

Approaches to Customer Relationship Management from the Viewpoint of Content Creation Platforms

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ABSTRACT

While digital content platforms allow individuals to earn money from ads, there is no systematic approach to managing audiences (customers). In this paper we propose a relationship-oriented CRM framework for content creators using YouTube as a case study. By integrating traditional CRM theories with content platform dynamics, we present a closed loop pathway that includes content generation, user recognition, focused distribution, emotional involvement and behavioral engagement, strengthening community bonds, user categorization, and focused content development and re-promotion. We classify AI tools into three categories: content support, data insights, and engagement management; and discuss how they apply at each stage of acquiring, maintaining or recovering customers. Based on our hands-on experiences with YouTube, this research provides creators practical strategies to improve retention and emotional connections by expanding CRM's applicability into the content creation domain.

KEYWORDS: Relationship-Oriented CRM; Content Creators; AI Tools; User Retention

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I. INTRODUCTION

With the rapid development in the digital era, customer relationship management (CRM) is no longer limited to traditional sales but extends to content platforms. Average content creators have been able to earn money from content platforms via advertising revenue-sharing. Content creators should understand better about the importance of maintaining customer relationships.

This article follows a tripartite structure – providing a synopsis of CRM along with the initiation, maintenance, and recovery of customer relationships by integrating AI tools with my hands-on expertise on the YouTube platform. It investigates how content creators can utilize AI tools, user profiling, and data mining for effective customer management.

II. MATERIAL AND METHODS

The advancement of digital technologies and short-video platforms is perpetually broadening the boundaries of customer relationship management. On short-video platforms, users have evolved from passive spectators to active participants, engaging with content creators by watching, like, commenting, sharing, and tipping based on their interests and emotions. They are users whose behavioral information can be monitored and whose connections can be nurtured.

2.1 Definition of Relationship-Oriented CRM

Traditionally, CRM has been described as a process management system whose ultimate goal is transactions but it does not necessarily fit every area. Extensive use of social media platforms and rise of content creators have turned content creation into a booming source of income [1].

Dynamics of engagement and reciprocal impact between an enterprise and users as portrayed by conventional CRM still applies in the realm of content generation – yet there have been significant advancements in "the essence of the customer" and "the methods through which relationships are forged, sustained, and rejuvenated." At heart, the relationship between creators and users is no longer dependent on one singular transaction; "customers" have expanded far past just being purchasers or buyers to include a diverse set of people -- such as "viewers, subscribers, interactors, and supporters"-- who cultivate their relationships based on emotional ties and alignment with the content. As such, CRM becomes a conduit that nurtures emotional bonds and engagement rather than simply facilitating transactions [2].

For clarity, we define "relationship-oriented CRM" as a framework that exists on digital content platforms, is content-driven, relies on emotional connections, and is based on behavioral data. Its goal is building emotional bonds and creating lasting loyalty. In our paper, "customers" refer to individuals or groups engaging with content creators while "customer relationship management" denotes a methodology attracting, converting, retaining, and reactivating users through content dissemination and data feedback -- corresponding to creation, maintenance, and recovery of customer relationships, respectively. Below is an outline of some important distinctions between conventional CRM vs relationship-oriented CRM:

Table 1: Comparison of Traditional CRM and Relationship-Oriented CRM

Comparison Aspect	Traditional CRM (Commercial Enterprises)	Relationship-Oriented CRM (Content Platforms)
Customer Identity	Buyers/Business Partners	Participants/Audience/Subscribers
Primary Objectives	Maximize sales and repurchase rates	Boost audience engagement and customer lifetime value (CLV)
Data Foundation	Customer Information & Transaction Data	Viewing Data & Engagement Metrics
Relationship Dynamics	Commercial / Transaction-based Relationships	Emotional Connections & Social Interactions
CRM Journey	Pre-purchase > Point of Purchase > Post-purchase	Attraction > Subscription > Engagement > Support > Re-engagement
CRM Objectives	Increase repurchase rates and brand loyalty	Grow subscribers, watch time, and interaction rates

This transition demonstrates that relationship-oriented CRM is dependent on non-transactional information and emotional connections which emphasizes long-term attraction. Effectiveness in relationship-oriented CRM depends not just on the caliber of the material itself, but also importantly on creating emotional bonds with users along with leveraging technology to enhance, maintain, or mend those ties. A combination of three domains of the relationship-oriented CRM management process are needed: content performance, the combination of audience behavior and platform algorithms, and AI tools.

