

Sunsetting BlitzMetrics – Leveraging its Reach While Growing High-Rise Influence

Overview

BlitzMetrics served as our content repository for years, but we’re consolidating our training and community under **High-Rise Influence Academy** and **Local-Service-Spotlight**. We don’t want to waste the view history and subscriber base (~3.7 K subscribers) on BlitzMetrics, yet we also need to reduce brand confusion. The plan below details how we can sunset the BlitzMetrics brand while still leveraging its existing content.

Key steps

- **Rebrand existing videos in place.** The top-performing BlitzMetrics videos have already been updated with High-Rise Influence-branded titles and descriptions, chapters, and calls-to-action (CTAs) pointing viewers to High-Rise Influence Academy and Local-Service-Spotlight. This preserves SEO/watch-time history while clarifying that the content belongs to High-Rise Influence ¹. We should systematically audit and rebrand the rest of the library.
- **Unlist or archive off-brand content.** Any outdated recordings, low-quality uploads or items that no longer fit our messaging should be unlisted or set to **Private**. Cleaning up the channel reduces confusion for new viewers.
- **Use BlitzMetrics as a funnel.** Treat BlitzMetrics like a legacy or “house” brand—similar to Frito-Lay owning Doritos and Cheetos. Keep the rebranded videos public and add end screens, cards and pinned comments directing viewers to High-Rise Influence Academy. Use community posts and a channel banner update to explain the rebrand and invite subscribers to the new channel.
- **Publish new content under High-Rise Influence.** All fresh uploads, courses and training should live on the High-Rise Influence channel. Cross-promote them via the BlitzMetrics community tab and our email lists.
- **Gradually migrate the audience.** As High-Rise Influence gains traction, encourage BlitzMetrics subscribers to follow the new channel through special announcements, giveaways or early access. When subscriber counts are comparable, reassess whether to fully retire or repurpose the BlitzMetrics channel.
- **Leverage Local-Service-Spotlight for niche audiences.** For local service businesses, funnel them into **Local-Service-Spotlight.com** via CTAs and marketing sequences. This platform will host vertical-specific agencies and services while High-Rise Influence provides general training.

Rationale

Deleting or duplicating the videos on a new channel would reset their watch-time and ranking, wasting years of SEO and engagement ². By rebranding in place and using BlitzMetrics as a funnel, we keep the algorithmic momentum while educating our audience about the transition. Over time, the new High-Rise Influence channel will accumulate its own authority, and BlitzMetrics can become either an archive or a top-of-funnel brand feeding specialized agencies.

This plan lets us leverage the power we've built while eliminating confusion and aligning all training under the High-Rise Influence umbrella.

¹ Video details - YouTube Studio

https://studio.youtube.com/video/XKkEdHIeh_0/edit

² Video details - YouTube Studio

<https://studio.youtube.com/video/VEtxvc9Xw4Y/edit>