

Business Concept Overview: Digital Marketing Strategy

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- Video and podcasts           \$15 CPM
- Commissioned content       Price Varies
- Subscriptions/Donations
  - Twitch           \$5 per month (Set by Twitch)
  - Donation       Price varies
  - Bits/Cheers   \$1.40 per 100 (Set by Twitch)

### **Section 2: Competitive Analysis**

Other veterans have, of course, broken into livestreaming and video on demand. One of the top military veteran streamers is Emery Pan, a former paratrooper whose parachute malfunctioned and ended her military career. Pan has over 19,000 followers on Twitch where she streams first-person shooters as EmeryEXP. Pan is clearly media-savvy and recruits media interest through traditional methods like press releases as well as reaching fans through Twitter, YouTube, Twitch, and Instagram. One important note about Pan’s market position: Because some of her support comes from adult modeling, she is likely less desirable for most corporate partners and does not compete for display advertising revenue.

Another content creator with monetized channels and a strong military tie is Destin Sandlin, the producer and host of Smarter Every Day, an educational YouTube channel. Sandlin was a civilian rocket engineer for the U.S. Army before leaving that career to make YouTube videos and podcasts full time. His main channel has 9.98 million subscribers and includes content like “How to Surface a Submarine in the Arctic Ocean” and “AK-47 Underwater at 27,450 frames per second,” videos that would be equally at home at The Protagonists Guild.

An indirect competitor for The Protagonists Guild is Military.com, a media company owned by Monster.com and focused on military, veterans, and a curious public. Military.com has

a podcast called Left of Boom, a YouTube channel with 196,000 subscribers, and a website with almost 7 million visitors from search in August 2021.

|                               | EmeryEXP   | Smarter Every Day  | Military.com   |
|-------------------------------|--|--|--|
| Traditional/Digital Marketing | EmeryEXP has some traditional and digital outreach through press releases and interviews with military media, including a well-received article in Task & Purpose in July 2021. Her website has limited traffic, no paid search, and no advertisers, according to SEMRush.com. | Smarter Every Day has a website that sells merchandise and stitches together the show’s media products. But it has limited traffic, less than 500 SEO visits per month, according to SpyFu.com. The website predominantly hosts video and podcast playlists with little other content or outreach. | Military.com is the savviest of the three at traditional and digital marketing. Its website generates over 4.5 million estimated SEO clicks per month with 98 percent of that being organic traffic. Their email lists are extensive with 10 options for readers to choose from. |
| Social Media                  | Social media is where EmeryEXP really shines. She has to juggle her dual personas as a streamer and as a model, as well as the needs of her platforms from Instagram to Twitch to OnlyFans.<br>Instagram: 128,000<br>Twitter: 53,000<br>Twitch: 19,000                         | The largest platform for Smarter Every Day is its YouTube presence where the channel has almost 10 million followers. The channel’s top alternative channels are:<br>Reddit: 59,000<br>Twitter: 327,000<br>Instagram: 220,000<br>Facebook: 1,550,000   | Military.com has some issues with URLs on social media since their brand includes their own URL as its name. Still, it has the large audiences expected of a digital publisher.<br>Facebook: 1,965,000<br>Twitter: 223,000<br>YouTube: 196,000<br>Instagram: 46,000              |
| Strengths                     | EmeryEXP has a great social media presence with her accounts each other across Instagram, Twitch, and Twitter. She interacts well with a large audience and has hundreds of followers per post, indicating what is   | Smarter Every Day has an amazing YouTube channel with unique content like a breakdown of how anti-ship rockets work or an interview with then-President Obama. This is rounded out with a strong social media  | Military.com has a very strong media presence and it is focused on a profitable market in prime spending age. The social media channels feed in to the website where the company displays ads  |

|            | EmeryEXP   | Smarter Every Day   | Military.com  |
|------------|--|---|---|
|            | likely aggressive growth.  | presence on other platforms such as Twitter and Reddit.   | that work well with their content.  |
| Weaknesses | EmeryEXP's other revenue streams are inseparable from her decision to also pursue adult modeling. Her traditional media outreach is limited, and her advertising deals appear to be minimal. This may be made up for with adult modeling revenue streams, but it could be valuable to split these into two brands. | Smarter Every Day does suffer from under-utilized channels such as their Facebook page which, despite having over 1.5 million fans has only been updated once since May 2019. The website could be a top destination for bringing together fans of different shows. A lack of SEO prioritization and emphasis on the website has caused it to languish. | Military.com's weaknesses are a natural part of their branding. Most of its social media channels have imperfect URLs, and its ads are relatively unexciting next to their content since the ads are largely from schools, banks, and employers. These are natural extensions of them being an early dot com company and being owned by Monster. They should be seen as tradeoffs more than areas of improvement. |

