



Digital Strategy Essentials

Georgetown University 2022

Digital Strategy Essentials



جامعة جورجيتاون قطر
GEORGETOWN UNIVERSITY QATAR

WELCOME!

Learning Objectives

1. Be able to predict demand for your products and services
2. Explain the pros and cons of leveraging the major digital platforms
3. Understand how to launch campaigns to position your brand and achieve business objectives



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Digital Strategy Essentials

Part 1

- Understanding the full digital landscape
- Evaluating major social media platforms
- Targeting your audience

Part 2

- Insights into customers
- Market testing new ideas
- Predicting demand

Part 3

- Developing your message assets
- Choosing the right tools to meet the objective
- Launching campaigns and measuring KPIs

Introductions

Nino Kader

American Caldwell

americancaldwell.com

Experience

- 20+ Years Digital Marketing
- Polling and Market Research
- Led Fortune 500 Brand Campaigns
- Featured on page 1 of Washington Post
- Quoted in Numerous Global Publications
- Frequent guest on Al Jazeera English

Contact

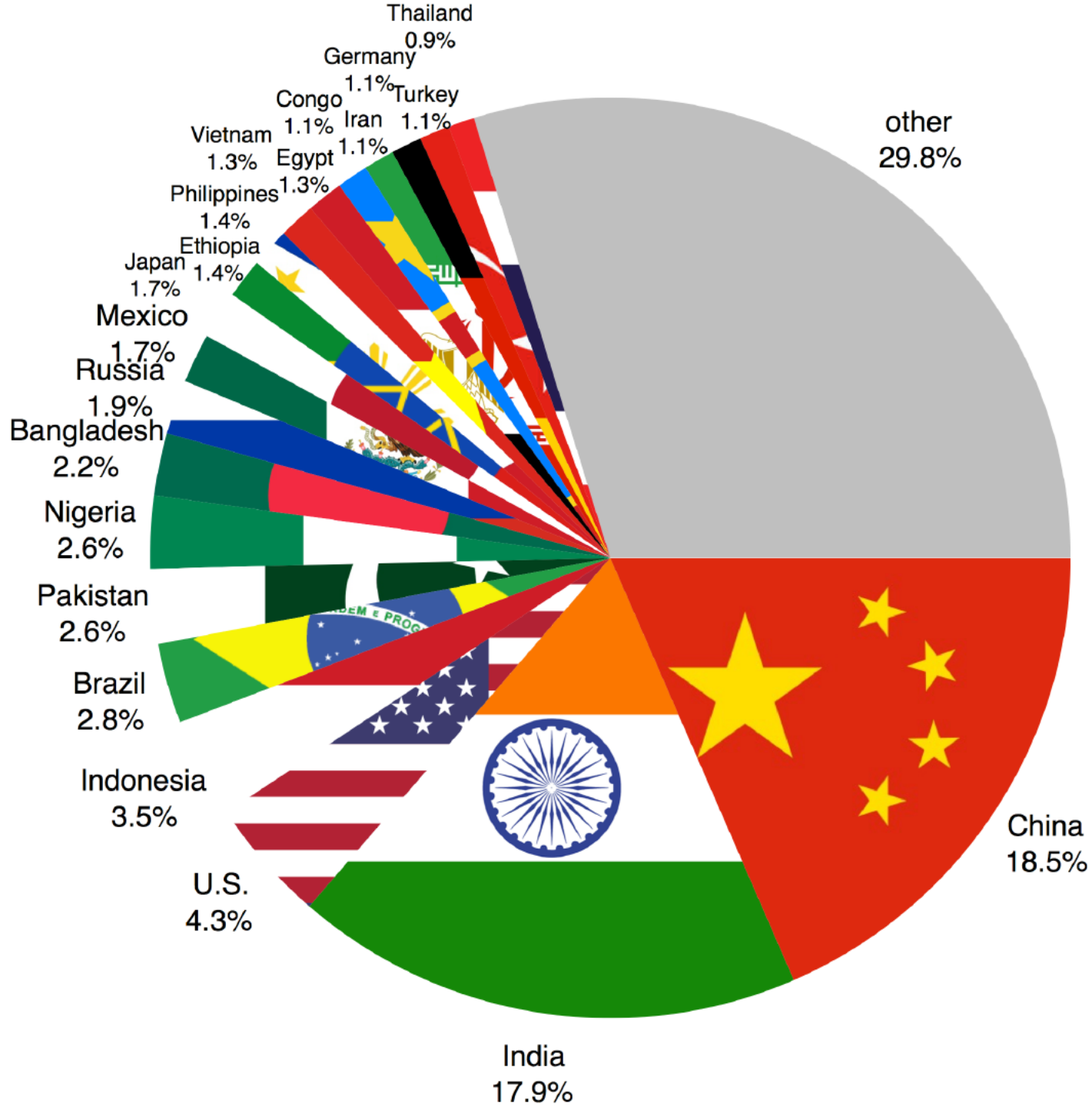
Email - kader@americancaldwell.com

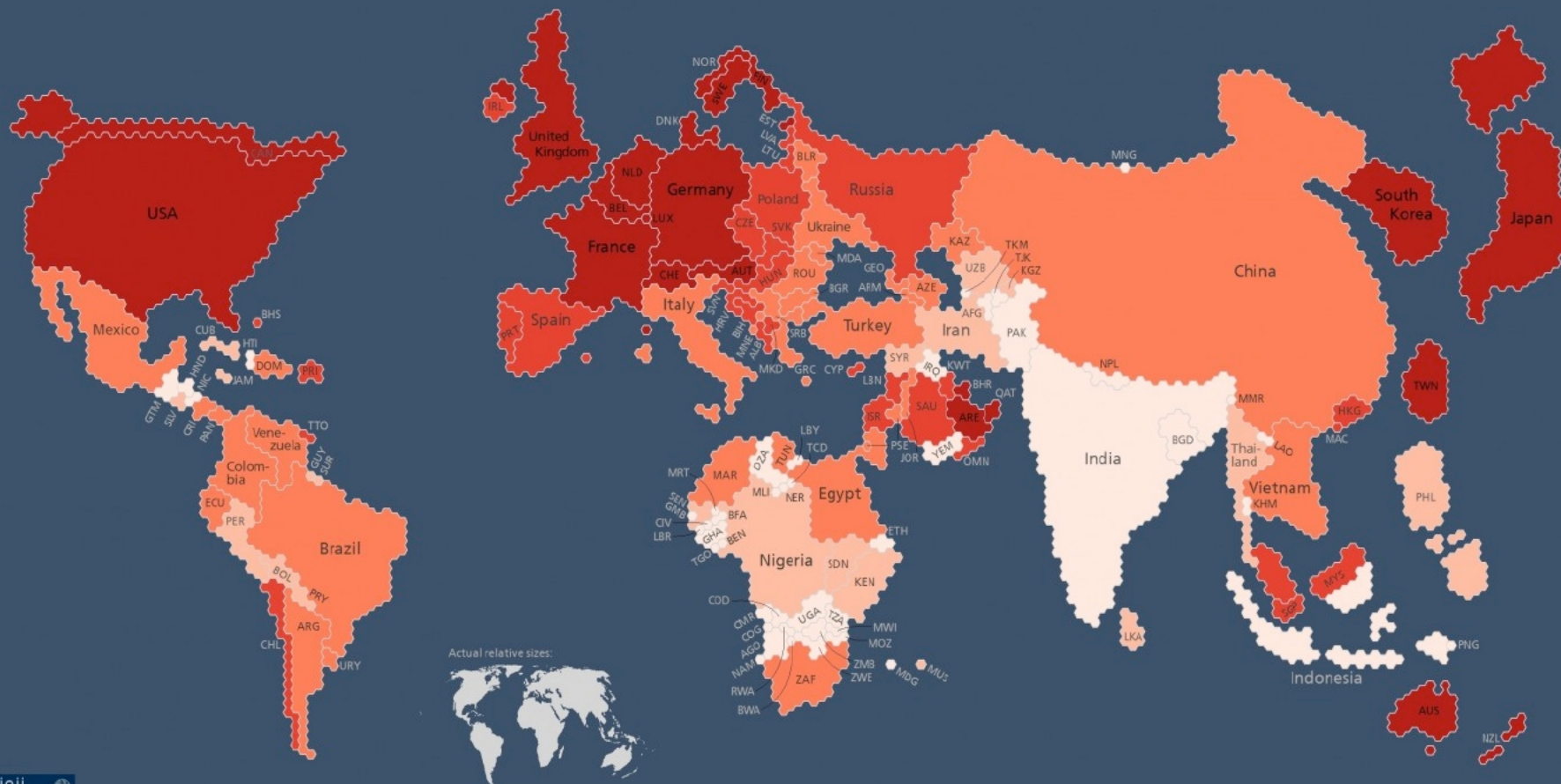


HIGHLIGHTS

from around the world







CC-BY-NC Ralph Straumann, Mark Graham, geonet.oi.ox.ac.uk, Oxford Internet Institute, University of Oxford

The World Online

Percentage of people online



Number of people online

One ● represents roughly 470,000 people online.

The countries are scaled proportionally to the number of Internet users in that country. Countries with fewer than 470,000 people online have been removed from the map. The shading indicates the percentage of the population that is online.

The visualization uses 2013 data from the World Bank's Worldwide Governance Indicators project and from Natural Earth.

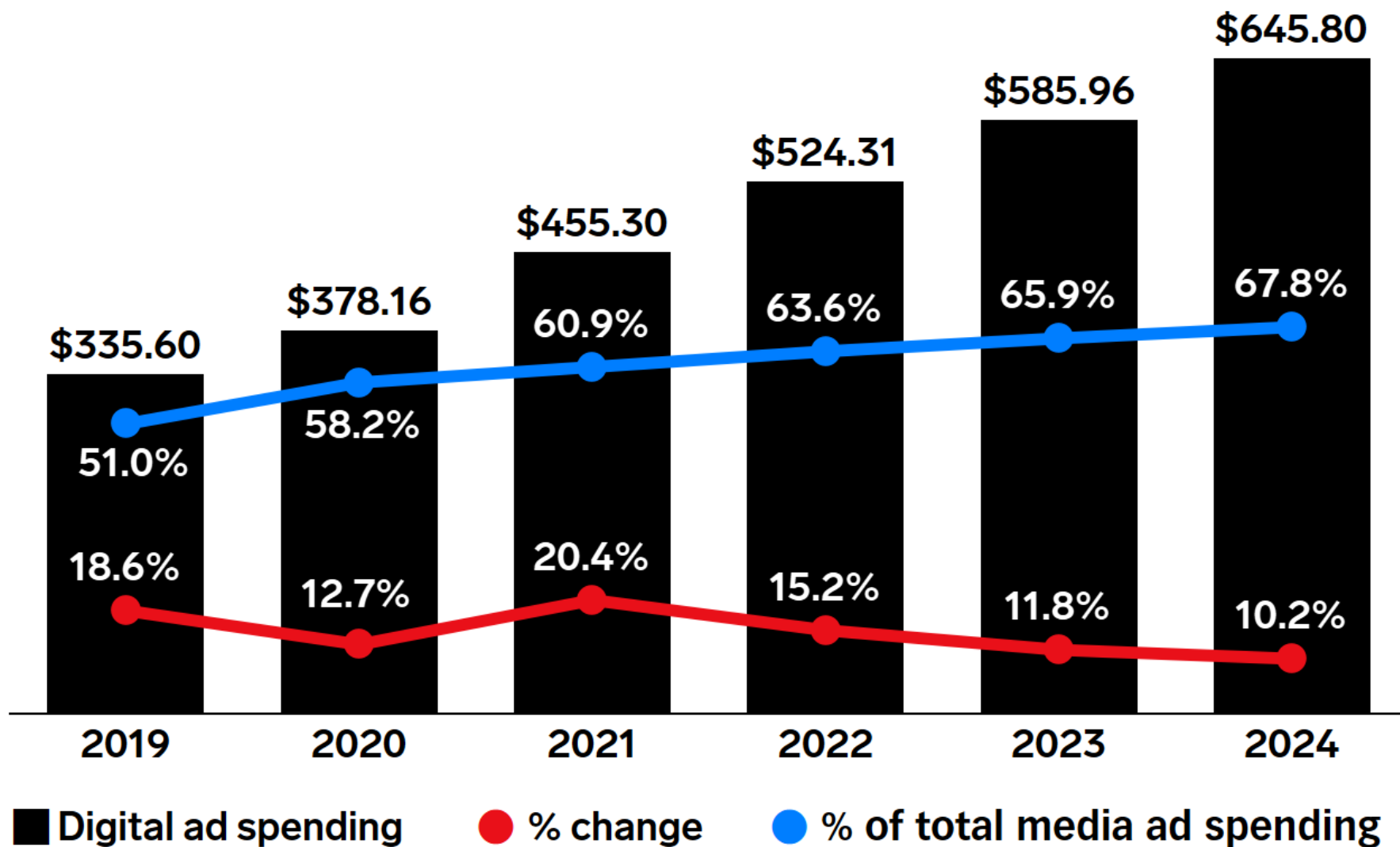
Traditional Marketing

- Put ads in newspaper, TV, radio, billboard, etc.
- Hope for results
- Hard to measure
- Unable to iterate
- Very expensive



Digital Ad Spending Worldwide, 2019-2024

billions, % change, and % of total media ad spending

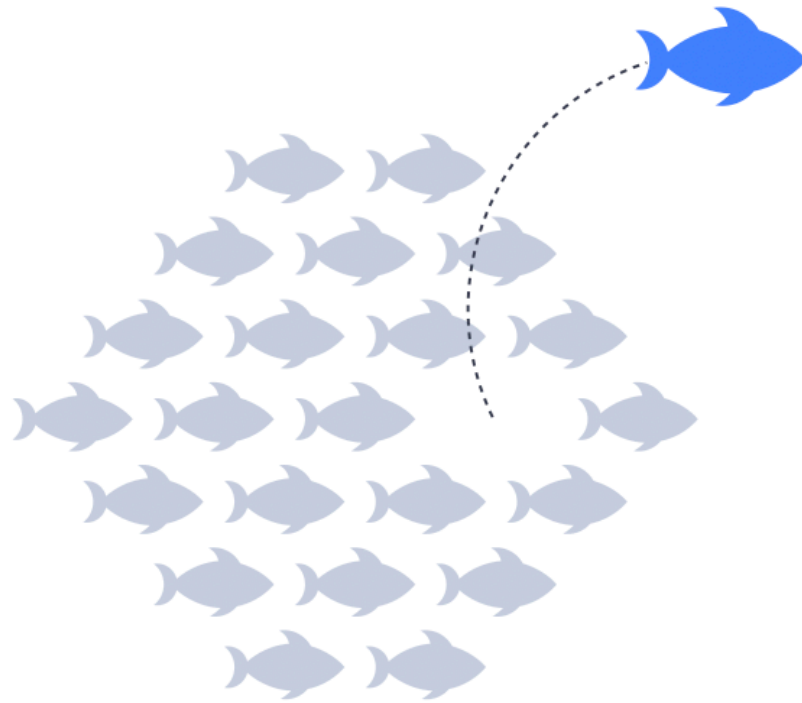


Digital Advertising as Compared to GDP

20	<u>Switzerland</u>	\$678,965,423,322	\$679 billion
21	<u>Argentina</u>	\$637,430,331,479	\$637 billion
22	<u>Sweden</u>	\$535,607,385,506	\$536 billion
23	<u>Poland</u>	\$526,465,839,003	\$526 billion
24	<u>Belgium</u>	\$494,763,551,891	\$495 billion
25	<u>Thailand</u>	\$455,302,682,986	\$455 billion

Ad spend will surpass Sweden's national GDP next year!

Why Is It Growing Year After Year?



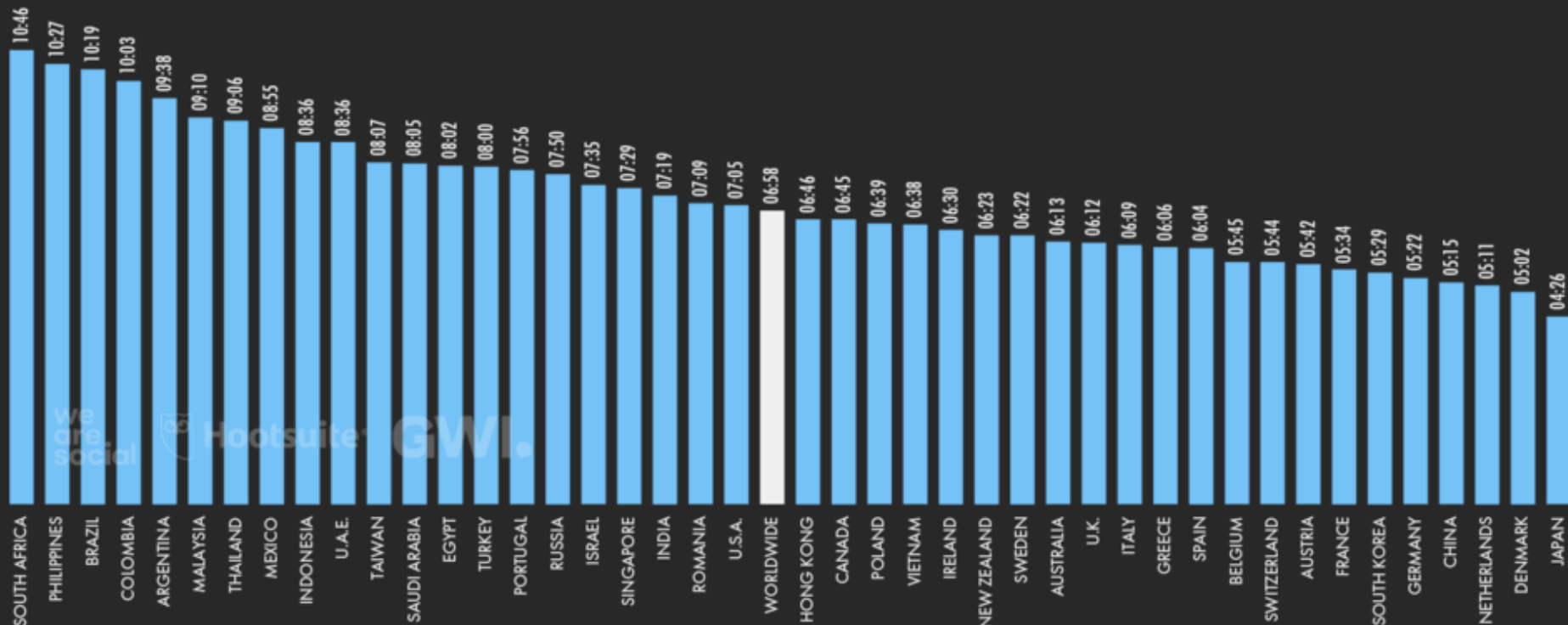
Fish Where The Fish Are

How Much Time is Spent Online Each Day?

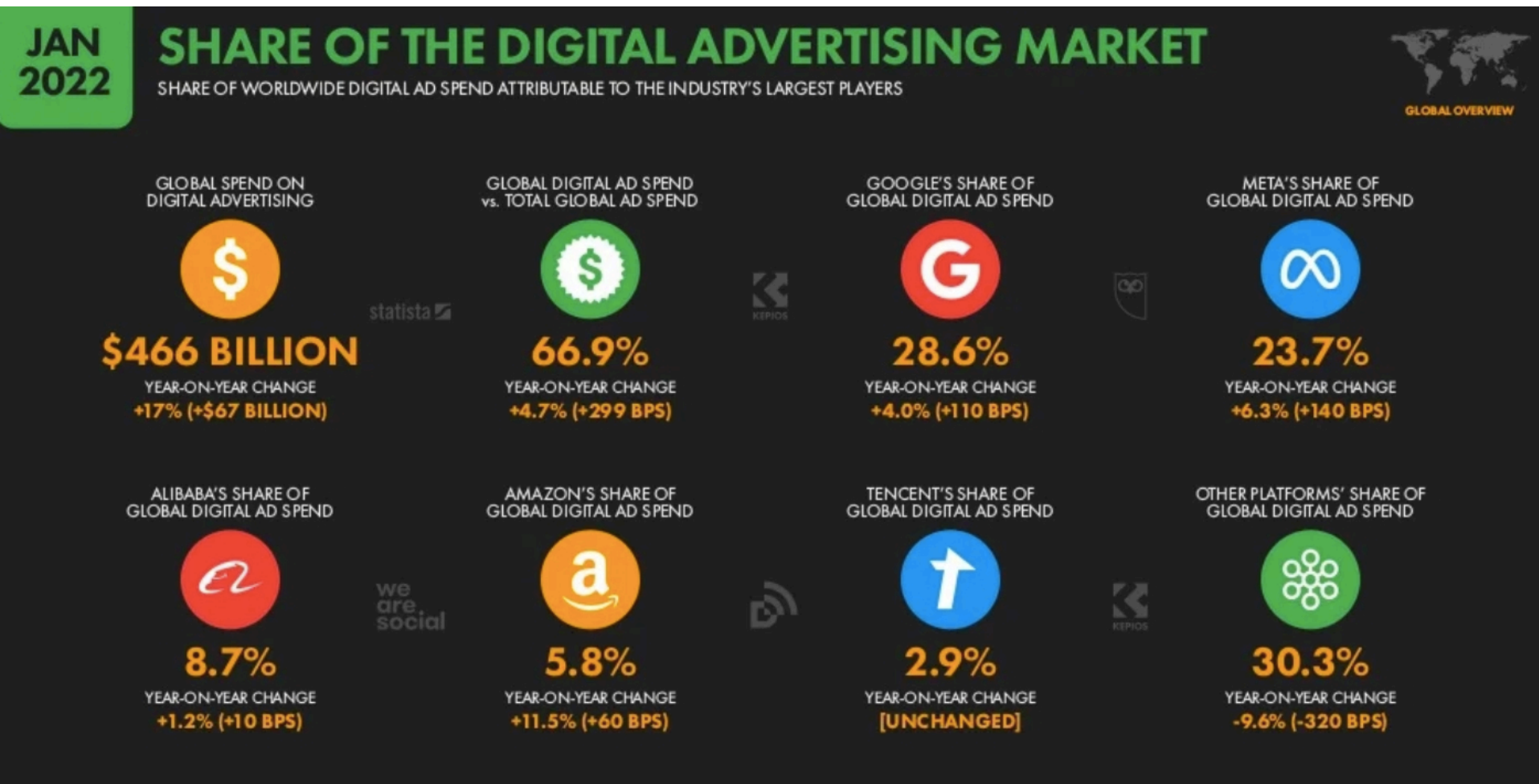
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DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

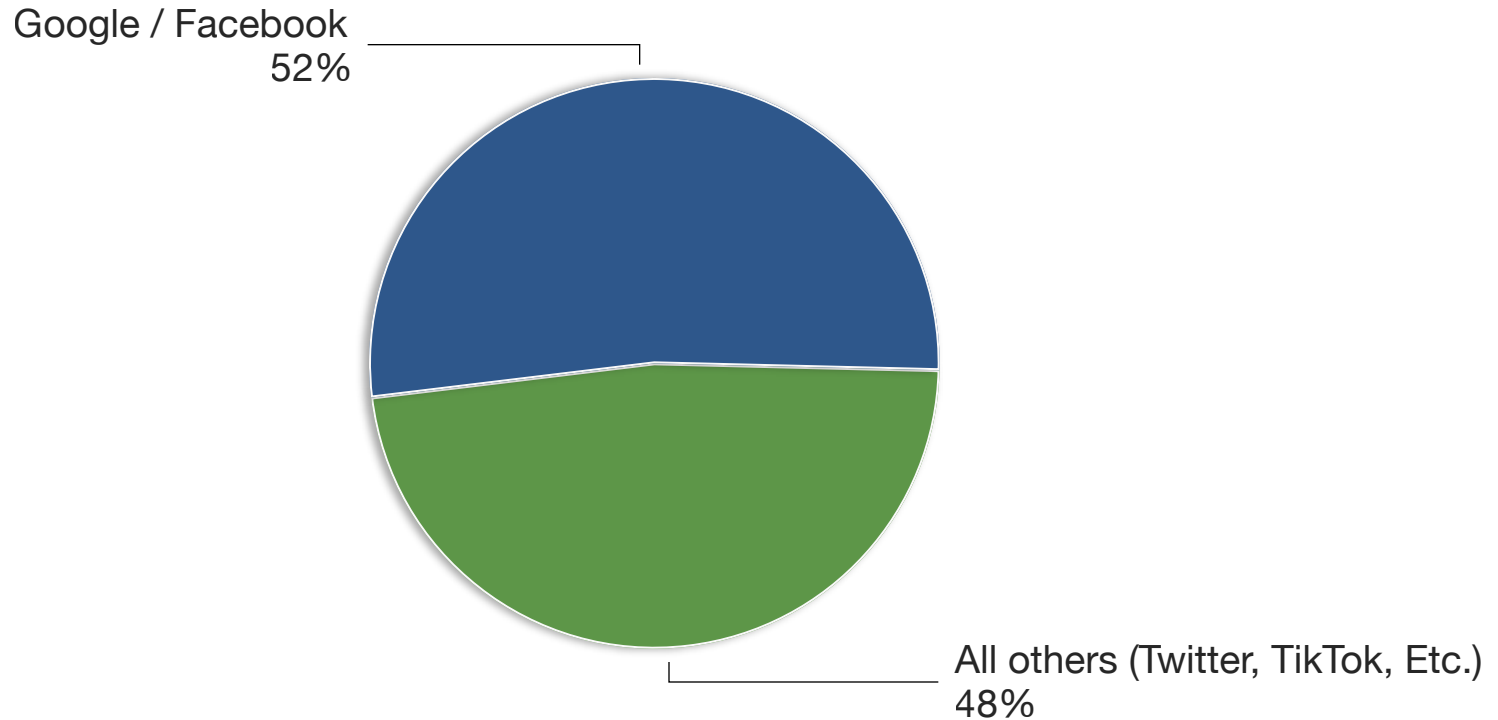


Which Companies Get the Most Digital Advertising Dollars?