2.2 Revenue Generation Methods and Customer Categories in Relationship-Oriented CRM (Illustrating using YouTube)

The YouTube ecosystem has a variety of customer types, which are numerous and have low stickiness. Below is an illustration of how the platform generates its main revenues.

Table 2: Revenue Models and Customer Types in Relationship-Oriented CRM

Revenue Generation Methods	Customer Type	Core Mechanism
Ad Revenue Sharing	Advertisers	(1) generated from ad placements based on viewership volume; (2) higher views translate to greater ad share for creators.
User Payments	General Viewers, Subscribers, Super Thanks Users	Includes channel memberships and viewer tips, through which loyal users contribute directly to creators.
E-commerce Sales	E-commerce Platforms / Brands	Directing users to purchase products via live streams, product reviews, or private channels.
Creator Collaborations	Other Creators	Share audiences and earn co-promotion fees or revenue splits.

As shown in the table above we can see how the basic goals for relationship-oriented CRM is engaging users, fostering an emotional bond with them and enhancing their loyalty – without needing a transaction completed.

2.3 Pathway of Relationship-Oriented CRM

Customer relationship building for content creators is never an isolated act of management, it's a systematic process that is intimately tied into both content development and platform functionality. To elucidate the rationale for incorporating relationship-oriented CRM into the content creation framework, this document

presents the “relationship-oriented CRM Pathway” to illustrate the causal connections and trajectories between content and relationship management, as depicted in the figure below:

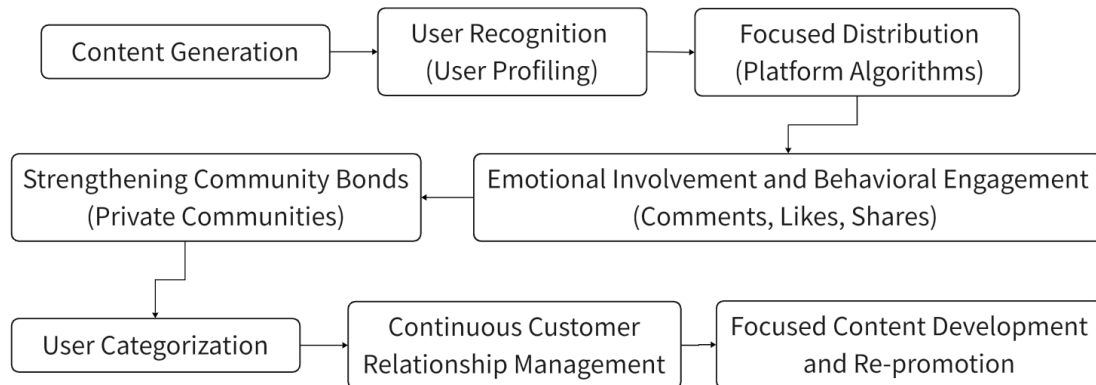


Figure 1: the Relationship-Oriented CRM Pathway

Every step of this process has intricate connections to CRM methodologies. When creators discover a niche and spread their content, they collect user behavior data to build user profiles. These profiles can help creators refine cover images and headlines so that their click-through rates increase. Good content also emotionally connects with users leading to interactions such as comments, likes, and shares – when these engagements grow stronger some users become part of high-retention communities where they create user-generated content, creating strong interactive relationships [3]. Building upon this, creators are able to categorize users, develop different operational strategies, produce fresh content tailored for every category, and perpetually disseminate it thereby achieving a closed loop system for relationship-oriented CRM [4].

2.4 AI Instruments Enhancing Relationship-Oriented CRM Administration

The basic CRM procedure in content creation platforms is "Attract Users → Comprehend Users → Engage Users → Activate Users → Retain Users." AI tools may help improve its efficiency and feasibility. In this article we delineate the role of AI for each phase of CRM which are categorized into three categories of functions.