### Section 3: Target Market

The Protagonists Guild's primary audience is fans of the military and military movies and games who want to learn more about the history, technology, and tactics represented in other media. The primary audience is between 18 and 24 years old and is somewhere between starting college and starting their family. They have some discretionary spending and are establishing their consumption habits as they fill dorm rooms and apartments for the first time. They're curious about military life and the tech-forward nature of military research. They're interested in the sense of adventure captured in military media like video games; *Love, Death, and Robots*; and *Siege of Jadotville*.

The secondary audience is young professional starting their careers and establishing families. They are aged 20-34. They consume popular media with military elements, such as *Game of Thrones*, *Star Wars: The Bad Batch*, and Marvel movies. Their consumption habits are in flux as they combine their lives with their partners' or welcome children or pets.

The business-to-business segment of The Protagonists Guild is targeted at marketing managers charged with reaching the primary or secondary audiences.

#### **Section 4: Digital Properties and Keyword Strategy**

The Protagonists Guild has digital content offered across a number of platforms and syndicated to other publishers. The main website, [TheProtagonistsGuild.gg](http://TheProtagonistsGuild.gg) is available and will be the place where fans who discover one media type can find the other options. The other major platforms for content are YouTube, podcast networks, and Twitch.tv. The Protagonists Guild is available on each, though there is a defunct podcast on YouTube with the same name. This is not expected to be a serious issue for search results, especially since all channel names are available.

- Main domain: [TheProtagonistsGuild.gg](http://TheProtagonistsGuild.gg) (and [TheProtagonistsGuild.com](http://TheProtagonistsGuild.com), [TPG.gg](http://TPG.gg) and [TPG.com](http://TPG.com)).
- Other channels:
  - [Twitch.tv/theprotagonistsguild](https://Twitch.tv/theprotagonistsguild)
  - [Instagram.com/theprotagonistsguild](https://Instagram.com/theprotagonistsguild)
  - [YouTube.com/c/theprotagonistsguild](https://YouTube.com/c/theprotagonistsguild)
- Podcast platforms: SoundCloud, Apple Podcasts, Stitcher, Spotify

The SEO strategy focuses on maximizing on-site optimization and also driving backlinks through social channels, syndicated content, and other media offerings like the podcasts. The Protagonists Guild maintains a library of broad military and technology search terms that it

targets. In addition to slowly growing market share of relatively broad terms like “Navy SEALs” and “Modern Tanks,” there are niche, long tail search terms that can be quickly capitalized upon through content choices.

- US military top rankings: One of the top things that people curious about the military seem to wonder is whether or not the U.S. military really is the best and how it stacks up against others. Content that offers answers to those questions can encourage sharing, and SEO optimization can ensure that searchers find that content and our company.
- Bad military tactics movies: When the military roasts a new popular media battle scene, it gets people curious about the military to take notice, giving a chance for media companies to find new readers and build a relationship.
- Military technology US vs Russia: Again, people are curious about military technology and often want to know how their country stacks up against a rival, like Russia or China.
- Jobs military cyber defense: People in the primary audience are picking careers, and the military is known as a great place to break into the middle class while developing marketable skills (Weisser, 2015).
- Military hero stories silver star: Hero stories are entertaining and cathartic whether the audience discovers them on podcasts, in movies, or in articles. This is part of the audience acquisition strategy.

### **Section 5: Campaign Objective**

The most important key activities of The Protagonists Guild are those that build the network’s audience. Donations cannot be solicited, ads cannot be sold, and the company cannot

drive audiences to partner networks and sites without a community of supporters. So this campaign's primary objectives are to recruit people into audiences and increase brand awareness. The ideal audience member is a young adult professional with an interest in video games, infotainment, and technology. Since the inaugural content creators for The Protagonists Guild are all military affiliated, the first year-long campaign will focus on audiences interested in primarily military games and technology.

