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**START BEFORE IT
EXPLODES**

HOW TO BUILD A BILIBILI CHANNEL BEFORE A NEW TREND EXPLODES

Bilibili can be a powerful platform for creators who understand how to enter a topic early, create content consistently, and build a community around a specific interest.

But getting ahead of a trend isn't simply about being the first person to upload. A trend can disappear quickly, competition can become intense, and copying whatever is currently popular rarely creates a sustainable channel.

The better approach is to identify an emerging topic, understand the audience around it, develop a recognizable content angle, and build a repeatable publishing system before the market becomes crowded.

This guide explains how to build a Bilibili channel around an emerging trend from the ground up.

1. UNDERSTAND THE BILIBILI OPPORTUNITY

Bilibili is a major Chinese video and community platform with a strong focus on entertainment, gaming, animation, technology, knowledge, lifestyle, and other interest-based content.

One of the important differences between Bilibili and many short-form-first platforms is that community and content depth can matter significantly.

Creators can build audiences around:

- Gaming
- Anime and animation
- Technology
- AI
- Education
- Reviews
- Tutorials
- Lifestyle
- Music
- Creative projects
- Commentary
- Entertainment
- Documentary-style content

That creates opportunities beyond simply chasing viral clips.

If you can become a recognizable source of useful content within an emerging topic, you may be able to build an audience before the category becomes highly competitive.

2. FIND A TREND BEFORE IT BECOMES OBVIOUS

The first skill you need is trend detection.

You don't necessarily want a topic that is already everywhere.

If thousands of creators are already making identical videos about a subject, you'll have to compete for attention immediately.

Instead, look for early signals.

These can include:

- A new product announcement
- An upcoming game
- A new technology
- An emerging AI tool
- A developing entertainment franchise
- A new creator format
- A growing online community
- A newly popular hobby
- A cultural trend
- A new software platform

The goal isn't to predict the future perfectly.

It's to identify topics that show signs of increasing interest.

3. USE A SIMPLE TREND-SCORING SYSTEM

When you find a potential trend, evaluate it using five questions.

1. Is interest increasing?

Are more people discussing it?

2. Is the audience growing?

Are new communities forming around it?

3. Is competition still manageable?

Can a new creator realistically stand out?

4. Can you create multiple videos about it?

A good trend should provide more than one or two topics.

5. Does the subject fit your skills?

A trend is less useful if you cannot create quality content around it.

You can score each category from 1–5 for your own planning.

The purpose isn't to create a perfect prediction.

It's to avoid choosing topics purely because they look exciting.

4. DON'T CONFUSE A VIRAL MOMENT WITH A SUSTAINABLE TREND

A viral post isn't necessarily a trend.

Something can receive enormous attention for 48 hours and then disappear.

A stronger opportunity may show:

Initial attention → repeated discussion → new participants → expanding content
→ continuing interest

For example, a new technology might first attract a small group of enthusiasts.

Then:

- Tutorials appear.
- Reviews appear.
- News coverage increases.
- More people try the technology.
- Businesses start discussing it.
- Creators begin producing content.

That's a stronger signal than one viral post.

5. CHOOSE A SPECIFIC BILIBILI NICHE

Don't start with:

"I want to make a Bilibili channel."

That's too broad.

Instead, define:

Topic + Audience + Content Format

For example:

"Beginner-friendly AI tutorials for Chinese-speaking creators."

Or:

"Short technology explainers for students."

Or:

"Detailed guides for players of a new game."

Or:

"Practical smartphone and software tutorials."

The more clearly you define your initial audience, the easier it becomes to create relevant content.

6. FIND YOUR CONTENT ANGLE

Two creators can cover the same topic and still attract completely different audiences.

Imagine a new game launches.

Creator A makes:

"Daily game news."

Creator B makes:

"Beginner guides and mistakes to avoid."

Creator C makes:

"Funny challenges and experiments."

Creator D makes:

"Deep story and lore analysis."

Creator E makes:

"Advanced strategies for competitive players."

The topic is the same.

The angle is different.

Your angle is what gives people a reason to choose your channel instead of another channel covering the same subject.

7. BUILD AROUND A CLEAR AUDIENCE PROMISE

Your audience should quickly understand what they receive by following you.

For example:

"I explain new AI tools in simple Chinese."

