

Building the AECK Gamer YouTube channel and applying marketing strategies for the channel.

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Abstract: In the context of the rapid development of digital technology, building a YouTube channel dedicated to gaming content (AECK Gamer) is not only necessary but also brings significant benefits. This topic aims to research and apply effective marketing strategies to grow the channel's audience and engagement. Through market analysis, target audience identification, and the proposal and implementation of diverse marketing campaigns, the project hopes to contribute to the sustainable development of the AECK Gamer channel while providing practical insights into the application of marketing methods in the gaming field.

Keywords: YouTube, Gaming Marketing, Applied Research, Digital Content Channel, Growth Strategy