### **Section 6: Marketing Channels**

The most important channel for The Protagonists Guild to recruit new audience members is creating the content that will resonate with audiences. This includes articles published on TheProtagonistsGuild.gg and shared with syndication partners, videos and transcripts published to YouTube, and livestreaming. Within the first year, this could also be expanded to include podcasts. All content will be optimized for a list of long-tail search engine phrases, updated biweekly. Syndication rules with partners will include a requirement that the syndicated article be backlinked along with three other pieces of content.

An important part of search engine optimization is building digital architecture and work tools that ensure SEO best practices such as including tags and alt text on all content and reducing bounce rates (Mallya, 2020). All content creation templates, such as for scripts and articles, will include a section for the writer to put SEO keywords and tags, a spot for draft comments, and a reminder to include transcripts in all video uploads. Figure 6.1 shows an article example of a Word template. Reducing bounce rates will be achieved by optimizing the site for mobile and for quick load times.

Figure 6.1

**Slug:** [TheProtagonistsGuild.gg]-

**HEADLINE:** (The story headline. Aim for 50-70 characters and about 8 words. Use emotional words)

**Byline:** Story by [Author]

**Social Media Summary:** About 35-50 words. Write this section to get FB and Twitter users who have stopped scrolling to actually click on the link.

**SEO Description:** About 50-75 words.

**SEO Tags:** Separate tags with semicolons; target terms that relate to the story; try to think of what search terms a potential reader will actually use; try to think of relevant terms that TPG would benefit from being associated with.

The text of the article goes here, starting with a strong lead that will pull readers into the story.

After that, bridge into the main story.

Use the body of the article to really make your point or to drive a narrative. Use lots of direct and indirect quotes. Readership is usually highest when the story focuses on the subject and the writer interjects themselves as little as possible.

To turn the audience into a full-fledged community, The Protagonists Guild will operate on social media platforms that encourage discussion and audience content creation. The primary social media channel will be on YouTube where videos will be posted and livestreams will be hosted. The next social media channel priority for The Protagonists Guild will be Instagram. Instagram was chosen because it has a high overlap between its users and YouTube's, over 30% of its audience is in the target audience of 18 to 34-year-olds, and it is part of the Facebook family of apps, which has an average revenue per person of \$25.57 (Sehl, 2021). This will also position The Protagonists Guild well if Facebook.gg continues to gain livestreaming market share from Twitch. Also, a community will be cultivated on a Discord, a social media platform embraced by the gaming community that functions like a series of specialized chat rooms.

Finally, The Protagonists Guild will target the growth of an email newsletter list by offering early access to content that comes directly from the subscriber's favorite creator. Email newsletters remain one of the most successful tools for connecting brands with their most dedicated fans. According to Hubspot, 99% of the world's 4 billion email users check their email

at least once per day (Kirsch, 2021). To maximize opening rate, emails will be optimized for mobile, use A/B testing, and come from the subscriber's chosen content creator, not from the larger brand (Kirsch, 2021). Building community through email will have the added bonus of allowing for the company to sell a limited number of ads in the newsletter every week, a highly desirable B2B product as email marketing generates \$42 on average for every dollar spent (Sirohi, 2021). Creators will be encouraged to send at least one email weekly via Marketo, timed to approximately 12 hours before their most popular stream or immediately after they publish their most popular piece of recurring content.

The Protagonists Guild will also pursue earned media in traditional media outlets like radio, broadcast, and print publications by pitching its content creators as expert commentators for stories and interviews. The company is a digital publisher and so, of course, has a digital-first strategy. But traditional media retains a sizable audience whose members can be valuable to digital publishers when cross-pollinated from outlets. The primary goal of this outreach is to increase the audience, but it also serves to build the company's networks with traditional media employees and their advertisers, improving the company's positions when it shifts resources to B2B marketing.