Table 3: AI-Enabled Functional Modules in Relationship-Oriented CRM

Types of Functions	Fundamental Aim	Principal AI-Driven Activities	Relevant CRM Phase
Content Development and Production Support	Transforming Users into Followers	① Produce content highly relevant to the niche to accurately engage the intended audience; ② Enhance cover image and headline quality to improve CTR and gain algorithmic recommendation traffic.	Establishing user Connections
Information Gathering and User Insights	Enabling User Segmentation and Personalized Operations	① Develop detailed user profiles; ② Track dynamic behavioral metrics—such as views and interactions—to gain insights into evolving preferences; ③ Assess the correlation between content costs and revenue per mille (RPM).	user Relationship Maintenance
Engagement Oversight and User Reactivation	Enhancing User Participation and Activity	① Intelligently manage comment section interactions; ② Anticipate churn risks and deliver tailored re-engagement content; ③ Design interactive content such as surveys and Q&A sessions to encourage active user participation.	Re-engaging Users and Reactivating Engagement

III. Fostering user Connections

3.1 The Mutual Relationship in the Awareness Phase

Content is the key gate for connecting users. Thumbnails and titles play an essential role in determining user click-through rates, setting the first impression of producers, while understanding your audience depends on knowing their worth, current state, and possibilities for development.

There are two main goals that emerge at the awareness phase due to this common need for comprehension: improving click-through rates and analyzing what does not convert. In order to improve click-through rates, content makers should use content generating and development tools to refine thumbnails and titles, gradually developing a channel's own style by means of A/B testing. Non-converters refer to those consumers who interacted with premium material without subscribing. Using YouTube Studio, you can sift through consumers showing significant interaction, examine the particular videos they see in detail, producing similar material to get tailored recommendations. Meanwhile, they also have a way of interacting through direct

messages or comments for their audiences which gives them an opportunity to provide emotional value to users. By studying their behavior traits and content inclinations helps assess user worth and development opportunities exactly identifying future loyal subscribers and providing a base for the channel's continued operation.

3.2 The Mutual Relationship During the Selection Stage

The "selection" phase of cultivating customer relationships represents a transition from being passive observers to users with a "light relationship". Instead of just garnering views, creators enhance engagement and emotional ties so as to gradually convert viewers into users with enduring connections.

It is an interactive selection process between creators and users which has a "light relationship". Those with a "light relationship" are subscribers who do not frequently follow the channel or those who although not following, often like and comment [5]. Key factor of catalyzing their conversion is dependent upon the ability for the creator to offer content/interaction which triggers emotional engagement. In the Awareness Stage, creators are trying to get wide traffic and meet different demands but once they have cultivated a certain fan base, they must pivot towards focusing on niche segments creating a unique channel positioning fostering enduring relationships. The first phase in choosing a niche category is setting up the content trajectory where the fundamental reliance lies in selecting content based on user inclinations – categories that boast a substantial user base and have high engagement are usually favored.

During the two-way selection phase, CRM focuses mainly on content, where emotional and sentimental resonance serves as the basis; therefore, our main goal in this phase is to strengthen emotional bonds. Creators could add other interactive elements such as sending private messages to premium users or holding Q&A sessions during live broadcast and using Shorts polls to highlight user requirements, increase a feeling of community and involvement, and proactively collect user insights to identify committed users that are willing to help expand the channel.

3.3 The Mutual Relationship in the Development Stage

The "Development" phase aims to convert casual followers into devoted enthusiasts. Unlike casual followers, dedicated fans show much higher levels of engagement and emotional commitment – they do not just watch, endorse, and share content, but also recommend, promote content on social media, and create user-created content (UGC) which enhances the channel's visibility and nurtures a fan community. It involves reciprocal interaction and mutual acknowledgment between fans expressing their identification and sense of belonging through substantial participation, whereas creators deliver exceptional content and engage proactively inspiring casual users who might become devoted fans. Our aim here is to achieve a mutually beneficial scenario about emotional rapport and outreach efficacy.

