Digital Marketing Plan (DMP)

For: **Rooster Teeth Productions**
https://roosterteeth.com/

Prepared On: June 20, 2021

Prepared By: Stephen Blake

Email: SBlake1@student.fullsail.edu

Phone: 214.629.0672

Contents

1: Executive Summary

This digital marketing plan aims to identify ways to best captivate and build an engaging audience. Rooster Teeth Productions is a video streaming service with many different ways of making revenue. Their history and mission focus on cultivating and entertaining a community of supporters. This strategy will focus on finding strategic campaigns that have an overall goal of expanding their "FIRST" members, increasing their merchandise sales, and raising the retention rate of their audience. All of these business goals concentrate on smart and measurable marketing tactics which will enhance brand awareness, entice web traffic to the site, and ultimately encapsulate their member's interest. By analyzing the company's current status, strengths, weaknesses, and opportunities, it will aid in distinguishing strong marketing campaigns that will more accurately identify the best trajectory for the company moving forward. Though littered with much competition, Rooster Teeth have demonstrated how they stand out from big platforms by presenting their unique qualities. It stems from knowing their audience and catering to the customer's journey through the site. Fueled with this knowledge, this strategy proposes potential marketing campaigns that will have a strong reach on all aspects of Rooster Teeth's business goals with quantifiable metrics to track and adjust as needed. Implementing these digital marketing plans will embrace the company's aspirations and allow them to reach new accomplishments for the future.

2: Organization

Mission Statement

Rooster Teeth currently does not have a mission statement, however, given their aspirations and extreme focus on engaging with their ever-growing community, it gives good insight to what the statement should consist of. This is not their mission statement, rather, it is an attempt to craft one that prioritizes their ambitions; "Here at Rooster Teeth, we create, produce, and share our interests to the world. Our commitment is to you, the community, to create the most entertaining original content for everyone to love and share. It is, and will remain, an ongoing collaboration between the community and us to make content you want to see and support." The collaboration portion is directly from Bernie Burns, the co-founder of

Rooster Teeth. Building a community has always been their number one priority (Rooster Teeth, 2018).

Organizational Background

Rooster Teeth is a production company that makes original shows, podcasts, and animations. Their shows offer a comedic flair on topics of gaming, comic books, movies, and general internet culture themes. Their internet fame with millennials on YouTube propelled them to make their own website and "FIRST" membership tier for their community. They remain dependent on audience engagement and viewership as more competition arises.

Rooster Teeth started out with the production of "Red vs Blue," a silly web series made using captured gameplay of a video game called "Halo". Using their own voice over dialogue, they were able to create a new type of cinema. The show was wildly successful for its originality and entertaining story. Burnie Burns and the other co-founders realized they had something special, so they decided to continue making new content (Rooster Teeth, 2018). The show was released in 2003, right as the popularity of video streaming sharing skyrocketed. They grew a community of people who tuned in to see their content, and they relied on that audience to watch and share. This allowed them to not become reliant on monetization of videos; rather, they had supporters to buy their content directly. As they became more successful, they grew their studio, team, and content. They have accumulated over 300 shows, own game studio with five released games, and millions of followers.

Overall Goals & Objectives

Rooster Teeth prioritized their community by focusing on the member's collaboration and interests. To accommodate the high demand of new content and more viewership, the company will need to have attainable and measurable business goals if they are to grow as a brand. Below will be the list of overall business objectives that this digital marketing plan strategizes to achieve.

Goal 1

Increase "FIRST" members by 10% within 6 months. This will have a direct impact on the company's profit margin and return on investment.

Goal 2

As the Rooster Teeth community grows with engaged fans, the company should capitalize on member investment into the brand. The next goal is to boost merchandise sales by 30% within 8 months. When there is a strong and passionate fan base that supports the company, they are much more likely to become brand-spenders to show their support.

Goal 3

To fully captivate the audience and keep them absorbed in Rooster Teeth content, consistent viewership is very important to maintain. The next goal is to raise the retention rate by 25% within 12 months. Longer retention means more time engaging with customers, more monetization, and member satisfaction.

Marketing Objectives

To achieve these business goals, there needs to be strong and measurable marketing objectives that will give the company the proper trajectory for success. These marketing goals will all have the overall task of achieving more "FIRST" members, more merchandise sales, and a higher retention rate.

Goal 1

Social media remains a prevalent factor in the success of Rooster Teeth. Specifically, YouTube remains to be the biggest platform presence they have because of how they started as a company. Through proper social media marketing campaigns, the goal is to spread brand awareness achieving a 15% increase of URL redirects to the Rooster Teeth website within 6 months.

Goal 2

The next marketing goal prioritizes traffic control with both new visitors and current members. With stronger advertising and incentives, the objective is to increase traffic to the store by 25% in 8 months.

Goal 3

Keeping an audience fully engaged for long periods of time can prove difficult without strong engagement. To increase retention on the site, the goal is to increase community engagement on the Rooster Teeth community boards by 40% in 12 months. Stronger engagement in the community will keep the members more interested and absorbed on the site which will improve the sites retention rate.

Revenue Models

Rooster Teeth makes money in five ways, advertising, licensed productions, live events, merchandise, and memberships. Advertising mostly consists of monetization of videos on YouTube and their own platform. Their licensed productions provide royalties when selling their productions to stores or other distributors. The merchandise sells are any of their brand products being sold through their online store. Lastly, their "FIRST" membership subscriptions which is a recurring fee that offer no ads and exclusive benefits. Although their business model is a bit unorthodox with many different revenue opportunities, they primarily depend on business to customer ecommerce. (Rooster Teeth, 2017)

Brand Strategy

Being able too fully captivate an audience while keeping their interest and support towards a company involves strategic branding. Video streaming services are especially hard to keep up with because of the consistent competition and updating technology. While the internet has made it easy to share and make content for the

world to see, it is branding that will harness and grow a community. The goal is to make content people actively want to watch and engage with. This section will analyze Rooster Teeth Productions brand components and brand messaging. Each of them will be evaluated to understand how they effectively communicate to the target market.

