

# Simplify Gardening

Educating The Amateur

# Gardener



[youtube.com/simplifygardening](https://youtube.com/simplifygardening)



**SIMPLIFY**  
GARDENING

[simplifygardening.com](https://simplifygardening.com)



# MY STORY



In 2007 we uploaded videos of my allotment to YouTube as a way to keep an on-line diary of what grew well and what didn't grow so well

Over the years YouTube started to become popular and I found that people were subscribing to me and asking questions

Today **my mission** is to educate amateur and experienced gardeners to get the best crops and flowers from their gardens.

I strive to make videos that are not only educational, but inspirational so that my subscribers feel empowered to do it for themselves.



# THEIR STORIES

OUR MISSION IS IMPACTING FAMILIES!



**Michelle Hartland** 1 year ago

Inspirational, I've learnt alot from you ,I love your chanel. Its benefits everyone from the beginners to the experienced, we all have ways of doing things but sometimes it's great to try something different.  
I now do my potatoes in containers, because of you...happy days



**Tim Foster** 1 year ago **2** subscribers

The benefits are that you are honest, informed ,experienced and your vids are PACKED with great tips and information! You are straight talking and free of egotistical nonsense. Most of all you are eager to pass on information and help to new gardeners without suggesting that your ways are the only ways! You are on the right track my friend, long may it last, all the very best!



**Nodwaa** 1 year ago

You've truly inspired me to try gardening and grown my own stuff. I've started small to not over load myself. But I've got potatoes beetroot tomatoes cucumbers and peas in. Really enjoying the journey. Amazing what can come from such a small seed. Thankyou for your calm demeanour and informative videos.

Actual comments from  
YouTube subscribers

# THEIR STORIES

## OUR MISSION IS IMPACTING FAMILIES!



LITTLE EGYPT ADVENTURES METAL DETECTING • 1 day ago 220 subscribers

Tony wow man you really nailed this list I watch 12 of the 15 and am subbed to all 12. But brother you forgot one channel called Adventures In Gardening it's about this guy who is just starting out and learning as he grows. He is a huge fan of your channel. So please check it out and follow along as he grows. He said that he would love to have you as his first subscriber lol.

REPLY

1 reply ^



Bacchus173 • 5 days ago (edited)

Mate, I love your site because of your knowledge, which I am soaking up like a sponge and have 13 plants going in my GH and all healthy and big production...no sign of anything ( Fingers crossed ). However mate, must you keep changing background etc every paragraph or so...does my eyes and head in.

REPLY

1 reply ^



Geoff Heap • 1 week ago

Hello Tony. I like your style. You talk non stop, I don't mean that you talk too fast. I mean you don't waste any time trying to stretch your video out. I believe you provide a lot more content that way. Quality videos for the amateur. Thanks. Geoff Heap.