The development procedure requires incorporating sales and marketing tactics, fundamentally based on identifying and creating demand. Within the context of content creation, we can summarize this into three principal tenets: Firstly, constantly develop material; although you work in a specific niche, it is essential to maintain novelty; Secondly, increase the delivery of emotional significance. With consumers shifting from a binary perspective of good versus bad to satisfaction versus dissatisfaction, platform developers rely heavily on emotional engagement, communal values, and relational ties to keep up connections beyond traditional CRM methodologies; Finally, cultivate a unique personal brand and channel identity to make unforgettable distinctions and emphasize competitive strengths.

IV. Upholding and Reestablishing user Connections

Customer relationships' preservation is an important and lasting part of the CRM lifecycle. Relationship-oriented CRM relies not only on superior, consistent products, but also on tactics such as user segmentation to provide tailored interactions to boost user loyalty and solidify emotional bonds. The customer recuperation stage is closely related to preserving user relationships; having a robust CRM framework allows activation of a recall protocol once there is a customer attrition alert identified during the maintenance phase. Customer segmentation and management are the key responsibilities.

4.1 user Segmentation and Oversight in Relationship-Oriented CRM

In order to guarantee the thoroughness of the CRM strategy, the segmentation below covers all aspects of the CRM lifecycle: the next part will focus on the dynamic segmentation tactics for the retention and recovery stages. We categorize our customers in five levels according to their user characteristics which correspond to particular operational strategies and content dissemination techniques.

The First-level consists of casual observers who usually come across the channel through YouTube's recommendation system or serendipitously while searching. Spectators do not subscribe, show minimal engagement, and have high bounce rates. Therefore, our operational plans for this group must focus on improving the visual experience. Captivating titles and thumbnails, a compelling hook within the first five

seconds of the video, and better pacing and transitions improve the click-through rate CTR and extend the watch time.

The Second-level includes prospective enthusiasts. Although they haven't subscribed to the channel, they occasionally watch videos or interact with them using likes and comments – these individuals are called the "non-converted users", previously mentioned. They truly like the content of the channel, however they are devoid of chances to establish a rapport with the creator. Our way of engaging these followers should emphasize their feeling of involvement.

The Third-level consists of dedicated enthusiasts. These spectators normally have subscriptions to the channel and exhibit elevated viewing frequency and engagement - they are the devoted enthusiasts previously mentioned. Being the base of the creative community ecosystem, these individuals require continuous development, and retention methods need to focus on creating a sense of belonging and engagement.

The Fourth-level consists of paying customers, who typically express their endorsement financially, e.g., purchasing a YouTube channel subscription or utilizing Super Thanks. Some of these people could be devoted enthusiasts while others are just occasional spectators who have an intense emotional attachment for some movies but decreasing retention rates. This collective prioritizes the quality of material and the enjoyment gained from videos, so it makes the creation of superior content its primary concern.

Finally, we have brand users or collaborators (not typical spectators) that could be businesses, MCN agencies or other producers. Their main goals are to share an audience, combine resources, increase visibility, and achieve a mutual benefit partnership.

4.2 Strategies for User Segmentation in the user Relationship Preservation and Restoration Phase

With tools like YouTube Analytics or GPT artists can analyze their user activity metrics (viewing frequency, interaction depth, viewing trajectories), which they can then classify in three types of users:

1. Engaged Users: Individuals who frequently comment or return to view videos;
2. Prospective Users: Individuals who spend a long time watching but show little interaction;
3. Individuals on the brink of attrition: Those who have reduced their viewing frequency or engagement levels;

The strategies for these three customer types are retention, activation, and reactivation, respectively. Sustaining and rejuvenating customer relationships hinges upon creating incentives so they stay and come back with identifiable bonds cultivated through this interactive process requiring optimization regarding content frequency, emotional reactions, and behavioral analytics. Use AI technologies to create databases and early warning mechanisms detecting signs of deteriorated relationship – diminishing metrics and adverse sentiment– initiate prompt notifications and modify content to re-engage valuable users on the verge of attrition and those who have disengaged.

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