Brand Components

Brand Name

With a brand name such as "Rooster Teeth," a lot can be misunderstood, but is that the goal? Although a bit ambiguous, the name alone will stir interest and encourage people to ask themselves, 'what kind of content does a company named Rooster Teeth make?' Upon inquiring, the peculiar name becomes appropriate given the silly content they produce. It is not only a very rememberable name, but it also gives a prelude to what kind of videos the viewers will encounter. The name originated from the very first video they posted on their infamous "Red vs Blue" series. Amidst the many antics the characters find themselves in, one of the insults of choice was the use of the word "cockbite." Burnie Burns (co-founder of Rooster Teeth) explained that it became a touchstone for the audience; people started quoting it everywhere. Unfortunately, the state of Texas would not let the derogatory name be registered as a company name, so in turn, "Rooster Teeth" became the euphemism ("A 'Red vs. Blue' Interview…", 2012). The brand name already has an engaging element with the community they built with their first production. Through their creativity and help from their followers, they crafted an excellent brand name.

Brand Identity
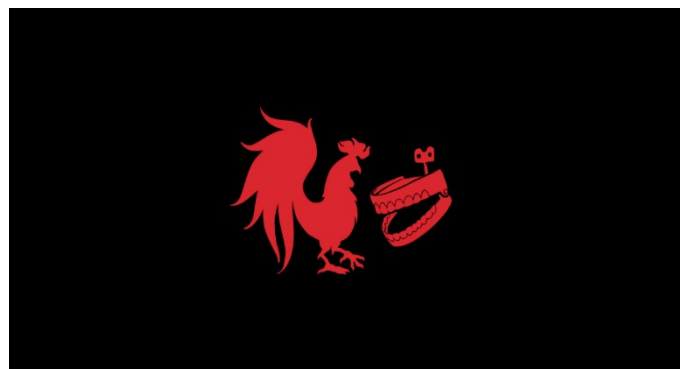
Rooster Teeth's logo consists of their trademark rooster followed by a wind-up chattering teeth toy. In many iterations, it is fully colored in with a bold bright red. The official logo features an off-white rooster followed by the wind-up chattering teeth with red gums and white teeth. Underneath the rooster and teeth is their company name, "Rooster Teeth," spelled out in a bold simple font, similar to Meta Plus, painted in the same bright red. The logo's goal is to represent the name of the company while giving off the impression of the content they produce. The teeth in particular are represented by a toy; this is to express that they are fun, they like to play games, and they like to entertain. Having a toy in their logo gives off a gaming impression, and their comedic quality all in one. The weakest part of the logo is the rooster on design alone, however, the deeper meaning behind how the company's name was made gives it validity. To make an even stronger representation of Rooster Teeth, they could instead make an exaggerated satire version of a rooster. A good example would be the rooster from Disney's "Moana" as a reference. Having a comedic design could farther give insight to what kind of content can be expected from them. The bright red color is best described as exciting and passionate (Smith, n.d.), while the simple text font lets it be less intimidating and more welcoming to the excitement. Simple text by nature conveys directness, and the boldness is meant to stand out from the crowd giving it a sense of power ("How to Choose the Right Font…", n.d.). Rooster Teeth's use of bold, yet simplistic font farther describes Rooster Teeth as a company while encouraging people to engage. They have encapsulated who they are as a company with a seemingly straightforward logo.

Tagline

Rooster Teeth depends on and cultivates a community of people that support them. They have talked at great length of how important the community is above everything else. For that reason, it is more important to mention the community than the video production content for the tagline. Although Rooster Teeth does not have a tagline currently, the phrase, "The Power of community engagement," and variations of, have been used by the founders of the company when describing what makes them successful. This phrase is also found on their website explaining their story and how they came to fruition ("Our Story – Rooster Teeth", 2020). All companies start somewhere, and Rooster Teeth started by building a community.

Brand Messaging

Brand Archetype

Rooster Teeth is all about having fun and sharing their interests to the world. This is why their archetype most resembles the entertainer. All of their original content is compelling with lots of humor. Above all else, they need to be entertaining to keep the community engaged and having a good time. The second important archetype they most resemble is the guy next door. Their content is geared towards their community with the same interests. Their goal is to grow and cultivate that audience while entertaining them. They do not want viewership alone; they want people to actively be engaged. Many of their videos support live chats for their followers allowing for constant communication. They often host live events to personally interact with their followers as well. They have successfully used both of these archetype traits to best fit their brand voice and actively build and entertain their followers ("Brand Quiz - Kaye Putnam…", n.d.).

Mission Statement

The core of the mission statement that Rooster Teeth strives to deliver on is their sense of comradery with their members. They want to produce content that the fans want to see and support. By prioritizing their community and their interests, Rooster Teeth is uniquely crafting their brand through their members. The ongoing collaboration between the community and the company reflects how their brand messaging and brand story is shaped.

Brand Story

A proper brand story will need to create an emotional relation with the audience. It needs to illuminate the brand's voice, their personality, and their influence. For Rooster Teeth, a convincing emotional story can be given by an out of place, geeky high school student that does not belong in the normal cliques in school. It begins with him being lonely, feeling like he is a loser with no friends because of his love for video games and the internet culture in general. He comes across a funny video on the internet, and it happens to be "Red vs Blue" from Rooster Teeth. He enjoys it so much that he learns that the company is hosting an event near where he lives. He goes to find so many people just like him, however, they are not afraid to be themselves. He makes friends and realizes he found a community where he belongs.

