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 3rd 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