Section 7: Content Strategy

| January-22 |  |   |  |   |  |                                  | KEY:  |
|------------|--|---|--|---|--|----------------------------------|---|
|            |  |   |  |   |  |                                  | Instagram<br>Email Newsletter<br>Syndicated Article                       |
|            |  |   |  |   |  |                                  | Website Article<br>YouTube VOD<br>YouTube Livestream                      |
| SUNDAY     | MONDAY   | TUESDAY   | WEDNESDAY  | THURSDAY  | FRIDAY   | SATURDAY 01                      |   |
|            |  |   |  |   |  |                                  | YouTube VOD-Script adapted from top performing content from previous week |
| SUNDAY 02  | MONDAY 03  | TUESDAY 04  | WEDNESDAY 05   | THURSDAY 06   | FRIDAY 07  | SATURDAY 08                      |   |
|            |  | Instagram-History photo   |  | From Logan-tease livestream<br>TT-Defender's Advantage                  | Instagram-Tech/News photo                              |                                  |   |
|            | Syndicated Article from partners   | Syndicated Article from partners                                  | Syndicated Article from partners   | Syndicated Article from partners  | Syndicated Article from partners                       | Syndicated Article from partners |   |
|            | Military History Monday-7 times the Coast Guard proved itself under fire | Tech Tuesday-X technologies only needed on Navy subs              | Commentary Wednesday-Why the Army's next helicopter will show up in movies & games | Commentary Thursday-Ignore doomsday weapons from Russia and China       | Video Game Review Friday-The Lord of the Rings: Gollum |                                  | YouTube VOD-Script adapted from top performing content from previous week |
| SUNDAY 09  | MONDAY 10  | TUESDAY 11  | WEDNESDAY 12   | THURSDAY 13   | FRIDAY 14  | SATURDAY 15                      |   |
|            |  | Instagram-History photo   |  | From Logan-tease livestream<br>TT-Crossing the T vs. Flanking           | Instagram-Tech/News photo                              |                                  |   |
|            | Syndicated Article from partners   | Syndicated Article from partners                                  | Syndicated Article from partners   | Syndicated Article from partners  | Syndicated Article from partners                       | Syndicated Article from partners |   |
|            | Weapons lost to history: The American submachine gun                     | These new weapon sights tease revolution in warfare               | Want to prevent cost overruns like F-35? Invest in STEM                            | General Milley seems out of f'cks to give                               | VGR-Suicide Squad: Kill the Justice League             |                                  | YouTube VOD-Script adapted from top performing content from previous week |
| SUNDAY 16  | MONDAY 17  | TUESDAY 18  | WEDNESDAY 19   | THURSDAY 20   | FRIDAY 21  | SATURDAY 22                      |   |
|            |  | Instagram-History photo   |  | From Logan-tease livestream<br>TT-Localized Superiority of numbers      | Instagram-Tech/News photo                              |                                  |   |
|            | Syndicated Article from partners   | Syndicated Article from partners                                  | Syndicated Article from partners   | Syndicated Article from partners  | Syndicated Article from partners                       | Syndicated Article from partners |   |
|            | Website Article-Battle of Lissa and the weird history of naval rams      | Ramjet artillery will change warfare just in time for World War 3 | Why logistics remains the most underrated branch of military service               | The Air Force shouldn't count on NGAD digging F-35 out of its hole      | VGR-Hogwart's Legacy                                   |                                  | YouTube VOD-Script adapted from top performing content from previous week |
| SUNDAY 23  | MONDAY 24  | TUESDAY 25  | WEDNESDAY 26   | THURSDAY 27   | FRIDAY 28  | SATURDAY 29                      |   |
|            |  | Instagram-History photo   |  | From Logan-tease livestream<br>TT-Defense in depth vs. Defeat in serial | Instagram-Tech/News photo                              |                                  |   |
|            | Syndicated Article from partners   | Syndicated Article from partners                                  | Syndicated Article from partners   | Syndicated Article from partners  | Syndicated Article from partners                       | Syndicated Article from partners |   |
|            | The first tampons were bandages & other weird military origin stories    | XX patents that tease bonkers military technology                 | Diverse militaries come up with diverse solutions to defense problems              | To improve readiness, make Oculus combat simulators                     | VGR-Final Fantasy VII: Ever Crisis                     |                                  | YouTube VOD-Script adapted from top performing content from previous week |
| SUNDAY 30  | MONDAY 31  |   |  |   |  |                                  |   |
|            | Syndicated Article from partners   |   |  |   |  |                                  |   |
|            | The Soviet scientist who helped create U.S. stealth                      |   |  |   |  |                                  |   |

(Full Sail Office365 account holders can see the most-current version of this table at [this link.](#))

As a digital media publisher, The Protagonists Guild is focused on producing quality content daily to satisfy audience desires. The initial campaign is focused on military audiences.

