

# Top UK Youtubers 2024 Dashboard

## Objective

To run successful marketing Campaigns with the top UK Youtubers

## Problems Identified

- Sharon (The Head of Marketing Department) has found that finding the top Youtubers in the UK to run marketing campaigns is difficult.
- She has conducted online research, but she always ends up with complicated and conflicting insights.
- She has also held calls with 3<sup>rd</sup> party providers, but they are all expensive options

## Target Audience

- Primary – Sharon
- Secondary – Marketing team members

## Use Cases

- Identify the top Youtubers to run the campaign with
- Analyze the potential for marketing campaigns with Youtubers