



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



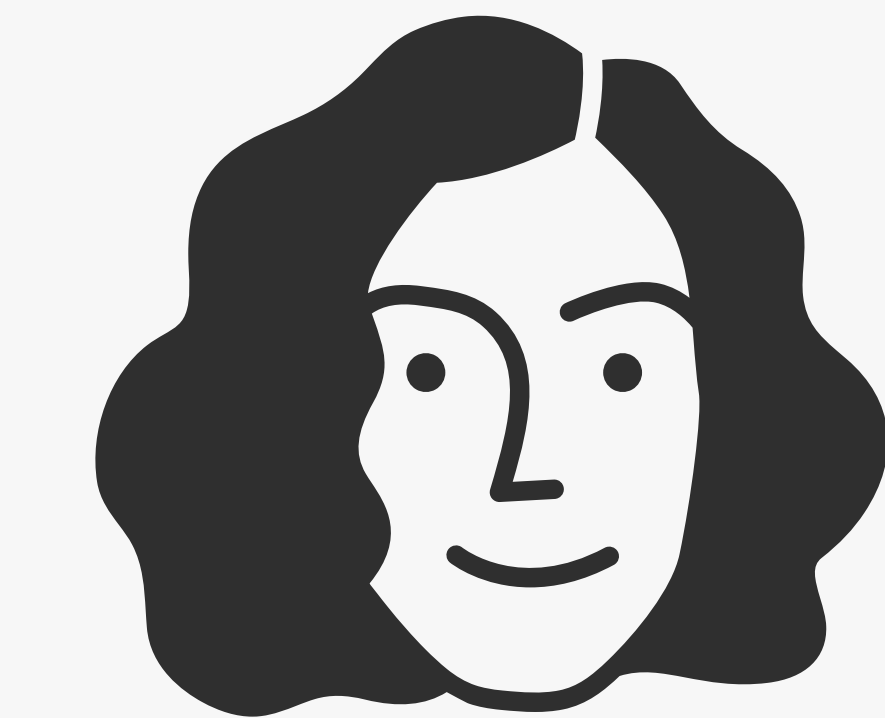
Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



rubana team 226

A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed.

growth rate

conten

subscribers

Skills you will develop

we've tried it and it didn't work for us

we don't have the budget for video marketing

there are tocke  
I can use to make my own videos oneiy video marketing is all about advertising

we are to busy to do videos

I don't want to be on video our leadership team aren't interested in video

we need a video for our new website

Tableau Data Literacy Data Analysis Data Preparation Business Intelligence Data Visualization

take to others in their industry about what's working

goes to networking events take to others in their industry about what's working what they've always done (very little)

gets overwhelmed by if a optore