The most important pieces of content every week are the livestreams on Tuesday and Thursday. These are the prime revenue generators for The Protagonists Guild. The top stream is “Talking Tactics” which runs every Thursday night from 9 p.m. to 3 a.m Friday EST, the time of week when livestream audience members are best balanced against available livestreams (Twitch statistics & charts, n.d.) and is a live discussion of a specific military topic followed with an open Q and A.

Approximately 12 hours before a Thursday livestream, a pre-scheduled email newsletter will be released that teases the upcoming livestream and adds context.

On weekdays, The Protagonists Guild will publish one long-form article per day to drive SEO and encourage syndication by partners. The backlinks generated by syndications will both

attract readers and encourage search engine crawlers to prioritize the site. To make content generation easier and to build audience expectations, the days of the week have themed content. Mondays are dedicated to military history. Tuesdays are for discussing new technology. Wednesday and Thursdays feature general commentary. And Fridays are when new video game reviews are published.

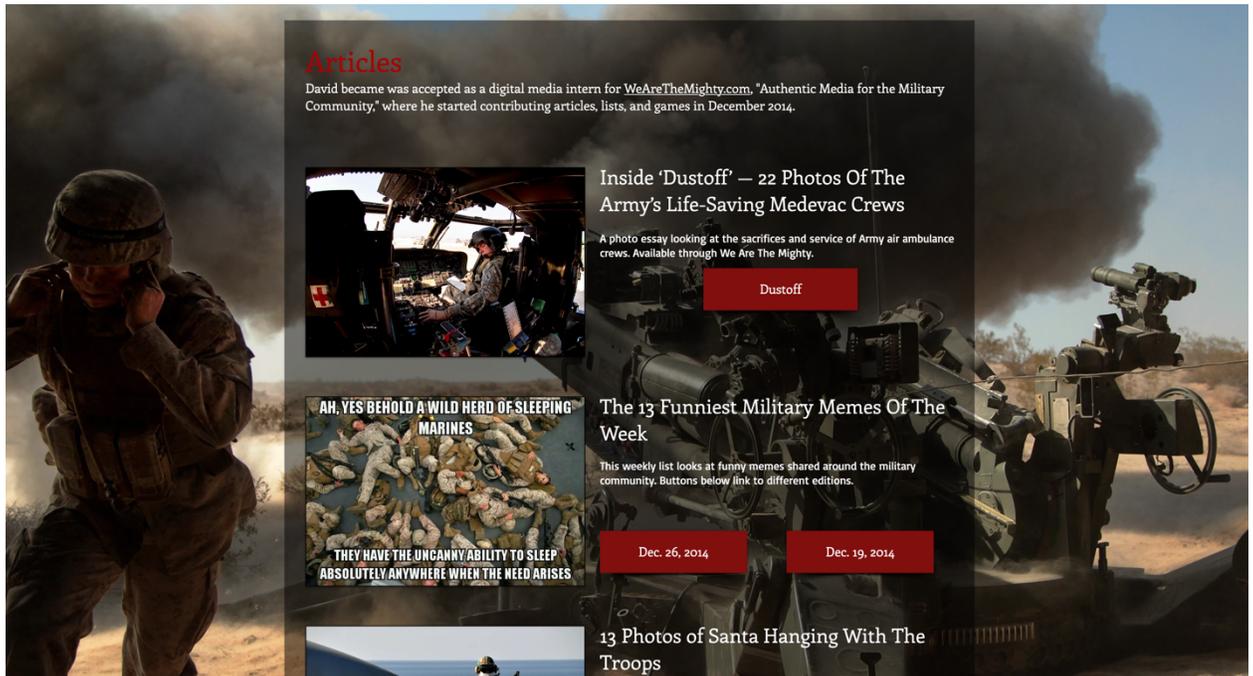
On Saturdays, a video version of the top article from the previous week will be published. The scripts for these videos are adapted from the original article. Scripts will be uploaded to YouTube and the first comment will include a fun additional piece of information and a link to a similar, but not identical, article on the main website. This is to further drive SEO.

Instagram posts will be uploaded at least twice weekly on Tuesday and Friday. These are also themed. Tuesdays are dedicated to history. Fridays are for technology or news.