Or:

"I test new technology so you don't have to."

Or:

"I make beginner-friendly guides for the latest games."

Or:

"I break down complicated technology into five-minute videos."

This becomes your content promise.

Whenever you consider a new video, ask:

"Does this video fit the promise of my channel?"

If the answer is no, it may belong somewhere else.

8. CREATE YOUR FIRST 20 VIDEO IDEAS BEFORE LAUNCHING

Don't create your channel and then immediately wonder what to post.

Prepare a content bank first.

For example, if you're covering an emerging AI tool, your first 20 videos might **include:**

1. What is the tool?
2. How does it work?
3. Beginner's guide.
4. Five useful features.
5. Three mistakes beginners make.
6. My first experiment.
7. Tool vs. competitor.
8. Best use cases.
9. Who should use it?
10. Who shouldn't use it?
11. Advanced feature explained.
12. Five practical workflows.
13. Common questions answered.
14. New update explained.
15. One-week experiment.
16. Productivity test.
17. Beginner project.
18. Advanced project.
19. Biggest limitations.
20. What I learned after using it.

This gives you a content runway.

9. START WITH SEARCHABLE TOPICS

When a topic is new, people often search basic questions. These searches can provide excellent content ideas.

Examples:

- What is ____?
- How does ____ work?
- How to use ____?
- Is ____ worth it?
- ____ beginner guide
- ____ tutorial
- ____ explained
- ____ vs ____
- Best ____ settings
- Common ____ mistakes

These topics are useful because they address specific viewer intent. Instead of creating a video called:

"My Thoughts"

you could create:

"How to Use [Topic] as a Complete Beginner"

The second title gives viewers a clearer reason to click.

10. MAKE YOUR TITLES SPECIFIC

A good title should communicate the video's value quickly.

Weak:

"I Tried This New Thing"

Better:

"I Tested This New AI Tool for 7 Days — Here's What Happened"

Weak:

"New Game Thoughts"

Better:

"10 Things Beginners Should Know Before Starting [Game]"

Weak:

"Interesting Technology"

Better:

"This New Technology Could Change How People Create Videos"

Your title shouldn't promise something the video doesn't deliver.

11. CREATE THUMBNAILS THAT WORK WITH THE TITLE

Your title and thumbnail should work together.

Don't repeat the exact same information.

For example:

Title:

"I Tested the New AI Tool for 7 Days"

Thumbnail:

WORTH IT?

The title explains the experiment.

The thumbnail creates curiosity.

Keep thumbnails:

- Simple
- Readable
- Visually focused
- Consistent
- Relevant to the video

Avoid filling the entire thumbnail with tiny text.

12. DON'T OVERPRODUCE YOUR FIRST VIDEOS

Beginners often spend weeks trying to make their first video perfect.

That's usually unnecessary.

Your first videos should help you learn:

- Recording
- Editing
- Scripting
- Thumbnails
- Titles
- Audience response
- Retention
- Production workflow

You can improve as you publish.

A simple video published today can teach you more than an unfinished "perfect" video sitting on your computer for a month.

13. DEVELOP A REPEATABLE VIDEO STRUCTURE

A repeatable format makes content production easier.

A simple structure could be:

Hook

Tell viewers what they're about to discover.

Context

Explain why the topic matters.

Main Content

Deliver the information.

Demonstration

Show the idea in practice.

Takeaway

Summarize the important point.

Call to Action

Invite viewers to follow, comment, or watch another relevant video.

You don't need to use this structure for every video, but having a framework saves time.

14. MAKE YOUR FIRST 30 SECONDS COUNT

Your opening should answer:

"Why should I keep watching?"

Instead of starting with a long introduction, begin with the most interesting part.

For example:

"I tested this new tool for seven days, and the biggest surprise wasn't what it could do—it was what it couldn't do."

Now the viewer has a reason to continue.

The opening doesn't have to be dramatic.

It needs to be relevant.

15. USE BILIBILI'S COMMUNITY NATURE TO YOUR ADVANTAGE

A successful Bilibili channel isn't simply a collection of videos.
It's a community.

Encourage viewers to:

- Comment
- Ask questions
- Suggest future topics
- Share experiences
- Correct mistakes
- Participate in challenges
- Discuss ideas

Then use those interactions to create future content.

