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MASTER BILIBILI CONTENT STRATEGY

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MASTER BILIBILI CONTENT STRATEGY



Page 1 of 8 — Understanding Bilibili and Its Audience

1. What is Bilibili?

Bilibili is a Chinese digital content platform known for video communities, creator content, anime and gaming culture, educational videos, technology, entertainment, and its distinctive scrolling on-screen comments called danmu.

Unlike a platform focused exclusively on short-form videos, Bilibili supports a broader content ecosystem that includes longer videos, short videos, live streaming, and community interactions. The features available to individual creators depend on account eligibility, region, and current platform rules.

2. Understand the Bilibili audience

Bilibili has a strong association with Chinese-speaking online communities, youth culture, gaming, animation, technology, and knowledge-oriented content. Its audience is diverse, so your strategy should depend on the specific niche you choose rather than assumptions about every user.

Potential content categories include:

- Education: Tutorials, language learning, science explanations, and study methods.
- Technology: AI tools, software tutorials, product demonstrations, and technical reviews.
- Gaming: Gameplay, guides, commentary, highlights, and game analysis.
- Entertainment: Commentary, storytelling, humor, and original video series.
- Lifestyle: Productivity, travel, cooking, hobbies, and personal development.
- Business: Entrepreneurship, digital marketing, case studies, and practical skills.
- Animation and creative arts: Drawing, editing, animation, music, and creative processes.

3. Understand the platform's culture

To build an effective strategy, pay attention to how creators in your niche communicate, structure videos, use titles and thumbnails, and interact with viewers.

Watch successful videos and ask:

- What question or curiosity attracts viewers?
- How quickly does the video deliver value?
- What makes viewers continue watching?
- What prompts comments or discussions?
- Which recurring formats make the creator recognizable?
- How does the creator respond to audience feedback?

Study patterns rather than copying another creator's content, identity, or intellectual property.

4. Choose a realistic starting objective

Do not begin with the vague goal of becoming famous. Select an objective you can measure.

Examples include:

- Build a recognizable educational channel.
- Attract a specific audience interested in AI tools.
- Develop a library of useful tutorials.
- Establish expertise in a particular subject.
- Generate qualified leads for a legitimate business.
- Build a community around an ongoing content series.

Key principle: Bilibili growth starts with a clear audience and a repeatable content promise, not simply with uploading more videos.

PAGE 2 OF 8 – CHOOSING YOUR NICHE AND CONTENT POSITIONING

Your niche determines who your content serves, which topics you cover, and why viewers should return to your channel.

1. Choose a niche using three factors



Audience demand

Are people already watching, searching for, or discussing this subject? Study existing videos, comments, and recurring questions.



Your capabilities

Can you produce accurate, interesting content consistently with your current skills, equipment, and budget?



Long-term potential

Does the topic offer enough ideas for a series? Could it eventually support sponsorships, services, courses, or other legitimate income streams?

2. Five promising content directions

Illustrative ideas to validate through audience research, not a ranking of current Bilibili trends.

Niche

Example videos

Potential audience

AI and technology

AI tutorials, tool comparisons, practical demonstrations

Learners and professionals

Education

Study methods, science explainers, language lessons

Students and lifelong learners

Gaming

Strategy guides, gameplay analysis, challenges

Players and gaming communities

Business and careers

Freelancing, productivity, digital skills

Aspiring professionals

Lifestyle and creativity

Editing tutorials, cooking, drawing, daily projects

Hobbyists and enthusiasts

3. Create a channel positioning statement

Complete this sentence:

I create [content type] for [specific audience] who want to [desired outcome], using [distinctive approach].

Example:

“I create practical AI tutorials for beginners who want to improve their digital skills, using simple demonstrations and real-world projects.”

This statement helps you decide which videos belong on your channel and which ideas are outside its focus.

4. Research competitors intelligently

Find five to ten creators covering related topics. Study their recent and older videos, not just their most popular uploads.

Record:

- Video topic and title
- Content format and duration
- Thumbnail design
- Opening hook
- Main structure
- Questions in the comments
- Recurring series
- Potential gaps in the content

Bilibili's official creator resources emphasize content positioning, covers, titles, tags, audience needs, and performance analysis as areas creators should develop.

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5. Find a content gap

Look for questions viewers repeatedly ask that existing videos do not adequately answer.

For example, if most AI tutorials demonstrate features but do not explain how to use them in a complete workflow, a step-by-step project tutorial could fill that gap.

Action for this page: Choose one primary niche, one target audience, and three recurring content themes. Keep the channel focused long enough to learn which themes resonate.

PAGE 3 OF 8 – BUILDING A CONTENT STRATEGY THAT ATTRACTS VIEWERS

A successful content strategy is a system for selecting topics, producing videos, and learning from results.