### Section 8: Mockups



This mockup is adapted from prior work that Logan Nye, a The Protagonists Guild Content Creator, did with the media company We Are the Mighty. It represents a YouTube VOD discussing news from the previous week. This direct-to-camera, VLOG style is expected to be the primary style of The Protagonist Guild's VODs reviews.



On the main website, the focus will be on quick, easy articles that tie into military culture, technology, or history. The desktop version will include more dynamic visuals like the background image, while mobile version will be optimized for faster load time.



In this mockup of a “Talking Tactics” livestream, Logan Nye plays a military game that will enable him to discuss tactical terms like dead space, 360-degree coverage by fires, actions on the objective, etc. The final livestreams will include a spruced up area behind the host and a digital overlay that encourages audience engagement.

### **Section 9: Integrated Marketing Strategy**

The end goal of The Protagonists Guild marketing strategy is to recruit audience members and convert them to fans, customers, and community members. To do that, the content creators will embrace the voice of the “laid-back professor,” a sort of casual expertise, in all scripts, articles, and live streams. The goal is to write and perform infotainment with the same voice as a grad student or assistant professor explaining a concept to friends at a bar.

A consistent feel is accomplished by ensuring that all graphics match the color palette for the website and major branding. All video game content is captured and edited at a minimum of 1080p. The maximum streaming resolution on YouTube is 2160P (Gomes, 2020).

Audience members are recruited through social media, articles, videos on demand, podcasts, or live streams. No matter which of these “surfaces” is the first that an audience member finds, the goal is to funnel them to live stream participation and to sponsored content.

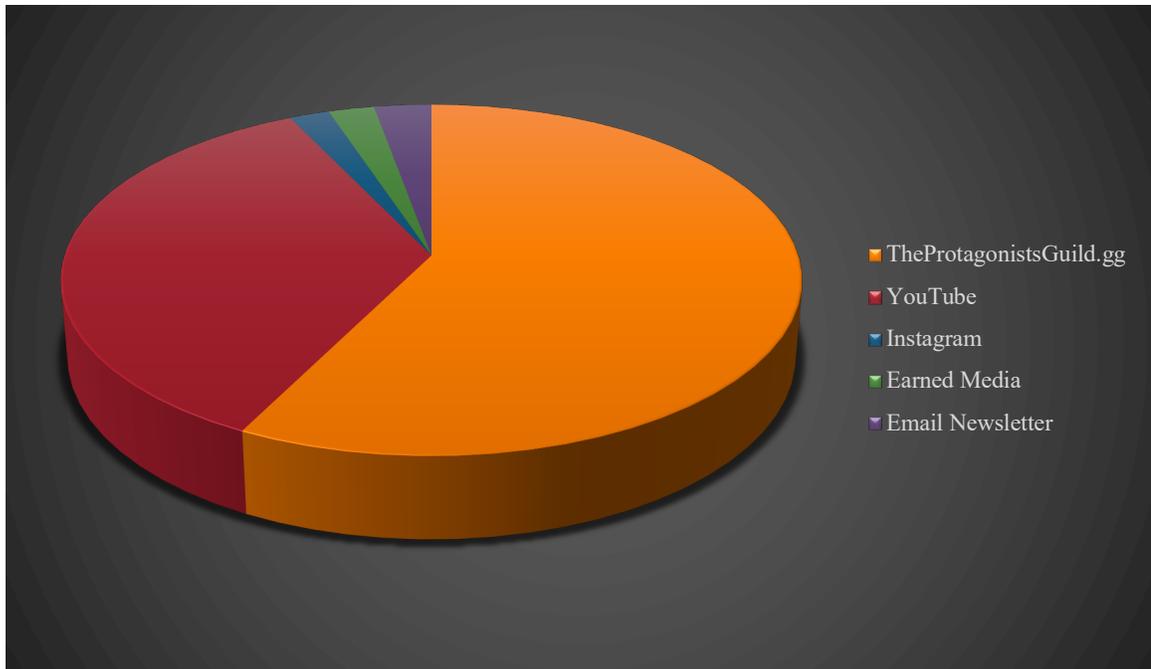
Daily original and syndicated articles on TheProtagonistsGuild.gg drive traffic and search engine optimization. To reinforce this process, there are also media outreach efforts on Mondays, Instagram posts on Tuesday and Thursdays, emails on Thursdays, and YouTube videos on demand on Saturdays. This means that a theoretical fan that opted into all communications with The Protagonists Guild would have the ability to pull new content six days a week and would receive emails or other alerts about new content four times per week.