For example:

Viewer question → New video

This creates a content loop.

16. TURN COMMENTS INTO CONTENT IDEAS

Comments can tell you what your audience wants next.

Suppose you publish:

"Beginner's Guide to a New AI Tool"

and viewers ask:

- "Can you show advanced settings?"
- "Does this work on mobile?"
- "Can you compare it with another tool?"
- "Can you test it with video editing?"

You now have four potential videos.

Your audience is effectively helping you build your content calendar.

17. CREATE SERIES INSTEAD OF RANDOM VIDEOS

A series gives viewers a reason to return.

For example:

"30 Days Testing New AI Tools"

Day 1: Tool introduction.

Day 2: First experiment.

Day 3: Productivity test.

Day 4: Creative experiment.

Day 5: Limitations.

This is more memorable than publishing unrelated videos.

Other series could include:

- "New Game Beginner Guide"
- "One Tool Every Week"
- "30 Days Learning ____"
- "Testing Viral Technology"
- "Explaining New Trends"
- "From Beginner to Advanced"

Series also make content planning easier.

18. EXPERIMENT WITH DIFFERENT VIDEO LENGTHS

Don't assume every topic needs the same length.

A simple answer might need a few minutes.

A detailed tutorial might need longer.

A deep analysis could require considerably more time.

Test:

- Short explainers
- Tutorials
- Reviews
- Deep dives
- Experiments
- Commentary

Then use your analytics to understand what your audience actually watches.

19. BUILD A CONTENT LADDER

One useful strategy is to create different levels of content.

Level 1: Discovery

Short, accessible videos.

Examples:

- Quick facts
- Simple tips
- Short explanations

Level 2: Education

More detailed videos.

Examples:

- Tutorials
- Guides
- Comparisons

Level 3: Authority

Deep content.

Examples:

- Research
- Experiments
- Detailed analysis
- Long-form explanations

Level 4: Community

Content specifically designed around your audience.

Examples:

- Q&A
- Viewer challenges
- Community discussions
- Response videos

This creates multiple ways for viewers to discover and deepen their relationship with your channel.

20. DON'T CHASE EVERY TREND

Once your channel starts growing, you'll notice countless new topics. Don't cover everything.

Ask:

"Does this trend make sense for my audience?"

If your channel is about technology and suddenly you start covering unrelated celebrity news, you may attract viewers who have no interest in your main **content**.

A trend is useful when it fits your existing positioning.

21. CREATE EVERGREEN CONTENT AROUND THE TREND

Trending content can attract attention quickly.

Evergreen content can continue attracting viewers later.

For example:

Trending:

"New Update Explained"

Evergreen:

"Complete Beginner's Guide"

Trending:

"New Feature Just Released"

Evergreen:

"How to Use This Tool From Scratch"

A balanced channel can use both.

22. BUILD A TREND-TO-EVERGREEN STRATEGY

One of the strongest approaches is:

Trend → Discovery → Evergreen → Community

For example:

Step 1

Create a video about a trending announcement.

Step 2

The video brings new viewers.

Step 3

Direct them toward a detailed beginner guide.

Step 4

Invite them into your community.

Step 5

Publish advanced content for returning viewers.

This gives your channel a longer life than simply chasing news.

23. LEARN BASIC ANALYTICS

Don't judge your channel only by total views.

Look at:

- Views
- Watch time
- Audience retention
- Engagement
- Follower growth
- Traffic sources
- Returning viewers
- Performance by topic

If one topic consistently attracts the right audience, make more content around it.

If another topic gets views but almost no meaningful engagement, investigate why.

Analytics should help you answer:

"What should I make more of?"

24. TEST ONE VARIABLE AT A TIME

If a video performs poorly, don't immediately change everything. Test individual elements.

For example:

- New thumbnail
- Different title
- Shorter introduction
- Different video length
- Different topic
- Stronger hook

This helps you learn what actually influences performance.

25. USE A SIMPLE PRODUCTION WORKFLOW

A basic workflow could be:

Research → Outline → Script → Record → Edit → Thumbnail → Upload → Analyze

Batch similar tasks when possible.

For example:

Monday:

Research five topics.

Tuesday:

Write five outlines.

Wednesday:

Record three videos.

Thursday:

Edit.

