

KNOWLEDGE BASE · PUBLIC DOCUMENT

# Which hosting plan for a content creator: videos, links and sponsors

Choosing the Right Plan

CODE

RLX-INT-KB-5976

VERSION

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COUNTRY · LANGUAGE

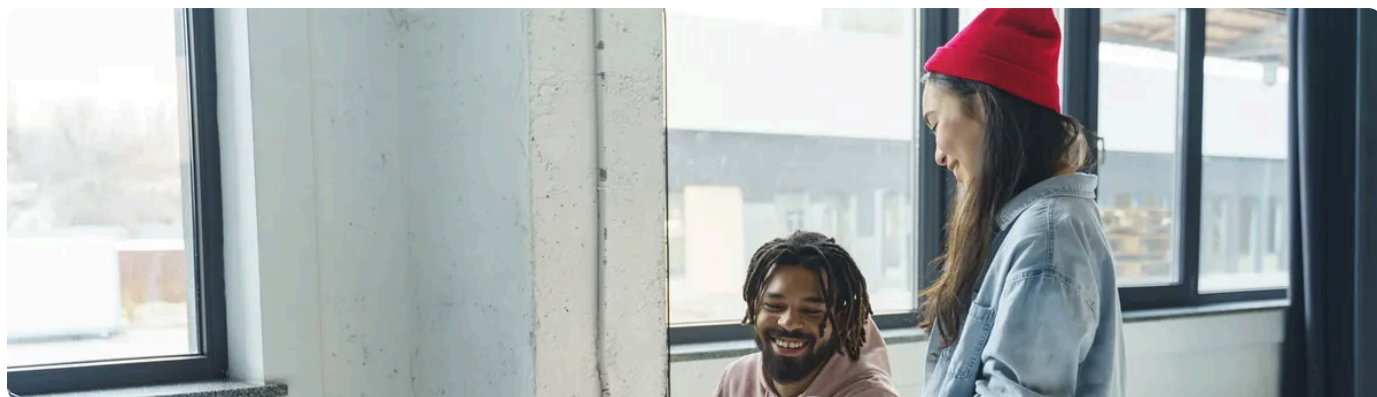
International · English

## MozOut International

RLX Holdings (Pty) Ltd. · Group RLX Holdings

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**The short answer:** a content creator lives on platforms, and the platforms are not theirs. A site of your own is the **place nobody can take from you**: a page with your links, your best videos, an e-mail list and a contact for brands. It is a light site, and **the entry plan will do**.

## What the site needs

| What                            | What to do                                                                                                                                                                        |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Links page</b>               | A page that gathers your networks, the latest video and what you sell. It can be your main address instead of a platform's link:<br><b>Pointing your domain at a social page.</b> |
| <b>Videos</b>                   | Embed them from a video service; do not store them on the hosting:<br><b>Videos on your website.</b>                                                                              |
| <b>E-mail list</b>              | Your audience, which is yours. A newsletter reaches those who follow you without depending on the algorithm: <b>Subscribers and newsletter.</b>                                   |
| <b>Sponsorships and contact</b> | A page for brands: who you are, who you reach, what kind of collaboration you accept, and an e-mail on the domain.                                                                |
| <b>Products or support</b>      | If you sell courses, templates or merchandise, a link or a small shop:<br><b>Which plan for a shop.</b>                                                                           |

## Getting started

1

**Choose a short domain** with your name or the channel's: **Choosing the right domain.**

2

**Start with the entry plan** and a home page with links, the best videos and the list sign-up.

3

**Put the address** in every network's description and every video's, and as a QR code at events: **UTM links**.

4

**Write the page for brands** with your audience's true figures.

5

**Measure where visitors come from** and choose where to invest your time.

**If a platform closes your account, you lose the audience.** That is why the e-mail list and the site must exist now, before you need them. And never invent follower numbers for brands: they get checked, and losing credibility costs more.

Sponsorship requests arrive by e-mail: use the domain's address. **Free e-mail or e-mail on your own domain.**

Want to build a channel's or project's site? Tell us which platforms you use and which videos you want to show.

[Open a support ticket](#)

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FOUNDED

**37,000+**

CLIENTS

**130+**

SIGN-UPS A DAY

## MozOut International

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