1. Use three content pillars

Choose three complementary categories for your channel.

For an AI education channel, they could be:

- Tutorials: How to perform a task.
- Comparisons: Which tool or method is suitable for a particular need.
- Projects and case studies: How to apply a tool to a realistic problem.

These pillars make the channel recognizable while providing enough variety to prevent repetitive content.

2. Use the content funnel

Discovery videos

Answer common questions and introduce useful ideas.

Trust-building videos

Provide detailed tutorials, explanations, and demonstrations.

Community videos

Develop series, answer viewer questions, and invite discussion.

The funnel is a planning model, not a claim about Bilibili's recommendation algorithm. A single excellent tutorial may serve all three purposes.

3. Develop a repeatable video structure

For an educational video, try this structure:

1. Hook: Show the problem or result immediately.
2. Promise: Explain what viewers will learn.
3. Context: Establish why the topic matters.
4. Demonstration: Walk through the main steps.
5. Example: Show the technique in a realistic situation.
6. Summary: Recap the most important lessons.
7. Next step: Invite a relevant comment or recommend a related video.

Avoid long introductions that delay the promised value.

4. Build a topic bank

Collect at least 30 potential video ideas before committing to a publishing schedule.

Generate ideas from:

- Search suggestions and related videos
- Questions in viewer comments
- Problems beginners encounter
- Misconceptions worth correcting
- Comparisons between tools or methods
- New developments relevant to your niche
- Follow-up questions from your own videos

Rank each idea by audience relevance, originality, production effort, and whether you have the expertise to cover it accurately.

5. Create a publishing schedule you can sustain

A beginner might start with one high-quality video each week and increase frequency only when the process becomes manageable.

For example:

Week

Main video

Supporting activity

1

Beginner tutorial

Collect audience questions

2

Tool comparison

Review comments on Week 1

3

Practical project

Link relevant videos together

4

Answers to common questions

Review monthly performance

The correct schedule depends on your resources and the complexity of your niche. Consistency means following a realistic plan, not publishing daily at the expense of quality.

6. Create a series

A series gives viewers a reason to return.

Example: "AI for Beginners — 10 Practical Lessons."

Each episode should solve a specific problem and make sense on its own, while naturally leading to the next lesson.

Action for this page: Choose your three content pillars, draft 30 topics, and select the first four videos for your launch month.

PAGE 4 OF 8 – TITLES, THUMBNAILS, SEARCH, AND VIDEO PACKAGING

Even an excellent video needs clear packaging. The title, cover image, description, category, and tags help viewers understand what the video offers and help it reach a relevant audience.

1. Write titles around a clear promise

A good title tells the viewer what the video is about and why it may be worth watching.

Consider these illustrative examples for an AI tutorial channel:

Weak title

Stronger title

My AI Video

How to Create Your First AI Video: A Beginner's Guide

Amazing Tools

5 AI Tools for Everyday Productivity

Learn Editing

Video Editing for Beginners: A Complete Workflow

Business Tips

How to Turn One Business Idea Into a Practical Plan

For Bilibili's Chinese-language audience, consider a natural Chinese title, or a bilingual title when serving both Chinese-speaking and international viewers.

Example:

- Chinese: 新手AI视频制作教程：从脚本到成片
- English meaning: "AI Video Creation for Beginners: From Script to Final Video"

Use Chinese keywords that accurately describe the topic. Avoid awkward machine translations and excessive keywords.

Bilibili's creator resources emphasize concise, understandable titles that communicate the video's main highlight.

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2. Design thumbnails that communicate instantly



A useful cover image usually has:

- One clear visual subject
- Readable text at small sizes
- Strong contrast between the subject and background
- A recognizable visual style
- A direct connection to the video's actual content

For example, an AI tutorial thumbnail might show a screenshot of the finished result, a recognizable tool interface, and a short Chinese phrase that highlights the outcome.

Do not overload the image with tiny text, unrelated imagery, or too many competing elements. Bilibili's creator guidance also emphasizes clear subjects, readable cover text, and visual consistency.

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3. Write a useful video description

A good description should tell viewers what they will learn and help them navigate the video.

Suggested structure:

****视频简介 / Video Description**** 本期视频将介绍 [主题], 帮助你了解 [主要目标]。 ****本期内容**** - [知识点或步骤一] - [知识点或步骤二] - [知识点或步骤三] ****适合人群**** [说明适合的观众] ****时间轴**** 00:00 开场 00:30 核心概念 02:00 实际演示 05:00 常见问题 07:00 总结 ****相关资源**** [添加经过核实且有权分享的资源链接] 如果你有关问题或希望看到下一期的主题, 欢迎在评论区留言。

Customize the timestamps to match the final video. Include relevant links only when they are useful and permitted.

4. Use categories and tags accurately

Choose the category that best matches the video's primary subject and intended audience.

