



## Digital Marketing Experts: Who earns the MOST from their videos?

- **Kevin David**, a digital marketing expert, earns a substantial **\$786,142** on YouTube annually
- **Gary Vaynerchuk** has the potential to earn **\$43,025** every month from selling products on his channel
- **Marley Baird Media**, the only woman in the list, yearly earns **\$13,134** from her YouTube videos.

**Since** 2005, YouTube has developed into the **second largest search engine** with 1.9 billion users logging in every month ([Brandwatch](#)).

It is no wonder a vast majority of businesses use it as a platform to *show their products, engage with clients, or demonstrate expertise*, etc.

For **digital marketing gurus**, YouTube is the main communication channel, where they share their knowledge and open a dialog between digital marketing professionals and those looking for advice.

While sharing their expertise, YouTubers are aware of how much they can **monetize their videos**. After all, it's all about practicing what they preach.

### Top 3 Youtubers are:

**Kevin David**, **Tai Lopez**, and **Gary Vaynerchuk** were found to be the top-earning YouTubers. Annually, these online marketers are earning roughly *\$786,142*, *\$670,880* and *\$554,488*, respectively.

Interestingly, **Gary Vaynerchuk's** channel '**GaryVee**' has the most subscribers out of all YouTubers analysed: *2,360,000*; a difference of *1,622,000* to **Kevin David** who has *738,000* subscribers. However, **Kevin David** earns *17%* more than **Thai Lopez**, and *41%* more than **GaryVee**.

### Other notable channels are:

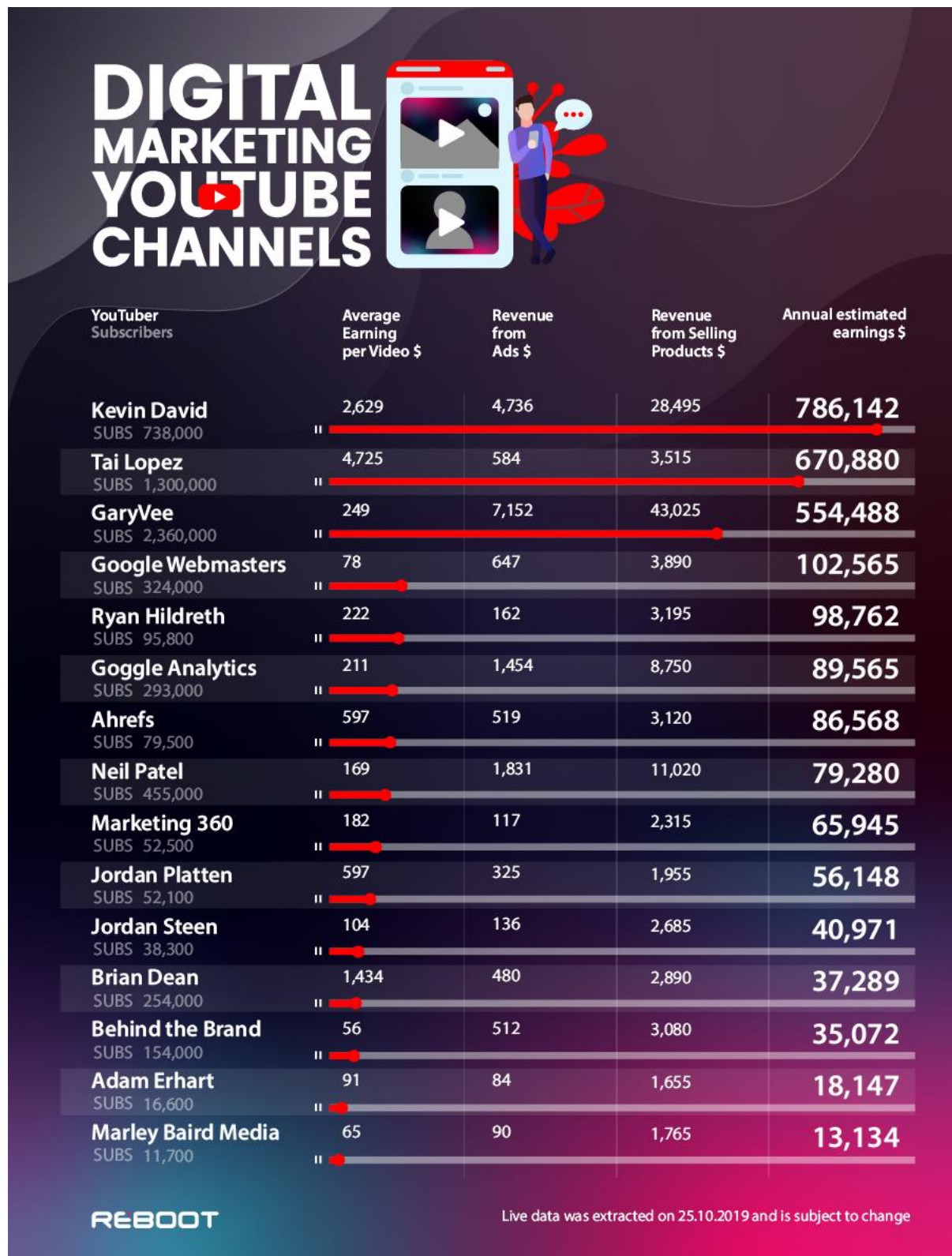
- **Annual earnings: Google Webmasters** (*\$102,565*), **Google Analytics** (*\$89,565*), **Ahrefs** (*\$86,568*), and **Neil Patel** (*\$79,280*).
- Interestingly, **Neil Patel** (*\$11,020*), **Google Analytics** (*\$8,750*) and **Google Webmasters** (*\$3,890*) place in the top 5 for revenue earned from sold products.

**Reboot Digital Marketing Agency** decided to look closely at the **15 most popular digital marketing channels** to see which one gets the most out of YouTube.

Reboot Digital Marketing Agency extracted data using the tool by **Influencer Marketing Hub**, to find out the estimated total earnings per year for each YouTuber selected. And thanks to **Sellfy**, it was possible to also determine how the selected channels could be further monetizing their online presence through: *ads, videos or products* sold.

The most profitable revenue venture for **Gary Vaynerchuk** and **Kevin David** is through merchandise – with potential earnings amounting to *\$43,025* and *\$28,495* respectively. Curiously, **Tai Lopez** earns most per video with an approximate average income of *\$4,725*.

**Marley Baird Media** closes the list. The only woman from the top 15, although an accolade, she only makes *\$13,134* annually on average from her *11,700* subscribers. Her biggest profit comes from selling products - *\$1,765/month on average*.



**Notes to editors:**

*\*Live data was extracted on 25/10/19 and is subject to change.*

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