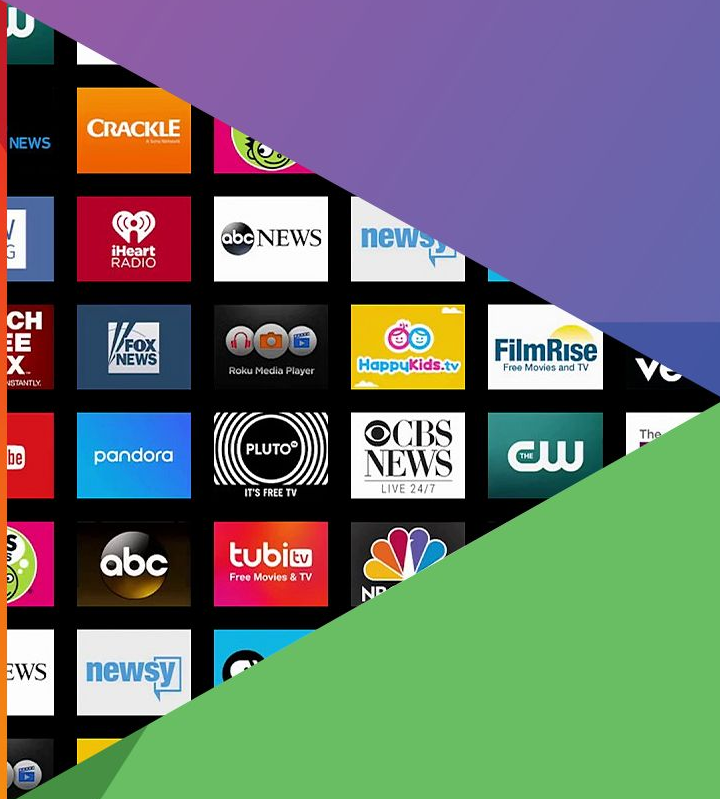




rokufy.com

# Marketing Your Roku Channel



# Background

**Rokufy** is a tool that allows you to convert your channel into a professional monetized app in a few days. By upgrading the generic Roku channel, Rokufy increases your viewership and maximizes your CPM's and earnings. CPM is, Cost per thousand, also called cost per mille, and is a marketing term used to denote the price of 1,000 advertisement impressions.

Rokufy's upgraded app comes with a built in monetization solution that constantly optimizes fill rates and CPMs so that monthly income is maximized. Rokufy takes care of all the hassle of bringing in the demand for your traffic and with maximum CPM. The higher the views on your channel, with quality content, the higher you payouts and income will be.

# Grow Traffic

Here's a quick guide on how to improve your traffic and CPM rates :



## Channel Logo

Your Roku channel is a part of your brand now. It should reflect that and the first step for it is to place your logo on your channel. A good logo is distinctive, appropriate, practical, graphic and simple in form, and it conveys the owner's intended message.



## Update Content

This is the most important part. Your followers and visitors expect your content to be fresh and relevant. They also expect you to update it frequently. The more quality content you will upload, the more value you provide to your followers, they will get more engaged and loyal, and as a result, your follower base and impressions will grow.



## Thumbnails

Thumbnails are the Miniature visual windows or 'mini-posters' to each and every video on YouTube respectively. If you want your video to clock in more views then Thumbnails integrate an important part of the metadata which needs to be properly optimized to gain you traction in multiple ways.



## Video Title

A catchy title can get you clicks, but it's the video's content which will ensure that a user actually watches it.

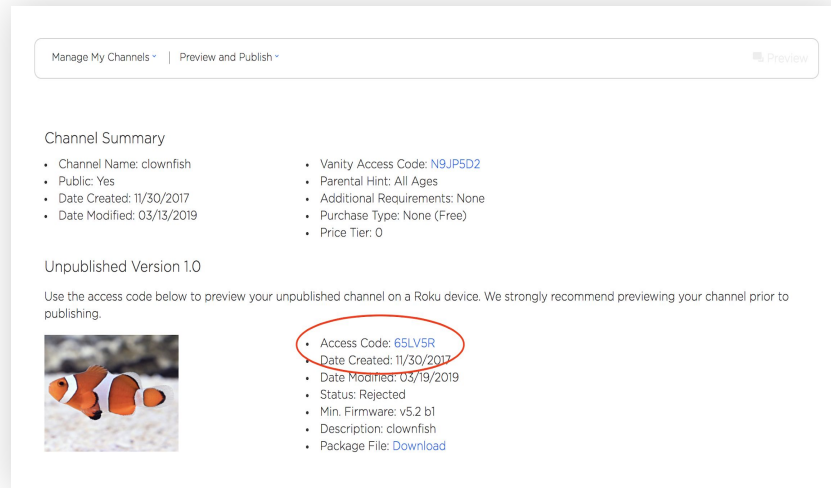
# Promote your channel

In order to increase traffic to your channel, we encourage you to publish it in as many ways as possible on **other platforms** besides Roku (Youtube, etc.).

Publish it with your channel's direct URL, using this template

[https://my.roku.com/account/add?channel=VANITY\\_CODE](https://my.roku.com/account/add?channel=VANITY_CODE)

Replace `VANITY_CODE` with your channel's vanity code. Add short and powerful description that best suits your channel's content and audience.



The screenshot shows the Roku channel management interface. At the top, there are navigation options: "Manage My Channels" and "Preview and Publish". Below this, the "Channel Summary" section lists the following details:

- Channel Name: clownfish
- Public: Yes
- Date Created: 11/30/2017
- Date Modified: 03/13/2019
- Vanity Access Code: N9JP5D2
- Parental Hint: All Ages
- Additional Requirements: None
- Purchase Type: None (Free)
- Price Tier: 0

Below the summary, it indicates "Unpublished Version 1.0" and provides instructions to use an access code to preview the channel on a Roku device. A list of details for this unpublished version is shown:

- Access Code: 65LV5R (circled in red)
- Date Created: 11/30/2017
- Date Modified: 03/19/2019
- Status: Rejected
- Min. Firmware: v5.2 b1
- Description: clownfish
- Package File: Download

To the left of this list is a small image of a clownfish.

# Where to promote your channel

- <https://www.rokuguide.com/>: Large website with information on Roku channels, games, and apps. Contact them [here](#)
- <https://www.tomsguide.com/>: Contact them [here](#) and publish a post promoting your channel in this [forum](#)
- <https://streamfree.tv/>: Listing directory of FREE LEGAL streaming services, FREE TV Apps, Channels, Mobile, Web. Contact them [here](#)
- <https://blog.roku.com/>: Publish a post promoting your channel in the [community page](#)
- <https://www.cordcuttersnews.com/>: Contact them [here](#)
- <https://www.facebook.com/>: Publish your channel in groups as [Roku Codes, tips, and tricks](#)
- <https://www.reddit.com/>: Publish post promoting your channel in the [forum](#)
- <https://whirlpool.net.au/>: Publish post promoting your channel in the [forum](#)
- <https://www.streamingmedia.com/>: Contact through [here](#) / [here](#)
- <https://www.dealerrefresh.com/>: Publish post promoting your channel in the [forum](#)
- <https://www.quora.com/>: Publish your channel in answer to questions in Quora
- <https://www.avforums.com/>: Publish post promoting your channel in the Roku [forum](#)

# Thank you !



**Contact us at:**

[convert@rokufy.com](mailto:convert@rokufy.com)