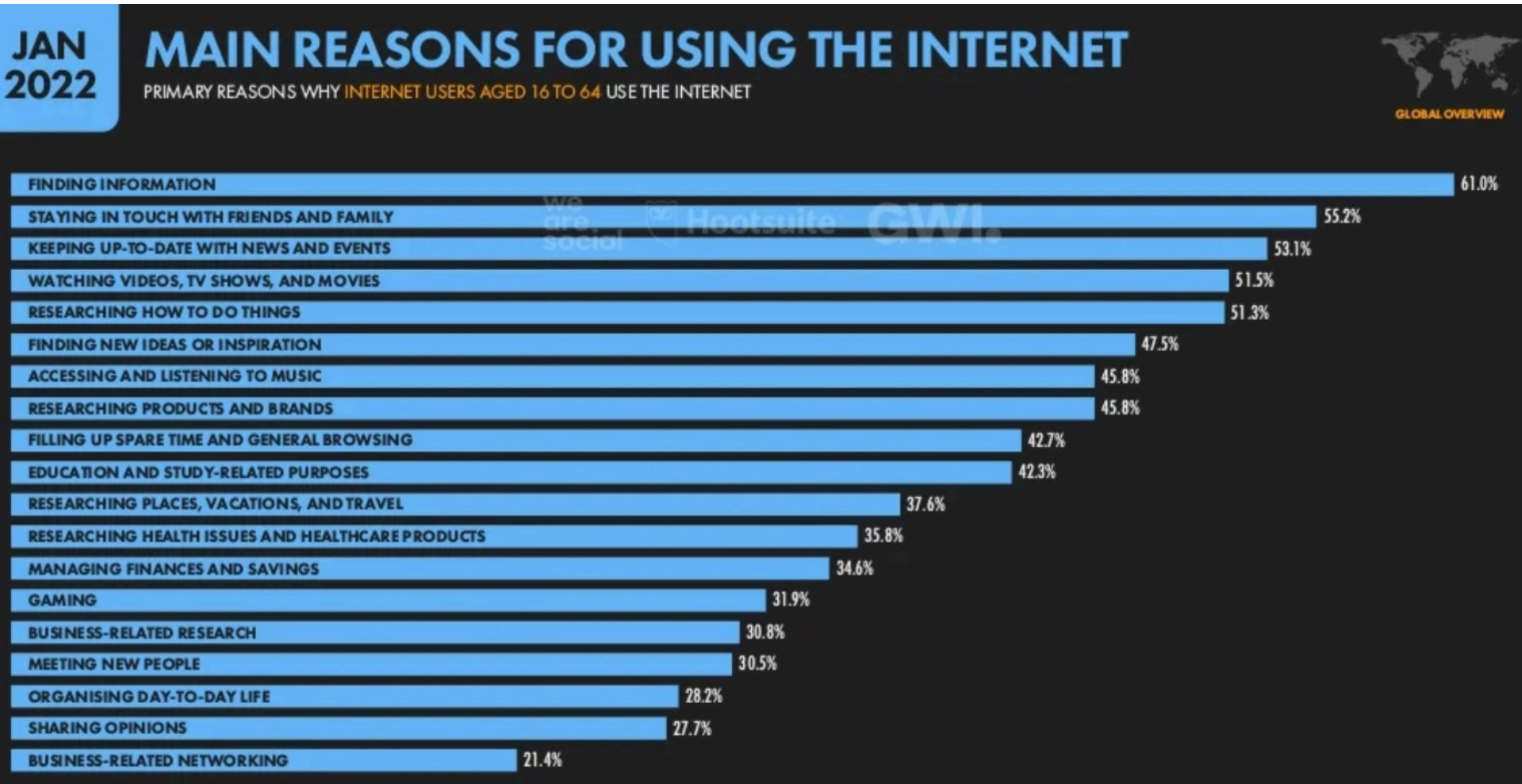
The majority of all advertising dollars goes to just two companies!

Which Companies Get the Most Digital Advertising Dollars?



\$242 billion to Google and Facebook each year and growing

What Do People Do Online?



What Regions Have the Highest Internet Adoption?

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INTERNET ADOPTION RANK

COUNTRIES AND TERRITORIES WITH THE HIGHEST AND LOWEST LEVELS OF INTERNET ADOPTION

HIGHEST LEVELS OF INTERNET ADOPTION

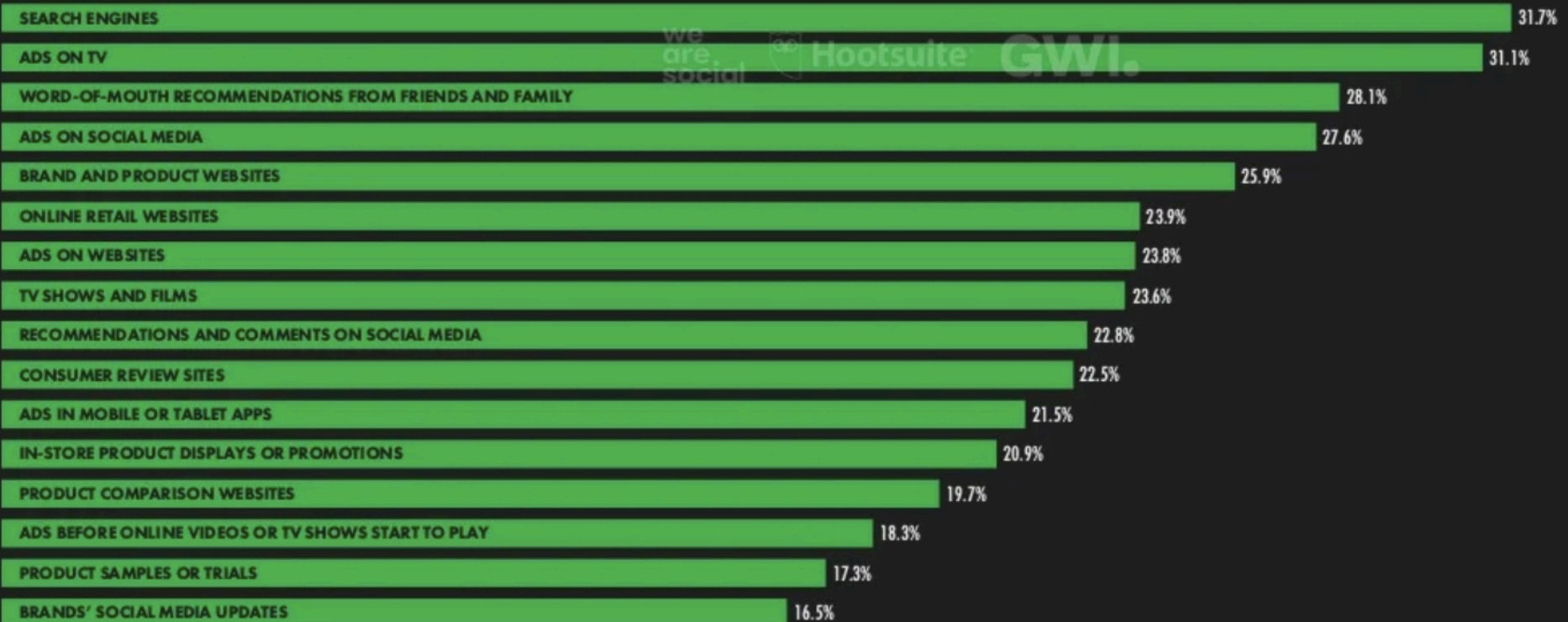
#	HIGHEST ADOPTION	% OF POP.	Nº OF USERS
01=	BAHRAIN	99.0%	1,748,389
01=	KUWAIT	99.0%	4,310,821
01=	DENMARK	99.0%	5,765,876
01=	ICELAND	99.0%	340,935
01=	IRELAND	99.0%	4,951,504
01=	LUXEMBOURG	99.0%	632,194
01=	NORWAY	99.0%	5,433,568
01=	UNITED ARAB EMIRATES	99.0%	9,935,967
01=	LIECHTENSTEIN	99.0%	37,938
01=	QATAR	99.0%	2,925,565

How Do People Find Out About Something New?

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SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



Where Do People Go Online?

JAN 2022		MOST-VISITED WEBSITES: SEMRUSH RANKING				RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL WEB SITE TRAFFIC IN NOVEMBER 2021				GLOBAL OVERVIEW	
#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	45.41B	2.98B	21M 11S	5.74	11	REDDIT.COM	2.22B	0.39B	21M 58S	4.36
02	YOUTUBE.COM	14.34B	1.70B	7M 43S	3.70	12	NAVER.COM	2.20B	0.11B	10M 44S	11.01
03	FACEBOOK.COM	11.74B	1.53B	22M 15S	5.97			2.13B	0.34B	18M 29S	8.79
04	WIKIPEDIA.ORG	5.97B	1.39B	10M 35S	2.11	14	BIT.LY	2.11B	0.82B	12M 12S	1.21
05	AMAZON.COM	3.13B	0.68B	13M 11S	7.28	15	VK.COM	1.64B	0.18B	23M 20S	9.60
06	INSTAGRAM.COM	3.08B	0.74B	18M 12S	4.79	16	LIVE.COM	1.60B	0.32B	9M 15S	4.01
07	YAHOO.COM	2.63B	0.41B	17M 14S	3.99			1.39B	0.24B	18M 23S	8.74
08	YANDEX.RU	2.43B	0.19B	23M 32S	6.51	18	FANDOM.COM	1.28B	0.31B	12M 18S	3.13
09	TWITTER.COM	2.43B	0.62B	14M 46S	4.45	19	YAHOO.CO.JP	1.23B	0.06B	13M 51S	6.22
		2.29B	0.40B	14M 50S	8.32	20	TWITCH.TV	1.22B	0.14B	6M 28S	2.33

Why Do People Use Social Media?

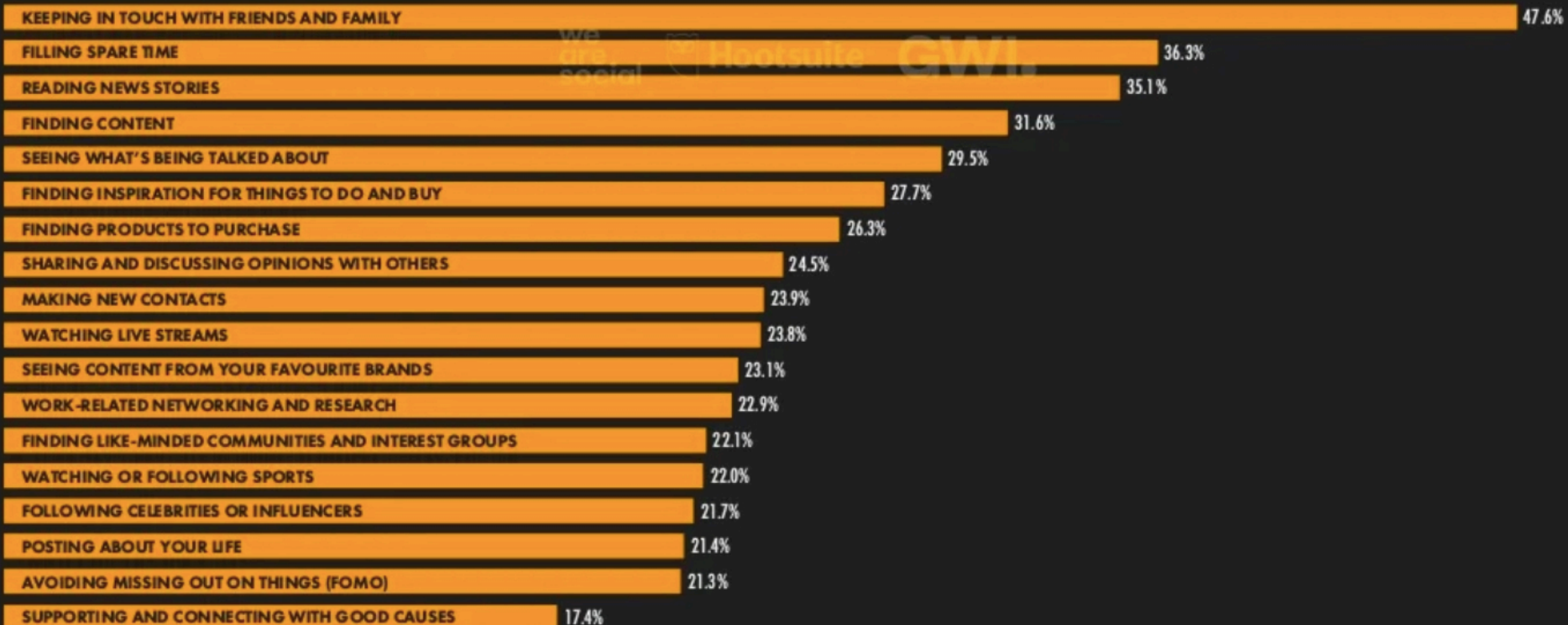
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MAIN REASONS FOR USING SOCIAL MEDIA

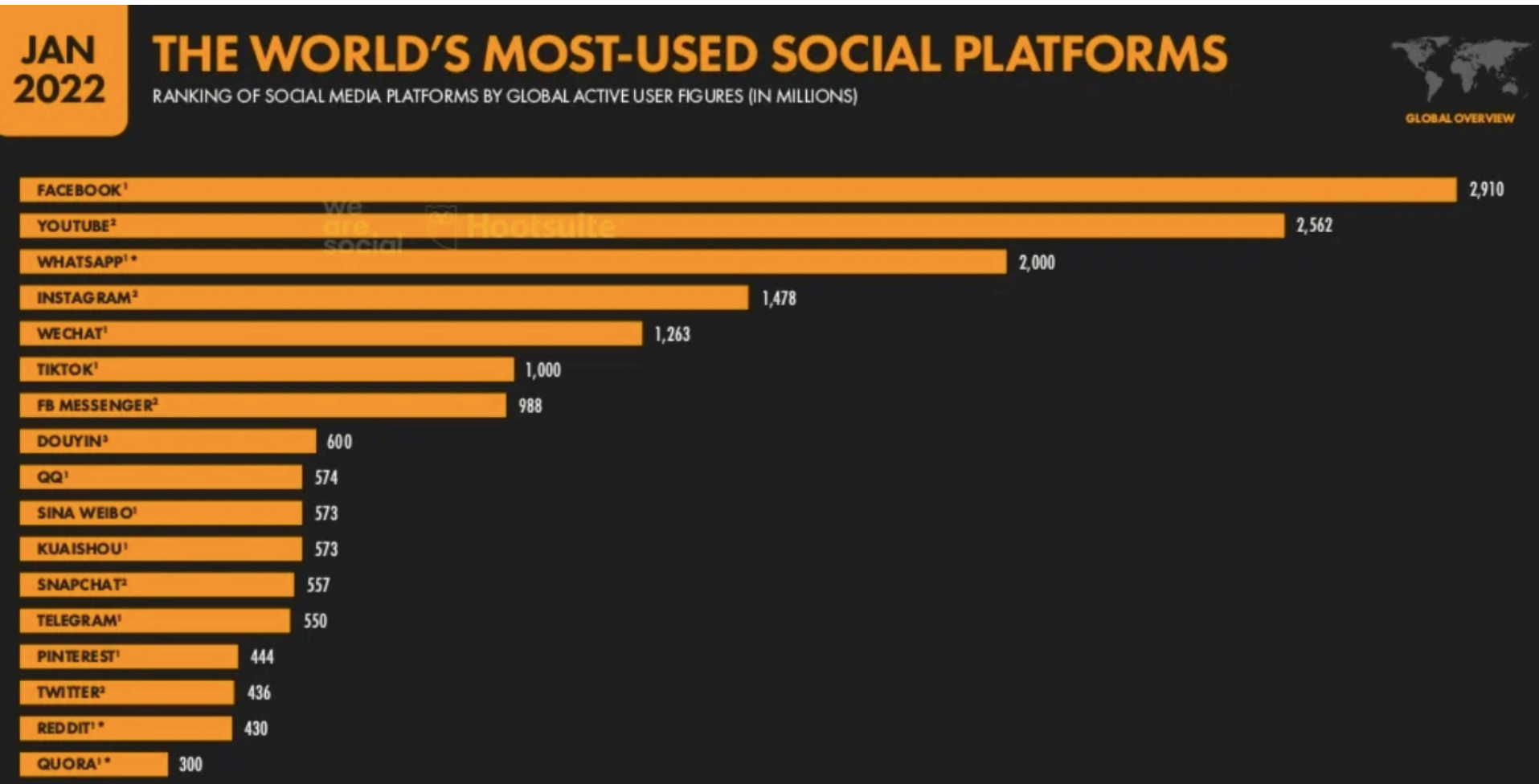
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



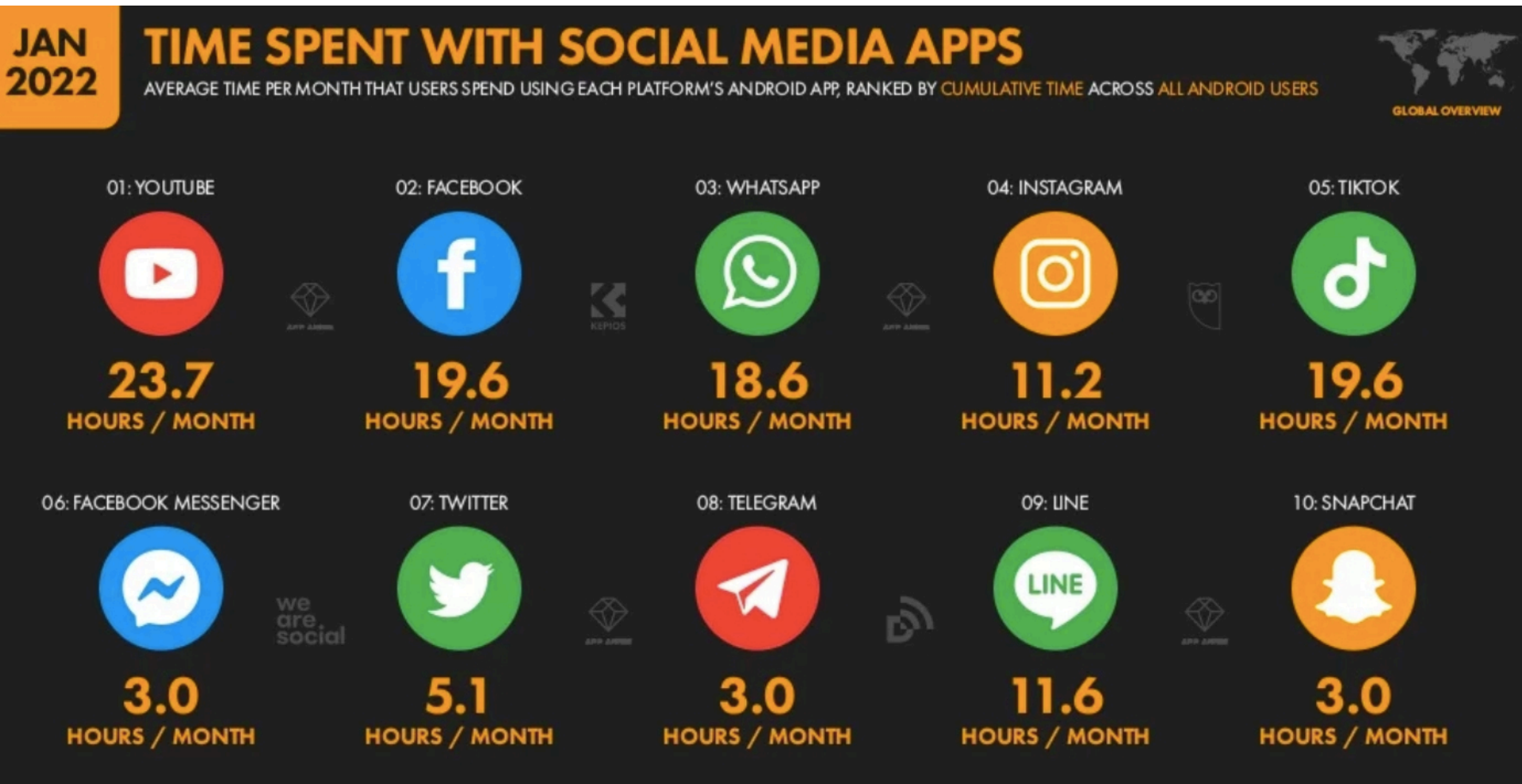
GLOBAL OVERVIEW



What Are the Most Popular Platforms?



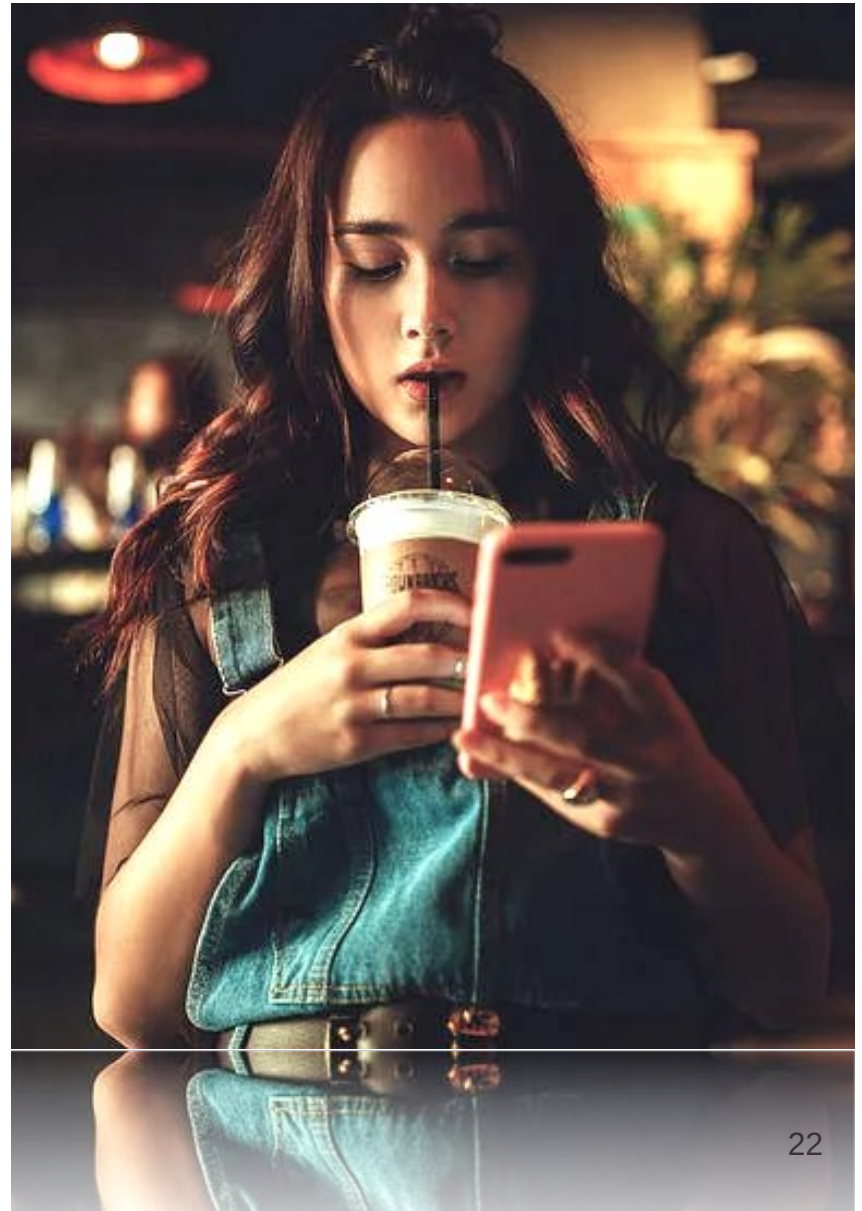
Which Platform Gets the Most Time?



2021 *This Is What Happens In An Internet Minute*



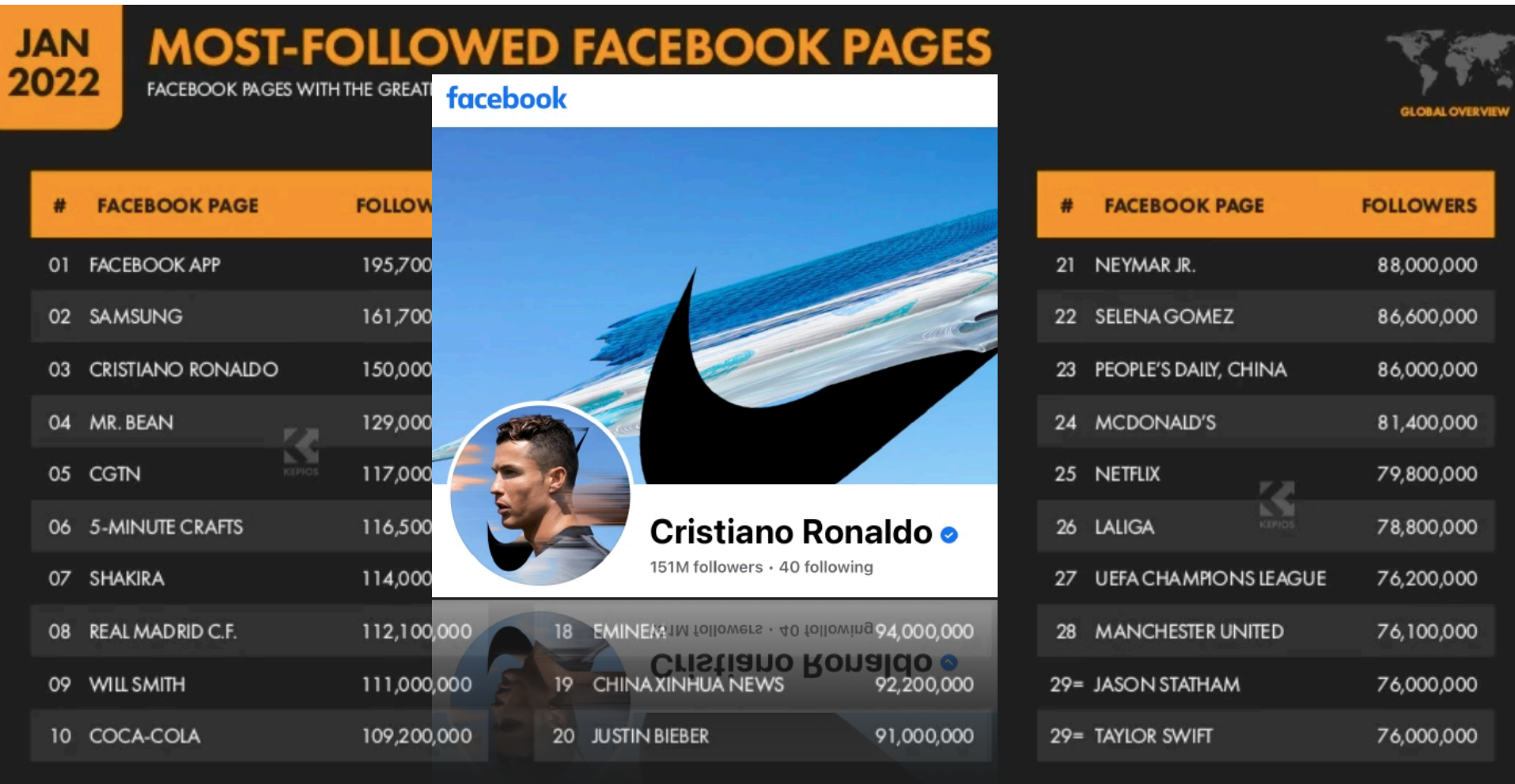
Reviewing the **Most Popular** Pages, Channels and Accounts **online**



Who is the Most Popular Person on Facebook?