This story solidifies the type of individuals Rooster Teeth target while encouraging them to engage and embrace their interests. It is a simple story many young adults

can relate to at school, specifically the ones who do not fit in the normal social groups.

Differentiation Points & Positioning

Despite the strong competition, Rooster Teeth differentiators offer unique qualities. For instance, all content produced by Rooster Teeth is original and offers a wide range of categories. Sites like Netflix, Hulu, and Amazon have some original content; however, they rely mainly on network owned movies and TV shows that they acquire rights to stream. People who watch Rooster Teeth are there for videos that are distinctive from what conventional video streaming services offer. Although the layouts and functions of the website and app closely resemble each other for best and convenient functionality, the target audience is completely different.

Other competitors come in the form of large online personalities that make their own content as well. Streamers, YouTubers, podcasters, and even animators that share content for free on various platforms are competition. Although Rooster Teeth is among the top 100 gaming YouTube channels, many creators are above them ("Top 100…", 2015). What sets Rooster Teeth apart is a larger variation of content with more than one channel to work with. They also have their own website with members instead of relying solely on other platforms to share their videos. Rooster Teeth offers a community to share in their video game and internet culture while still presenting themselves bigger than a singular personality by having a large variation of content. They share in the interests of the community, and they rely on their engagement to assess what content to make moving forward. That sense of collective interest is what drives Rooster Teeth above competitors.

3: Situational Analysis

SWOT Analysis

Below is a SWOT analysis of Rooster Teeth that examine their strengths, weaknesses, opportunities, and threats that the company currently have.

SWOT Analysis Table

Strengths (internal, positive factors) Strengths describe the positive attributes, tangible and intangible, of the organization. These are within company control.	Weaknesses (internal, negative factors) Weaknesses are aspects of the business that detract from the value offered or place it at a competitive disadvantage.
- Strong community of consumers and followers - Passionate staff that enjoy creating entertaining media. - Popular and renowned projects still talked about today. - Brand Recognition	- New company with growing staff - Co-founder Burnie Burns has left Rooster Teeth. - Spreading themselves thin with the amount of content being created.
Opportunities (external, positive factors) Opportunities are external attractive factors that represent reasons for the business to exist and prosper.	Threats (external, negative factors) Threats are external factors beyond the company's control that could put the business at risk. The company may benefit from having contingency plans for them.
- Covid-19 giving online media streaming services more attention. - Ad-Free entertainment - Community word-of-mouth - Other media platforms to promote own site	- Censorship - Torrenting - Other online streaming services – YouTube, Hulu, Netflix

Strengths

The SWOT results for Rooster Teeth will probably closely relate to many other video streaming services available. What sets them apart, however, from most other big video platform corporations, is their focus on building a community of people with shared interests. They focus all of their energy and creativity to keeping the community engaged and wanting more. Rooster Teeth staff attend many fandom events and have hosted their own to keep the enthusiasm and engagement thriving. This in turn has allowed them to grow their company and hire on young and passionate creators. Although still a young production company, they have already achieved a great bit of success. "Red vs Blue" was the first show they made and has since become the longest episodic web series ever made. Furthermore, their globally acclaimed animated series "RWBY" became the first western anime series to be distributed in Japan ("About Us", 2020). These prominent achievements have made their brand recognizable all over the world while creating a community of people that enjoy their content.

Weaknesses

Some of their weaknesses stem from their own management. They have grown very fast in a short amount of time, and unfortunately it appeared to have an effect on the company. In 2019, for the first time in their 18-year history, they made a broad cutback in their workforce which resulted in 13% of the employees being terminated (Spangler, 2019). To continue the downward spiral, Burnie Burns, the most prominent founder of Rooster Teeth decided to depart from the company to seek a new adventure (Whittaker, 2020). With the amount of content they produce daily, they are spreading themselves thin with less workers and a lack of leadership. Although these are speculated weaknesses, these are prominent events that could steer Rooster Teeth in the wrong direction.

Opportunities

Opportunities can be found even in the most unlikely situations. This past year in particular has been hard for many because of Covid-19, a pandemic effecting millions

of people around the world. It has caused many to stay quarantined at home and not work. On the bright side, this can be made into an opportunity for Rooster Teeth to bring in more viewership with the increase of people available to watch their content. Judy Bernman explains in her article "Welcome to the Golden Era of Livestreaming," "Millions of us are suddenly becoming immersed in this social-video ecosystem to an extent that we've never been before…we're getting emotionally invested in this stuff, because it's the closest thing we have to live or even daily entertainment. And we need those things…" (Berman, 2020). Additionally, because they post their content on YouTube, they have grown their community outside of just their website. They are able to spread free content to get more viewership. They can rely on the community to share with their friends and family to promote their brand.

Threats

Unfortunately, there are threats that can affect them no matter what they do based on the world around them. If censorship become a prominent factor to abide by on the internet, their creativity is tied based on regulations that are set. They will lose their ability to make the content they want, the very thing that allowed Rooster Teeth to become prominent. Another threat that nearly all digital industries have struggled with is Torrenting. Torrenting has made it easy for people to get their hands-on paid content through sharing files on the internet. Lastly, with the growing demand of digital content increasing, the upsurge in services follow. There are hundreds of different sites to watch shows and movies, Rooster Teeth is fairly small in comparison.

