

## Outline

- I. Introduction
- II. Digital Marketing
  - a. Who are you trying to reach?
    - i. Demographics
      - 1. Socio-Economic Status
      - 2. Use of technology
    - ii. Data
      - 1. Survey the people you're trying to reach
  - b. How can you reach them?
    - i. Social Media
      - 1. Content
      - 2. Ads
    - ii. Website
      - 1. Google Analytics
      - 2. Content
      - 3. Speed
      - 4. Mobile
      - 5. Website Video
    - iii. Video
      - 1. Infographic
      - 2. Top 16 Video Marketing Tips
      - 3. Let's make a video!

## Sources

1. White paper: Cisco VNI Forecast and Methodology, 2015-2020  
<http://www.cisco.com/c/en/us/solutions/collateral/ser-vice-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html>
2. 31 Must-Know Video Marketing Stats  
Infographic Source: <http://blog.hubspot.com/marketing/video-marketing-statistics>  
Data: <http://www.insivia.com/50-must-know-stats-about-video-marketing-2016/>
3. The Top 16 Video Marketing Stats for 2016 - <http://www.slideshare.net/AdelieStudios/adelie-studios-top16videomarketingstatistics2016-56658453>

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