Friday:

Create thumbnails and schedule content.

You can adapt this to your own schedule.

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26. BUILD A CONTENT DATABASE

Keep a document or spreadsheet containing:

- Video idea
- Topic
- Target audience
- Hook
- Title
- Thumbnail idea
- Status
- Publishing date
- Performance
- Follow-up ideas

This prevents good ideas from disappearing.

You can also categorize ideas as:

Now

Soon

Evergreen

Experimental

Seasonal

This makes your content planning much easier.

27. USE COMPETITOR RESEARCH PROPERLY

Study successful creators in your niche.

Look at:

- What topics they cover
- How they structure videos
- Their titles
- Thumbnail patterns
- Upload frequency
- Audience questions
- Content gaps

But don't copy them.

Instead, ask:

"What are viewers still asking after watching these videos?"

That question can reveal opportunities.

28. LOOK FOR CONTENT GAPS

A content gap exists when viewers want something that isn't being served well.

For example:

Everyone might be creating:

"What is this new technology?"

But very few creators are making:

"How can a beginner actually use it?"

That's a potential gap.

Other gaps include:

- Better tutorials
- More detailed explanations
- Content in another language
- Beginner-friendly content
- Advanced content
- Real-world experiments
- Honest comparisons

You don't always need a brand-new topic.

Sometimes you need a better angle on an existing topic.

29. BUILD AUTHORITY THROUGH ORIGINAL WORK

If you want your channel to stand out, don't only summarize what other people said.

Do your own work.

Examples:

- Test a product.
- Run an experiment.
- Compare tools.
- Build something.
- Interview users.
- Analyze public information.
- Document a challenge.
- Conduct a long-term test.

Original work is harder to copy because the content comes from your own experience.

30. USE YOUR PERSONALITY

Information alone doesn't always create loyalty.

People may follow because they like:

- Your humor
- Your teaching style
- Your storytelling
- Your honesty
- Your personality
- Your perspective

You don't need to become exaggerated or artificial.

Simply develop a recognizable voice.

Your audience should eventually be able to watch a video and think:

"This feels like one of their videos."

That's valuable.

31. DON'T BUY FAKE ENGAGEMENT

Avoid buying:

- Fake followers
- Fake views
- Fake comments
- Fake likes

Artificial numbers can make your account look larger, but they don't create a genuine community.

They can also make your analytics less useful because you no longer know how real viewers respond to your content.

Build real attention.

It takes longer, but it gives you useful information about your audience.

32. COLLABORATE WITH SMALLER CREATORS

You don't need to collaborate only with huge channels.

Smaller creators can sometimes be excellent partners because they may have:

- Similar audiences
- Complementary skills
- Flexible schedules
- Shared interests
- Strong community engagement

For example, a technology reviewer could collaborate with:

- A tutorial creator
- A software specialist
- A student creator
- An AI researcher
- A productivity creator

Find complementary audiences rather than simply chasing follower counts.

33. CONSIDER MULTILINGUAL CONTENT CAREFULLY

If you understand multiple languages, you may be able to create content for different audiences.

However, don't automatically duplicate every video.

Consider:

- Translation quality
- Cultural context
- Search behavior
- Audience expectations
- Subtitles
- Voiceover quality

If your primary goal is building a Bilibili audience, make sure the content feels natural for the audience you're targeting.

34. UNDERSTAND COPYRIGHT BEFORE YOU MONETIZE

This is particularly important when covering:

- Movies
- Anime
- Games
- Music
- Technology demonstrations
- Other creators' videos

Don't assume that because something is available online, you can freely reuse it.

Avoid building your business around unlicensed material.

If you use third-party material, understand the applicable rules and whether your use is permitted.

For commercial projects, consider obtaining appropriate permissions or using properly licensed assets.

35. BUILD MULTIPLE REVENUE OPTIONS

Once your audience grows, you can explore different business models.

Potential options include:

Platform Monetization

Depending on current eligibility and applicable Bilibili programs.

Brand Sponsorships

Companies may pay for suitable promotional integrations.

Affiliate Marketing

Earn commissions from qualifying purchases.

Digital Products

Sell templates, guides, educational resources, or other original products.

Services

Offer editing, consulting, design, research, or other skills.

Membership or Community Products

Depending on platform availability and your audience.