JAN 2022			MOST-FOLLOWED FACEBOOK PAGES			GLOBAL OVERVIEW		
FACEBOOK PAGES WITH THE GREATEST NUMBER OF FOLLOWERS								
#	FACEBOOK PAGE	FOLLOWERS	#	FACEBOOK PAGE	FOLLOWERS	#	FACEBOOK PAGE	FOLLOWERS
01	FACEBOOK APP	195,700,000	11	VIN DIESEL	108,000,000	21	NEYMAR JR.	88,000,000
02	SAMSUNG	161,700,000	12	TASTY	106,800,000	22	SELENA GOMEZ	86,600,000
03	CRISTIANO RONALDO	150,000,000	13	FC BARCELONA	106,400,000	23	PEOPLE'S DAILY, CHINA	86,000,000
04	MR. BEAN	129,000,000	14	LIONEL MESSI	105,000,000	24	MCDONALD'S	81,400,000
05	CGTN	117,000,000	15	CHINA DAILY	104,500,000	25	NETFLIX	79,800,000
06	5-MINUTE CRAFTS	116,500,000	16	YOUTUBE	103,600,000	26	LALIGA	78,800,000
07	SHAKIRA	114,000,000	17	RIHANNA	102,000,000	27	UEFA CHAMPIONS LEAGUE	76,200,000
08	REAL MADRID C.F.	112,100,000	18	EMINEM	94,000,000	28	MANCHESTER UNITED	76,100,000
09	WILL SMITH	111,000,000	19	CHINA XINHUA NEWS	92,200,000	29=	JASON STATHAM	76,000,000
10	COCA-COLA	109,200,000	20	JUSTIN BIEBER	91,000,000	29=	TAYLOR SWIFT	76,000,000

Who is the Most Popular Person on Facebook?



Who is the Most Popular Person on YouTube?

JAN 2022

MOST POPULAR YOUTUBE CHANNELS

YOUTUBE CHANNELS WITH THE GREATEST NUMBER OF SUBSCRIBERS



GLOBAL OVERVIEW

#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS	#	CHANNEL NAME	SUBSCRIBERS	CHANNEL VIEWS
01	T-SERIES	203,000,000	176,456,800,000	11	5-MINUTE CRAFTS	75,300,000	22,237,000,000
02	COCOMELON - NURSERY RHYMES	126,000,000	118,089,000,000	12	BLACKPINK	71,200,000	21,936,900,000
03	SET INDIA	123,000,000	107,949,200,000	13	JUSTIN BIEBER	67,000,000	26,878,200,000
04	PEWDIEPIE	111,000,000	28,091,400,000	14	CANAL KONDZILLA	65,200,000	35,756,200,000
05	MRBEAST	87,500,000	14,287,900,000	15	GOLDMINES	63,800,000	14,574,100,000
06	✿ KIDS DIANA SHOW	87,400,000	66,552,700,000	16	HYBE LABELS	63,500,000	20,904,800,000
07	LIKE NASTYA	85,500,000	68,365,400,000	17	BANGTANTV	62,800,000	14,582,600,000
08	WWE	84,700,000	65,170,500,000	18	SONY SAB	61,700,000	69,318,600,000
09	ZEE MUSIC COMPANY	80,500,000	43,765,100,000	19	ZEE TV	60,700,000	14,826,700,000
10	VLAD AND NIKI	76,900,000	57,771,000,000	20	DUDE PERFECT	57,000,000	13,827,000,000

Who is the Most Popular Person on YouTube?

JAN 2022

MOST POPULAR YOUTUBE CHANNELS

YOUTUBE CHANNELS WITH THE G

GLOBAL OVERVIEW

#	CHANNEL NAME
01	T-SERIES
02	COCOMELON - NURSERY RHYMES
03	SET INDIA
04	PEWDIEPIE
05	MRBEAST
06	KIDS DIANA SHOW
07	LIKE NASTYA
08	WWE
09	ZEE MUSIC COMPANY
10	VLAD AND NIKI



PewDiePie

111M subscribers

HOME

VIDEOS

PLAYLISTS

COMMUNITY



SUBSCRIBERS	CHANNEL VIEWS
75,300,000	22,237,000,000
71,200,000	21,936,900,000
67,000,000	26,878,200,000
65,200,000	35,756,200,000
63,800,000	14,574,100,000
63,500,000	20,904,800,000
62,800,000	14,582,600,000
61,700,000	69,318,600,000
60,700,000	14,826,700,000
57,000,000	13,827,000,000

Who is the Most Popular Person on Instagram?

JAN
2022

MOST POPULAR INSTAGRAM ACCOUNTS

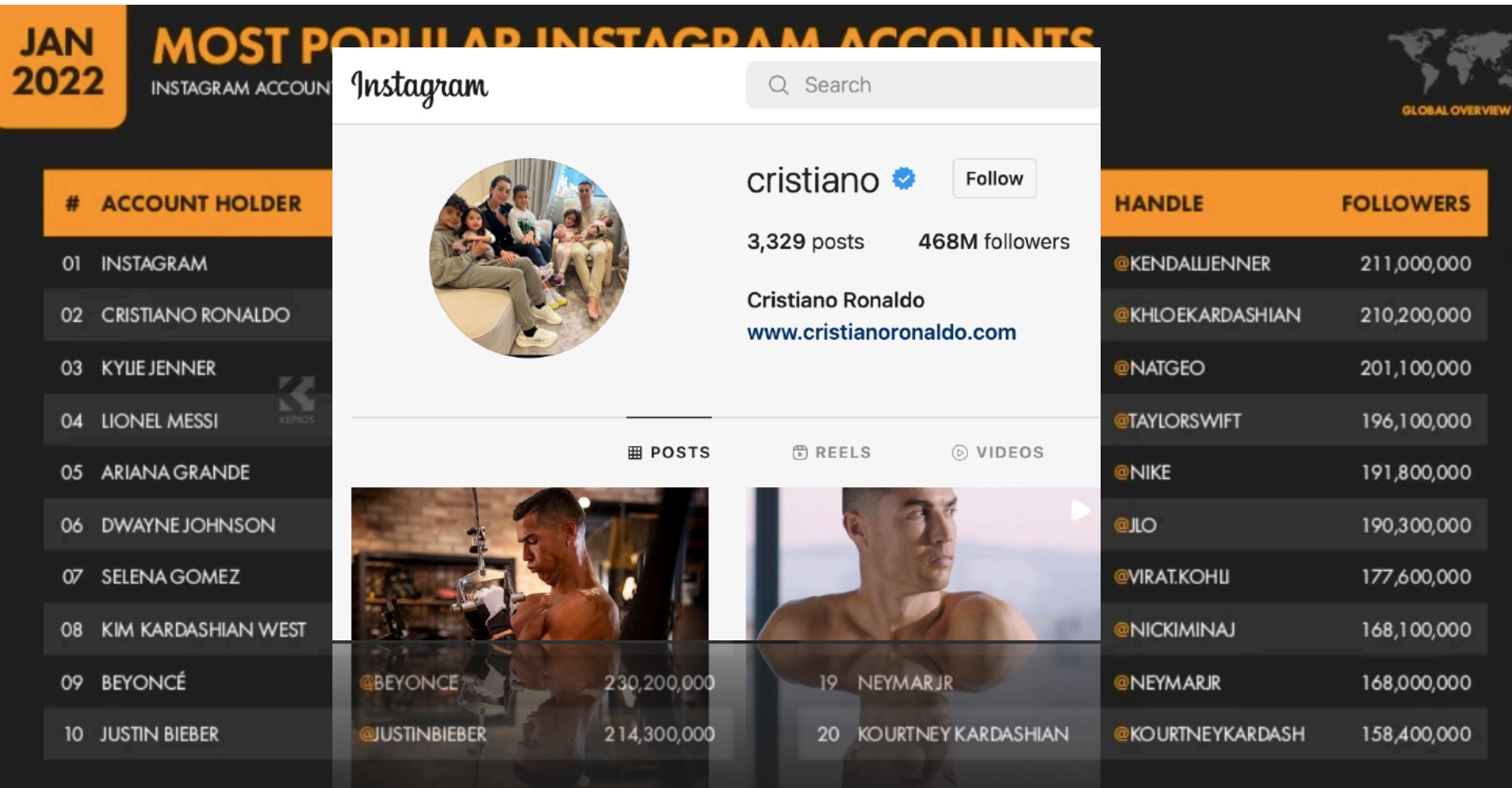
INSTAGRAM ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	INSTAGRAM	@INSTAGRAM	458,300,000
02	CRISTIANO RONALDO	@CRISTIANO	387,500,000
03	KYUE JENNER	@KYUEJENNER	298,100,000
04	LIONEL MESSI	@LEOMESSI	298,000,000
05	ARIANA GRANDE	@ARIANAGRANDE	288,100,000
06	DWAYNE JOHNSON	@THEROCK	287,800,000
07	SELENA GOMEZ	@SELENAGOMEZ	287,100,000
08	KIM KARDASHIAN WEST	@KIMKARDASHIAN	276,800,000
09	BEYONCÉ	@BEYONCE	230,200,000
10	JUSTIN BIEBER	@JUSTINBIEBER	214,300,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	KENDALL JENNER	@KENDALLJENNER	211,000,000
12	KHLOÉ KARDASHIAN	@KHLOEKARDASHIAN	210,200,000
13	NATIONAL GEOGRAPHIC	@NATGEO	201,100,000
14	TAYLOR SWIFT	@TAYLORSWIFT	196,100,000
15	NIKE	@NIKE	191,800,000
16	JENNIFER LOPEZ	@JLO	190,300,000
17	VIRAT KOHLI	@VIRAT.KOHLI	177,600,000
18	NICKI MINAJ	@NICKIMINAJ	168,100,000
19	NEYMAR JR	@NEYMARJR	168,000,000
20	KOURTNEY KARDASHIAN	@KOURTNEYKARDASH	158,400,000

Who is the Most Popular Person on Instagram?



What is the Most Popular Company on LinkedIn?

JAN 2022

MOST-FOLLOWED ORGANISATIONS ON LINKEDIN

LINKEDIN COMPANY ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



GLOBAL OVERVIEW

#	ORGANISATION	FOLLOWERS
01	GOOGLE	23,380,000
02	AMAZON	23,330,000
03	TED CONFERENCES	22,290,000
04	LINKEDIN	20,450,000
05	FORBES	17,390,000
06	UNILEVER	16,690,000
07	MICROSOFT	15,970,000
08	APPLE	15,380,000
09	IBM	13,300,000
10	HARVARD BUSINESS REVIEW	13,230,000

#	ORGANISATION	FOLLOWERS
11	NESTLÉ	12,940,000
12	THE ECONOMIST	12,890,000
13	BUSINESS INSIDER	11,150,000
14	TESLA	9,310,000
15	THE WALL STREET JOURNAL	9,210,000
16	DELOITTE	9,140,000
17	TATA CONSULTANCY SERVICES	8,280,000
18	NETFLIX	8,050,000
19	ACCENTURE	8,020,000
20	BBC NEWS	7,990,000

What is the Most Popular Company on LinkedIn?

JAN 2022
MOST-FOLLOWED
LINKEDIN COMPANY ACCOUNTS

[Join now](#)

Google in Worldwide

Google

Technology, Information and Internet

Mountain View, CA · 25,469,591 followers

Our mission is to organize the world's information and make it universally accessible

Create
Design
Code
Build
for everyone

#	ORGANISATION	FOLLOWERS
01	GOOGLE	12,940,000
02	AMAZON	12,890,000
03	TED CONFERENCES	11,150,000
04	LINKEDIN	9,310,000
05	FORBES	9,210,000
06	UNILEVER	9,140,000
07	MICROSOFT	8,280,000
08	APPLE	8,050,000
09	IBM	8,020,000
10	HARVARD BUSINESS REVIEW	7,990,000

Who is the Most Popular Person on Twitter?

JAN 2022

MOST POPULAR TWITTER ACCOUNTS
 TWITTER ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS


 GLOBAL OVERVIEW

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS	#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BARACKOBAMA	130,500,000	11	KIM KARDASHIAN WEST	@KIMKARDASHIAN	70,900,000
02	JUSTIN BIEBER	@JUSTINBIEBER	114,300,000	12	ELON MUSK	@ELONMUSK	69,200,000
03	KATY PERRY	@KATYPERRY	108,800,000	13	SELENA GOMEZ	@SELENAGOMEZ	65,500,000
04	RIHANNA	@RIHANNA	104,000,000	14	JUSTIN TIMBERLAKE	@JTIMBERLAKE	63,300,000
05	CRISTIANO RONALDO	@CRISTIANO	96,500,000	15	CNN BREAKING NEWS	@CNNBRK	61,800,000
06	TAYLOR SWIFT	@TAYLORSWIFT13	89,900,000	16	TWITTER	@TWITTER	60,600,000
07	LADY GAGA	@LADYGAGA	84,100,000	17	BILL GATES	@BILLGATES	56,700,000
08	ELLEN DEGENERES	@THEELLENSHOW	77,700,000	18	CNN	@CNN	55,800,000
09	NARENDRA MODI	@NARENDRAMODI	74,200,000	19	BRITNEY SPEARS	@BRITNEYSPEARS	55,800,000
10	YOUTUBE	@YOUTUBE	73,900,000	20	NEYMAR JR.	@NEYMARJR	55,600,000

Who is the Most Popular Person on Twitter?

JAN 2022

MOST POPULAR

TWITTER ACCOUNTS WITH THE MOST FOLLOWERS

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	BARACK OBAMA	@BarackObama	132.3M
02	JUSTIN BIEBER	@JustinBieber	73,900,000
03	KATY PERRY	@KatyPerry	70,900,000
04	RIHANNA	@Rihanna	69,200,000
05	CRISTIANO RONALDO	@Cristiano	65,500,000
06	TAYLOR SWIFT	@TaylorSwift	63,300,000
07	LADY GAGA	@LadyGaga	61,800,000
08	ELLEN DEGENERES	@EllenDeGeneres	60,600,000
09	NARENDRA MODI	@NarendraModi	56,700,000
10	YOUTUBE	@YouTube	55,800,000

←

Barack Obama

16.5K Tweets



Barack Obama

@BarackObama

Dad, husband, President, citizen.

Washington, DC

obamabook.com

Born August 4, 1961

Joined March 2007

582.2K Following

132.3M Followers

GLOBAL OVERVIEW

NAME	FOLLOWERS
KARDASHIAN	70,900,000
MUSK	69,200,000
ENAGOMEZ	65,500,000
BERLAKE	63,300,000
NBRK	61,800,000
ITTER	60,600,000
GATES	56,700,000
N	55,800,000
TNEYSPEARS	55,800,000
NEYMAR JR.	55,600,000

Note: Elon Musk has recently jumped up to 6th place

What is the Most Popular Person on TikTok?

JAN 2022 MOST POPULAR TIKTOK ACCOUNTS

TIKTOK ACCOUNTS WITH THE GREATEST NUMBER OF FOLLOWERS



#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	CHARLI D'AMELIO	@CHARLIDAMELIO	132,800,000
02	KHABANE LAME	@KHABYLAME	125,200,000
03	BELLA POARCH	@BELLAPOARCH	87,100,000
04	ADDISON RAE	@ADDISONRE	86,000,000
05	ZACH KING	@ZACHKING	66,600,000
06	WILL SMITH	@WILLSMITH	64,500,000
07	TIKTOK	@TIKTOK	59,500,000
08	KIMBERLY LOAIZA	@KIMBERLY.LOAIZA	57,900,000
09	DIXIE D'AMELIO	@DIXIEDAMELIO	56,600,000
10	BURAK ÖZDEMİR	@CZNBURAK	55,300,000

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
11	SPENCER POLANCO KNIGHT	@SPENCERX	55,000,000
12	LOREN GRAY	@LORENGRAY	54,300,000
13	MICHAEL LE	@JUSTMAIKO	51,400,000
14	JASON DERULO	@JASONDERULO	51,100,000
15	DWAYNE JOHNSON	@THEROCK	47,800,000
16	DOMINIK LIPA	@DOMELIPA	47,000,000
17	BTS	@BTS_OFFICIAL_BIGHIT	45,400,000
18	RIYAZ ALY	@RIYAZ.14	44,500,000
19	YOUNES ZAROU	@YOUNESZAROU	44,000,000
20	KRIS COLLINS	@KALLMEKRIS	42,200,000

What is the Most Popular Person on TikTok?

JAN 2022

MOST POPULAR

TIKTOK ACCOUNTS WITH THE GREATEST FOLLOWING

#	ACCOUNT HOLDER	HANDLE	FOLLOWERS
01	CHARLI D'AMELIO	@CHARLIDAMELIO	144.1M
02	KHABANE LAME	@KHABANE	55,000,000
03	BELLA POARCH	@BELLAP	54,300,000
04	ADDISON RAE	@ADDISON	51,400,000
05	ZACH KING	@ZACHKING	51,100,000
06	WILL SMITH	@WILLSMITH	47,800,000
07	TIKTOK	@TIKTOK	47,000,000
08	KIMBERLY LOAIZA	@KIMBERLY	45,400,000
09	DIXIE D'AMELIO	@DIXIEDAMELIO	44,500,000
10	BURAK ÖZDEMİR	@CZNBURAK	44,000,000

TikTok

+ Upload

Log in

charlidamelio

charli d'amelio

Follow

1293 Following

144.1M Followers

11B Likes

No bio yet.

www.ltx.bio/charlidamelio

Videos

Liked

got to see @born dreamer

7.1M

@avani

9.6M

@avani

25.6M

HANDLE	FOLLOWERS
@SPENCERX	55,000,000
@LORENGRAY	54,300,000
@JUSTMAIKO	51,400,000
@JASONDERULO	51,100,000
@THEROCK	47,800,000
@DOMELIPA	47,000,000
@BTS_OFFICIAL_BIGHIT	45,400,000
@RIYAZ.14	44,500,000
@YOUNESZAROU	44,000,000
@KALIMEKRIS	42,200,000

What is the Most Popular Person on TikTok?

JAN 2022

MOST POPULAR

TIKTOK ACCOUNTS WITH THE MOST FOLLOWERS

#	ACCOUNT HOLDER
01	CHARLI D'AMELIO
02	KHABANE LAME
03	BELLA POARCH
04	ADDISON RAE
05	ZACH KING
06	WILL SMITH
07	TIKTOK
08	KIMBERLY LOAIZA
09	DIXIE D'AMELIO
10	BURAK ÖZDEMİR

TikTok

+ Upload

Log in

Home

Search

Activity

Profile

khaby.lame

Khabane lame

Follow

75 Following 146.9M Followers 2.3B Likes

Se vuoi ridere sei nel posto giusto 😊
If u wanna laugh u r in the right place 😊

Videos

Liked

Auditions part 4: Produc...

12.4M

Congratulations Champi...

11.6M

Having trouble starting ...

52.1M

GLOBAL OVERVIEW

RANK	ACCOUNT HOLDER	FOLLOWERS
1	CHARLI D'AMELIO	55,000,000
2	KHABANE LAME	54,300,000
3	BELLA POARCH	51,400,000
4	ADDISON RAE	51,100,000
5	ZACH KING	47,800,000
6	WILL SMITH	47,000,000
7	TIKTOK	45,400,000
8	KIMBERLY LOAIZA	44,500,000
9	DIXIE D'AMELIO	44,000,000
10	BURAK ÖZDEMİR	42,200,000

Percentage of Adult Population Reachable by Advertising

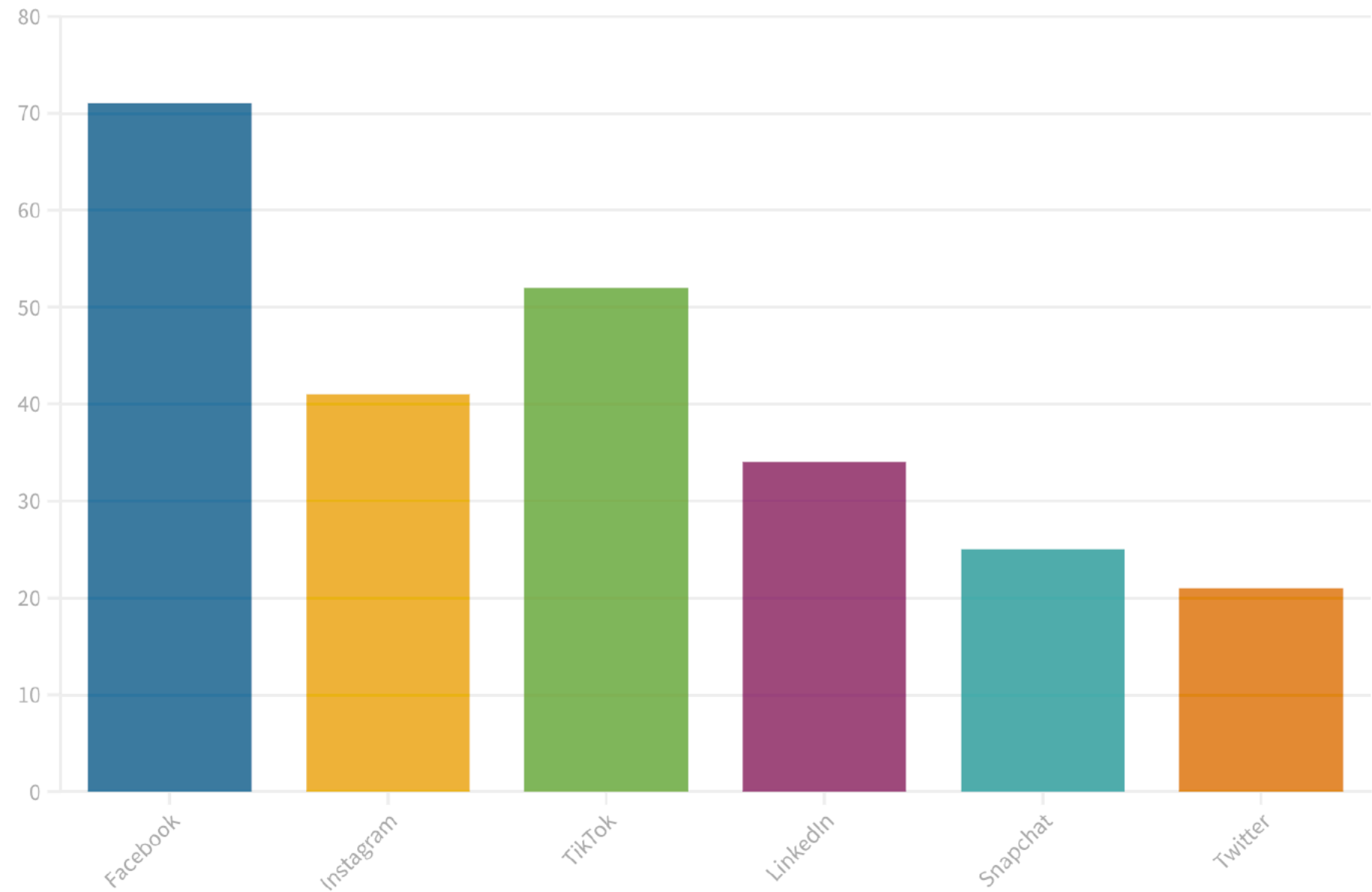
	Facebook	YouTube	Twitter	Snapchat	TikTok	Instagram	LinkedIn
USA	63.7%	79.4%	27.3%	38.0%	50.3%	56.7%	69.1%**
UK	60.5%	92.2%	31.8%	35.6%	40.4%	54.8%	62.9%
Saudi	40.7%	90.8%	50.4%**	72.2%*	87.9%*	55.2%	24.0%
UAE	82.5%	93.4%	28.1%	37.2%	81.3%	60.2%	69%**
Philippines	100%*	61.1%	12.6%	12.7%	49.4%	22.3%	15.1%