Conclusion

Rooster Teeth has grown exponentially because of their marketing strategies. They took advantage of the growing popularity of video sharing becoming one of the leading frontiers in video subscription services. The membership subscriptions allow Rooster Teeth to compete even with the juggernauts of video streaming sites because they do not have to depend on monetization alone (Brouwer, 2016). They built a strong community to continue supporting them even with the high competition. They have updated with technology by creating applications and staying involved in other social media outlets. They avoid legality problems by consistently creating original content they produce themselves. Although they may have battles in the future, they have a strong foundation to avoid most of these PESTEL influences.

PESTLE Analysis

Political	Piracy Laws (images or clips from content they do not own)
Economical	People spending more on streaming services
Social	Staying relevant with young adults and current entertainment
Technological	Staying relevant on new technology and social media platforms
Legal	Privacy concerns
Environmental	Digital service will not require hard copies, Pandemic (lockdown)

Industry Analysis

The current state of the video streaming service is on an all-time high. As the Covid-19 pandemic forced many people in their homes, it is estimated that 54% of internet users are watching more shows and films on streaming services. Furthermore, the video streaming industry is expected to grow to $150 billion by 2026 ("Video streaming…", 2020). This is the perfect time grow a video streaming platform, however, that also means it is a highly competitive industry. Just in the past two years Apple TV+, Disney+, HBO Max, Peacock, and Quibi have launched a video streaming service (Willcox, 2020). Moreover, that is additional from the already established services such as Netflix, Hulu, and Amazon Prime Video. This over saturation of the market will make it increasingly difficult for Rooster Teeth to persuade people to change their entertainment lineup.

Competitor Analysis

Below is a competitor analysis quadrant chart aimed to identify the top three competitors of Rooster Teeth and how they compare with various marketing factors.

Competitor Website Analysis Scorecard

Competitor Analysis	Company	Competitor #1	Competitor #2	Competitor #3
	Rooster Teeth	Netflix	Hulu	Amazon
Keywords/Keyword Research				
Top keyword / keyword phrases used on the site's homepage	Rwby, camp camp, gen lock, achievement hunter	Netflix movies, Netflix account, Netflix series, best movie on netflix	Hulu login, hulu account, best hulu movies, hulu movies, hulu shows	Amazon prime, amazon prime video, amazon video
Design/Usability				
Overall look and feel of the site	Organized with categories on the side, yet very full of content arranged similar to Netflix (promoted or live shows first, recently added, trending, etc.).	Organized by different categories and genres. The layout has become the staple design for many video streaming sites.	Organized by different categories and genres. Similar to other services, it has rows of similar movies/tv shows. Fluid and easy to find and discover content.	Organized by different categories and genres. Similar to other services, it has rows of similar movies/tv shows. Fluid and easy to find and discover content. Big difference is it will offer movies that are Prime, and movies that are not but available to buy.
Use of graphics	Any live show or promoted show that appears first will have an image overlay. Shop ad graphic is on top of page, and all other	The promoted or recently added shows/movies are displayed at the top. The trailer will play until the screen is scrolled down. All	The promoted movies or shows have larger icons than the regular videos. All other content is similar with an image on each movie/show.	The promoted or recently added shows/movies are displayed at the top. The trailer will play until the screen is scrolled down. All movies have an image, if the mouse is hovered over

	shows will have a thumbnail image.	movies have an image, if the mouse is hovered over them, it will increase in size and start playing the trailer or clip. They also have a screensaver that plays with inactivity to promote original content.		them, it will increase in size and show a description.
Intuitive navigation & Design	Scrolling down from a video will automatically cast a mini screen to the corner of screen. The random button for people who do not know what they want to watch.	Automatic trailer playing on the homepage itself. Categories organized and suggested based on likes and dislikes. Easy navigating through hundreds of movies/shows with short description. Top 10 trending. Skip intro and auto-play.	Navigation has the normal list of genres like other services, although it also offers 5 tabs at the top to navigate to certain pages quicker.	Navigation has the normal list of genres like other services, although because amazon offers more than just video streaming, there are the video prime navigation and the regular amazon shopping navigation.
Redundant navigation	More than one merch link on	Different suggested	The same categories offered	The same categories offered at the top is

	same page.	shows based on previously watched vs similar genre. Many of the same suggestions.	at the top is also offered while scrolling down the page. List of genres as the bottom of screen.	also offered while scrolling down the page.
Ease of use	Easy to find what you are searching for as well as discovering new things.	Easy to find and discover new movies/shows. Easy to navigate on any platform.	Easy to find something new to watch with everything suggested, however, more difficult to navigate seasons and episodes. The play on click does not allow you to get to the videos content screen without playing the video itself. Instead clicking the title beneath.	Easy to find something new to watch with everything suggested, however, shuffling through paid content and free content is increasingly difficult. There is a separate category for free to watch even for already prime members.
Appropriate for intended audience	Intended for people who are familiar with Rooster Teeth. Teenagers – young adults.	The normal Netflix offers any show all demographics based on what they watch. Furthermore, they offer Netflix kids to restrict inappropriate videos for children.	Yes, parental control is also an option.	Yes, parental control is also an option.
Good use of page	Very little	Filled with	Filled with	Filled with content,