Don't launch everything simultaneously.

Test one monetization method at a time.

36. DON'T MONETIZE TOO AGGRESSIVELY

If every video becomes:

"Buy this."

your audience may lose interest.

A healthy content mix might include:

- Educational content
- Entertainment
- Experiments
- Community content
- Occasional promotional content

Your audience should feel that following you provides value even when they aren't purchasing anything.

Trust is an asset.

37. CREATE A SIMPLE MEDIA KIT

When your channel becomes large enough to approach brands, prepare a media kit.

Include:

- Channel description
- Audience profile
- Follower count
- Average views
- Engagement information
- Content categories
- Example videos
- Collaboration formats
- Contact information

Don't inflate statistics.

Brands can often evaluate campaign performance through actual results.

38. BUILD AN AUDIENCE OUTSIDE BILIBILI

If appropriate for your strategy, maintain a presence on other platforms.

You might repurpose content for:

- YouTube
- TikTok
- Instagram
- X
- A newsletter
- A website

The purpose isn't to be everywhere.

It's to reduce your dependence on a single platform and give your audience additional ways to discover you.

39. YOUR FIRST 30 DAYS

Here's a practical starting plan.

Days 1–5

Choose:

- Topic
- Audience
- Content angle
- Channel name
- Visual identity

Then research 20–30 potential video topics.

Days 6–10

Create:

- Three video concepts
- Three thumbnail concepts
- Your first scripts
- A simple editing workflow

Don't worry about perfection.

Days 11–20

Publish consistently.

Test:

- Different hooks
- Different video lengths
- Different titles
- Different formats

Respond to audience feedback.

Days 21–30

Review your analytics.

Identify:

- Best-performing topic
- Best-performing format
- Strongest hook
- Most engaged audience
- Most promising follow-up topic

Then make more content around what you've learned.

40. A 90-DAY BILIBILI GROWTH FRAMEWORK

Month 1: Exploration

Goal:

Find your content-market fit.

Test different topics and formats.

Month 2: Focus

Goal:

Double down on what works.

Reduce random experiments and build around your strongest topics.

Month 3: Authority

Goal:

Become recognizable within your niche.

Create deeper content, recurring series, collaborations, and community-focused videos.

By the end of 90 days, you should have a much better understanding of:

- Who watches your content
- What they care about
- What topics attract them
- What formats retain attention
- What content you enjoy producing

41. 30 BILIBILI VIDEO IDEAS FOR AN EMERGING TREND

You can adapt these to almost any new topic.

1. What is [Trend]?
2. Beginner's guide to [Trend]
3. Why is [Trend] suddenly popular?
4. Five things beginners should know
5. My first experience with [Trend]
6. [Trend] explained in five minutes
7. Biggest mistakes beginners make
8. Five useful tips
9. [Trend] vs. its biggest competitor
10. Who should use [Trend]?
11. Who shouldn't use it?
12. Three hidden features
13. My biggest surprise
14. One-week experiment
15. One-month experiment
16. Five practical use cases
17. Common myths explained
18. Latest update explained
19. Questions beginners keep asking
20. Advanced guide
21. Complete setup guide
22. My recommended workflow
23. Things I wish I knew earlier
24. Best resources for beginners
25. Biggest limitations
26. Is it worth learning?
27. The future of the trend
28. Community Q&A
29. Reacting to a major announcement
30. Everything you need to know

42. THE “TREND FLYWHEEL”

A powerful way to think about your channel is as a flywheel:

Discover → Publish → Analyze → Improve → Community → Repeat

Discover

Find emerging topics.

Publish

Create useful content quickly.

Analyze

Study how viewers respond.

Improve

Improve your titles, hooks, thumbnails, and content.

Community

Talk to viewers and understand their questions.

Repeat

Use those insights to create better content.

The longer you run this system, the better you should understand your audience.

43. WHAT TO DO WHEN THE TREND EXPLODES

This is where preparation becomes valuable.

If interest suddenly increases, don't panic.

Use your existing content system.

Create:

Immediate Content

News and updates.

Search Content

Beginner guides and explanations.

Community Content

Questions and discussions.

Deep Content

Detailed analysis and experiments.

Short Content

Quick facts and highlights.

Instead of producing one video and disappearing, create a content cluster around the trend.