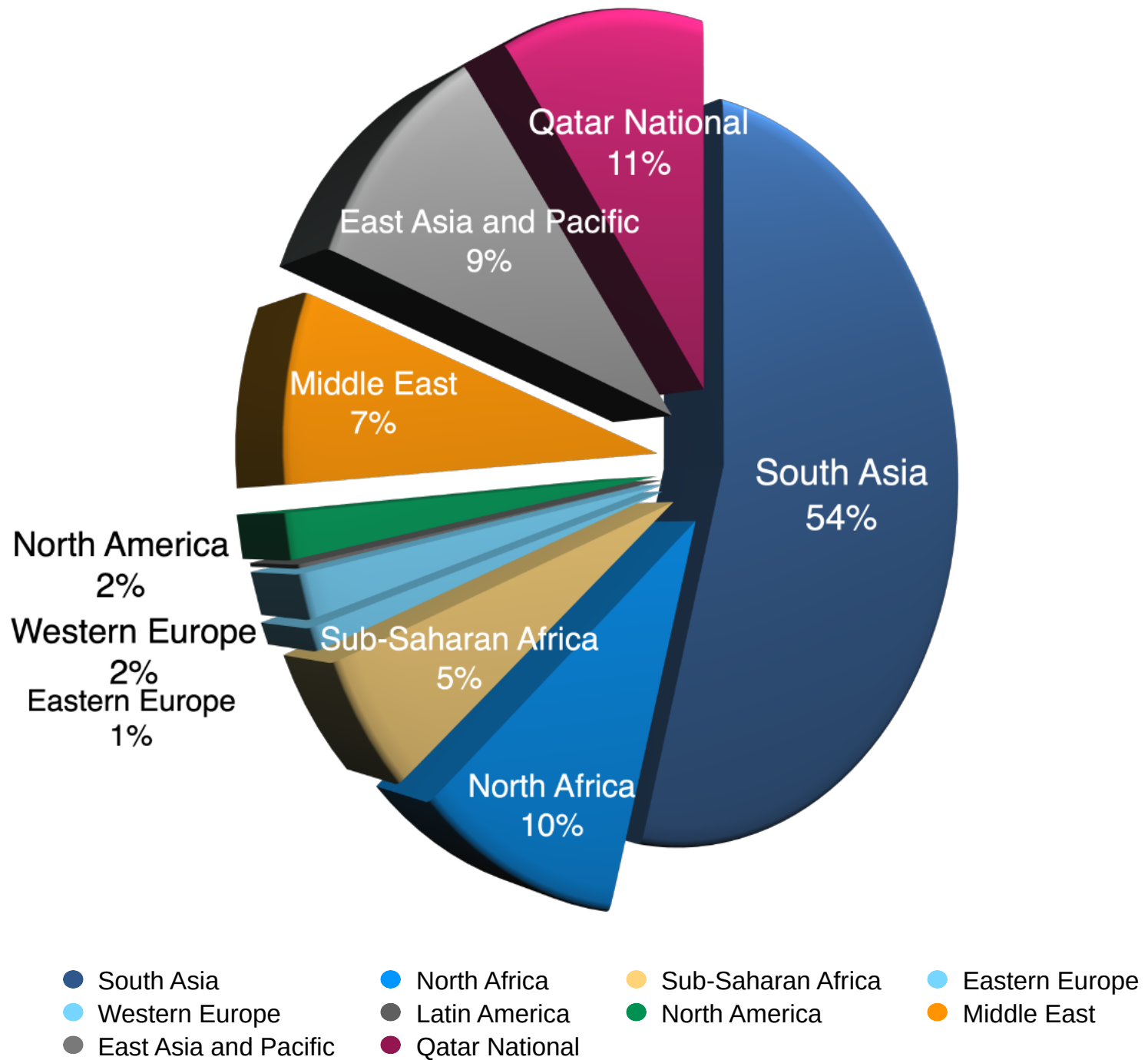
* Highest in the world

** Top 3 in the world

Social Media in Qatar

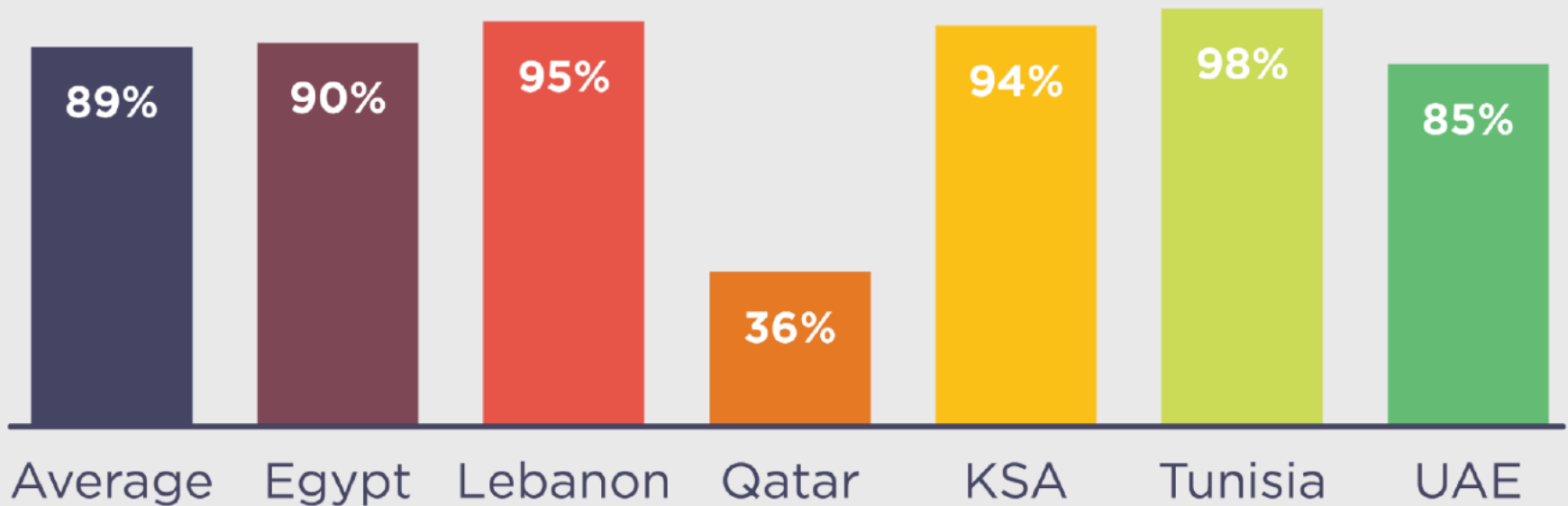
Facebook Instagram TikTok LinkedIn Snapchat Twitter





FACEBOOK USE BY COUNTRY

% OF NATIONAL CITIZENS WHO ARE INTERNET USERS



ENTERTAINMENT MEDIA USE IN THE MIDDLE EAST: A SIX NATION SURVEY | MIDEASTMEDIA.ORG
NORTHWESTERN UNIVERSITY IN QATAR IN PARTNERSHIP WITH DOHA FILM INSTITUTE

Phone Usage

76% Android

vs.

24% iOS





YouTube reaches nearly 9 out of 10 people

YouTube's Rise to the Top



 **1 billion** unique monthly visitors

 Nearly **1 out of every 2 internet users** are on **YouTube**



100 hours of **video** are **uploaded** every minute

 **6 billion hours** of **video** are **viewed** every month

50% increase in one year

 YouTube reaches more **US adults ages 18-34** than any cable network

 If YouTube were a **country** it would be the **largest** in the world **after China and India**

 **1 billion**

Mobile makes up more than **25%** of **YouTube's global watch time** with more than **one billion views a day**

YouTube Usage



VIDEO IS NOT ABOUT ENTERTAINMENT ALONE



48% of people rely on online videos to show them **new perspectives on cultural issues**



47% of people agree that online videos **helped them cope with a problem in their life**



54% of people agree that watching humorous creators (or content online) **helped them cope with difficult moments**



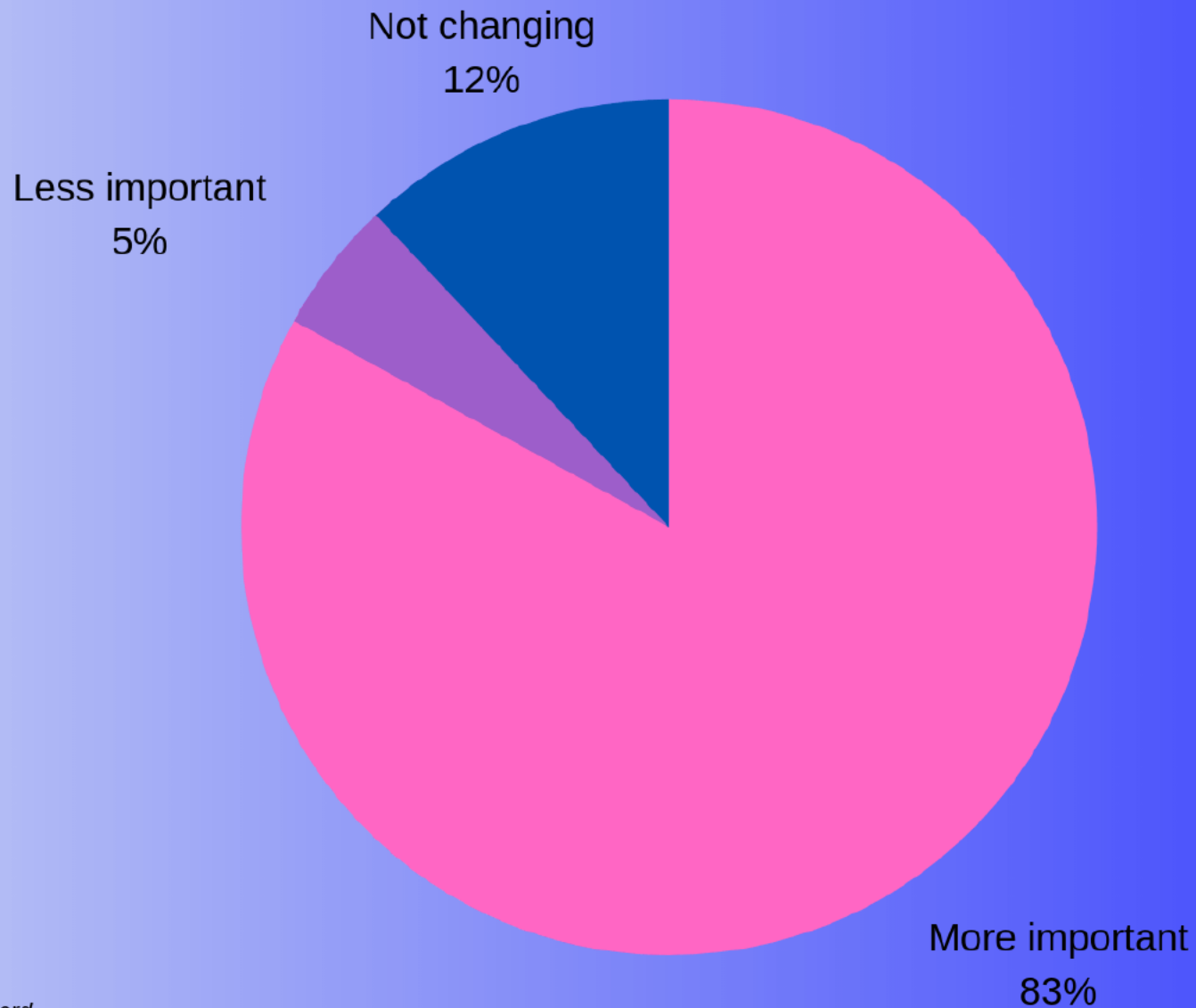
72% of people used it last year **to exercise or keep fit**



*Videos are
SHARED 12X MORE
Than Text Posts*



How important is video content becoming?



Graham Stephan is a real estate agent and YouTuber



Why I Stopped Spending Money

132K views • 13 hours ago



The FED Just Popped The Market Bubble

418K views • 3 days ago



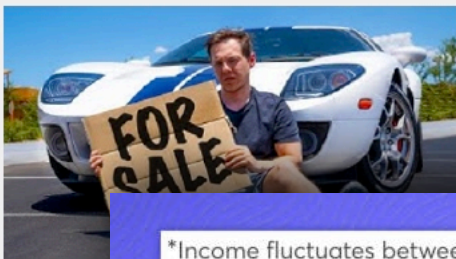
The Warning Of Hyper Inflation | DO THIS NOW

478K views • 5 days ago



The Mother Of All Crashes Is Coming | Michael Burry's...

709K views • 2 weeks ago

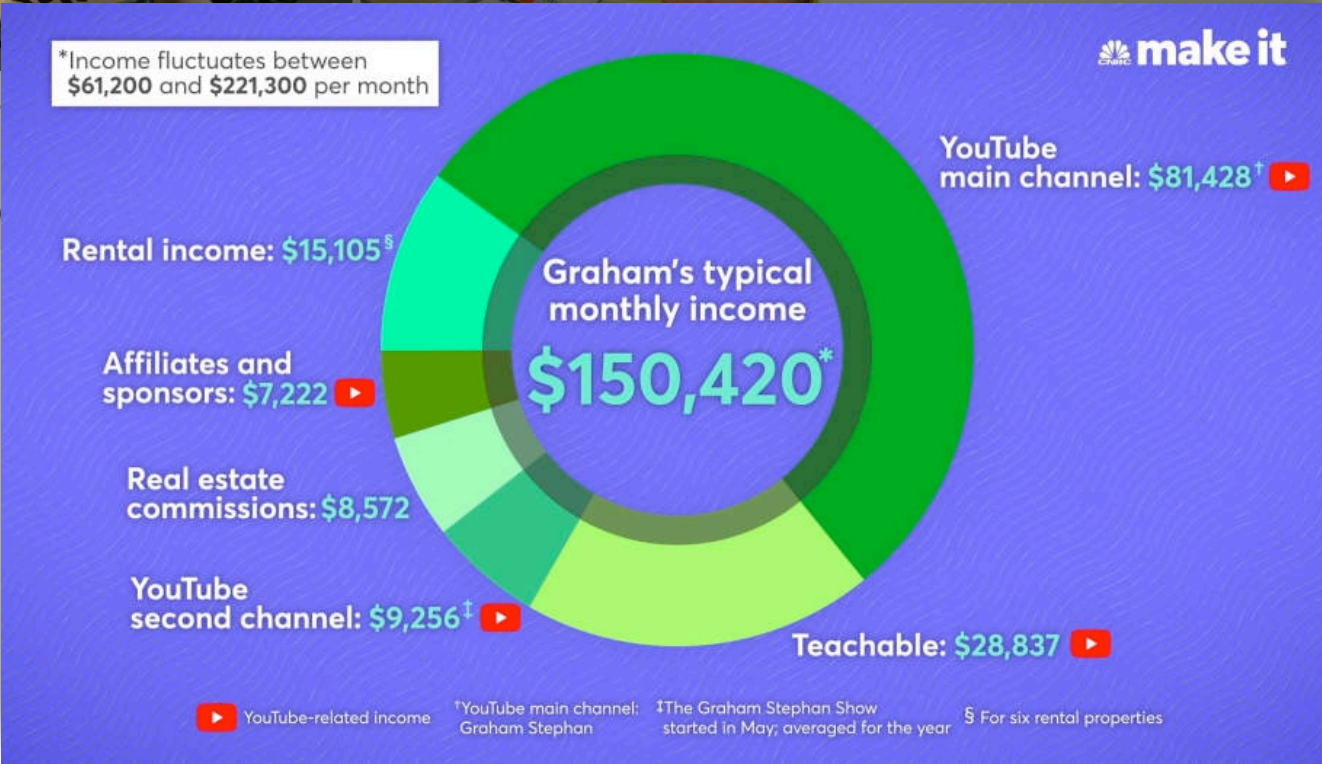


The Car Popped

1.1M views



He makes 12-14 videos per month and averages around half a million views per video



Top 5 YouTube Videos of All-Time

VIDEO NAME	ARTIST NAME	VIEWS	REVENUE
1. Baby Shark	Pinkfong Kids Songs	10,688,822,034	\$42,755,288
2. Despacito	Luis Fonsi ft. Daddy Yankee	7,850,921,485	\$31,403,686
3. Shape of You	Ed Sheeran	5,722,090,415	\$22,888,362
4. See You Again	Wiz Khalifa ft. Charlie Puth	5,513,461,122	\$22,053,844
5. UpTown Funk	Mark Ronson ft. Bruno Mars	4,572,887,830	\$18,291,551

Average of \$4,000 per 1 million views

Video Creators Share in Ad Revenue

Google keeps 45 percent and you get the remaining 55 percent



Baby Shark Dance | [#babyshark](#) Most Viewed Video | Animal Songs | PINKFONG Songs for Children

10,971,538,721 views • Jun 18, 2016

👍 36M 🗨 DISLIKE ➦ SHARE ⌵ SAVE ...

MrBeast Ranks as Highest-Paid YouTube Star Ever, Earning an Estimated \$54 Million in 2021

By Todd Spangler ▼

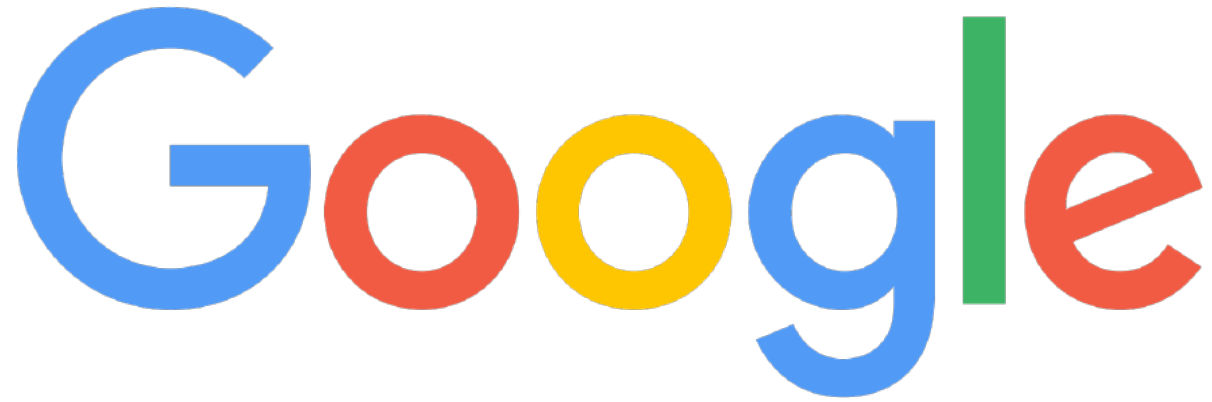


Top YouTube Earners

The top 10 highest-paid YouTube stars of 2021, according to [Forbes estimates](#):

1. MrBeast – \$54 million
2. Jake Paul – \$45 million
3. Markiplier – \$38 million
4. Rhett & Link – \$30 million
5. Unspeakable – \$28.5 million
6. Like Nastya – \$28 million
7. Ryan Kaji (Ryan's World) – \$27 million
8. Dude Perfect – \$20 million
9. Logan Paul – \$18 million
10. Preston – \$16 million

The world's most visited website



Who is Google?

Google's mission is to “organize the world's information and make it universally accessible and useful.”



They started with cataloging websites...

...moved on to images

...added in books

...videos

...and much, much more (including information about you)



The Value of Search

- Aside from search engines, what other sites rely on search?
- Are older social media posts easily findable?



Explore what the world is searching

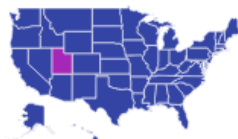
Enter a search term or a topic



Or start with an example

HIDE

● Taylor Swift ● Kim Kardashian



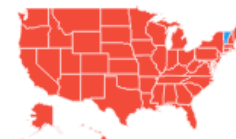
Interest by subregion, Past 7 days, United States

● World Cup



Interest by region, Past 7 days, Worldwide

● Football ● American football



Interest by subregion, 2004 - present, United States

Google Trends

qatar
Search term

+ Compare

Qatar ▾ 2004 - present ▾ All categories ▾ Web Search ▾

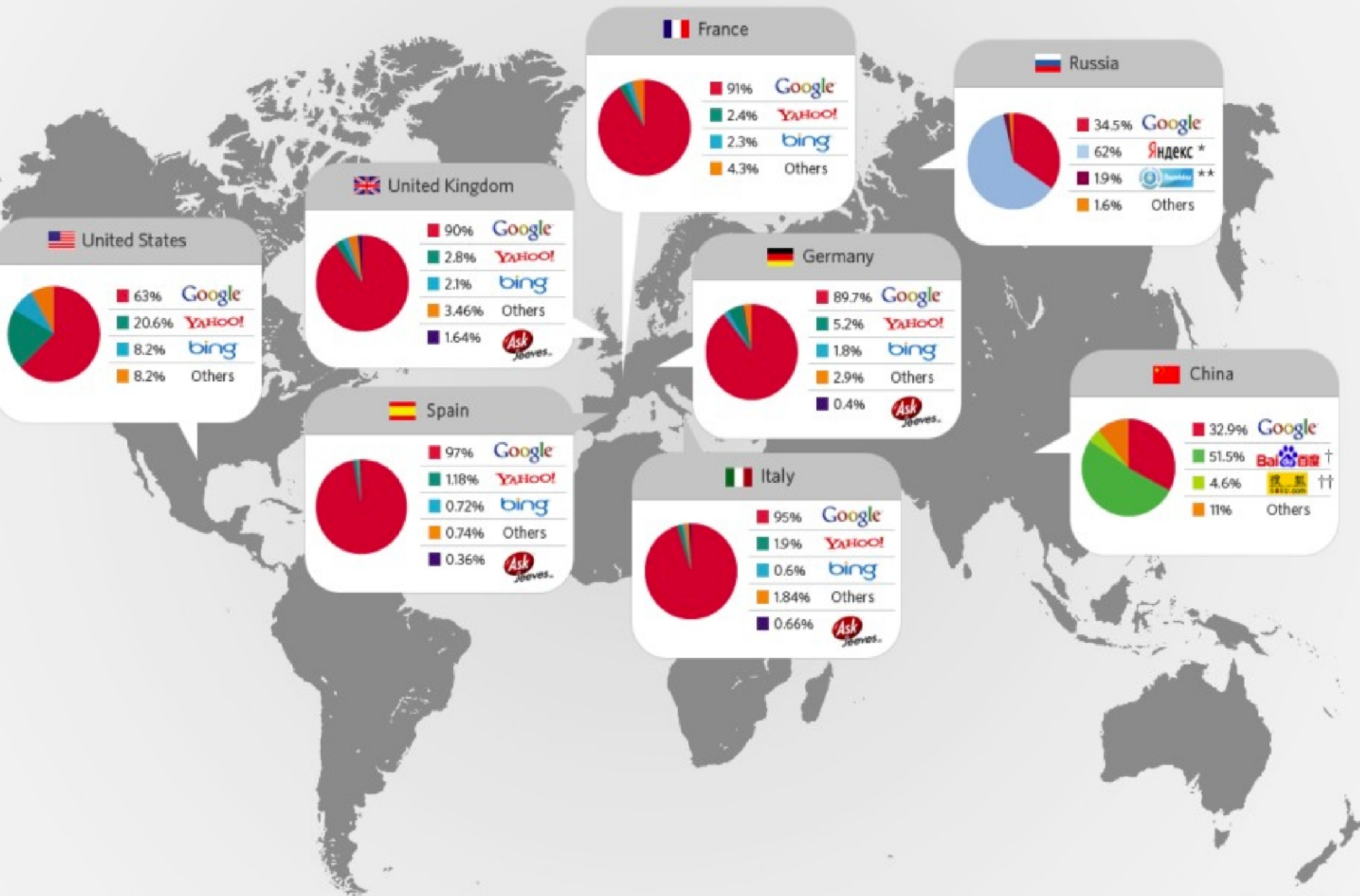
Interest over time ?



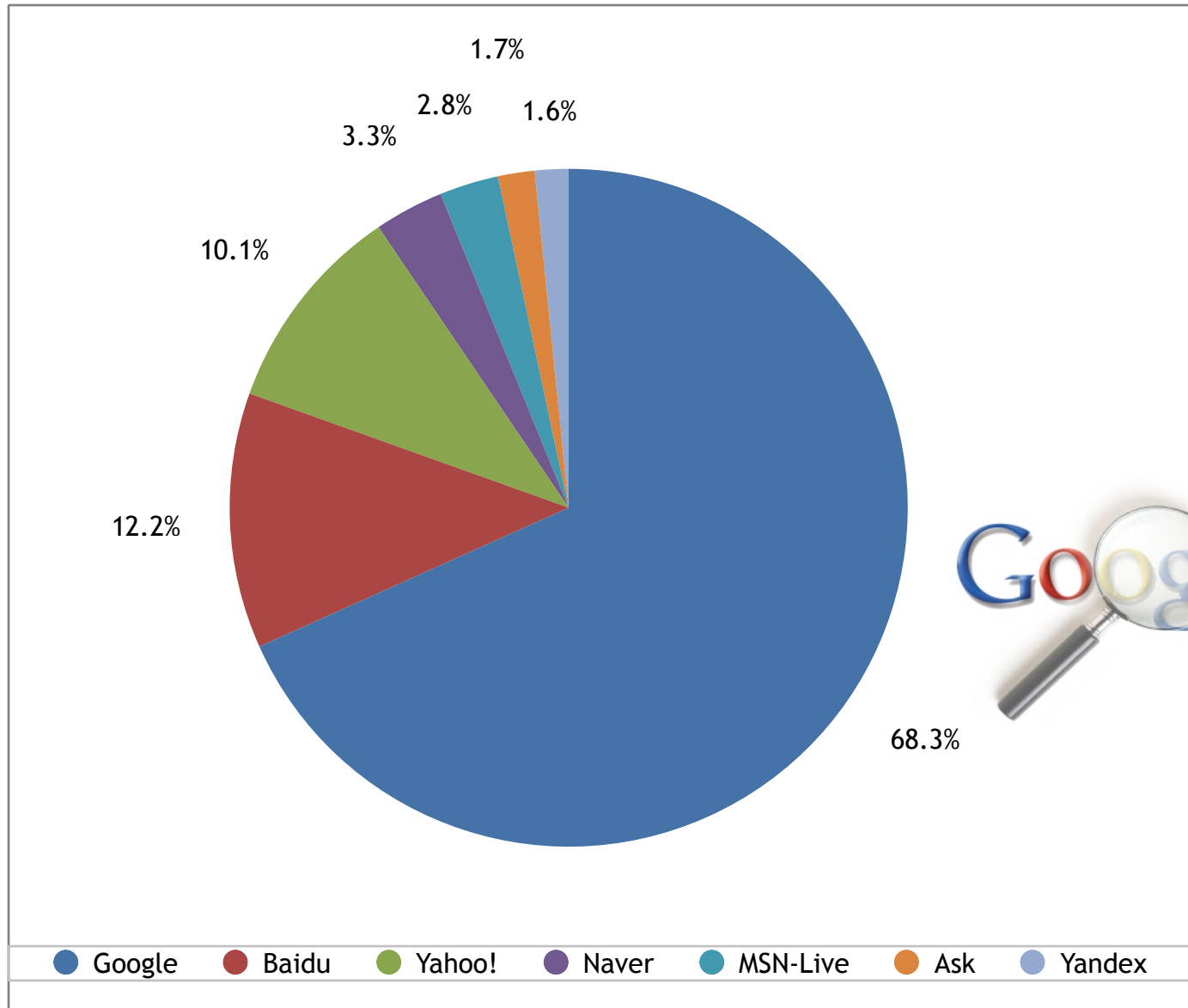
Searches can be divided into 3 categories

1. **Navigational** - a navigational search is one in which the user wants to find a specific website. (e.g. a search for BMW most likely means the user wants to find BMW.com)
2. **Informational** - an informational search indicates the user is looking for specific information. For example they are looking for a definition (e.g. Wikipedia pages)
3. **Transactional** - a transactional search indicates the user wants to perform an activity (e.g. make a purchase)