space, void of clutter and white space	empty space, filled with content.	content, almost no empty space.	content, almost no empty space.	almost no empty space.
Clear Messaging	Yes, description on each movie/show.	Yes, description on each movie/show.	Yes, description on each movie/show.	Yes, description on each movie/show.
Clear Calls to Action	"First" subscription is promoted, ad free and exclusive content.	Its popularity has made it a cultural acceptance in many households.	Hulu has found its way in homes quicker by becoming a replacement of cable. Unlike other services, shows will be updated daily when released, not by season. There is also live tv options.	Prime membership is consistently offered (30-day trial) to view any show or movie selected. They also have options to rent or buy. Essentially, they are offering to pay for the content, or not with prime (even though it also costs money).
Content				
Informative	Descriptions and blogs are informative. Subscription options available.	Descriptions of each movie/show. Subscription options available.	Descriptions of each movie/show. Subscription options available.	Descriptions of each movie/show. Subscription options available.
Appropriate	Yes, for targeted age groups.	Yes, for adults. Kids have separate section as well.	Yes, for adults, parental controls available for children.	Yes, for adults, parental controls available for children.
Reflects keywords used in Title and Description tags	Achievement Hunter, Nwadiwe, Fiona Nova	Watch TV, watch movies, netflix original, shows online	Watch tv shows, watch movies online, Stream TV, Grey's Anatomy, Bob's Burger, Brooklyn Nine-	Amazon originals, movies and tv shows, watch anytime, trial

			Nine, Empire, SNL	
Alt tags for images	No relevant alt tags.	No relevant alt tags.	No relevant alt tags.	No relevant alt tags.
Legible font	Yes, Calibri. Show titles have flair.	Netflix Sans, very legible.	Typography Hulu Style	Italic
Other				
Social Media Badges	Rooster and Chattering Teeth toy is their calling card. Different shows they make on YouTube have their own channel and identity as well.	The Netflix "N."	The green circle with "H" centered in the middle.	Blue circle with "Prime Video" in the middle with an arrow pointing towards the right. The arrow colored in yellow is also a calling card.
Email Marketing practice	If account is made, ads will be sent about every 3 days. Able to optout of notifications.	About 2 promotion emails weekly. This does not include account activity or new log ins for security.	About 1 email a week. This does not include account activity or new log ins for security.	About 3 emails a week. This does not include account activity or new log ins for security.
Email Marketing (e-newsletter signup)	Comes with a creation of an account, regardless of if they are "FIRST" member or not.	Email notifications include updates, newly added, Offers, and surveys, that can be opted in or out of.	General updates – this includes personalized recommendations, content, new episodes, special offers, etc. Can opt out of it.	

Special features designed to capture email addresses	Able to use Google, Apple, or Facebook account to create an account with them quickly. It will use whatever email used for those websites.	It is captured with any account created.	It is captured with any account created.	It is captured with any account created.
Use of viral marketing mechanisms	Strong advocates to sharing and subscribing to their content. On nearly all social media platforms, including secondary channels promoting content.	On many social media platforms promoting their content, engaging in things like polls and other questions for the community.	On many social media platforms promoting their content.	On many social media platforms promoting their content.
Personalization features	Add videos to personal library, follow specific playlists or series. Or discover other playlists.	Personal likes and dislikes will alter suggested movies/shows. Creating own list of content.	Personal likes and dislikes will alter suggested movies/shows. Creating own list of content.	Adding movies or shows to personal watchlist.
Customization features	Change account avatar, notification settings, data collection settings, playback	Changing audio language and subtitles if desired. Changing account avatars. Change age	Changing audio language and subtitles if desired. Changing account avatars. Change age content	Changing audio language and subtitles if desired. Changing account avatars. Change age content restrictions.

	settings, billing, and subscription.	content restrictions.	restrictions.	
Local Search participant	RTX are live events they host that celebrate animation, gaming, comedy, and internet culture. Very prominent in local cities that they host these.	Different regions will suggest and have different availability for people.	Hulu offers live local channels like NBC, FOX, CBS, and ABC, all of which are available in select areas.	Different regions will have different availability for people.
Performance				
Page load times	3.11 s	913 ms	1.43 s	2.43 s
Multi-browser compatibility	All browsers, app available, website works on phone too.	All browsers, app available, website works on phone too.	All browsers, app available, website works on phone too.	All browsers, app available, website works on phone too.
SEO				
Number of pages indexed	50,700	5,350,000	63,000	371,000,000
Number of inbound links	5216701	85145664	19158403	3625169156
Current page rank of home page	Google PageRank: 7/10 CPR Score: 7.8/10	Google PageRank: 8/10 CPR Score: 9.0/10	Google PageRank: 8/10 CPR Score: 8.5/10	Google PageRank: 9/10 CPR Score: 9.9/10
Use of Title tag	Rooster Teeth, Store, Episodes, Achievement	Watch movies, movies online, watch tv, tv online, stream	Stream tv, stream movies, steam live and online	Find, shop, buy prime video. Movies, Kids

	Hunter, and Recent Series	movies, stream tv, instant streaming		
Use of Description tag	Describes most current live show	Attaches tags into sentence.	Attaches tags as well as promoting popular shows in description.	Attaches tags into sentence.
Optimization Score (marketing.grader.com)	66	52	60	82
RATING				
Personal rating scheme	70	80	85	75

("Check Page Rank", 2020), ("Competitor Email…", 2020), ("Free SEO Tools…", 2020), ("HubSpot", 2020)