44. WHAT TO DO WHEN THE TREND DIES

Not every trend lasts.

If interest declines, don't automatically abandon your channel.

Ask:

"What broader interest did this trend reveal?"

For example:

A specific AI tool might disappear, but the broader interest in AI productivity could remain.

A new game might lose attention, but gaming strategy content could remain valuable.

A technology product might become outdated, but the underlying technology could continue developing.

Build your channel around the audience interest, not just the temporary keyword.

45. DON'T TRY TO PREDICT EVERYTHING

No creator can accurately predict every trend.

Instead of trying to become a perfect trend predictor, build the ability to react intelligently.

That means:

- Monitor emerging topics.
- Test small ideas.
- Measure audience response.
- Increase investment when evidence improves.
- Stop investing when interest disappears.
- Keep your core audience in mind.

This is much more practical than betting your entire channel on one prediction.

46. A SIMPLE WEEKLY WORKFLOW

Monday

Research emerging topics.

Tuesday

Choose three video ideas.

Wednesday

Write scripts.

Thursday

Record.

Friday

Edit and create thumbnails.

Saturday

Publish and engage with viewers.

Sunday

Review analytics and plan the next week.

If you have less time, reduce the number of videos rather than sacrificing quality or consistency.

47. THE BIGGEST MISTAKES NEW BILIBILI CREATORS MAKE

Chasing Every Trend

Your channel becomes difficult to understand.

Copying Popular Creators

You become another version of someone else.

Publishing Without Research

You may miss what the audience actually wants.

Overthinking Your First Video

You learn by publishing.

Ignoring Comments

You miss direct information from your audience.

Focusing Only on Views

Audience quality and retention matter too.

Using Misleading Titles

You may get clicks but lose trust.

Ignoring Copyright

One mistake can create significant problems.

Monetizing Too Early

Build audience value before aggressively selling.

Giving Up After a Few Videos

A small sample isn't enough to understand your content-market fit.

48. THE GOAL ISN'T TO BE FIRST AT EVERYTHING

Being first can help.

But being useful early can be even more valuable.

Imagine two creators covering a new technology.

Creator A uploads five minutes after the announcement:

"NEW UPDATE!!!"

Creator B uploads later:

"Everything the New Update Actually Changes — Explained for Beginners"

Creator A may capture initial curiosity.

Creator B may provide a more useful long-term resource.

The strongest strategy can combine both:

Speed + usefulness.

49. YOUR BILIBILI CHANNEL SHOULD BECOME AN ASSET

A successful channel isn't just a collection of videos.

Over time, it can become:

- A recognizable brand
- A community
- A portfolio
- A source of leads
- A media property
- A sponsorship platform
- A source of affiliate revenue
- A foundation for products
- A demonstration of your expertise

That's why building around an emerging trend can be powerful.

You're not simply trying to get one viral video.

You're trying to build something that becomes more valuable as your library and audience grow.

50. FINAL 30-DAY CHECKLIST

Before you begin, make sure you can answer:

Channel

- What is my niche?
- Who am I creating for?
- What makes my channel different?

Content

- What are my three main content pillars?
- Do I have at least 20 video ideas?
- Can I create content consistently?

Branding

- Is my channel name memorable?
- Are my thumbnails recognizable?
- Is my content style consistent?

Growth

- How will people discover my videos?
- How will I use comments and community feedback?
- Which metrics will I monitor?

Monetization

- What could I eventually sell?
- Could I offer a service?
- Are affiliate products relevant?
- Could sponsorships fit my audience?

Long-Term

- What happens if the trend disappears?
- Can I expand into related topics?
- Am I building skills that remain useful?

If you can answer these questions, you're ready to start.

FINAL THOUGHTS

Building a Bilibili channel before a trend explodes isn't about guessing the next viral topic perfectly.

It's about positioning yourself early enough to learn before the competition becomes overwhelming.

Find an emerging subject.

Study the audience.

Choose a clear angle.

Create useful content.

Build a recognizable brand.

Listen to your community.

Use analytics to improve.

Then turn successful topics into series and evergreen resources.

Most importantly, don't build your entire strategy around one trend.

Build skills, systems, and an audience that can move with the next trend.

A trend may disappear.

A strong creator doesn't have to.