### **Section 10: Campaign Budget**

For the first year of operations, The Protagonists Guild is only budgeting \$3,400 for marketing and advertising. But it’s important to note that most of the actions designed to bring in new audience members are also revenue-generating activities that are captured elsewhere in the budget.

The salaries of content-focused positions total \$17,000 per month and form the highest single expense of every month after April, when the content positions are projected to be fully staffed. While the approximately \$300 monthly in the marketing and advertising budget is purely focused on growing the audience, the \$17,000 per month of salaries are also expected to generate advertising revenue and help drive merchandise sales.

Still, those salaries are reflected in the pie chart below and are broken into which platforms and marketing channels the salary earners’ labor is directed toward.



Approximately \$17,500 per month will be spent on activities that draw in audience members, from creating new content for the main site or social media channels to purchasing targeted ads on social media and search engines.

### Section 11: KPIs

#### TheProtagonistsGuild.gg

1. Objective: Increase monthly site visits per month to over 4 million within the first year.
2. Goal: Readers choose TheProtagonistsGuild.gg website for infotainment and click on links from search engines to The Protagonists Guild.
3. KPI: Increase in unique visitors per month, increase in the number of pages visited per visit, total referral traffic from SEO
4. Target: Increase monthly unique visitors by over 40% per month while average pages per visit climb above 150%, and referral traffic from SEO reaches at least 30% per month.

**YouTube**

1. Objective: Increase average views per video to over 1 million.
2. Goal: Audience members choose to visit The Protagonists Guild YouTube channel regularly.
3. KPI: Increase in subscribers, increase in average views
4. Target: Increase subscribers to over 3 million and average views to over 1 million.

**Instagram**

1. Objective: Increase fans to over 500,000 with over 3% interaction per post.
2. Goal: Audience members choose to interact with Instagram content and follow it to live streams on Thursday nights.
3. KPI: Increase in followers, amount of interactions per view
4. Target: Followers increase 40% or more month-over-month. Each post garners over 3% interaction.

**Earned Media**

1. Objective: Bring in new fans through digital and traditional media outreach.
2. Goal: Opt into at least one The Protagonists Guild channel (email newsletter, social media, or streaming channel).
3. KPI: Growth in TPG channel audiences per month from outside referral traffic.
4. Target: Over 1% growth per month from outside referral traffic

**Email Newsletter**

1. Objective: Engage audience members through emailed content.
2. Goal: Opens emails from The Protagonists Guild without unsubscribing.
3. KPI: Open rate, unsubscribe rate

4. Target: Open rate over 20%, unsubscribe rate under 0.2%.

### **Section 12: Analytics**

The most important analytics are those closest to the end of The Protagonists Guild's primary revenue generators: The YouTube channel and TheProtagonistsGuild.gg.

For measuring YouTube performance, The Protagonists Guild will rely on YouTube analytics with biweekly reports focused on the number of views and average time viewed. For the website, Google Analytics will be used. Dashboards will be constructed to show where referral traffic is coming from, what pages have a high bounce, and the most common paths through the site. This data will fuel decision-making aimed at maximizing the number of readers who end up on a subscription page or a live stream page.

Next, the referral channels that feed new audience members into the funnel, Instagram and earned media, will be measured using different tools. Instagram activity can easily be measured with built-in tools. For earned media, The Protagonists Guild will be able to gather a wealth of referral data from Google Analytics on TheProtagonistsGuild.gg, but the data would be incomplete since that data would begin after the referral already happened. To get a better picture of how many articles mention the guild and the audience for each article or publisher, the guild will purchase data from Cision. Cision will make it easier to find where articles mentioning the guild have been published and to estimate audiences for each article. This, combined with Google Analytics, will allow for the guild to track how popular guild content is with the audiences of other publishers. In addition to increasing fidelity of where traffic is coming from, that data could fuel a future ad buy strategy.

Email marketing is oddly positioned since it is both an audience builder for channels as well as a product that the guild plans to eventually sell to advertisers. Marketo's analytics tools

will allow content creators to measure the statistics that are important to the guild early on, such as open rate and unsubscribe rate, but will also offer statistics important over time to both the guild and advertisers, such as click-through rate (Marketo.com, 2020).

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