Summary

Rooster Teeth is far less prominent as its competition which have become household names and culturally accepted as new age cable. However, companies like Netflix, Hulu, and Amazon, are giant enterprises with rights to movies and shows that they do not create themselves. They have begun making their own content, but the majority of people buy their service for the variety of network TV shows and movies that are available instantly. Rooster Teeth on the other hand makes all original content for the community who already know and support them. They then use other platforms, namely YouTube, to expand their reach to more people. Even with the difference in scale, it is clear that all of the websites themselves run very similarly. They all have similar layouts with nearly identical options to personalize and create playlist of content to view. Their shows and movies are separated by categories and lists to scroll through. Rooster Teeth has found a way to stand out with unique keywords because they are known for specific original shows whereas other popular video streaming sites are not. Having that notability allows them to steer traffic to them easier because they do not try to target popular keywords, such as, watch tv shows, stream movies, stream online, etc. They have a strong outreach to the community through social media because that is how the company started and how it continues to run. Many of their shows and channels are offered for free on YouTube with constant engagement with the community. They even have live chats in their live broadcasts. The competing sites do not have this attribute because they are only

offering the video content, not a community. As far as site efficiency, Rooster Teeth does not compete with the competition, especially Netflix which has the quickest loading time. It also does not stand up to any of the other sites on page ranks either. On paper, Rooster Teeth should not stand toe to toe with these massive corporations, and they do not pretend to. They offer a service that is unique to a community of people who want different original content, not just the mainstream movies and TV shows. Many of their marketing strategies are exactly the same as bigger sites, even the emails and site navigation. It is about captivating a specific demographic of people and not losing their interest, despite the strong competition. This is why the personal rating for Rooster Teeth is 70 despite their short comings.

Organization Brief

Although this remains a very good time to be a video streaming platform, Rooster Teeth has some internal challenges they need to overcome. As briefly mentioned in the SWOT analysis, the leadership and trajectory of the company is looking bleak do to the 13% cutback in its workforce in 2019. After the announcement of the lay-off's, the spokesperson declined to reveal whether senior-level executive jobs were also affected (Spangler, 2019). With the already poor response Rooster Teeth was getting, the co-founder, Bernie Burns, decided to leave on his own accords (Whittaker, 2020). Given his active role and leadership within the company, finding a replacement does not come easy. Rooster Teeth appears to be struggling maintaining their current growth rate and staff. These are big challenges that can affect how successful Rooster Teeth can achieve their overall business and marketing goals moving forward.

Customer Analysis

Target Market

The targeted audience for Rooster Teeth is primarily geeky online U.S. millennials, ("Advertisers", n.d.) from ages 18 – 24, who want to be entertained with original shows, animations, gaming, and other comedic type of content. Rooster Teeth members are approximately 78% male ("YouTube…", 2021) with a 16% higher income. They watch comparatively twice as much streamed online videos than traditional television ("Advertiser", n.d.). They are engaging fans who express themselves through the internet with like-minded peers.

Buyer Personas

Below will be a list describing the different customer roles of Rooster Teeth's demographic. Understanding the customers intentions and behaviors will help accurately identify the best marketing tactics to achieve better results.

Competitive

Offering comparative advantages and disadvantages to subscription memberships would be a quick way to win over these types of customers (Baker, n.d.). They can quickly see the benefits of becoming a member by comparing it to other subscriptions like Netflix, or Hulu. Furthermore, giving them different membership tier options will give them a sense of control and a challenge to overcome while allowing the company to remain upfront and honest.

Spontaneous

These types of customers will be most accessible through quick signups after a video they watch (Baker, n.d.). They view something they like and want to see more. Giving them a speedy way to sign up for a membership with bulleted point benefit descriptions gives them easy accessibility to decide.

Humanistic

The best incentive to convert these customers is through promoting the community aspect. The intractability of the videos and community board involvement should be showcased as to start building a relationship with the company. Suggesting different community boards or personalities to follow will start building that relationship (Baker, n.d.) and give them an outlet to express their interests to others.


Methodical

These detailed oriented customers make decisions on their own; converting them will be determined by organized and concise descriptions of the membership benefits (Baker, n.d.). It will be easily analyzed and compared by the company and the customer. Having unique qualities such as the community page will be favored because of its uniqueness.

4: Digital Marketing Strategy & Tactics

New Media / Social Media / Experiential Storytelling

The way in which Rooster Teeth engage and communicate with their audience is mostly digital. Therefore, social media platforms remain to the most effective and efficient way to build their marketing campaigns. After an examination of the traffic of Rooster Teeth, it is evident the most prevalent platform the audience cultivate in is YouTube. Given the history of Rooster Teeth and the amount of content they produce on their YouTube channels, it remains the most prevalent social media for them next to Twitter.
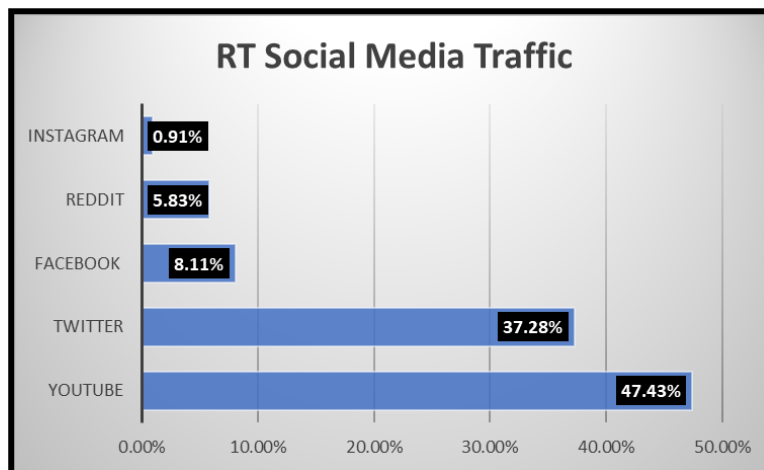
An effective marketing strategy needs to capitalize on their YouTube presence and guide the fans to the Rooster Teeth website or store. Redirect links will be the most effective tactic because YouTube allows these redirects to be embedded in the videos themselves. Imagine at the end of a show the creator informs the viewers of more content on their website. They can describe the benefits of memberships and offer discounts through that link. If their video is shared onto other platforms like Twitter or Facebook, the video itself will still have the embedded elements. There one

advertisement at the end of their video has the capability to branch out to nearly all other social media platforms.

