Day 25: Publish your next video if ready, or finalize the next episode in your series.

Day 26: Engage with viewers and review any new audience questions.

Day 27: Prepare the next two video outlines.

Day 28: Review your titles, covers, descriptions, and channel presentation.

Day 29: Compare results across all published videos and identify patterns.

Day 30: Write a new 30-day plan based on your evidence, available time, and best-performing content.

### What Should You Publish in 30 Days?

A realistic target for a beginner is four to six carefully prepared videos, depending on video complexity and available time.

This is a planning target, not a platform requirement. Shorter, simpler formats may support more frequent publishing; research-heavy videos may need substantially longer.

Consistency means maintaining a schedule you can sustain without sacrificing quality.

# PAGE 6: ENGAGEMENT, COMMUNITY, AND AUDIENCE LOYALTY

## Treat Viewers as Participants

On Bilibili, the relationship between creators and viewers can be an important part of the viewing experience.

A channel is more likely to develop a recognizable community when the creator acknowledges audience feedback, answers questions, and uses suggestions to improve future videos.

After publishing, check your comments and respond thoughtfully. You do not need to answer every comment immediately, but avoid treating the audience as a source of numbers alone.

For example, if several viewers ask you to explain one step in more detail, address it in a reply or create a follow-up tutorial.

## Understand Danmaku

Danmaku refers to comments displayed over the video during playback. It can create a sense of shared participation because viewers react to particular moments together.

For creators, this introduces another dimension to video design.

You can encourage natural reactions by:

- Presenting a surprising result or interesting reveal.
- Asking viewers to predict what happens next.
- Creating a clear comparison between two choices.
- Leaving a brief pause before a reveal.
- Referring to a useful or funny audience observation in a later video.

Do not force awkward pauses or manufacture fake audience reactions. The goal is to make meaningful moments easier to participate in.

## Invite Engagement Without Begging

At the end of a useful video, ask a question directly connected to the subject.

For example:

“Which editing problem should I explain in the next tutorial?”

This is more effective as a community-building technique than asking for comments without giving viewers anything specific to discuss.

On Bilibili, creators may also invite viewers to like, give coins, or add a video to their favourites when they genuinely find it useful. These are familiar platform interactions, but they should remain an invitation rather than a demand.

## Build a Content Series

A series gives viewers a reason to return.

For example, a beginner programming channel could create:

1. Setting up the programming environment.
2. Writing the first simple program.
3. Understanding common errors.
4. Building a small project.
5. Improving the project with better techniques.

Each episode should provide standalone value while naturally connecting to the next.

Use clear episode titles and link related videos where the platform supports it. Avoid making every video dependent on watching all previous episodes; new viewers should still understand the main benefit.

## Collaborate With Relevant Creators

Collaboration can introduce your channel to an audience already interested in your subject.

Look for creators with complementary expertise, similar audience interests, and a professional approach to content.

Possible collaborations include joint tutorials, interviews, response videos, guest appearances, or a comparison of different approaches to the same problem.

Before contacting someone, prepare a specific idea that benefits both audiences. Do not offer empty promises about guaranteed views or followers.

# PAGE 7: ANALYTICS AND HOW TO IMPROVE RESULTS

## Measure More Than Views

Views are useful because they show how many times content has been played, but they do not explain the entire performance of a video.

A channel needs to understand whether people click, continue watching, engage, and decide to follow.

Use the metrics that are actually available in your current Bilibili Creator Center. Interface labels and analytics access may vary by account and region.

### Metric

What it helps you understand

Views or plays

Whether the video is attracting playback

Average watch duration

How long viewers remain engaged

Retention or completion data

Where interest appears to rise or fall

Likes, coins, and favourites

Whether viewers actively appreciate the content

Comments and shares

Whether the video encourages discussion or distribution

New followers

Whether the video gives people a reason to return

Traffic sources

Where available, how viewers discover your content

## Diagnose Problems Instead of Guessing

Consider three hypothetical situations.

Situation one: Low views, but strong feedback from the viewers who watch.

The content may be useful, but the topic, title, cover, category, or distribution may not be reaching enough of the right people.

Next step: improve discoverability and research whether the topic matches actual audience interest.

Situation two: Many views, but viewers leave quickly.

The opening may be too slow, the content may not deliver on the title, or the explanation may be difficult to follow.

Next step: strengthen the first 30 seconds, remove unnecessary sections, and deliver the promised result earlier.

Situation three: Good watch time, but few new followers.

Viewers may enjoy the individual video without understanding what else your channel offers.

Next step: clarify your channel promise, connect related topics, and explain what viewers can expect from future videos.

These are possible explanations, not definitive diagnoses. Always compare them with the available data and actual viewer feedback.

## Use a Weekly Review

At the end of each week, answer five questions:

1. Which topic attracted the most relevant viewers?
2. Which opening or presentation style seemed to hold attention?
3. What did viewers ask about in the comments?
4. Which video generated the most meaningful engagement?
5. What single improvement should I test next?

Write the answers down. Without a record, creators often repeat the same mistakes or forget what made a video successful.

## Test One Major Change at a Time

Suppose your last two videos performed differently. If you change the subject, length, title style, editing, and cover all at once, you may not understand which change mattered.

Instead, test one major variable where practical.

For example, retain your usual video format but create a clearer opening. Compare the available performance indicators with similar videos.

Do not draw strong conclusions from tiny samples. Early data is often noisy, so treat it as evidence to investigate rather than proof of a universal rule.

