



## From Travel Vlogs to Travel Bookings: Chris Raney's YouTube Growth Story

### Intro:

**Chris Raney's** YouTube channel, **@YellowProductions**, began as a casual creative outlet focused on his personal travels. As his audience grew, so did their curiosity: Where did he stay? Where did he eat? How did he get there? With more people seeking detailed insights, Chris naturally transitioned into creating more in-depth, authentic travel content.

In 2024, Chris joined **Plannin's community** of travel content creators to give his audience an easy way to book the trips he shared on YouTube. Having never used affiliate links before, Chris was ready to take things to the next level and maximize his earning potential — and Plannin provided the solution.



*"Plannin's approach was authentic. They had a clear vision of helping travel creators earn revenue through their recommendations, tailored for creators like me,"* says Chris.

### Challenges:

Building a sustainable income from YouTube can take months or even years. Although Chris' channel was growing, he knew that to transform it into the powerhouse it is today, he needed to start testing affiliate linking.

### Plannin's solution:

Plannin helped Chris turn inspiration into bookings by providing custom affiliate links, which he used in partnership with engaging call-to-actions. This allowed his audience to seamlessly book the trips they were already interested in after watching his videos.

YouTube functions as a bottom-of-funnel platform: viewers often arrive with serious travel intent. If someone is watching a "Top 5 Hotels in Las Vegas" video, they're likely choosing where to stay. By adding custom Plannin links to his best-performing video descriptions, Chris unlocked ongoing revenue as those videos continued to attract views.



*"By offering them good deals and a simplified booking experience, I'm providing something beyond just content. They trust my recommendations, and Plannin makes it easy for them to act on those recommendations while simultaneously supporting my channel,"* says Chris.

### Strategy:



Displayed QR codes with his custom link to capture TV viewers (YouTube accounted for 11.6% of all U.S. TV usage in February 2025).



Added his custom Plannin link to top-performing video descriptions with engaging call-to-actions.



Used the Plannin dashboard to track conversions and inform future content strategy.



Was transparent with his audience about affiliate links, reminding viewers: "If you'd like to book, please use the link in the description, as it supports the channel and helps you get a great deal on your next booking."



*"Plannin has added a valuable tool to my toolkit. I use Plannin's guide features during live streams, where I discuss hotels and destinations. By sharing a link to my Plannin guides, my audience can easily find the hotels I talk about,"* says Chris.

### Results:

**Chris now earns an additional \$500 per month from Plannin, with steady growth ahead.**

*"Plannin's filtering system helps my audience — who may not know how to search effectively — quickly identify high-quality options. This makes the booking experience smoother and more trustworthy,"* says Chris.

### Conclusion:

By adding Plannin links to YouTube content, creators like Chris can maximize earning potential while building stronger trust and loyalty with their audience.

**[Apply to join our partner community today](#)** — and start turning your content into earnings.