REPLY

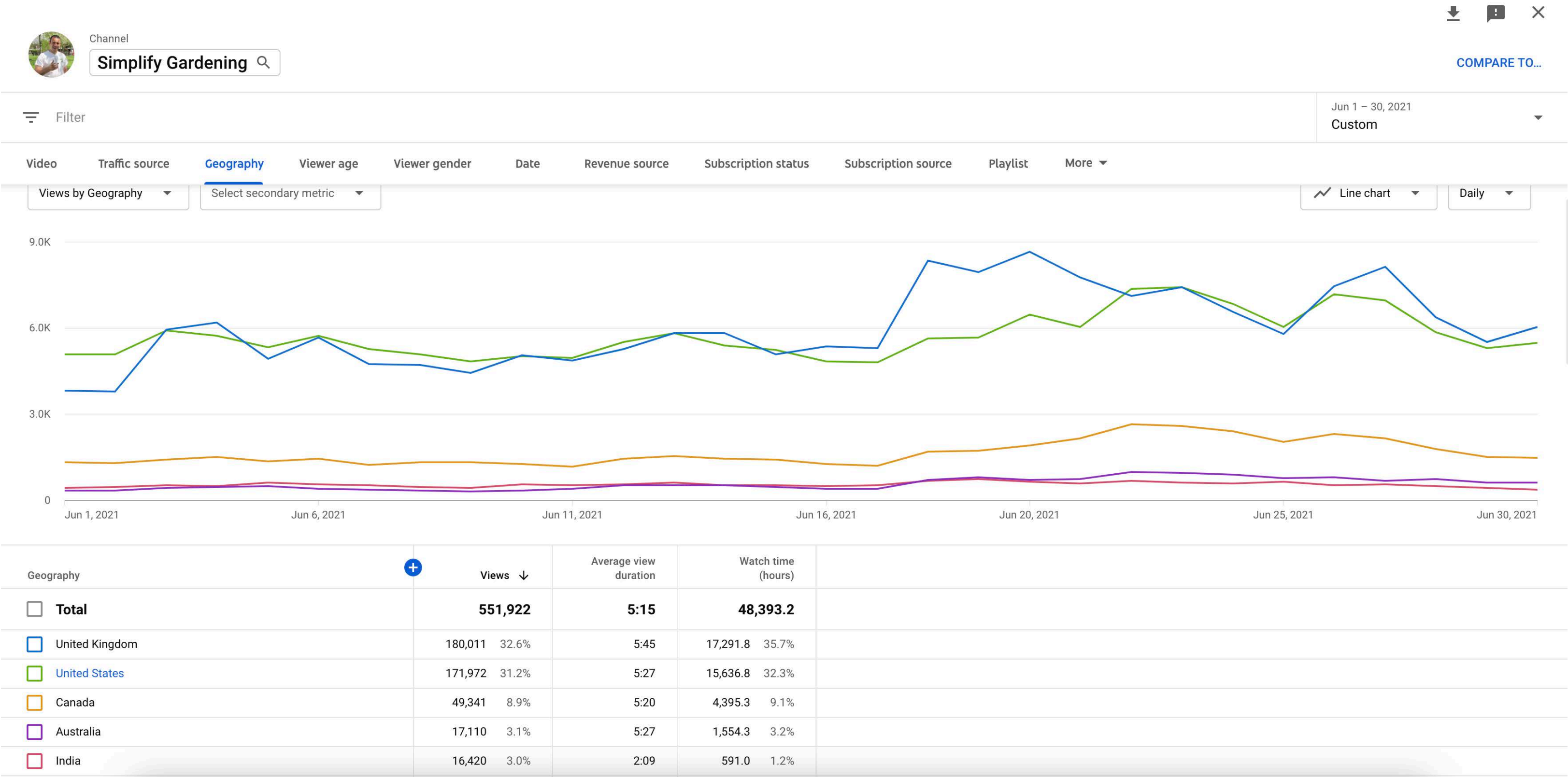
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Actual comments from  
YouTube subscribers



