

RALPH MAYHEW

TEACHING CREATIVE PHOTOGRAPHY

www.ralphmayhew.photography
www.youtube.com/c/ralphmayhewphotography

“Equipping people to activate their creativity through photography.”



Ralph is a passionate landscape photographer who has had the privilege of helping numerous people and businesses with a wide variety of creative photographic needs. Building on this experience he has developed a YouTube Channel to:

- Teach people how to realise and embrace their own creativity,
- Introduce people to new photography equipment,
- Upskill people in using a wide range of photography equipment
- Encourage and stretch people creatively.

Ralph started his YouTube Channel in March 2020, and it has grown to over 4,500 subscribers, who are especially responsive to gear reviews of new cameras, accessories and other photographic equipment.

4,600+

Subscribers

41k

Monthly
Views

34k

Total
Watch Hours

2.8k

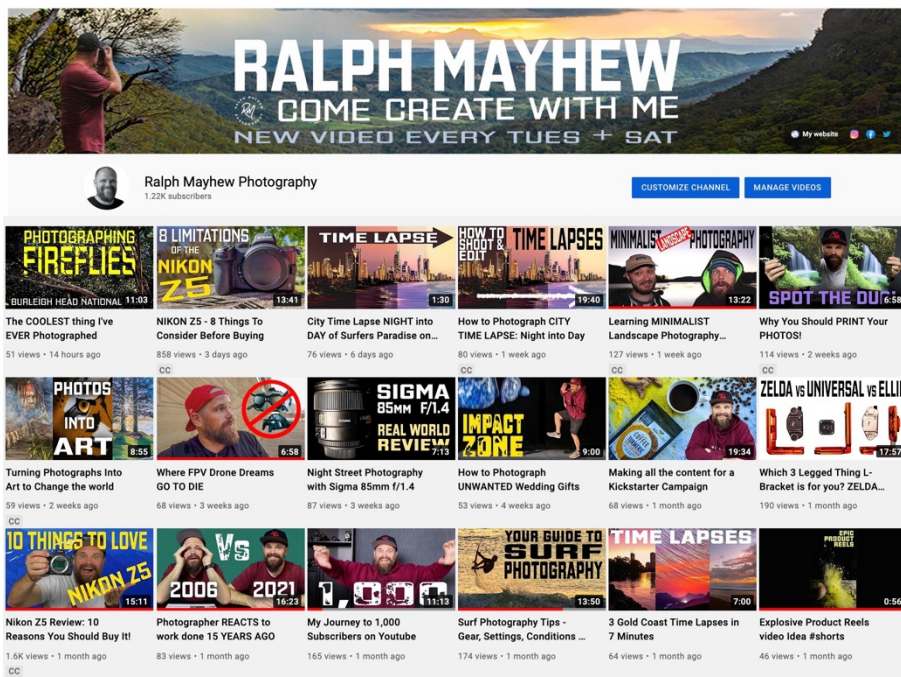
Monthly
Watch Hours

425+

Monthly
Subscribers

RALPH MAYHEW

TEACHING CREATIVE PHOTOGRAPHY



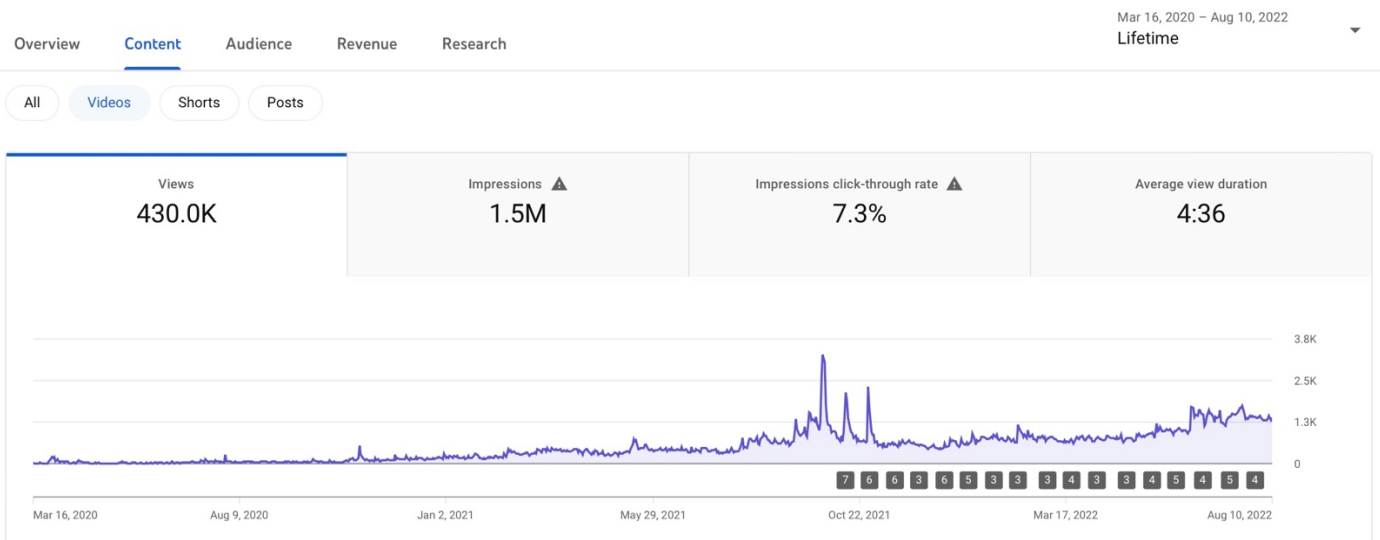
4,670 SUBSCRIBERS