For a video about using AI to automate spreadsheet tasks, a technology or knowledge-oriented category may make sense depending on Bilibili's current category options and the video's emphasis.

Use tags that describe the actual topic, such as:

- 人工智能 — artificial intelligence
- AI工具 — AI tools
- 效率提升 — productivity improvement
- 教程 — tutorial
- 新手入门 — beginner guide

These are examples, not guaranteed trending keywords. Check the current upload interface for available category and tag options.

5. Match the promise to the content

Never promise a result that the video does not deliver. Sensational titles may attract attention but can damage trust if the video fails to meet expectations. Bilibili's published community guidelines prohibit misleading titles, irrelevant tags, and copyright violations.

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Action for this page: Draft three title options, two thumbnail concepts, a description, and relevant tags for your next video before you begin editing.

PAGE 5 OF 8 – VIDEO PRODUCTION, EDITING, AND RETENTION

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PAGE 6 OF 8 – COMMUNITY BUILDING AND AUDIENCE ENGAGEMENT

Bilibili is not only a place to publish videos. Its community features can help creators build relationships around shared interests, questions, and recurring content.

1. Understand danmu and comments

Danmu (弹幕) refers to comments displayed over the video during playback. It is a distinctive part of the Bilibili viewing experience.

Depending on the viewer's settings and the content, danmu can create a shared viewing atmosphere. Regular comments also give creators a place to discuss ideas, answer questions, and learn what viewers want to see next.

To make use of these features:

- Leave room for viewers to react to meaningful moments.
- Ask specific, relevant questions rather than repeatedly demanding engagement.
- Respond to thoughtful questions when appropriate.
- Use recurring viewer questions to develop future videos.
- Encourage respectful discussion when viewers disagree.
- Avoid fake engagement, purchased interactions, or manipulative comment tactics.

Bilibili's official creator materials identify bullet chats and creator-viewer interaction as important platform features.

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2. Ask better questions

Generic question:

“Please like and comment!”

More useful question:

“Which part of this workflow would you like me to demonstrate in more detail: writing the prompt, editing the result, or automating the process?”

The second question invites a specific response that can inform your next video.

3. Turn audience feedback into content

Use this process:

Collect questions

Read relevant comments and identify recurring problems.

Group related themes

Separate beginner questions, advanced questions, and requests for examples.

Create follow-up videos

Address the most relevant questions with original explanations.

Review the response

Evaluate whether the new content answers the audience's needs.

4. Develop recurring community formats

Examples include:

- Monthly question-and-answer videos
- Beginner challenge series
- Viewer-submitted project reviews
- Responses to common misconceptions
- Follow-up demonstrations based on audience requests
- Progress reports for a long-term project

Always obtain appropriate permission before featuring identifiable viewer submissions or private communications.

5. Handle criticism professionally

Not every viewer will agree with your opinion. Distinguish between constructive criticism, factual corrections, personal attacks, and spam.

When a viewer identifies a real error, acknowledge it and correct the information. When a discussion becomes abusive, follow platform moderation tools and rules rather than escalating the conflict.

6. Build loyalty through consistency

Viewers are more likely to understand your channel when its topics, tone, and publishing expectations are reasonably consistent.

That does not mean every video must be identical. Keep the underlying audience promise stable while experimenting with formats and presentation.

Action for this page: Review the comments on three relevant videos in your niche. Turn the five most useful recurring questions into potential future topics.

PAGE 7 OF 8 – BILIBILI GROWTH, ANALYTICS, AND MONETIZATION

Growth should be measured through more than follower count. The objective is to understand whether your videos are reaching the right audience, satisfying viewers, and supporting your long-term goals.

1. Track the metrics that matter

Metric

What it helps you understand

Views

How many views the video receives under the platform's counting rules

Average watch duration

How long viewers watch on average

Completion or retention data

Where viewers continue watching or leave, when available

Likes, coins, favorites, and shares

Different forms of audience response

Comments

Questions, reactions, and community discussion

Followers gained

Whether videos attract people who want more content

Returning viewers

Whether the audience comes back, if this metric is available

Qualified leads or sales

Whether content contributes to your business goals

Use the definitions shown in your creator dashboard. Metrics and their availability can change.

2. Diagnose performance systematically

If a video receives fewer views than expected, do not immediately assume the algorithm is suppressing it.

Investigate possible explanations:

- The topic has limited demand.
- The title does not communicate the value clearly.
- The cover image is difficult to understand.
- The opening takes too long to reach the subject.
- The video is too broad or too advanced for its intended audience.
- The distribution sample is still small.
- The content is competing with many similar videos.

If viewers click but leave early, examine whether the opening delivers what the title promised. If viewers watch but rarely follow, ask whether the channel offers a clear reason to return.