Search engine market shares around the world



Global Search Market Share

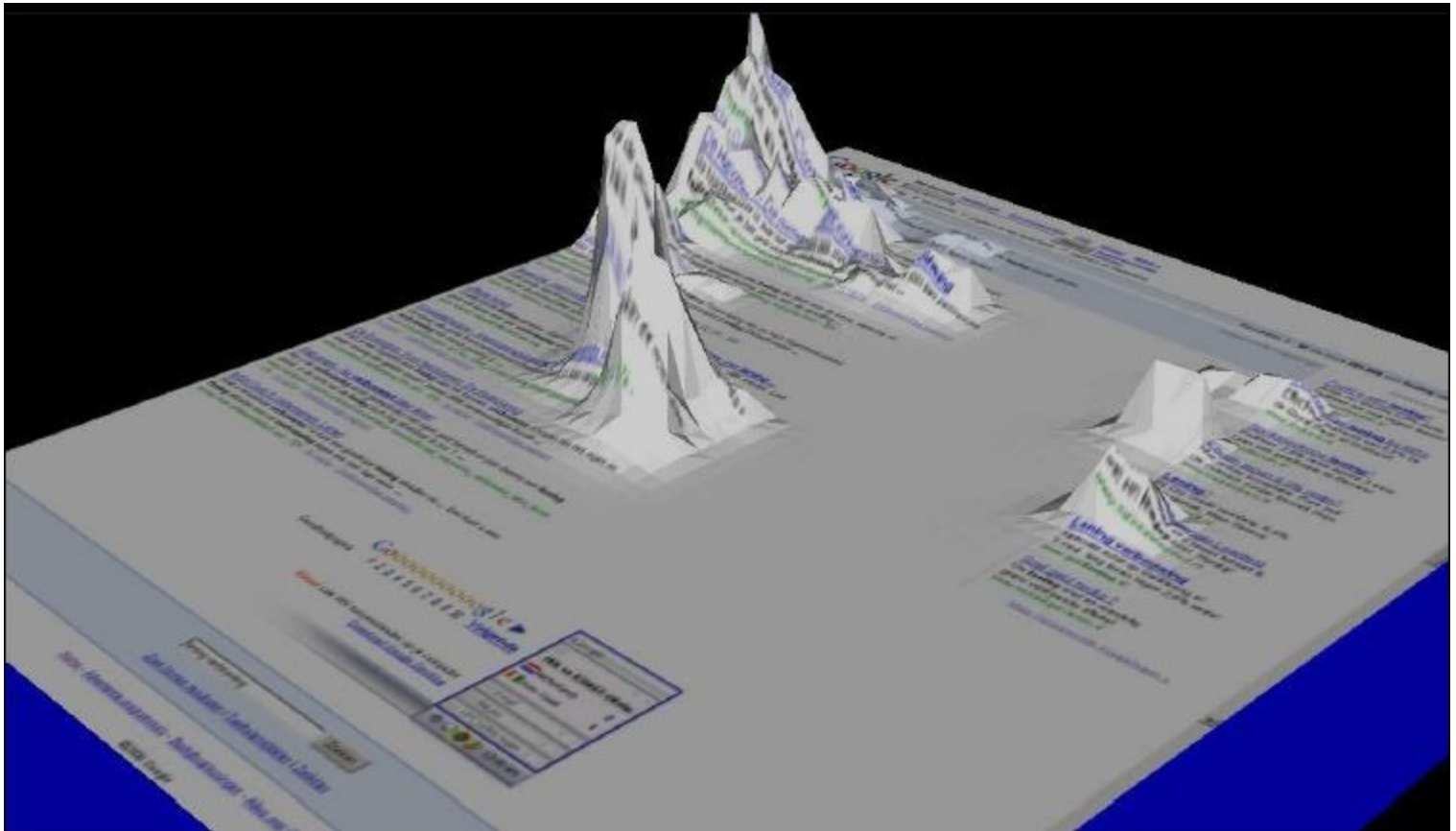


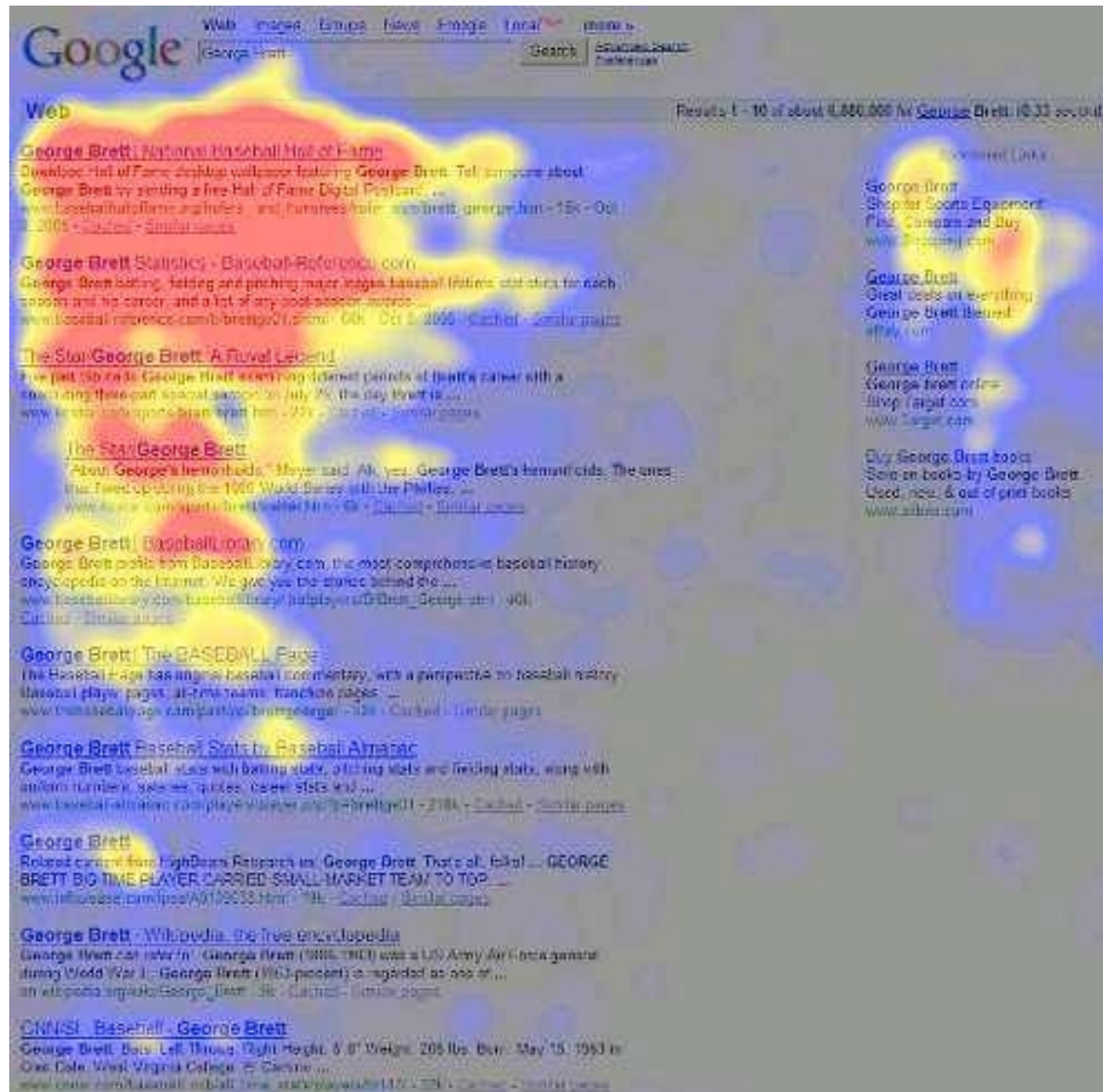


"Go ask your search engine."

How Information is Presented

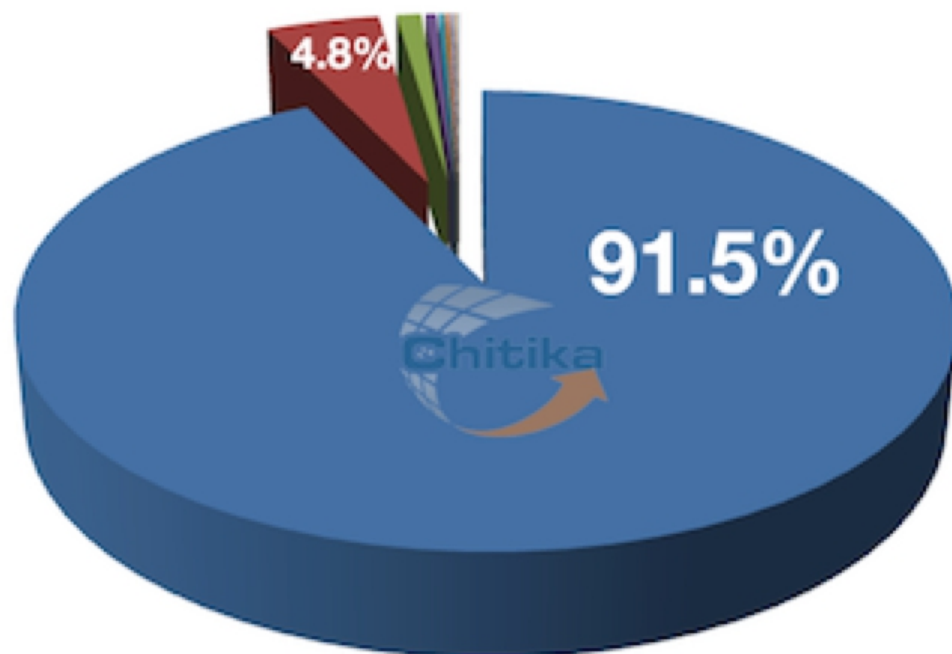
- Information is displayed with a list of popular items placed first
- 9 out of 10 users will not go beyond the first two pages of results







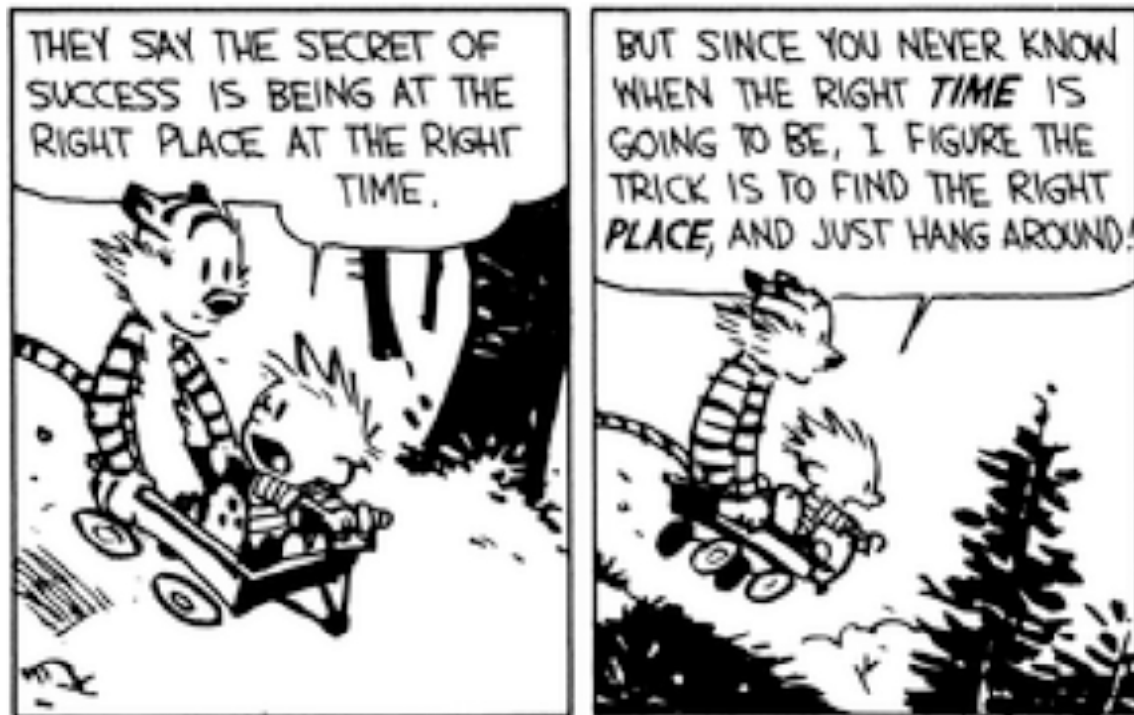
Percentage of Google Traffic by Results Page



	Percentage of Google Traffic
Page 1	91.5%
Page 2	4.8%
Page 3	1.1%
Page 4	0.4%
Page 5	0.2%
Page 6	0.2%
Page 7	0.1%
Page 8	0.1%
Page 9	0.1%
Page 10	0.1%

Why is Search Important to Marketers?

- Right person - Potential customer
- Right time - Showing intent / interest
- Right place - On Google





But it's not just a consumer phenomena

83% of business buyers research online and
51% purchase online

64% of executives rank Search Engines as an
important information source - higher than any
other on or offline resource

82% of all business decision makers use at
least one B2B digital delivery mechanism for
work

>70% of business prospect buyers start
their journey with search

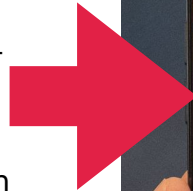
73% of C-suite executives use the Internet
daily

1.5million business related searches on
YouTube per day

Google Dominates Mobile

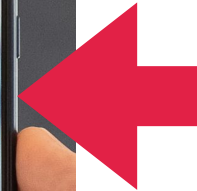
Apple and Android use Google as the default search engine

Google pays \$5+ billion per year to be the default search engine on iPhones!



Android is the world's most popular phone

The OS is 100% owned by Google



99% market share

International Journalists

- Journalists use Google every single day
- Create search optimized data for researching journalists
- Ensure factoids are media-friendly: accurate, usable, interesting and relevant



Students

- University and K-12 students doing research turn first to Google
- They may get their first impression from info on the web
- Make it easy for them to find interesting data they can share with classmates



Teachers

- Educators and Professors also rely on Google / Google Scholar
- Publish info and recommended class exercises and syllabus
- Provide accurate and interesting information for discussions

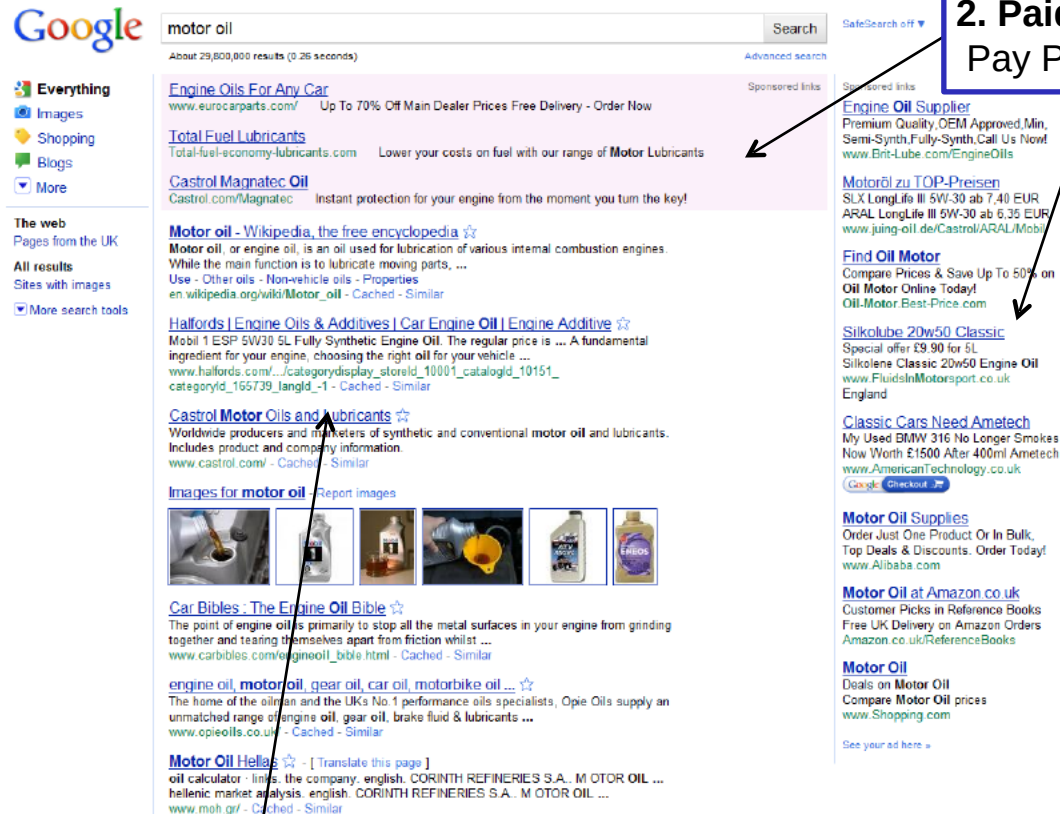


General Public

- Football fans and others search on Google
- Assist potential tourists researching sites of interest in Doha
- Help businesses find relevant info on the benefits in Qatar



Two Types of Ways to Get Into Google

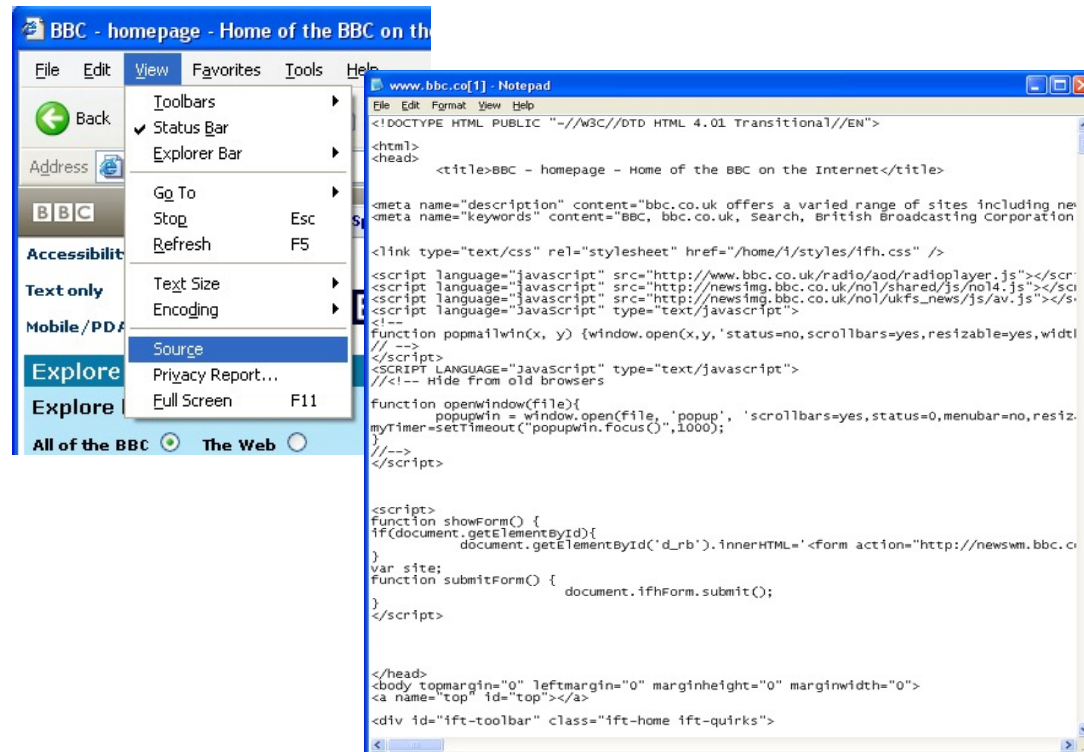


2. Paid listings - Pay Per Click (PPC)

1. Natural or organic listings - Search engine optimization (SEO)

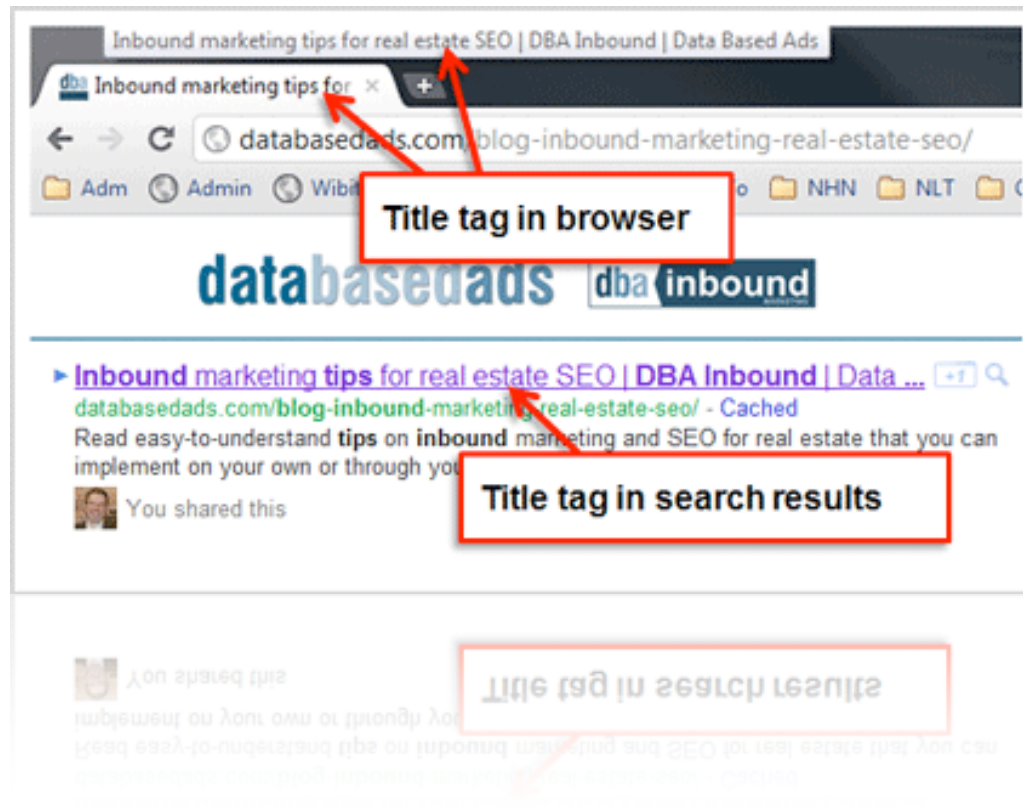
Organic Listing

How does information get into Google?



The **title** of a webpage and the name of the text **link** to the page are two very important factors to Google

Webpage Title is Critical to SEO



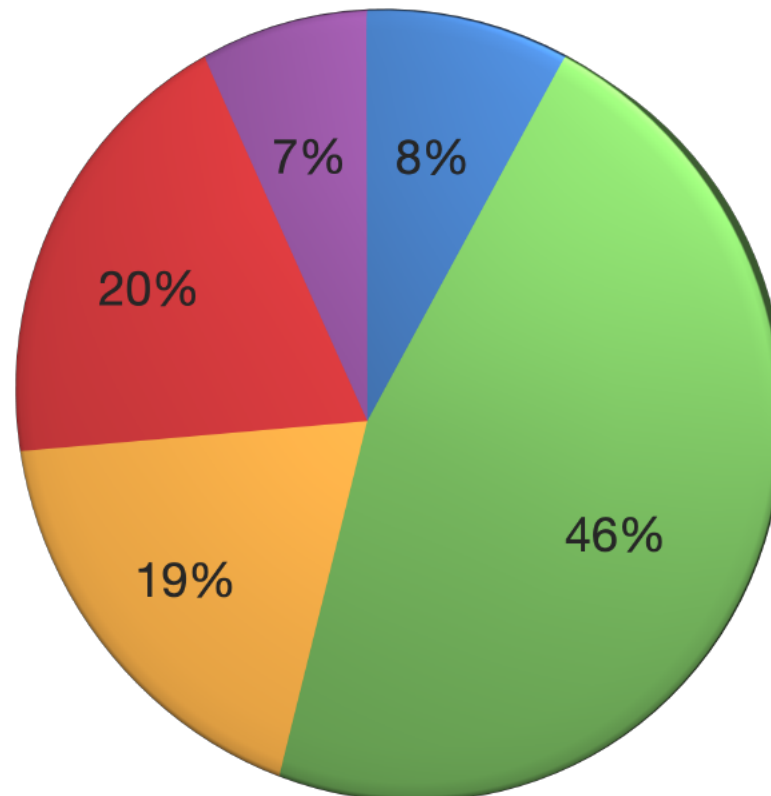
Search Engine Optimization - On Page

- 90% of SEO professionals believe that using keywords in the Title tag is the single most important tactic to include
- 75% believe that the position of the keyword at the beginning of the sentence is also extremely important
- 71% say that the inclusion of a keyword in the URL is also very important (www.hello-keyword.com)



Search Engine Optimization - Key Factors

- Social Likes
- Anchor Text Keyword
- Visitor Bounce Rate
- Inbound Links
- Title Tag Keyword



The Top 2 Websites in the World are Owned by Google

Most Visited Websites by Traffic in the world for all categories

Position	Website	Change	Visits
1	 google.com	—	47,830,006,491
2	 youtube.com	—	46,879,366,833
3	 facebook.com	—	10,629,950,837

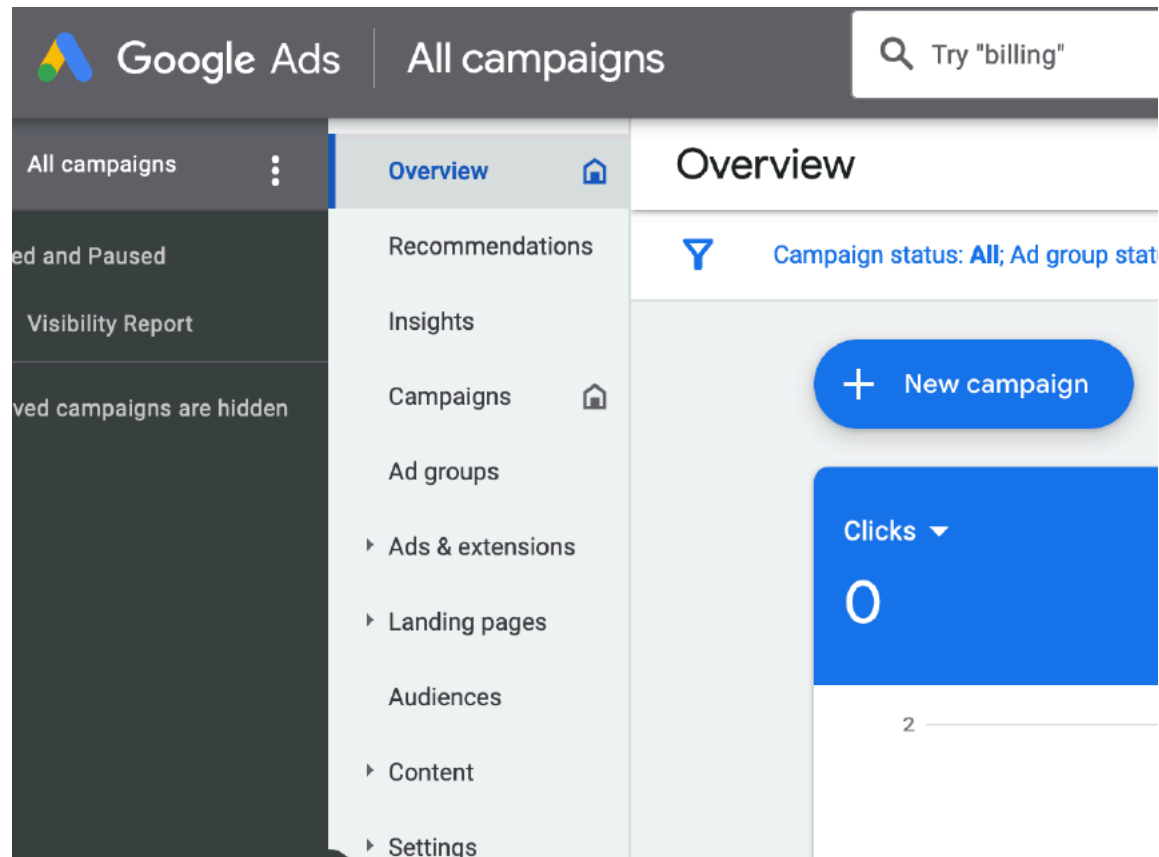
Together these two sites receive 94 billion visits per month which dwarfs the next twenty sites **combined!**

Google Hits and Misses

Description	Product	Competitor	Hit or Miss
Search Engine	google.com	Yahoo, Lycos...	Hit
Free Email	gmail.com	Hotmail	Hit
Social Network	Google +	Facebook	Miss
Language Translation	Google Translate	Babelfish	Hit
Encyclopedia	Knol	Wikipedia	Miss
News Aggregator	Google News	News agencies	Hit
Phone Operating System	Android	Apple, Windows...	Hit
Online Video	YouTube	Vimeo	Hit
Maps	Google Maps	Mapquest	Hit
Browser	Chrome	IE, Firefox, Safari	Hit
Smartphone	Nexus	Apple, Samsung...	Miss
Smartphone #2	Pixel	Apple, Samsung...	TBD
Smart Device	Google Glass	None	Miss
Q&A	Google Answers	Quora, Yahoo Answers	Miss
Office Applications	Docs	Microsoft Office	Hit
Website Builder	Google Sites	Wordpress, Wix, web.com	Miss
Smart Speaker	Google Home	Amazon Alexa	TBD
Coupons	Google Offers	Groupon	Miss
Reviews	Google Review	Yelp, TripAdvisor...	Hit

Google Adwords

- Determining what people search for can give us an inside look at existing demand
- Let's see search volumes and estimate traffic



Predicting Demand through Search

- Determining what people search for can give us an inside look at existing demand
- Let's see search volumes and estimate traffic

The screenshot displays the SEMRush Keyword Magic Tool interface. The search term 'erase browser history' is entered in the top search bar. The left sidebar shows the navigation menu with 'Keyword Magic Tool' highlighted. The main content area shows the search results for 'erase browser history' in the United States database, with a total of 9,271 keywords and a total volume of 4M. The results are displayed in a table with columns for Keyword, Intent, and Related keywords. The table is sorted by volume, showing the top keywords and their search volumes.