# DEMOGRAPHICS

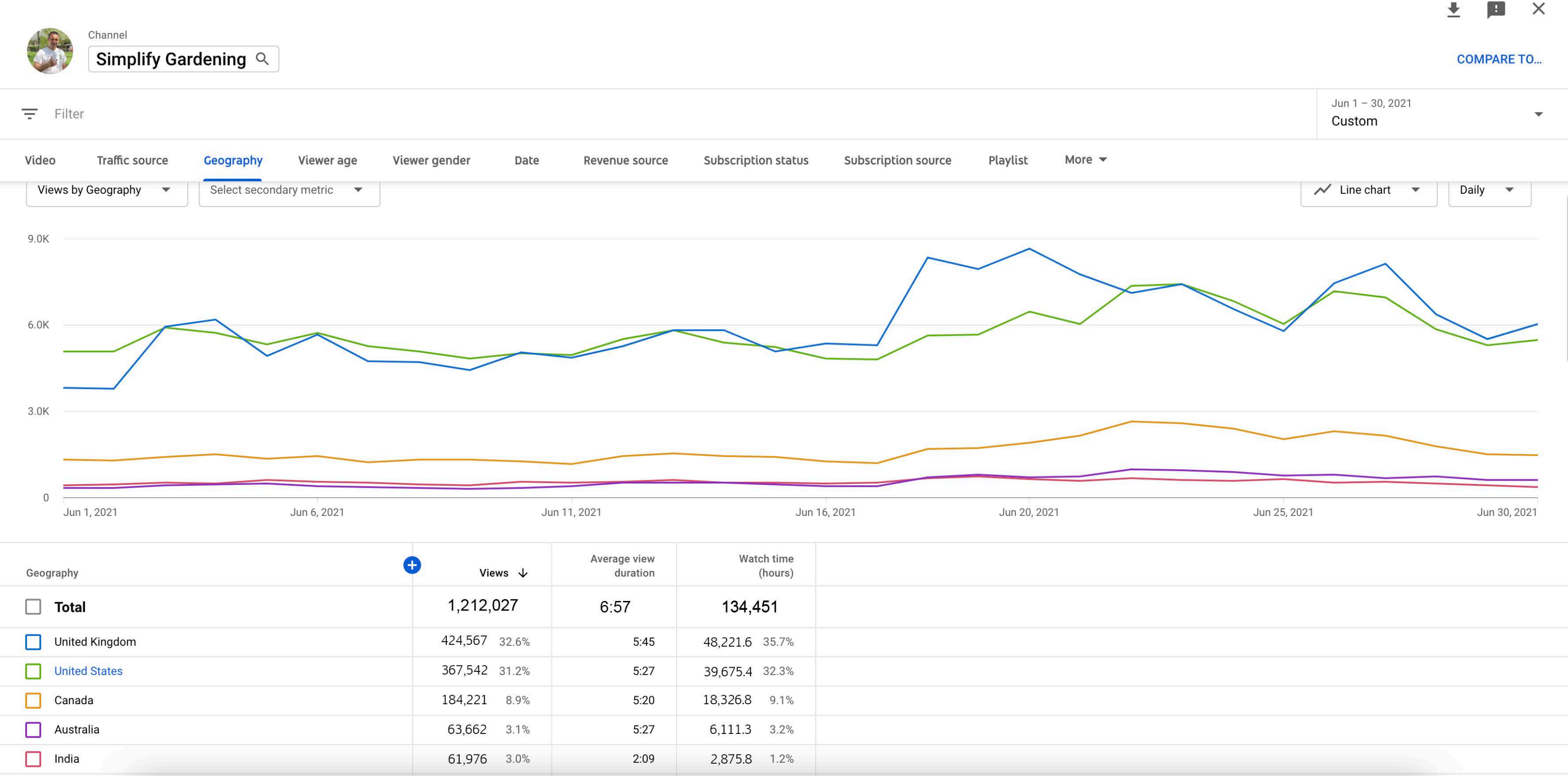


# WATCH TIME

WATCHTIME OF ANY CHANNEL ALTERS  
DEPENDANT ON THE TIME OF THE YEAR DUE TO  
SEASONALITY. I HAVE INCLUDED THE LATEST FULL  
MONTH SHOWING THE WATCH TIME AND VIEWS FOR  
JUNE 2021

THIS GRAPH WILL SHOW TOTAL FIGURES, HOWEVER,  
THE LINE GRAPH IS ONLY SHOWING THE TOP FIVE  
COUNTRIES WHICH ARE:

