The background features a dark blue gradient with a series of curved, overlapping lines that create a sense of depth and movement. A grid of fine, light blue lines is visible, particularly on the right side, where it appears to be part of a larger, curved structure. The overall effect is a modern, digital aesthetic.

# Optimize your under \$1 M media budget

MATCH AUDIENCES, CONTENT, CHANNELS TO REACH GOALS

KEEPING IT SIMPLE:

# 3 MARKETING GOALS

+ BRAND DEMAND

+ HIGH VALUE CUSTOMERS

+BRING BRAND TO LIFE

VISIT HUNTINGTON BEACH

# GOAL DILUTION

IS DOING ONE THING WELL  
BETTER THAN DOING MANY  
THINGS OKAY?

GOOGLE

YOUTUBE

REDDIT

FACEBOOK

TWITTER

INSTAGRAM

PINTEREST

WHATSAPP

TUMBLR

LINKED IN

SNAPCHAT

WHATSAPP

CBS

CNN

NBC

ESPN

FOX

ABC

NETFLIX

HULU

AMAZON

ATT

TRIBUNE

BBC

COMCAST

THOMSON REUTERS VIACOM

DISNEY

HUFF POST

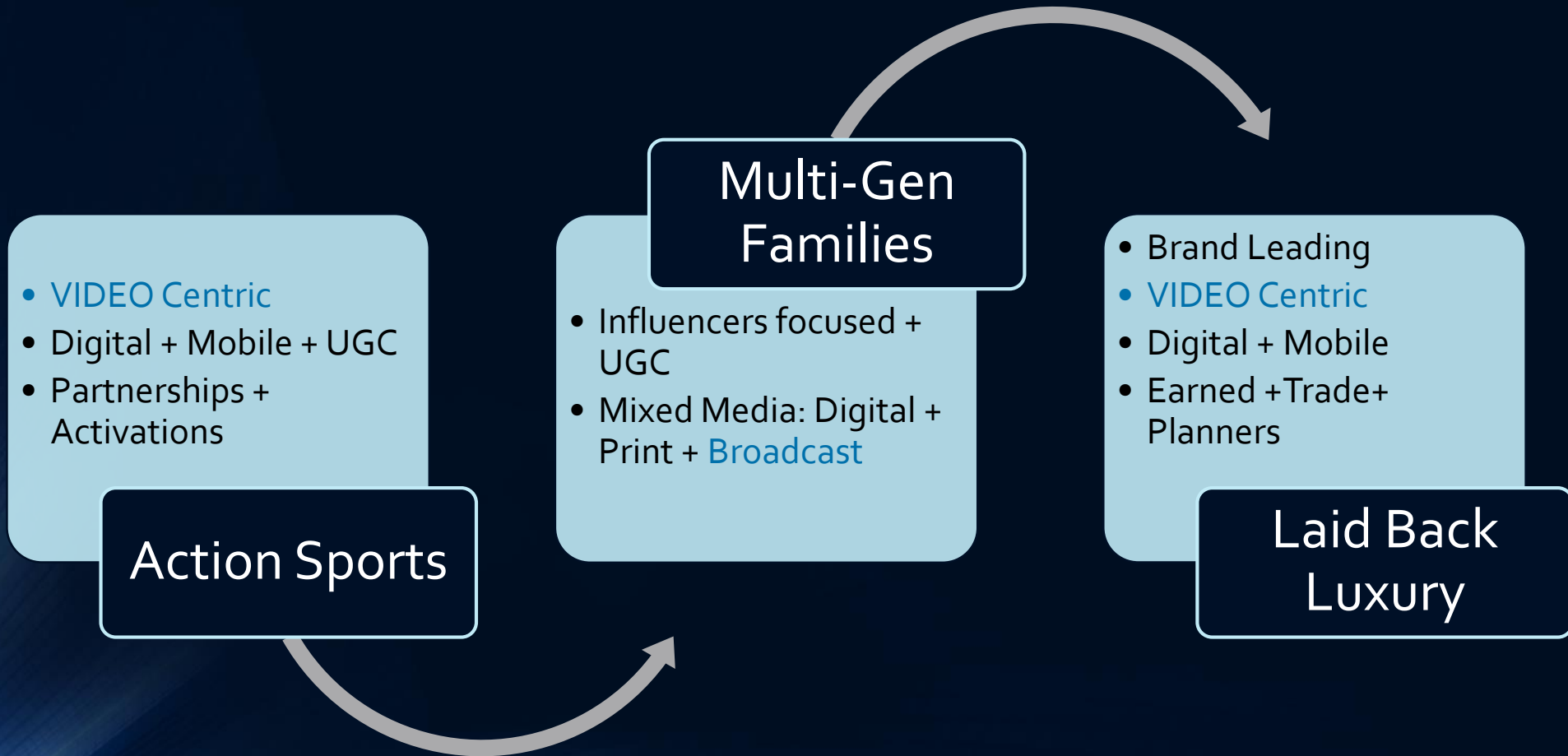
SKIFT

MASHABLE

PERISCOPE

ROKU

# POETS STRATEGY FOR KEY AUDIENCES







# VIDEO “CHUNKING” CONTENT STRATEGY