The second most popular social media platform that Rooster Teeth should use is Twitter. The hashtag feature is very effective for engagement with their community and stir conversation. They can post quick updates of new videos or share messages about the brand. They have the ability to post discount codes for merchandise or memberships with redirect links to the corresponding conversion landing page. Images of the company and merchandise are great ways to capture the interest of their followers. Both marketing strategies for YouTube and Twitter focus on engaging, growing, and converting their audience. Furthermore, sharing videos and publishing updates farther brand awareness and encourages brand loyalty.

Mobile

Rooster Teeth has optimized their website for mobile use; however, their mobile application is promoted heavily as the alternative to the desktop view. It was designed for a more fluid streaming experience for members by being focused on the videos. Unfortunately, this has restricted the entire community aspect of the site. Part of the marketing plan is putting more focus on engagement with their community by adding their current community boards to the mobile application. As new videos are posted or new comments are shared within their community board, the users will receive push notification to encourage them to revisit the app. Studies have shown that these types of notifications boost engagement by 88%, with a 66% chance of the user returning to the app because of them. Moreover, notifications have shown retention rates increase three to ten times ("What Share….", 2020). The application usage is very important to get members returning to the site and engaging daily.

Another aspect Rooster Teeth can implement in their mobile application is their store. Currently there is no store application nor is it connected to their streaming app. Statically it is much more likely that online purchases will be made through a smartphone or tablet than a desktop (Smith, 2021). Although their store is adaptable to mobile devices, having the capability of making purchase through their app when the customers are already interacting with it will increase store conversions. The idea is to keep everything easily accessible to the consumer while they go through their online journey without any interruptions.

To promote merchandise sales, this is a good time for Rooster Teeth to incorporate augmented reality technology. This is software that alters the real-world with computer graphics through the user's camera lens. This can be very useful to promote their apparel and other décor items. Customers can bring up the company shop and virtually try on new Rooster Teeth clothing ("How Virtual Reality…", 2020). Mobile technology is advancing rapidly and offer new effective marketing tactics to achieve company goals.

Website

This section analyzes the current state of Roosterteeth.com and its navigation. The design and usability of the site will have a big effect on customer conversion and retention.

Conversion Goals

When visitors reach the Rooster Teeth website, the main and most important conversion goal is getting users to become paying "FIRST" members. When this conversion is met, it means all of the other marketing goals are being met. The customers are enjoying the content being produced, interacting with the community, and are devoted to the brand.

Landing Pages

The landing pages will consist of the membership signup page and the merchandise store page. Each of these landing pages will be associated with the social media campaigns with redirect links. The sign-up page will be for customers who are prompted to sign up for more content. The store landing page will be from merchandise ads and discounted promotions to incentivize brand support. Both of these landing pages have transactional conversion goals; however, one is a subscription to the main site while the other is purchases from their store. Both demonstrate a high level of brand devotion from the customers.

With an average of 6 million monthly visits to the site ("Roosterteeth.com", 2020), a full factorial multivariate test should be applied. On the membership landing page, a variation of headlines, offer summaries, and call to actions, will be applied equally among the visitors to find the best combination to optimize how customers will interact with the site and the influence it may have on membership signups.

Sign-up landing page

https://roosterteeth.com/signup/select
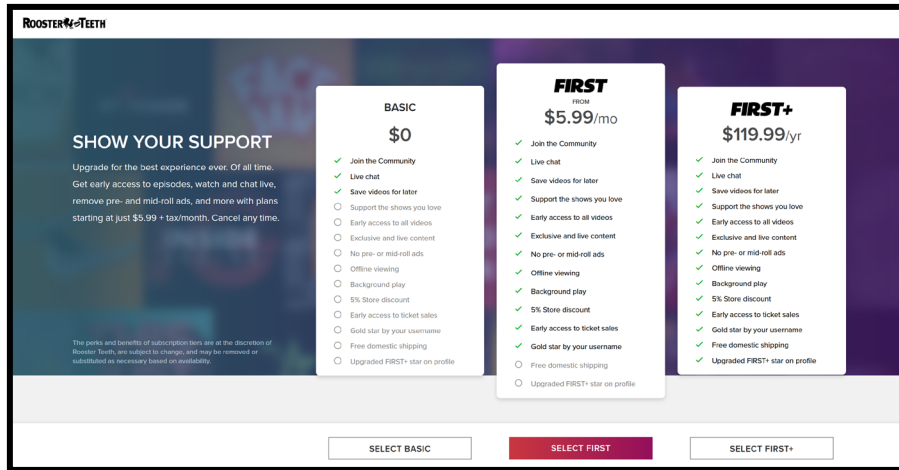
The sign-up page gives clear incentives to three membership tiers. Even the free membership is a conversion from this landing page because it successfully converts the visitor to a member.

Apparel landing page

https://store.roosterteeth.com/collections/apparel
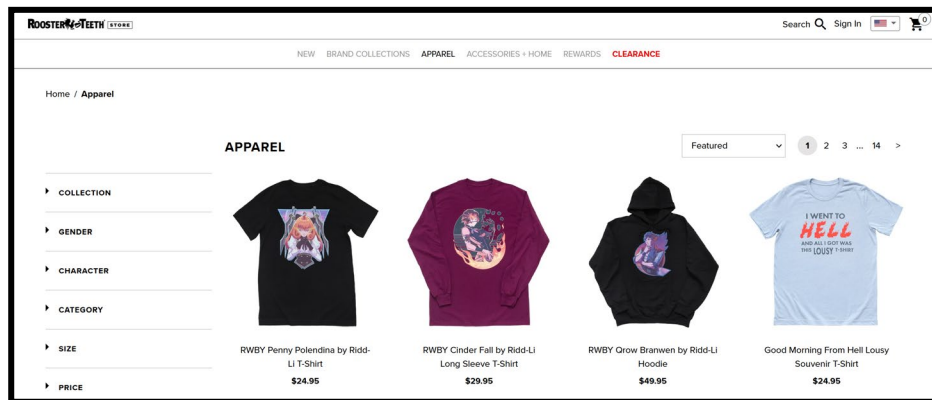
Depending on what is being promoted, different merchandise collections or specific items should be the landing page. The conversion goal would be the purchase of an item that was advertised.