1. USA
2. UK
3. CANADA
4. AUSTRALIA
5. INDIA

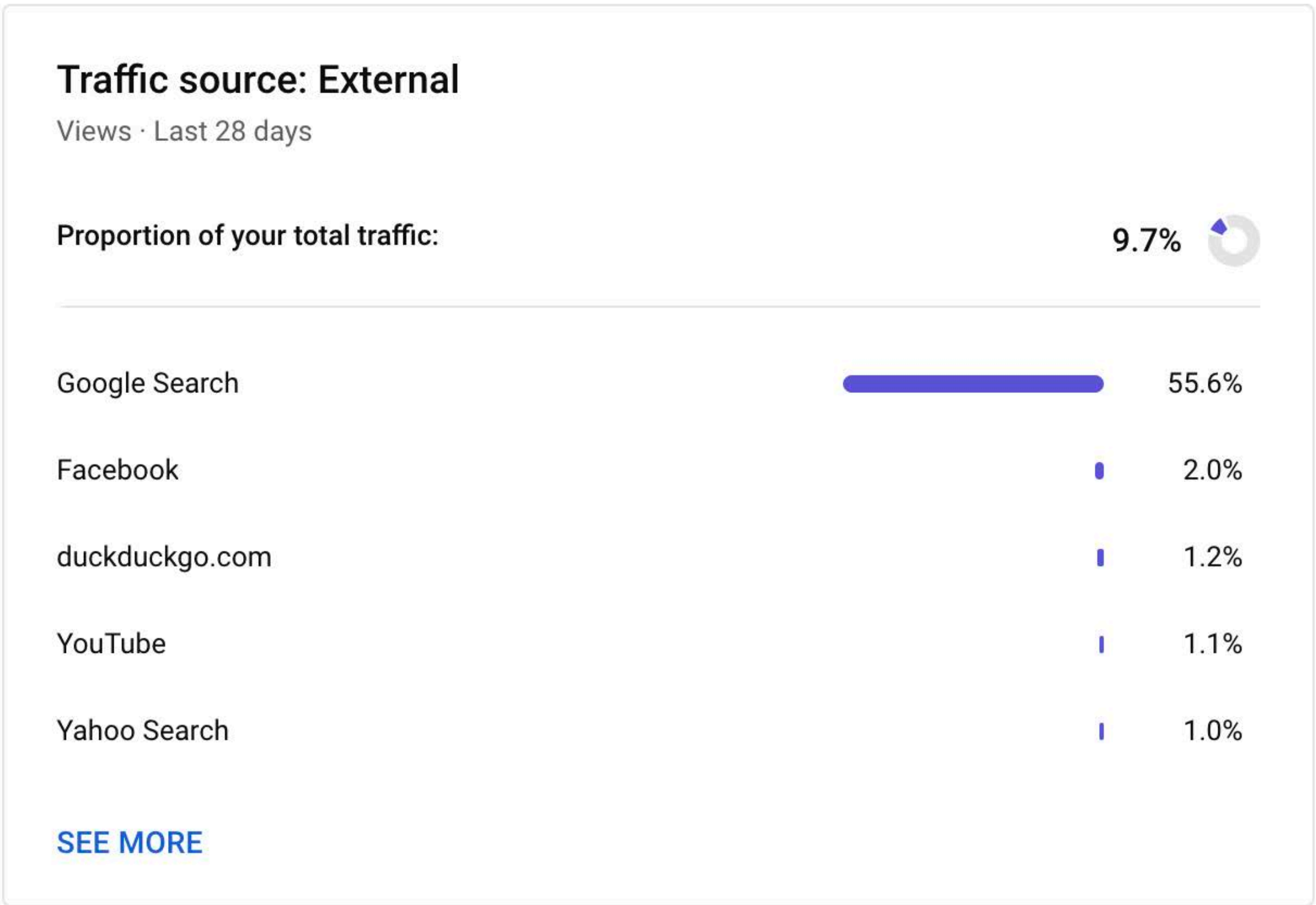
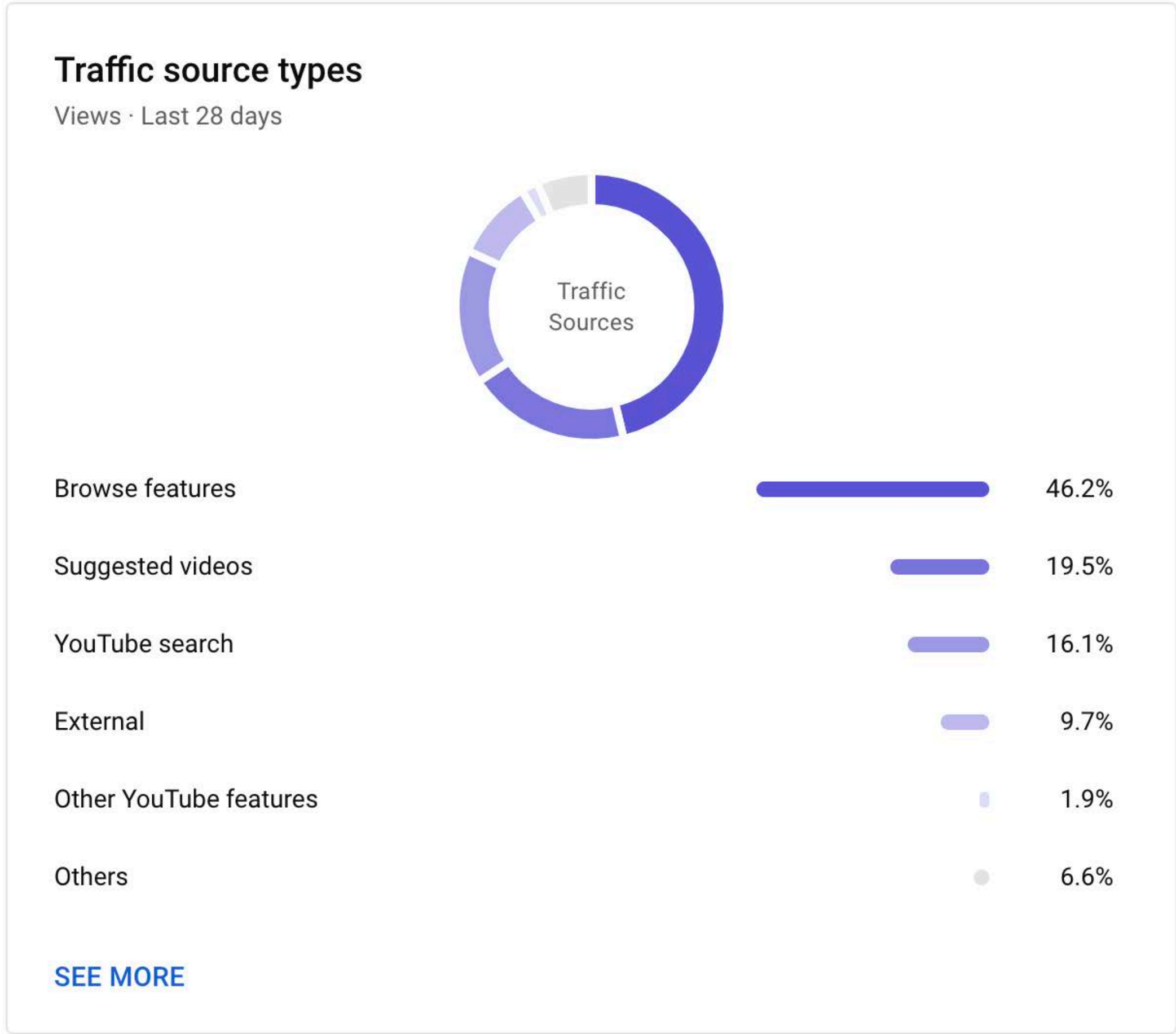