## Create a Simple Performance Log

Track the publication date, topic, format, title, cover style, views after a consistent interval, available retention information, meaningful engagement, and new followers.

Comparing videos after the same amount of time makes the results more useful than comparing a video published yesterday with one published several months ago.

# PAGE 8: COMMON GROWTH MISTAKES AND A SMARTER STRATEGY

## Mistake One: Copying Popular Creators

A successful creator's format may reflect years of experience, a loyal audience, or a particular personality. Copying the surface appearance does not guarantee the same results.

Instead, study the underlying principle. Is the creator explaining a difficult topic clearly? Telling a compelling story? Demonstrating a result quickly?

Apply that principle in your own voice and create original material.

## Mistake Two: Changing Niches Too Frequently

If you publish a gaming tutorial today, a cooking vlog tomorrow, and an unrelated business lecture the following day, viewers may struggle to understand why they should follow you.

Experimentation is valuable, but keep early experiments connected to a consistent audience.

If you discover a promising new direction, test it with several related videos before making a major change to the entire channel.

## Mistake Three: Using Misleading Titles

A sensational title can attract attention, but it creates disappointment when the video does not deliver.

Trust is a long-term asset. A title should be interesting without exaggerating results or hiding essential context.

## Mistake Four: Ignoring Copyright

Use original footage, your own recordings, licensed assets, and material you have permission to use. Copyright rules may apply to music, movie clips, gameplay footage, images, and other material even when you add commentary.

Giving credit is not automatically the same as having permission.

Review the applicable Bilibili rules and relevant copyright requirements before publishing potentially restricted material.

## Mistake Five: Buying Followers or Engagement

Artificial followers and purchased interactions can distort your analytics, weaken the quality of your audience, and create platform-policy risks.

A smaller audience that genuinely watches and responds is more useful for learning what content works than a large audience that never engages.

Focus on genuine discovery, useful content, and real relationships.

## Mistake Six: Publishing Without Reviewing Performance

If you upload repeatedly but never analyze results, you miss opportunities to improve.

Every video should teach you something, whether it concerns audience interest, editing, presentation, discoverability, or community feedback.

## Mistake Seven: Expecting Guaranteed Results in 30 Days

There is no universal number of views or followers that every new creator should reach in one month.

Results depend on the niche, language, competition, content quality, publishing frequency, audience fit, and many other factors.

A successful first month may mean gaining followers. It may also mean finding a strong topic, improving retention, learning how to publish consistently, or discovering a format that deserves further testing.

## Build Your Next Month Around Evidence

At the end of the first 30 days, divide your videos into three groups:

- Repeat: Topics or formats that show promising audience interest and engagement.
- Improve: Videos with potential but identifiable weaknesses.
- Pause: Approaches that repeatedly fail to connect with your intended audience.

Do not discard a potentially valuable topic because of one disappointing upload. Look for patterns across multiple videos and allow enough time for meaningful evidence to emerge.

# PAGE 9: THE GROWTH CHECKLIST AND LONG-TERM ROADMAP

## Your Bilibili Channel Growth Checklist

Use this checklist during the first month and repeat it whenever you launch a new content series.

### 30-Day Readiness Checklist

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#### Channel foundation

I have selected one primary niche.

My channel description explains who I help or entertain.

My content pillars are related and recognizable.

My publishing schedule fits my available time.

#### Video production

Every video has a clear purpose.

The opening quickly establishes the value.

The content delivers what the title promises.

Audio, visuals, and pacing are clear.

I use original or properly authorized assets.

#### Discoverability

My title communicates the main benefit.

My cover is clear at small sizes.

I selected the appropriate category.

My tags are relevant and accurate.

My description gives useful context.

#### Community and improvement

I respond thoughtfully to audience feedback.

I review analytics where available.

I record results after a consistent interval.

I identify one improvement for the next video.

I use audience questions to plan future content.

#### Copy checklist

#### What to Do After Day 30

Your next month should build on the strongest evidence you collected.

If tutorials attract the most engaged viewers, develop a structured tutorial series. If reviews receive more discussion, test additional comparisons. If viewers repeatedly ask the same questions, turn those questions into a content series.

Increase production volume only when your workflow can support it. A reliable schedule of useful videos is generally a better foundation than a burst of uploads followed by a long break.

Consider collaborations once you can explain your channel's purpose and offer a clear benefit to another creator.

Finally, keep learning the platform. Review current creator tools, upload requirements, content rules, and available analytics through the official [Bilibili Creator Center](#). Platform features and eligibility can change, so verify current requirements before making decisions about monetization or account setup.

# FINAL THOUGHTS: GROWTH COMES FROM A REPEATABLE SYSTEM

The most important lesson of this 30-day plan is that channel growth should be treated as a learning process.

Research helps you choose stronger topics. Clear video structures help you deliver value. Accurate titles and covers help the right viewers understand what you offer. Community engagement helps you build relationships. Analytics help you make better decisions about what to publish next.

You do not need to master every part of Bilibili in your first month. You need to establish a practical process, publish useful original content, listen to your audience, and improve through consistent experimentation.

Your first 30 days are not the finish line. They are the foundation for the next 90 days of smarter content creation.

## Suggested References for Further Research

These resources can help readers investigate Bilibili's creator tools, publishing practices, and performance measurement.

Third-party guidance is not official platform policy, so verify platform-specific details directly.

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