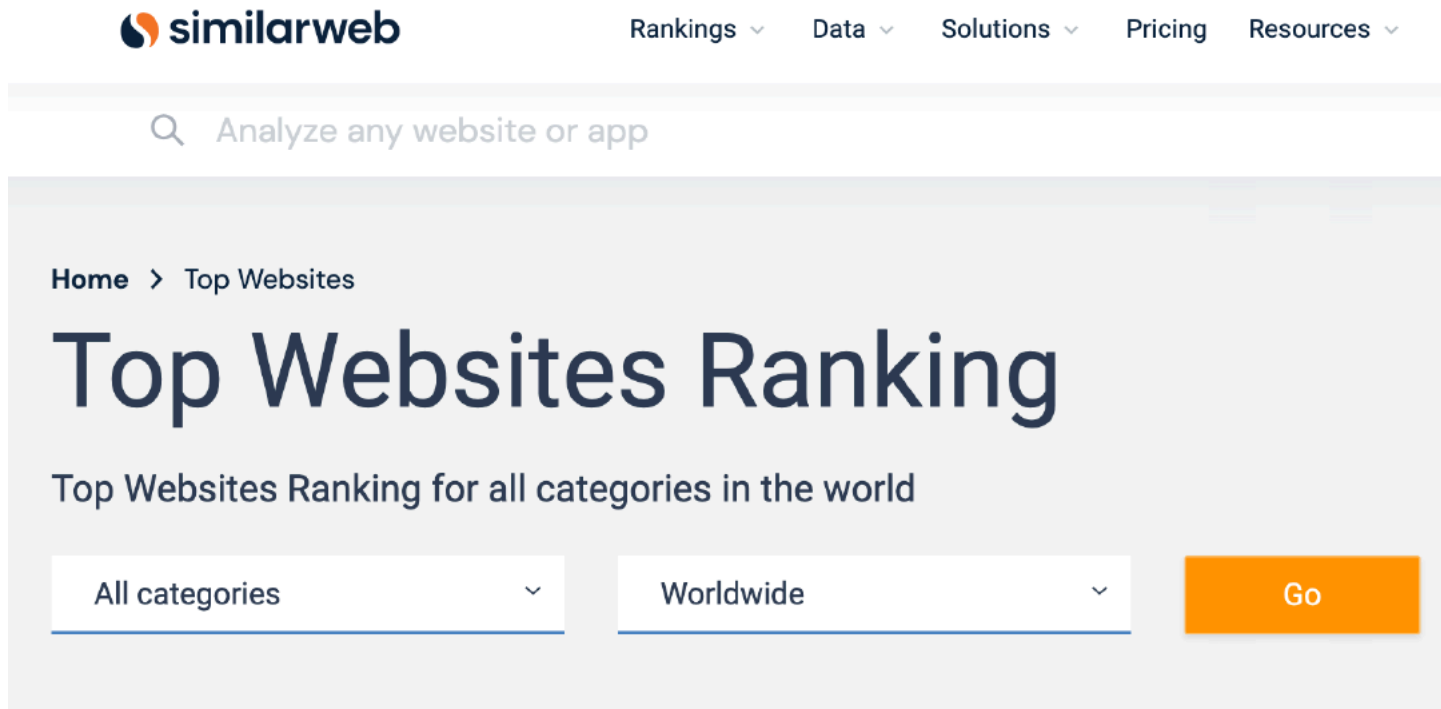
Keyword	Volume
history	4,749
clean	3,394
delete	2,340
search	2,004

Additional related keywords shown in the table:

- how to delete items in google search (Intent: Informational, Volume: 15)
- how to scrub your internet history (Intent: Informational, Volume: 30)

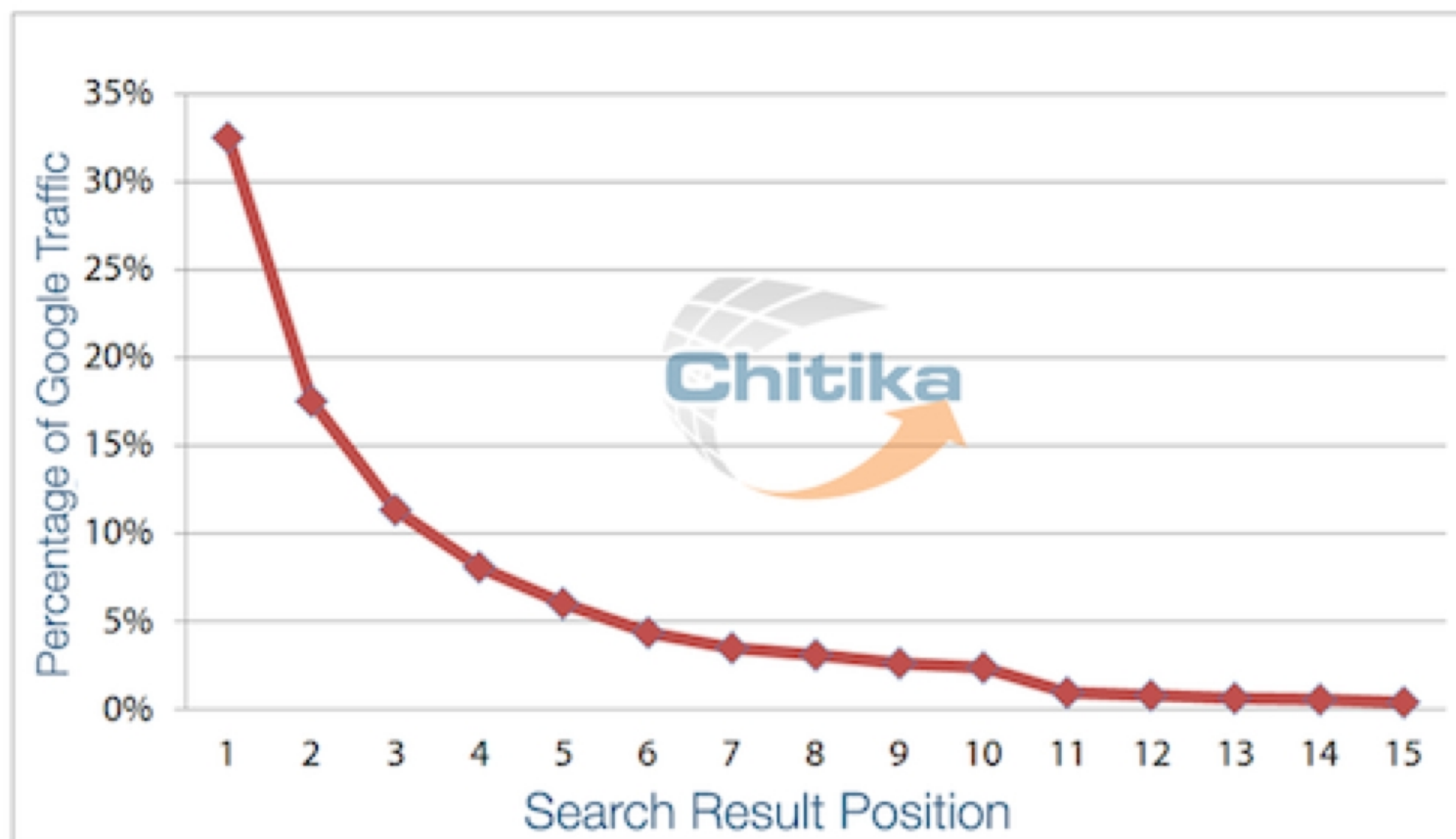
Predicting Demand through Website Visits

- SimilarWeb will predict how many visitors a website gets per month
- It will display time on site, bounce rate, and basic demographic data





Percentage of Traffic by Google Results Position

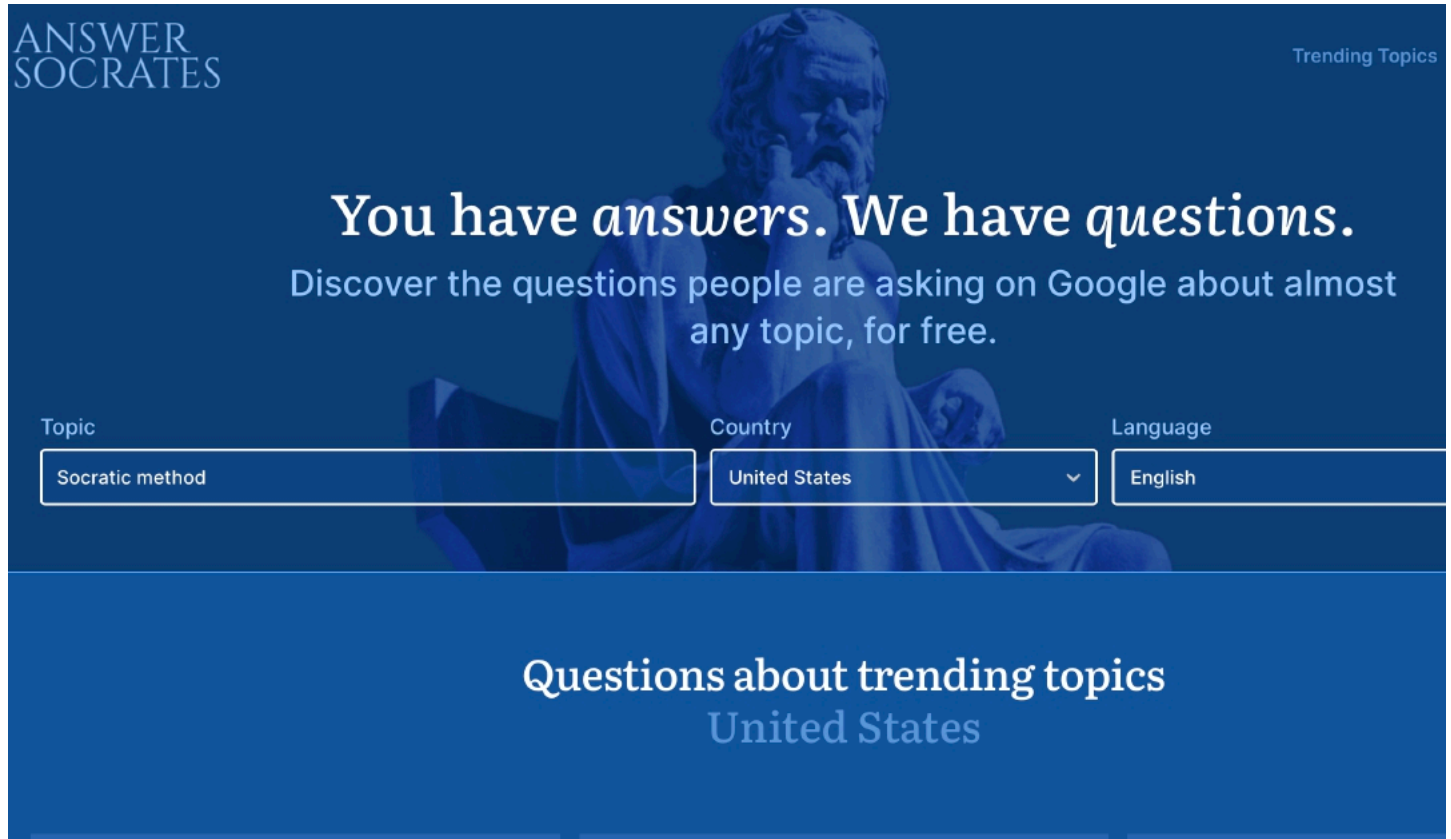


Customer Insights

How can you find out more information about your customers or potential customers?

What are the best tools and techniques to do so?

What is the Public Thinking?

The image shows the homepage of the 'ANSWER SOCRATES' website. The background is a dark blue gradient with a faint, large image of the 'The Thinker' statue. In the top left corner, the text 'ANSWER SOCRATES' is displayed in a light blue, serif font. In the top right corner, the text 'Trending Topics' is visible in a small, light blue font. The main heading in the center reads 'You have answers. We have questions.' in a large, white, serif font. Below this, a subtitle in a smaller, white, sans-serif font says 'Discover the questions people are asking on Google about almost any topic, for free.' Below the subtitle are three input fields: 'Topic' with the text 'Socratic method', 'Country' with a dropdown menu showing 'United States' and a downward arrow, and 'Language' with the text 'English'. At the bottom of the page, a dark blue banner contains the text 'Questions about trending topics' in a white, serif font, with 'United States' written below it in a smaller, white, sans-serif font.

ANSWER
SOCRATES

Trending Topics

You have answers. We have questions.

Discover the questions people are asking on Google about almost any topic, for free.

Topic Country Language

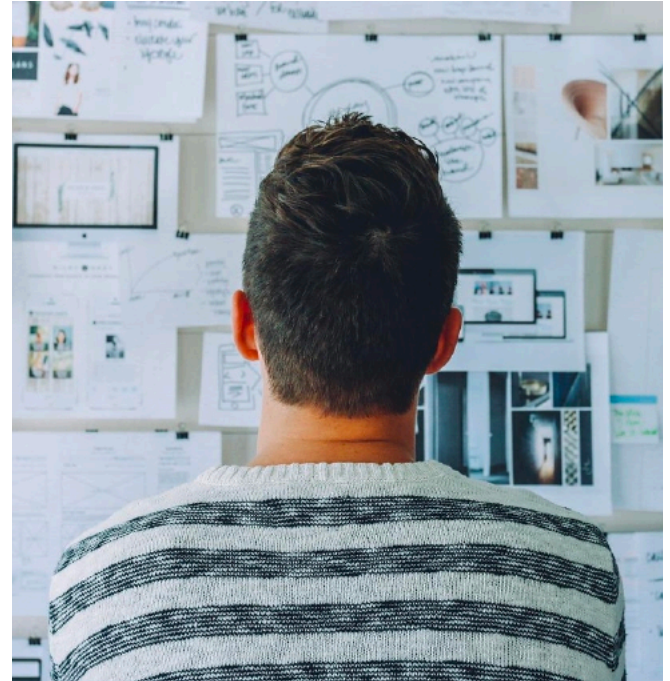
Socratic method United States English

Questions about trending topics
United States

Customer Insights

What do they read?

Who do they follow?



What We Can Learn

Demographics: interests, job titles, gender, education, and politics

Behaviors: what they talk about, read, watch, listen-to, and follow

Text Data: how they describe themselves, hashtags they use, language in their posts

How?

By mining data from
across the web

And categorizing
them into actionable
insights



Comprehensive Customer Insights



Market Testing New Ideas

How do you market test a new product, a new name or a new logo?

You can send out an email to your network and ask for input, but what if you want to reach a wider audience for statistical significance?

Method 1 - Survey the general public

STEP 1: Who do you want to survey? [?](#)

MY FAVORITES

SAVE AS FAVORITE

[Reset](#)

SurveyMonkey is built on a foundation of reliable, high-quality data. [Learn how our data quality helps you succeed.](#)

Country (100+ available)



Country: Qatar
Regions: All Regions

Gender



Gender: Both
Balancing: None [?](#)

Age



Age: 18-99+
Balancing: None [?](#)

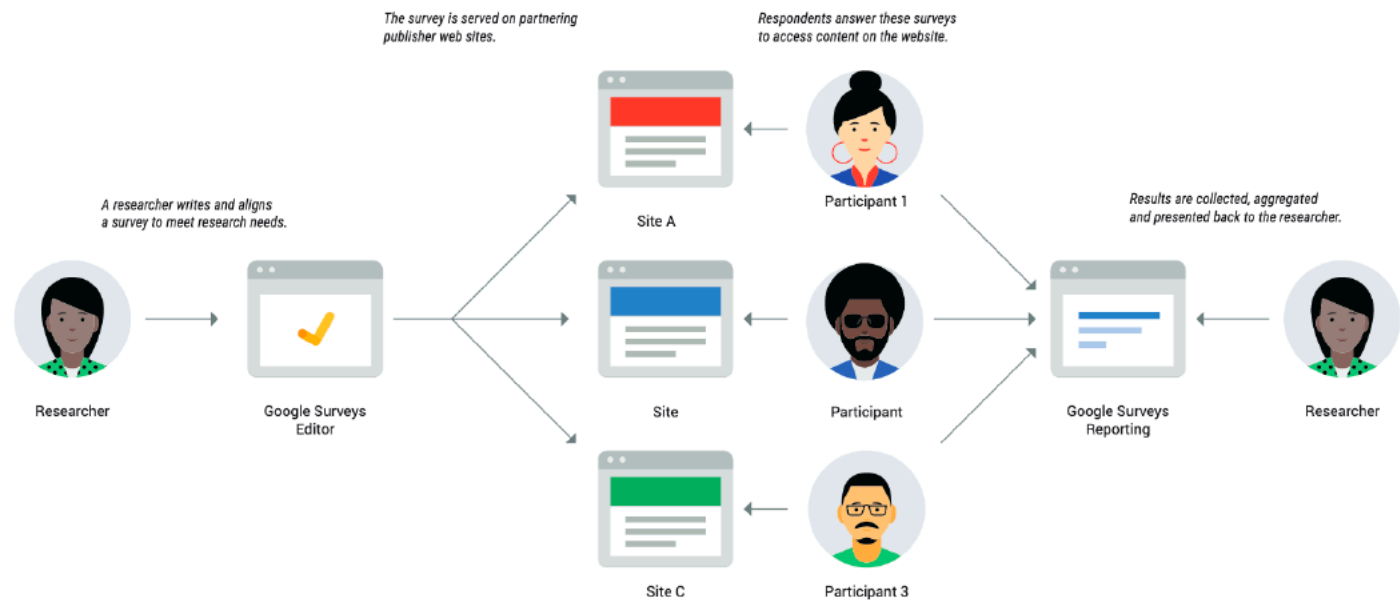
Household Income



Income: All options

[+ MORE TARGETING OPTIONS](#)

Method 1 - Survey the general public



Survey

We asked 1,000 people in
the UK the following
question...

Survey

“What is the first thing that comes to mind when you hear the word QATAR?”

Survey

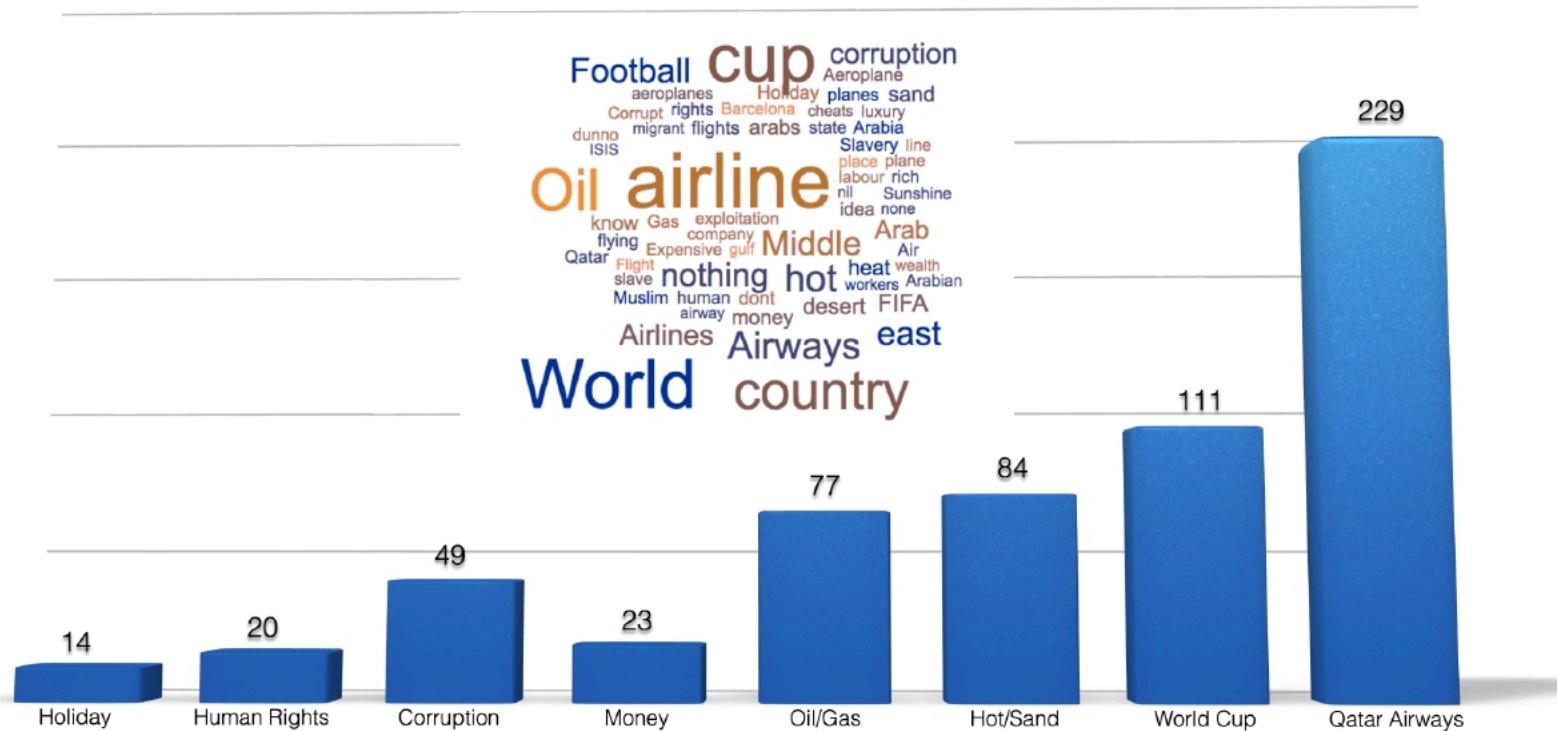
People were given a blank slate
to write-in their response

Survey

Here are the resulting
categories...

Survey

Top Categories

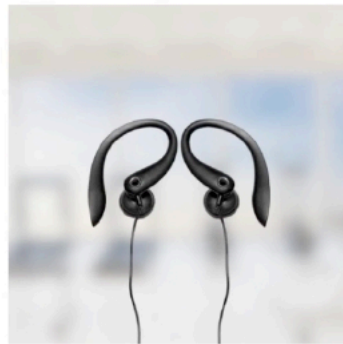


Survey

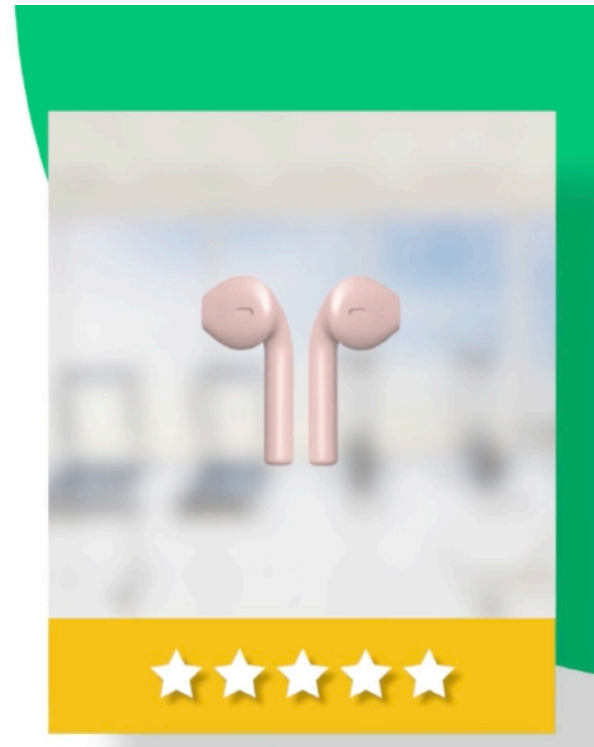
Qatar Airways was the most popular result by far. But that was limited to the UK.