# SOCIAL FOLLOWERS

Total number of people who are following us on social media platforms.



# Screen Shot Stats



This page will show you the traffic sources for the past 28 days. Browse is my number one source. This is YouTube recommending my videos on peoples home pages.

Suggested is second, and this is where the up next video is. So as you can see my video are being promoted by YouTube. This is how to generate exposure.

The next is YouTube search. and the fourth is External. external is interesting as this means you are being promoted outside of YouTube

The chart above shows where those views are coming from. As you can see, not only do I rank on YouTube for my video, but I am generating thousands of views from Google themselves as the videos are being promoted in the google video carousel.



# BRAND INTEGRATION

## Thompson-morgan.com

Thomson and Morgan was looking for family friendly content and a unique way to showcase their potted fruit trees. I created a series of videos which linked directly to their site. Through our partnership, they earned:

- Custom video content created by Simplify Gardening Tony O'Neill.
- On-going exposure to their exact target market through our audience and through YouTube and Google search.



How to Grow Cordon Fruit Trees (Complete Guide)

12,422 views

153 9 SHARE



**UK Here We Grow**  
Published on Jan 28, 2017

EDIT VIDEO

In this episode of UK Here We Grow, Tony O'Neill takes you through planting and pruning cordon fruit trees. He gives you all the tips and tricks to ensure you set yourself up for great crops in the coming years.

SHOW MORE

Click here  
to watch



# BRAND INTEGRATION



Reducing Stress,  
Anxiety & Worry

## MIRACLE-GRO

**I HAVE COMPLETED SEVERAL INTEGRATIONS FOR MIRILE-GRO  
THEY CONTINUE TO WORK WITH ME EACH YEAR  
PROMOTING THEIR PRODUCT. EACH YEAR HAS A  
DEDICATED THEME.**

**THIS YEAR IT IS ABOUT REDUCING STRESS AND  
ANXIETY. LAST YEAR IT WAS PATIO GROWING.**

**I CAN TAILOR CONTENT TO SUIT THE GOALS OF THE  
BRANDS REQUIREMENTS, HOWEVER, I WILL NOT  
ALLOW THE BRAND TO DICTATE HOW THE VIDEO WILL  
LOOK OR WHAT IS SAID WITHIN THE VIDEO**

**MIRACLE-GRO COME BACK YEAR AFTER YEAR AS THEY  
HAVE A GOOD ROI ON THEIR INVESTMENTS**

[Click here  
to watch](#)