460,000 VIEWS
4.7M IMPRESSIONS

90 GEAR REVIEWS
185 TUTORIALS
298 TOTAL VIDEOS

41k MONTHLY VIEWS
426+ MONTHLY SUBSCRIBERS

2+ NEW VIDEOS EACH AND EVERY WEEK

Ralph's Channel has experienced consistent and steady growth, attracting new subscribers every day, seeing a constant increase in impressions, view time and total view count.



SOCIAL BLADE FORECAST

<https://socialblade.com/youtube/channel/UC1kgtmc6-jANUwCxaCawFQA>

GOAL DATE	•TIME UNTIL•	SUBS PREDICTION	VIEWS PREDICTION
2021-10-03	2 months	1,611	133,059
2021-12-03	4 months	2,257	195,488
2022-02-03	6 months	3,150	282,652
2022-04-03	8 months	4,208	386,584
2022-06-03	10 months	5,554	519,245
2022-08-03	12 months	7,138	675,849
2022-10-03	1yr 2mo	8,960	856,395
2022-12-03	1yr 4mo	11,057	1,064,436
2023-02-03	1yr 6mo	13,400	1,297,210
2023-04-03	1yr 8mo	15,814	1,537,359
2023-06-03	1yr 10mo	18,587	1,813,283
2023-08-03	2 years	21,597	2,113,149

The growth of the channel is predicted to have an audience 7 times what it presently has just one year from now. This growth of 6,000 extra subscribers will be accompanied with an additional 575,000 views.