How it Works

- Target the audience (age, gender, location, etc.)
- Set number of respondents
- Ask qualifying questions

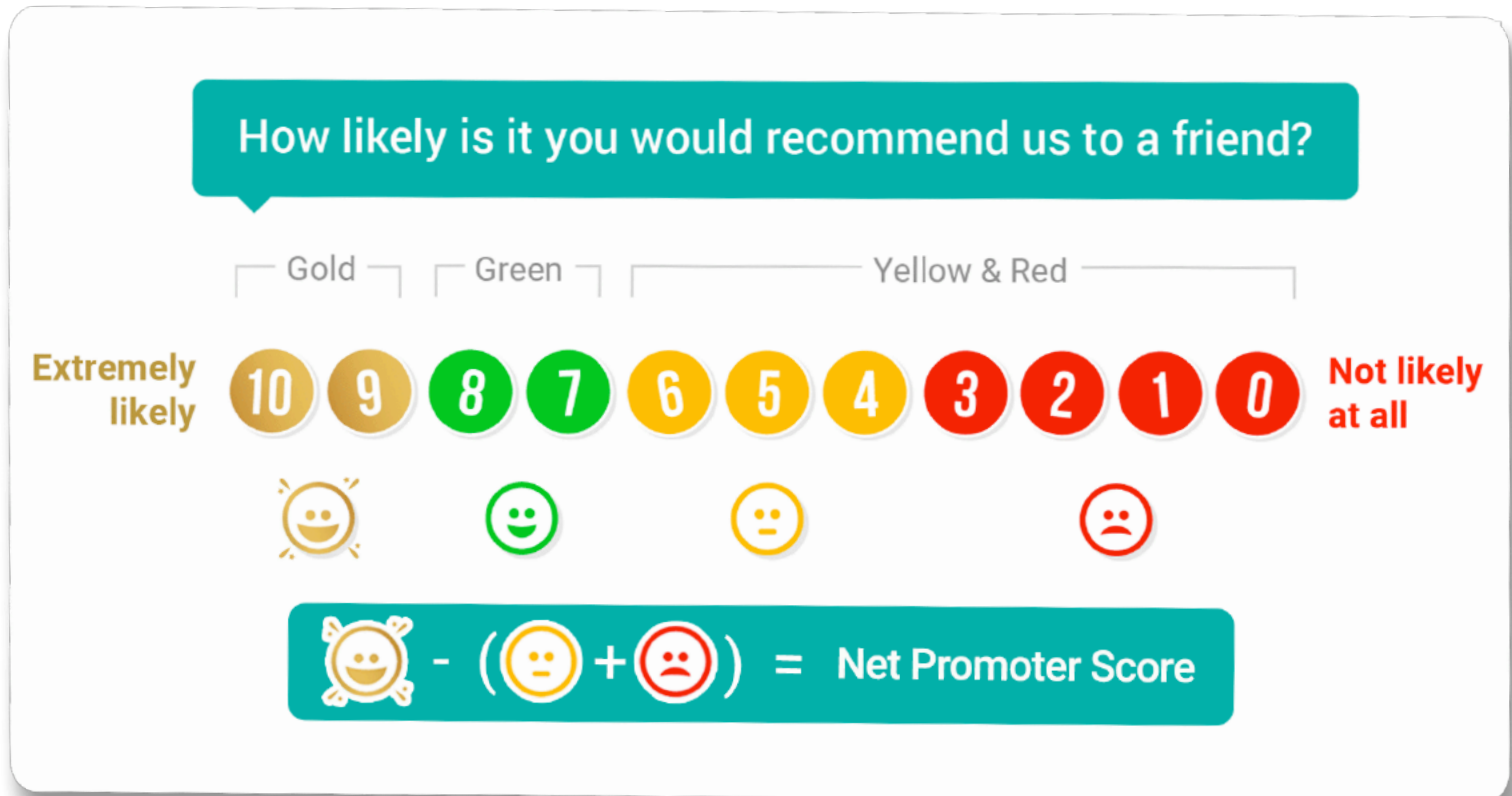


Product A



Product B

Net Promoter Score



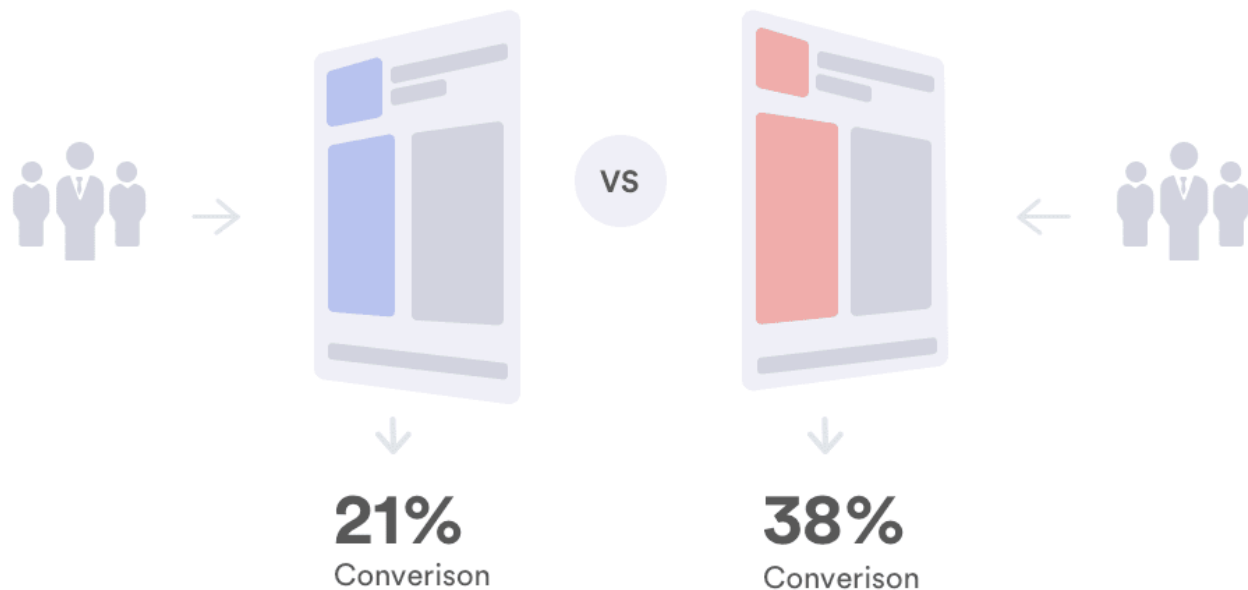
Method 2 - FMI Ad Campaign

- Create ad campaign on Facebook, Messenger and Instagram that is ad-only
- It won't appear on the profile page or timeline and will only be visible to the people seeing the ad
- It will disappear once the campaign is concluded

How it Works

- Create one ad for each variation to test
- Measure the click-through rate to determine winner

A/B Testing



Which image will perform better?

AdEspresso
Written by AdEspresso [?] · November 25, 2014 · @

[Free eBook] Are your Facebook Ads under-performing?
Download this unique collection of 500+ Facebook Ads by Top Brands around the world and get inspired for your next campaign!



500+ Facebook Ads
that will inspire you

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500+ Facebook Ads Examples Collection
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

EBOOKS.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ... [Download](#)

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500+ FACEBOOK ADS
that will inspire you

Free eBook 

500+ Facebook Ads Examples Collection
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

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Which image will perform better?

AdEspresso
Written by AdEspresso [?] · November 25, 2014 ·

[Free eBook] Are your Facebook Ads under-performing?
Download this unique collection of 500+ Facebook Ads by Top Brands around the world and get inspired for your next campaign!



500+ Facebook Ads
that will inspire you

Download eBook

500+ Facebook Ads Examples Collection
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

EBOOKS.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ... [Download](#)

Cost per conversion: \$2.673

AdEspresso
Written by AdEspresso [?] · November 25, 2014 ·

[Free eBook] Are your Facebook Ads under-performing?
Download this unique collection of 500+ Facebook Ads by Top Brands around the world and get inspired for your next campaign!



500+ FACEBOOK ADS
that will inspire you

Free eBook

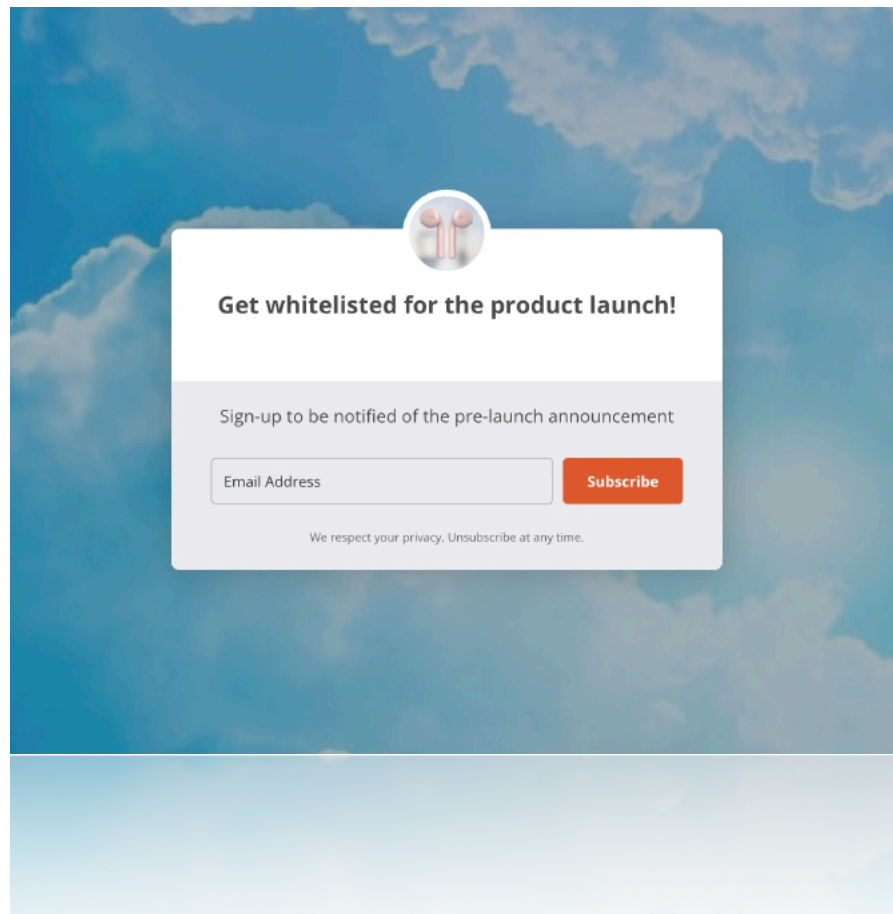
500+ Facebook Ads Examples Collection
Free Instant Download. Spy Top Brands' secrets to successful Facebook Ads. 3,000+ Marketers already got their copy, what about you?

EBOOKS.ADESPRESSO.COM/FACEBOOK-ADS-EXAMPLES | BY ... [Download](#)

Cost per conversion: \$1.036

Predicting Demand

- Landing pages are key to determine potential demand
- Measuring conversion rates based on email capture will give a good benchmark as to what to expect



Pre-Product Ad

- Idea to test: an iPhone app that cleans browser cookies automatically
- Question: should we build a scaled down version of the app and then test market it?
- Why or why not?



Marketing Testing a New Idea

Imagine you are already done with the app and are now ready to market it

What do you need to have?

1. Name
2. Logo
3. Image for the ad
4. Text for the ad
5. Facebook page
6. Landing page

The Completed Ad



Ninja Mopper

Sponsored · 

 Like Page

Ninja Mopper wipes your search and browsing history, every day straightaway. Exclusively on iPhone.



Next time use Ninja Mopper. It wipes your search history, every day straightaway.

NINJAMOPPER.PAGEDEMO.CO

[Learn More](#)

Facebook Page Content



Ninja Mopper shared a link.

July 22 · 🌐

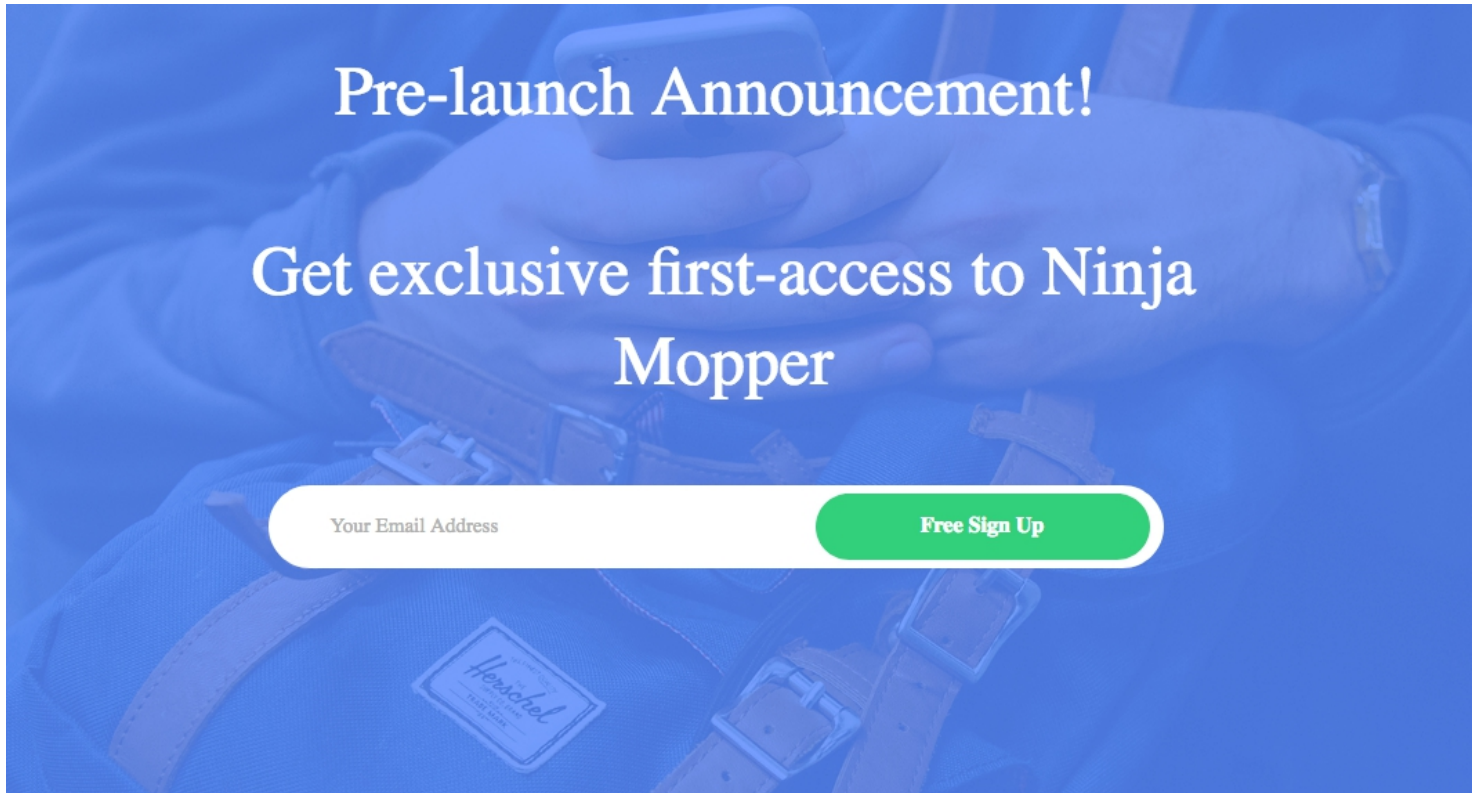


Google is using your entire search history to...

Google is putting everything it knows about you to work.

MASHABLE.COM

Landing Page



Your Email Address

Free Sign Up

Setting Your Metrics

- Strive to reach at least 110 clicks on your Facebook ad in order to get a proper baseline
- Some clicks will drop off between Facebook and the landing page (not usually more than 10%)
- The click through rate on your Facebook ad isn't as important as the conversion rate on your landing page

Conversion Rate Metrics

- 1 - 2 emails is average
- 3 - 4 is above average
- 4 - 6 is solid
- 6 - 8 is very good
- 8 - 10 is excellent
- 10+ is outstanding!

The Parameters

Locations 

Everyone in this location ▼

United States

 **United States**

 Include ▼

Type to add more locations

Browse

Add Locations in Bulk

Age 

13 ▼

-

65+ ▼

Gender 

All

Men

Women

Languages 

Enter a language...

The Parameters

Audience Definition



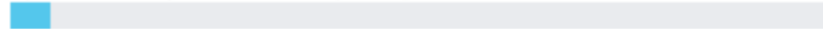
Your audience selection is broad. This requires a large budget.

Potential Reach: 86,000,000 people [i](#)

Estimated Daily Results

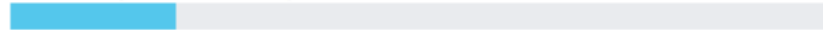
Reach

7,600 - 43,000 (of 66,000,000) [i](#)



Link Clicks

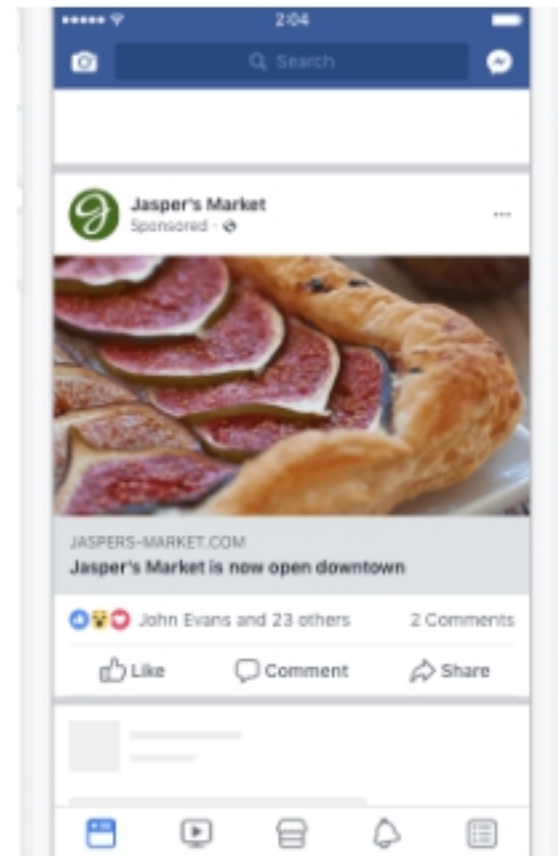
300 - 1,300 (of 32,000) [i](#)



The Parameters

Platforms

▼ Facebook	☐
Feeds	☒
Instant Articles	☒
In-Stream Videos	☐
Right Column	☒
Suggested Videos	☐
▼ Instagram	☐
Feed	☐
Stories	☐
▼ Audience Network	☐



The Results

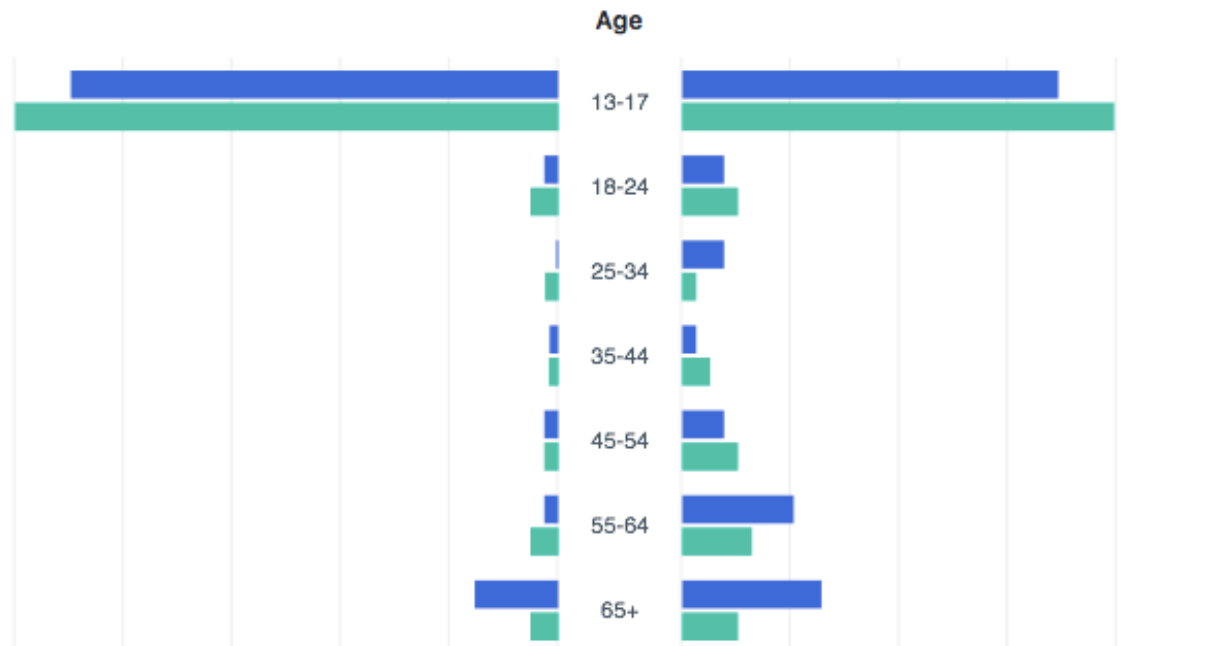
Results	Reach	Impressions	Cost per Result	Amount Spent
160 Link Clicks	20,078	41,269	\$0.76 Per Link Click	\$122.32

 Performance  Demographics  Placement

160 Results: Link Clicks ▾ 20,078 Reach ▾


All Women
46% (73)
48% (9,683)

\$0.74
Cost per Result



Initial Market Response is Positive!

Visitors

146 / 149 all time

Conversions

10 / 10 all time

Conv. Rate

6.8 % / 6.7 % all time

- 160 Facebook link clicks led to 146 visitors (9% drop-off is normal)
- 10 chose to give their email address
- 6.8% conversion rate which is very good! ($10 / 146 = 6.8\%$)

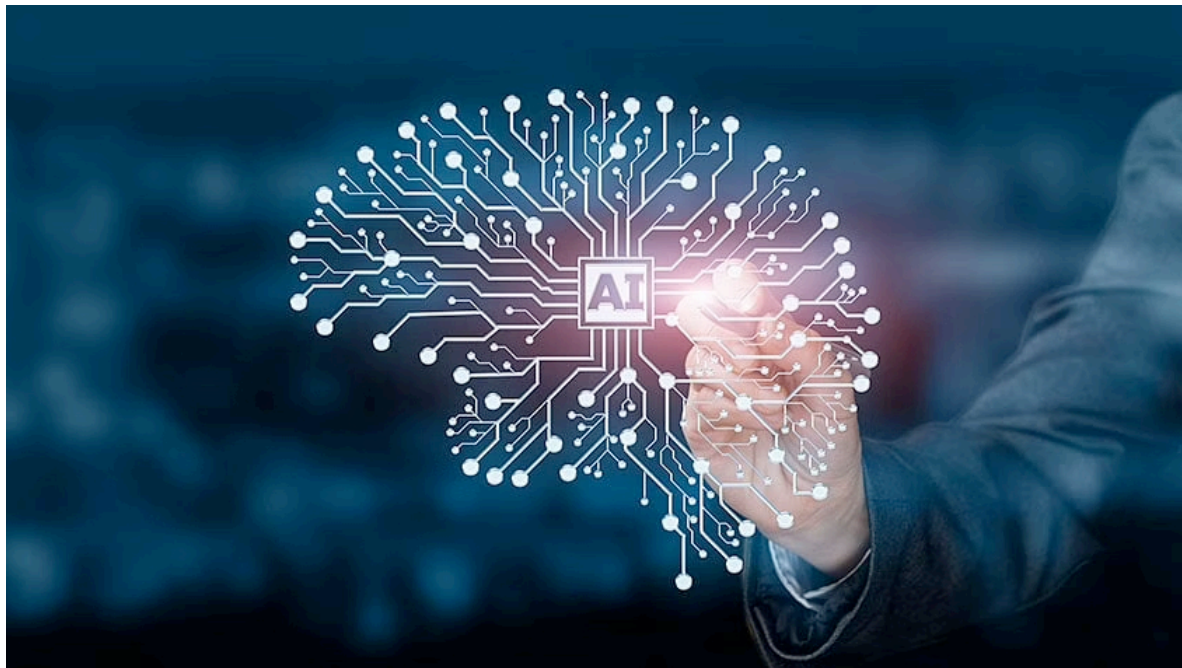
- 1 - 2 emails is average
- 3 - 4 is above average
- 4 - 6 is solid
- 6 - 8 is very good
- 8 - 10 is excellent
- 10+ is outstanding!

Developing Message Assets

- AI Writing
- Images
- Outsourcing
- Video Creation

What Does AI Think of Qatar 2022?

- Artificial Intelligence learns by scouring the web for info about a subject and can attempt to write a story based on it
- Moving forward, more articles will be generated by AI
- Will it be accurate? Or will it be based on majority rules?



Meet Jasper,

The Future of Writing

Clever Headlines.

Artificial intelligence makes it fast & easy to create content for your blog, social media, website, and more! Rated 5/5 stars in 3,000+ reviews.