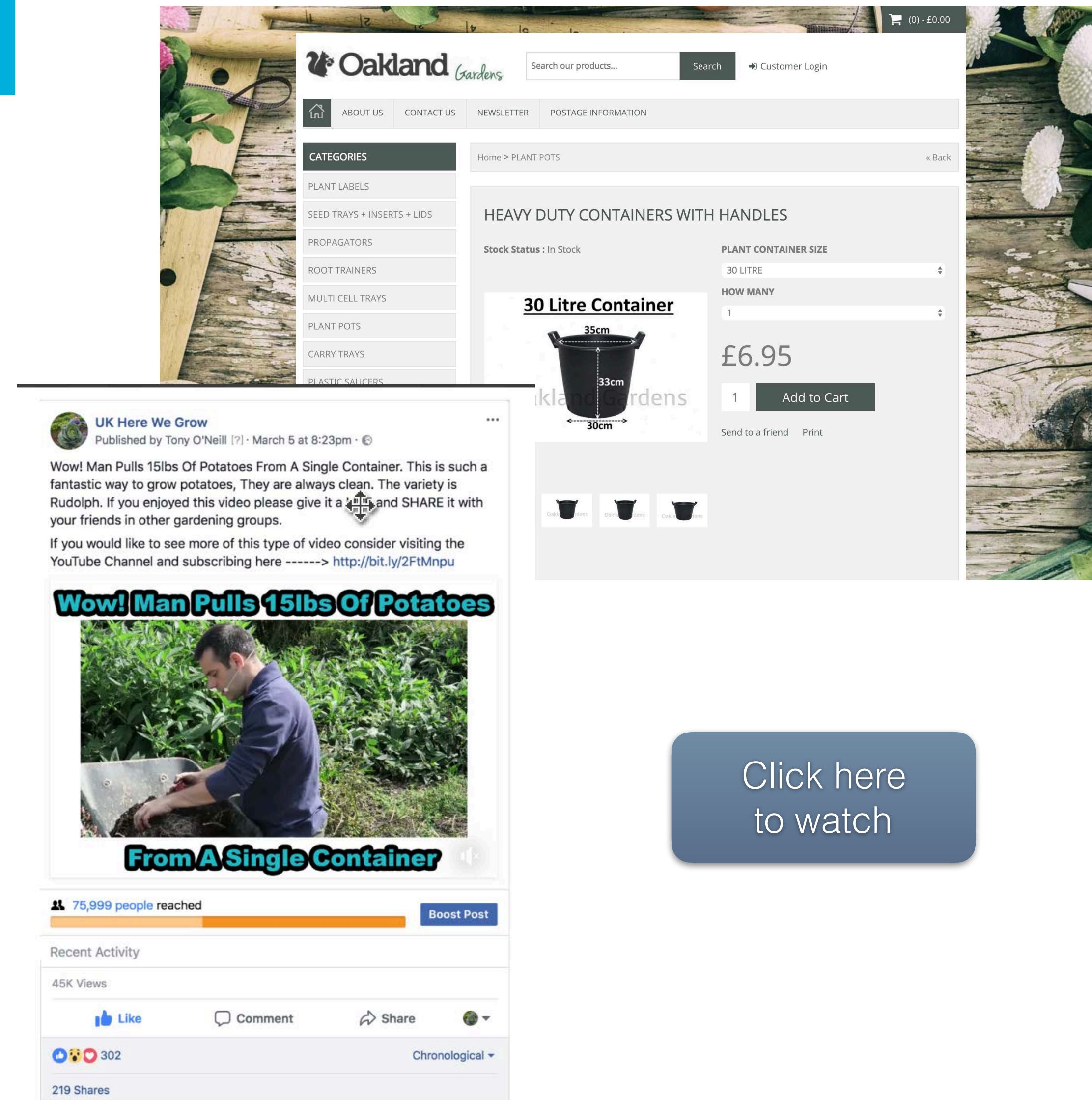


# BRAND INTEGRATION

## Oaklandgardens.co.uk

Oaklandgardens.co.uk is an Ebay and Amazon based gardening company who wanted to promote a line of potato containers. Through our partnership, viewers learned:

- We created multiple videos and posts along with promotion via our newsletter.
- Sales of the containers rocketed after our promotion and Oakland's continues to promote through Simplify Gardening's Network.





# BRAND INTEGRATION

## Puregreenhouse.co.uk

Pure greenhouse are the very first company to produce a totally frame-less greenhouse. They contacted us to promote their new line.

We did this by creating custom videos, and wrote blog posts throughout our network. At £2000 for just their small greenhouse it was important to maximise the reach and exposure. We ran a competition and gave away a greenhouse. This created so many sales that Pure Greenhouse approached us again to repeat the promotion later that year



[Click here to watch](#)

Win A Pure Greenhouse Worth Nearly £2000

2,632 views

80 2 SHARE



UK Here We Grow  
Published on Jun 30, 2016

EDIT VIDEO

UK Here We Grow and Pure Greenhouses have teamed up to bring you this awesome prize worth nearly £2000, That's right folks £2000. Not only is this a stunning bit of kit, but is the only frameless greenhouse in the world. This would take pride of place even in a show garden.



# NEXT STEPS

## CONTACT TONY O'NEILL

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Join us in our mission to educate gardeners. Changing lives one at a time.



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