These are diagnostic hypotheses, not guaranteed explanations of Bilibili's recommendation system.

3. Use a weekly review

At the end of each week, record the results of your latest videos and answer three questions:

1. What worked better than expected?
2. Where did viewers appear to lose interest or disengage?
3. What single change will I test next?

Change one major variable at a time when practical, and compare videos with similar audiences and objectives.

4. Understand monetization options

Bilibili has described multiple creator revenue pathways, including creator incentives, brand partnerships, viewer support, live-streaming gifts, paid courses or columns, and commerce-related opportunities. Availability varies by program, creator eligibility, account status, market, and platform rules.

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Creator incentives

Eligible creators may be able to earn through official programs. Check the current rules in your own Creator Center account; do not rely on outdated



Brand partnerships

Brands may pay for relevant sponsorships or demonstrations. Clearly disclose commercial relationships where required



Courses and paid content

Knowledge-focused creators may be able to offer structured educational products where supported and approved.



Live streaming and viewer support

Eligible creators may earn through supported live features or voluntary audience contributions.

Audience trust

Do not use this model simply because another creator uses it. Consider whether it fits your subject, audience, credibility, and capacity to deliver value.

For example, a creator teaching advanced software might eventually offer a structured course. A gaming creator might explore eligible streaming features or relevant sponsorships. A specialist business creator might use educational videos to attract qualified clients.

Action for this page: Create a weekly analytics sheet and choose one audience metric and one business metric to monitor.

PAGE 8 OF 8 — YOUR 30-DAY BILIBILI CONTENT MASTERY PLAN

The final step is to turn the strategy into a repeatable system. Your first month should focus on discovering your audience, establishing a production routine, and learning from the videos you publish.

Week 1 — Positioning and research

Choose one primary niche and a clearly defined audience.

Study five to ten relevant Bilibili creators.

Identify recurring viewer questions and content gaps.

Create three content pillars.

Draft 30 video ideas and select the first four.

Expected output: A clear channel positioning statement, an initial topic bank, and four prioritized video ideas.

Week 2 — Production and publishing

Write scripts or structured outlines for the first videos.

Record and edit your first two videos.

Prepare accurate titles, covers, descriptions, and tags.

Verify facts, subtitles, audio, and content rights.

Publish according to a sustainable schedule.

Expected output: A working production process and your first published videos, subject to account and upload eligibility.

Week 3 — Community and improvement

Review available performance data for published videos.

Identify questions and patterns in relevant comments.

Create a follow-up video addressing a real audience need.

Improve one element of your title, cover, or opening.

Record the changes you make and the reasons for them.

Expected output: Your first evidence-informed improvements and a clearer understanding of your viewers.

Week 4 — Analysis and next-month planning

Compare videos by topic, format, and audience objective.

Identify your strongest topics based on available evidence.

Select the most promising formats for further testing.

Review production time and adjust your publishing schedule.

Plan the next month's videos using lessons from the first month.

Expected output: A documented review, a more efficient workflow, and a prioritized plan for the following month.

Your Bilibili strategy dashboard

Use this simple tracker to organize your video performance.

Video performance log

Video title

Content category

Education

Technology and AI

Gaming

Lifestyle and creativity

Business

Views

Followers gained

Average watch duration (seconds)

Observations and lessons

Copy performance log

Enter your actual dashboard results. The log is a planning aid, not a live connection to Bilibili.

Essential principles for long-term success

1. **Audience first:** Create videos that solve real problems or provide meaningful entertainment.
2. **Originality:** Develop your own voice, perspective, demonstrations, and creative approach.
3. **Consistency:** Choose a publishing schedule you can sustain.
4. **Packaging:** Make titles and covers clear, accurate, and relevant.
5. **Retention:** Deliver the promised value without unnecessary delays.
6. **Community:** Treat comments as opportunities to learn and build trust.
7. **Analytics:** Make improvements based on observed evidence rather than guesses.
8. **Monetization:** Verify current eligibility and build revenue around genuine audience value.
9. **Compliance:** Respect copyright, privacy, platform rules, and commercial disclosure requirements.
10. **Patience:** Treat the first month as a learning period rather than a guaranteed growth milestone.

Bilibili's official [Creator Center](#) provides creator resources and account tools, while its [community guidelines](#) explain important expectations around originality, truthful information, and respectful interaction.

FINAL CONCLUSION

Mastering Bilibili content strategy means building a complete process: research your audience, choose a niche, develop compelling topics, produce valuable videos, package them clearly, engage with viewers, and improve through performance data.

You do not need expensive equipment or a huge publishing schedule to begin. Start with a focused channel, create a few genuinely useful videos, learn from the audience's response, and gradually improve the quality and consistency of your work.

Your first action today: Write your channel positioning statement, select three content pillars, and plan your first four videos. That gives you a practical foundation for the next 30 days.