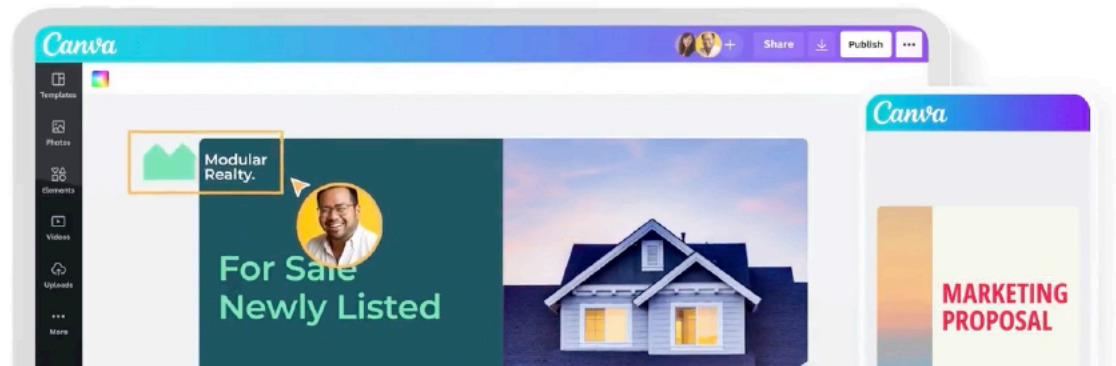
Get started →

Top Tip for Graphic Design - Canva.com

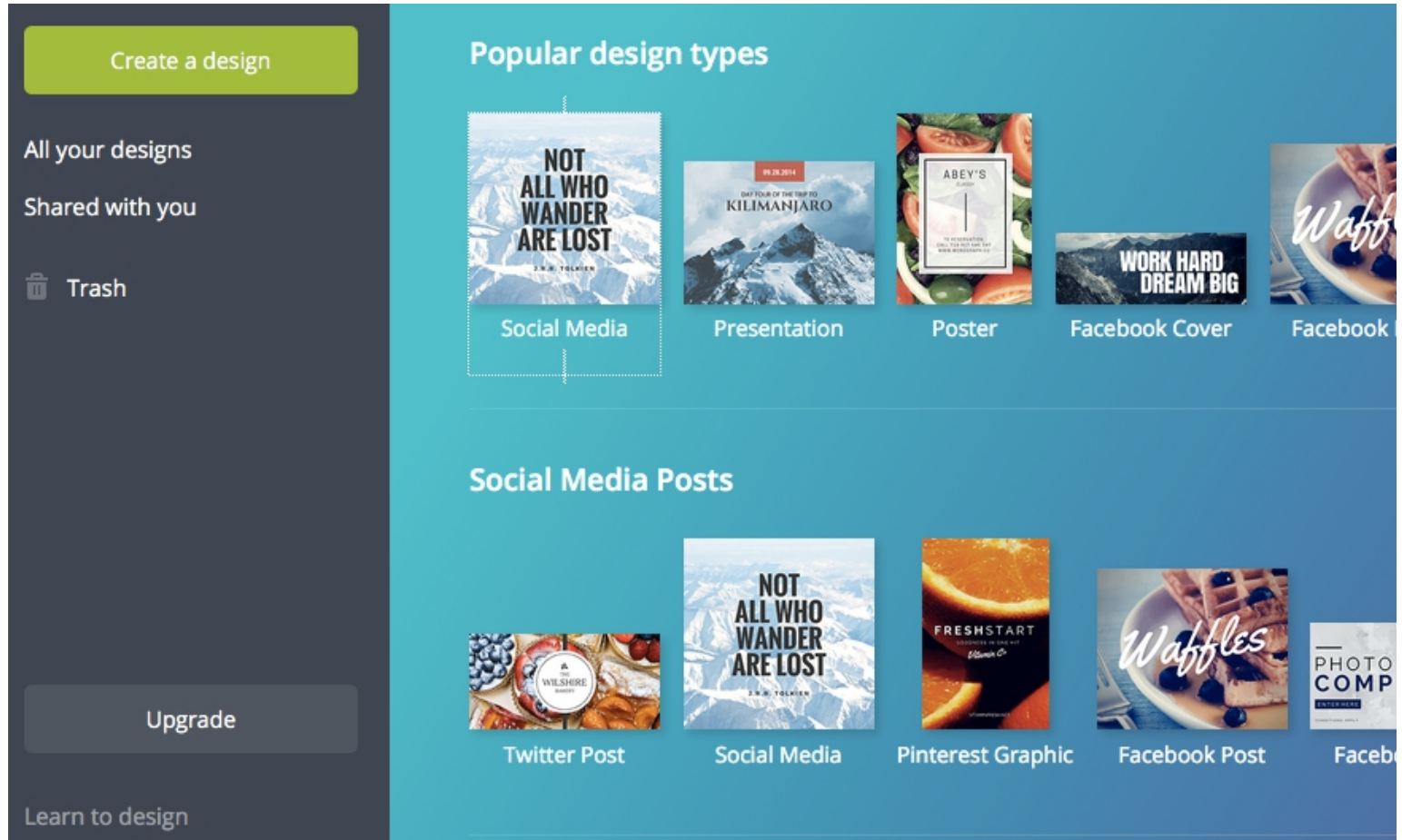
What will you design today?

Canva makes it easy to create and share professional designs.

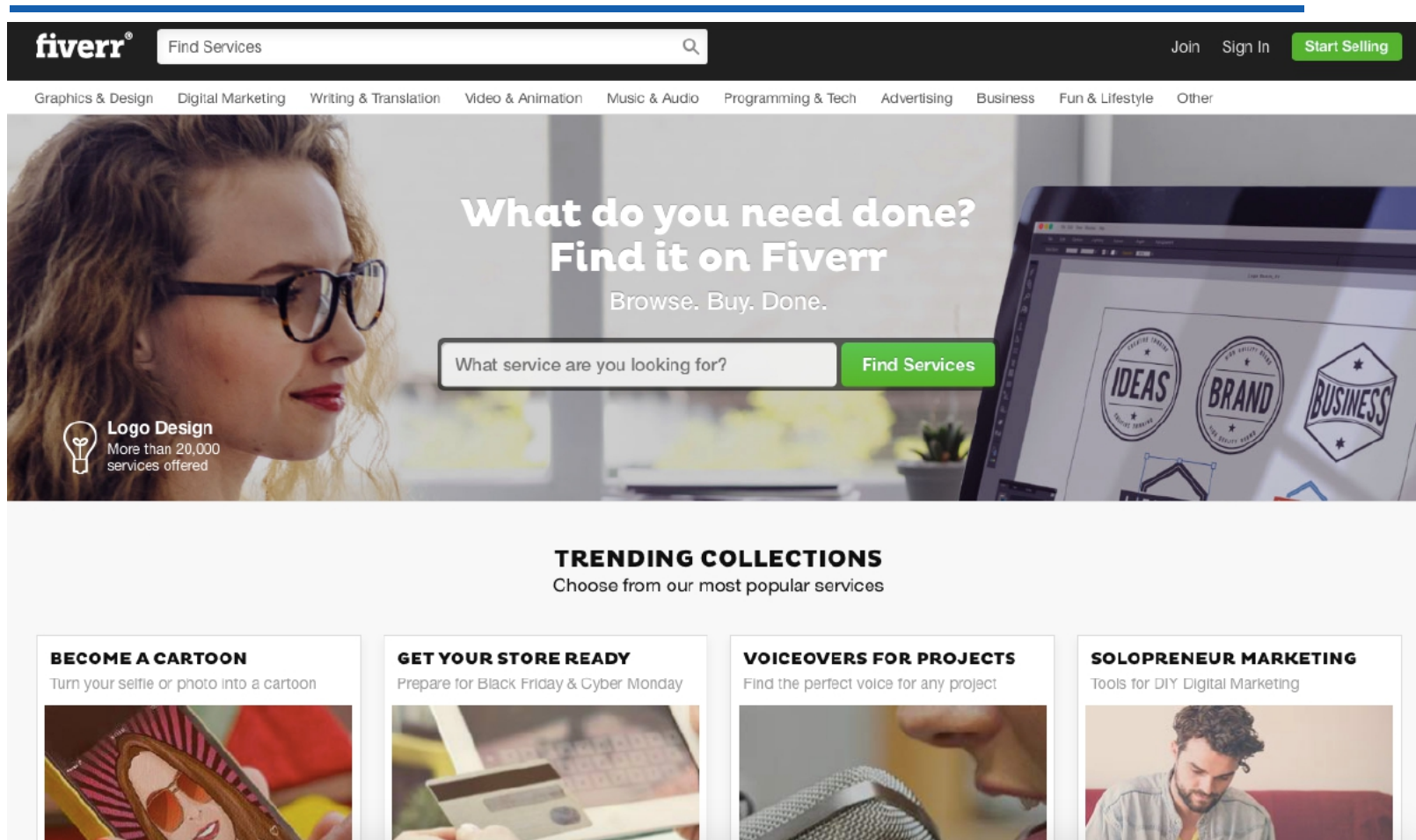
[Sign up for free](#)



Pre-sized with Customizable Images & Text



Top Tip for Quick Hits - [fiverr.com](https://www.fiverr.com)



The screenshot displays the Fiverr website's homepage. At the top, the Fiverr logo is on the left, followed by a search bar with the placeholder text "Find Services" and a magnifying glass icon. To the right of the search bar are links for "Join", "Sign In", and a green "Start Selling" button. Below the header is a horizontal navigation menu with categories: Graphics & Design, Digital Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, Advertising, Business, Fun & Lifestyle, and Other.

The main hero section features a background image of a woman with glasses looking at a laptop. The laptop screen shows a design with three circular logos labeled "IDEAS", "BRAND", and "BUSINESS". Overlaid on this image is the text "What do you need done? Find it on Fiverr" in a large, white, sans-serif font, followed by "Browse. Buy. Done." in a smaller font. Below this text is a search input field with the placeholder "What service are you looking for?" and a green "Find Services" button. In the bottom left corner of the hero section, there is a lightbulb icon and the text "Logo Design More than 20,000 services offered".

Below the hero section is a section titled "TRENDING COLLECTIONS" with the subtitle "Choose from our most popular services". This section contains four service cards:

- BECOME A CARTOON**: Turn your selfie or photo into a cartoon. The image shows a person's face being transformed into a cartoon style.
- GET YOUR STORE READY**: Prepare for Black Friday & Cyber Monday. The image shows a hand holding a credit card over a laptop keyboard.
- VOICEOVERS FOR PROJECTS**: Find the perfect voice for any project. The image shows a close-up of a person's mouth speaking into a professional microphone.
- SOLOPRENEUR MARKETING**: Tools for DIY Digital Marketing. The image shows a man with a beard looking down at a device.

Fiverr Categories

Graphics & Design

Cartoons & Caricatures
Logo Design
Illustration
Book Covers & Packaging
Photoshop Editing
Flyers & Posters
Business Cards & Stationery
Banner Ads
Social Media Design
3D & 2D Models
Web & Mobile Design
Presentations & Infographics
Invitations
T-Shirts
Vector Tracing
Other

Digital Marketing

Web Analytics
Domain Research
SEO
Social Media Marketing
Web Traffic
Video Advertising
Content Marketing
Email Marketing
SEM
Local Listings
Influencer Marketing
Marketing Strategy
Mobile Advertising
Other

Writing & Translation

Business Copywriting
Creative Writing
Translation
Transcription
Resumes & Cover Letters
Proofreading & Editing
Press Releases
Articles & Blog Posts
Research & Summaries
Legal Writing
Other

Video & Animation

Whiteboard & Explainer Videos
Spokespersons & Testimonials
Intros & Animated Logos
Promotional & Brand Videos
Lyric & Music Videos
Editing & Post Production
Video Greetings
Animated Characters & Modeling
Other

Music & Audio

Mixing & Mastering
Jingles & Drops
Voice-overs
Sound Effects
Session Musicians
Producers & Composers
Singers & Songwriters
Other

Programming & Tech

WordPress
Web Programming
Mobile Apps & Web
Website Builders & CMS
Convert Files
Ecommerce
User Testing
QA
Databases
Desktop applications

Advertising

Hold Your Sign
Flyers & Handouts
Human Billboards
Pet Models
Outdoor Advertising
Radio
Music Promotion
Banner Advertising
Other

Business

Business Plans
Career Advice
Market Research
Presentations
Virtual Assistant
Business Tips
Branding Services
Financial Consulting
Legal Consulting
Other

Sample Gigs



I will design a Professional
web banner,header,ad,cover

FEATURED



\$5



I will fulfill your graphic design needs within 48 hours

FEATURED 



\$10



I will design 6 Professional
Web BANNER Ads



\$5



I will rewrite and tighten up
your Website, Article, Blog or

FEATURED

\$5



I will record a professional voiceover up to 150 words

FEATURED



\$5



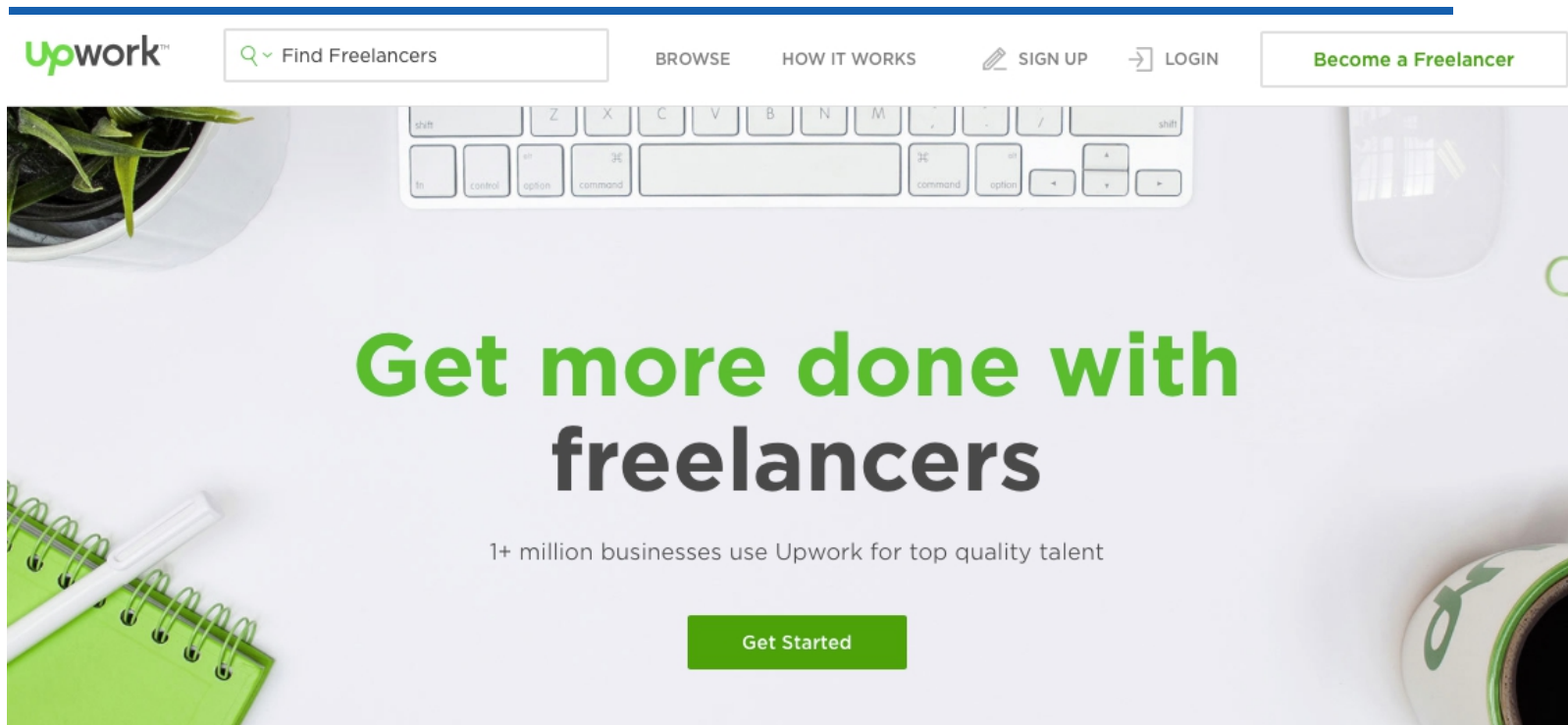
I will write 300 words of
unique SEO Web Content

FEATURED



\$5

Top Tip for Outsourcing - Upwork.com

The banner features a top navigation bar with the Upwork logo, a search bar labeled 'Find Freelancers', and links for 'BROWSE', 'HOW IT WORKS', 'SIGN UP', and 'LOGIN'. A 'Become a Freelancer' button is on the right. The main content area has a background image of a desk with a keyboard, mouse, and notebook. The headline 'Get more done with freelancers' is in large green and black text. Below it, a sub-headline states '1+ million businesses use Upwork for top quality talent'. A green 'Get Started' button is centered at the bottom.

upwork™

Find Freelancers

BROWSE HOW IT WORKS SIGN UP LOGIN

Become a Freelancer

Get more done with freelancers

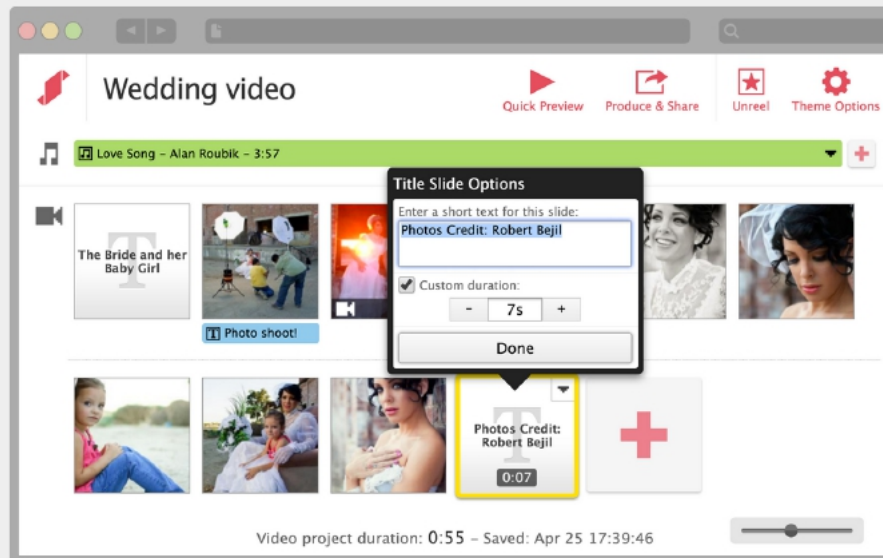
1+ million businesses use Upwork for top quality talent

Get Started

 WEB DEVELOPERS	 MOBILE DEVELOPERS	 DESIGNERS & CREATIVES	 WRITERS
 VIRTUAL ASSISTANTS	 CUSTOMER SERVICE AGENTS	 SALES & MARKETING EXPERTS	 ACCOUNTANTS & CONSULTANTS

Alternative Ways to Make A Video

- Photo slideshow to video (Windows or Mac)
- Powerpoint to video
- Animated explainer videos



**Make amazing
videos in seconds**

Just add photos, videos, music, and text.
It's very easy, and super fun!

[Make a free video](#)

Make Your Own Traditional Videos

1. Plan Your Storyboard
2. Shoot Your Video
3. Edit Your Video
4. Publish to YouTube



Stock Video Resources

[Video](#) [Audio](#)

iStock.
by Getty Images

Perfect stock video clips...

Discover HD video clips and stock footage

Explore royalty-free, HD video, B-roll and stock footage from our collection of curated video clips

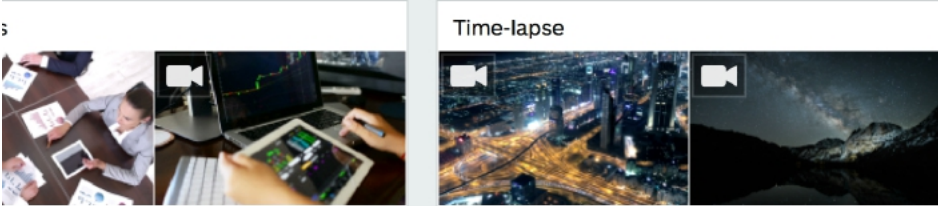
Technology



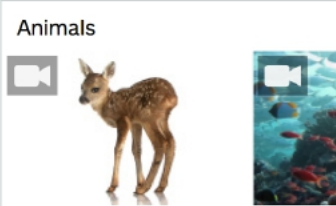
Sports



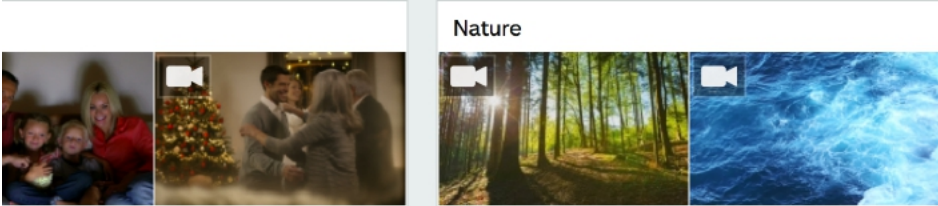
Time-lapse



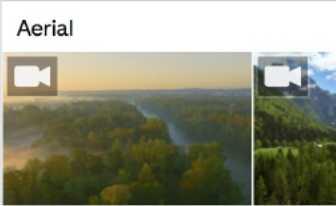
Animals



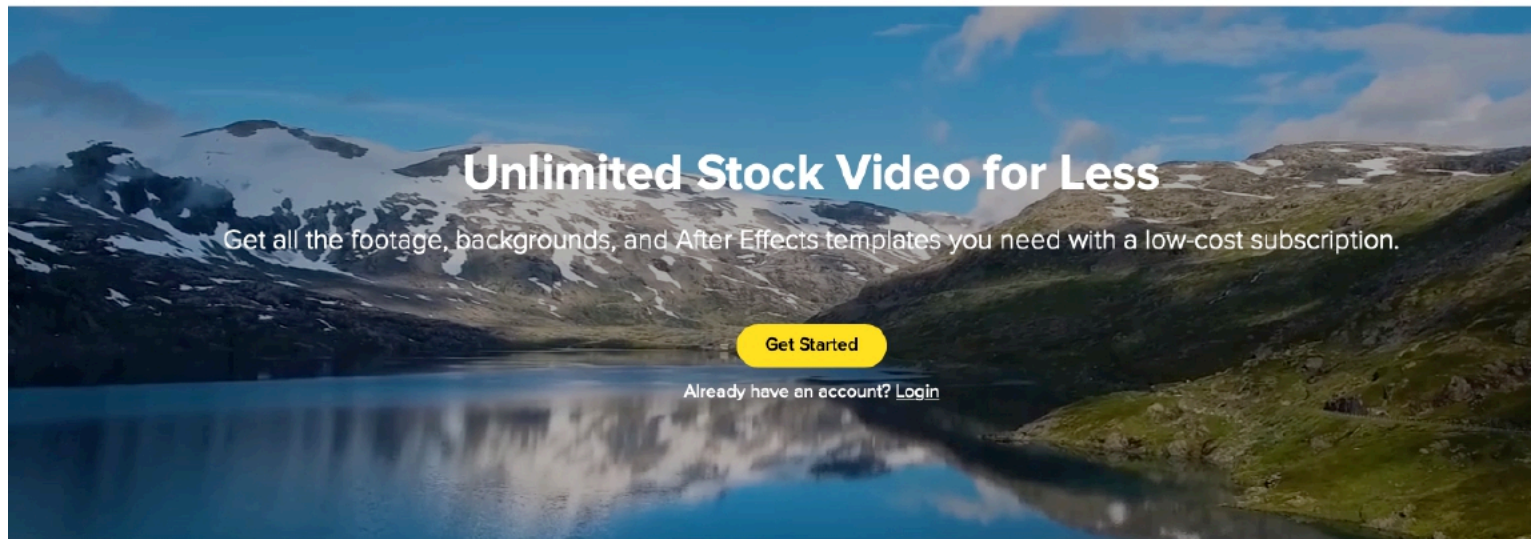
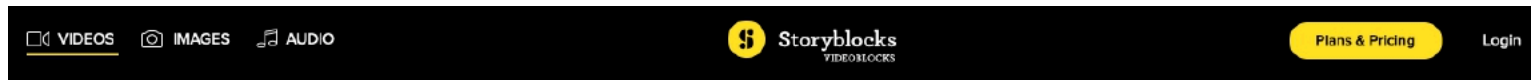
Nature



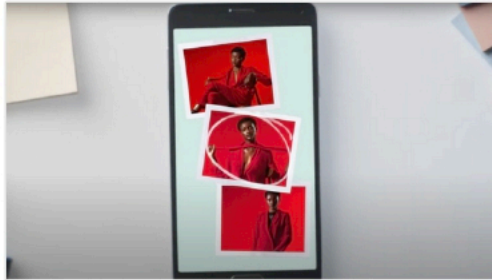
Aerial



Story Blocks



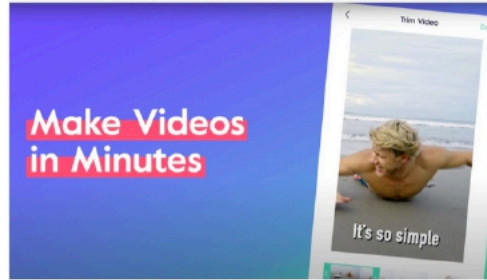
Create Cool Videos



Animoto

Animoto's award-winning online video builder makes it possible for anyone to create professional videos.

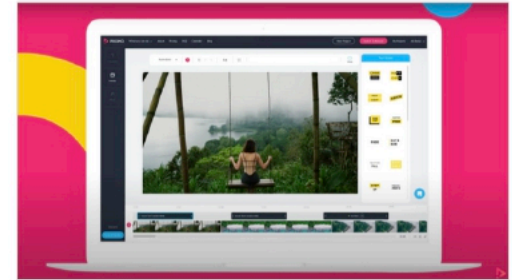
[SEE MORE](#) 



Magisto

Magisto's AI-powered video maker lets you create an ad in minutes with the assets you have.

[SEE MORE](#) 



Promo.com

Make videos in minutes using professionally designed templates from Promo.com.

[SEE MORE](#) 



<https://www.youtube.com/yt/advertise/make-video-ads.html>

Promo.com Templates

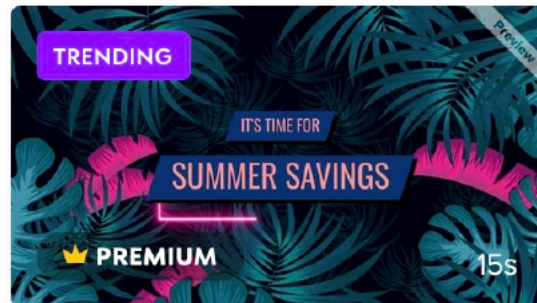


PROMO

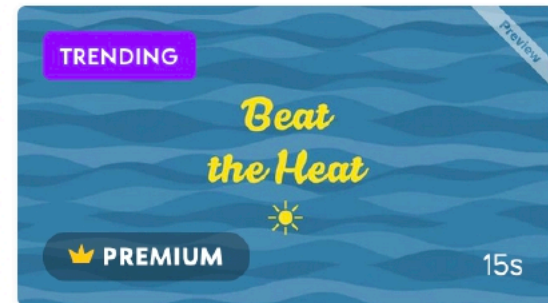
Q fun

Start from a beautiful template

Simply add your message and logo



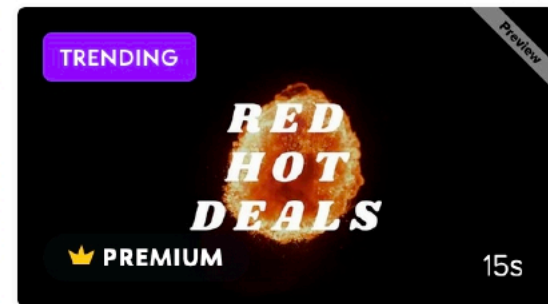
Time for Summer Savings



Beat the Heat | Summer Sale



Sales Launch



Red Hot Deals

Promo.com Demo Example for Class



Launching Campaigns - Pros and Cons

	Reach	Branding	Conversions
YouTube			
Google			
Facebook			
Instagram			
Twitter			
Linkedin			

Q & A

Number of people reachable via digital marketing?

3,500,000,000+

Q & A

Number one way people find information?



Q & A

Best way to research existing market demand?



Q & A

Easy way to create quick promo videos?



Q & A

Highest converting ad platform?



Q & A

How to reach people at a specific company?



Q & A

Easiest way to start an article?



Q & A

Best platform to reach people in any country?



Q & A

Best way to test a new product idea?



Thank You!



Feel free to reach out:

Nino Kader

kader@americancaldwell.com