MOST POPULAR VIDEOS

Content	Views ↓	Impressions ▲	Impressions click-through rate ▲	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	429,973	1,491,223	7.3%	4:36	33,019.5
<input type="checkbox"/> GoPro Hero9 vs Insta360 One R vs DJI Osmo Action camera comp...	38,337 8.9%	19,344	2.5%	5:49	3,720.1 11.3%
<input type="checkbox"/> NIKON Z5 - 8 Things To Consider Before Buying	31,365 7.3%	82,220	7.8%	4:41	2,452.9 7.4%
<input type="checkbox"/> Nikon Z5 - 16 THINGS YOU NEED TO KNOW (6 Month Review)	27,462 6.4%	195,216	6.8%	6:16	2,872.3 8.7%
<input type="checkbox"/> Nikon Z5 vs Z6 vs Z6II - What should you buy?	23,469 5.5%	183,481	6.9%	5:08	2,011.6 6.1%
<input type="checkbox"/> Camera Sensor Dust Spots - How to find and fix them!	20,629 4.8%	43,258	15.2%	1:53	649.8 2.0%
<input type="checkbox"/> Nikon Z5 Vs Nikon Z6 DETAILED COMPARISON REVIEW	20,376 4.7%	41,117	4.9%	8:07	2,759.1 8.4%
<input type="checkbox"/> MAVIC AIR 2 vs MAVIC 2 PRO comparison - BEST DRONE you shoul...	17,983 4.2%	12,148	2.3%	7:47	2,333.1 7.1%
<input type="checkbox"/> Nikon Z5 - 10 Reasons You Should Buy It!	13,702 3.2%	47,551	7.4%	5:15	1,202.3 3.6%
<input type="checkbox"/> Nikon Z8 Rumours: Specs, Price, Release date? What we can expect!	12,066 2.8%	112,745	8.1%	4:45	956.9 2.9%
<input type="checkbox"/> GoPro Hero 10, How To Photograph the Milky Way	11,150 2.6%	54,411	8.5%	4:00	745.1 2.3%
<input type="checkbox"/> OSMO Action 2: Could it be the perfect Action Camera?	9,235 2.2%	2,002	0.5%	2:44	423.0 1.3%
<input type="checkbox"/> Five ISSUES i have with the INSTA 360 One R	8,911 2.1%	8,067	11.0%	3:39	543.7 1.7%
<input type="checkbox"/> DJI OSMO ACTION 2 - What We Want and Might Get	8,142 1.9%	1,364	1.3%	3:47	514.0 1.6%
<input type="checkbox"/> GoPro Hero 10 Overheating Test & HOW TO AVOID IT	7,534 1.8%	30,658	9.3%	2:58	374.5 1.1%
<input type="checkbox"/> Unboxing the DJI Mavic Air 2 Vs Mavic Pro Platinum	7,490 1.7%	1,582	17.6%	2:30	313.5 1.0%
<input type="checkbox"/> DJI Osmo Action 2 - Leaks Confirmed	6,983 1.6%	588	0.2%	4:00	465.7 1.4%
<input type="checkbox"/> LENSBALL PHOTOGRAPHY - Everything you need to know	6,715 1.6%	16,787	9.2%	4:39	521.8 1.6%

15 of Ralph's top 17 performing videos are gear review/tutorials, amassing a total number of views exceeding 280,000 and occupying 65% of the views on the Channel.

YOUTUBE AUDIENCE

The Channel's typical viewer is a North American 25 - 44 year-old male with a healthy disposable income.

They are interested in learning more about photography and the creative process behind it and developing both their ability and the equipment they use to do it. They are constantly exploring ways to expand their skills and photographic experience through the purchase of DSLR and mirrorless cameras, Action Cameras, Tripods, Camera Accessories, Filters, Lighting (studio and field) and Lenses. Ralph constantly receives questions about what equipment would be best in what situation and when that equipment should be acquired.

Other channels enjoyed by Ralph's audience include Jared Polin, Tony and Chelsea Northrup, DPReview TV, Matt Granger and Thomas Heaton.

PRICING & PARTNERSHIPS

Dedicated Video \$400

Featured Video \$200

Some of the brands Ralph has worked with in the past have arranged for payment to be made as product, which Ralph can feature on his channel and/or use as giveaways to his audience.

Ralph has worked with several companies to create sponsored videos. These include:

SmallRig

Zoner
Photo
Studio

simorr

VILTROX[®]

LENSO
MICROPHONE

SANDMARC
Action Gear

Ulanzi

XTU

Digiarty

TELESIN

SOUNDPEATS

h5u

NITECORE[®]

maono