Home Page

URL: https://roosterteeth.com/
The current homepage scrolled past featured titles.

Upon first opening Rooster Teeth's homepage, it clearly resembles many similarities to other video streaming services. Their content is organized into clean rows easily identifiable by a genre or titles labeled above each row. 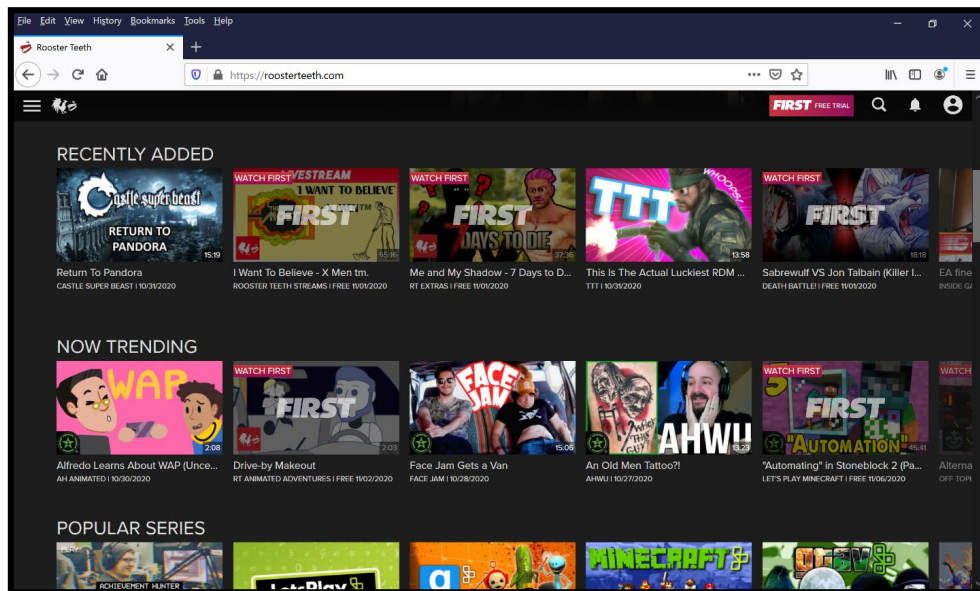Their featured video is prominently displayed in the center of the screen to advertise its release. Their shop banner ad located at the top of the screen is out of place and ruins the immersion the site offers by having a strong contrast in colors. Their pop out navigation bar located at the top left offers a farther breakdown of videos by filtering channels or series. The episodes link is counterintuitive because it does not offer anything more than the homepage does not already. The live link will push the viewer to the live feed with the schedule underneath it. This makes the separate schedule link not as useful because it is already incorporated with the live feed. The other links have merit to be there, however, the two live events could be nested together instead. The other buttons offered a layer of subcategories, it would have been just easy to combine the two similar links. Hovering over a video expands the image but does not offer any other context, however, it does have three buttons, add to watch later, share, and add to playlist. It is only upon clicking the image where there is a description and the list of episodes underneath on the separate page.

Screenshot demonstrating the current navigation bar with mouse hovering over video.
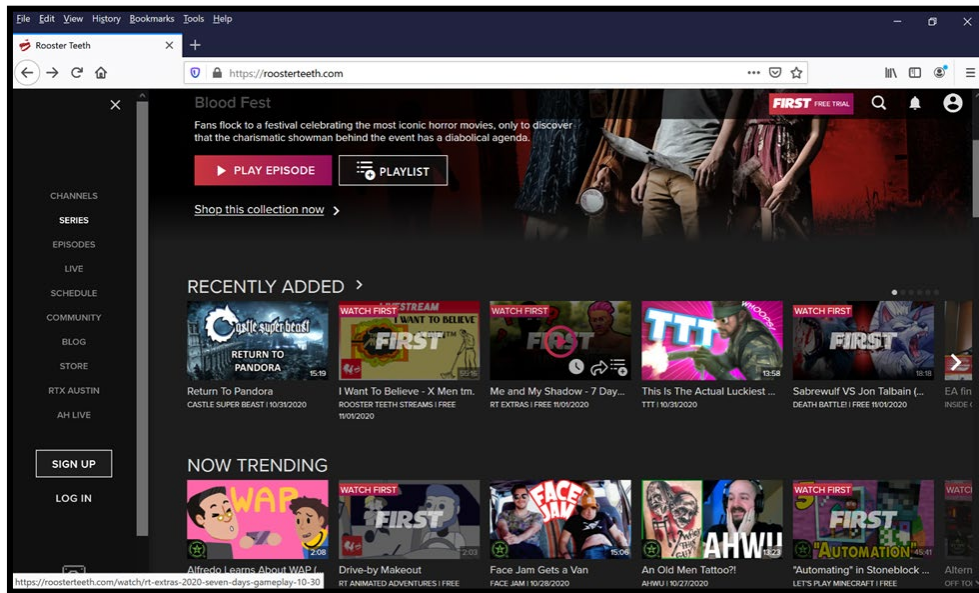
Competitor URL: https://www.netflix.com/
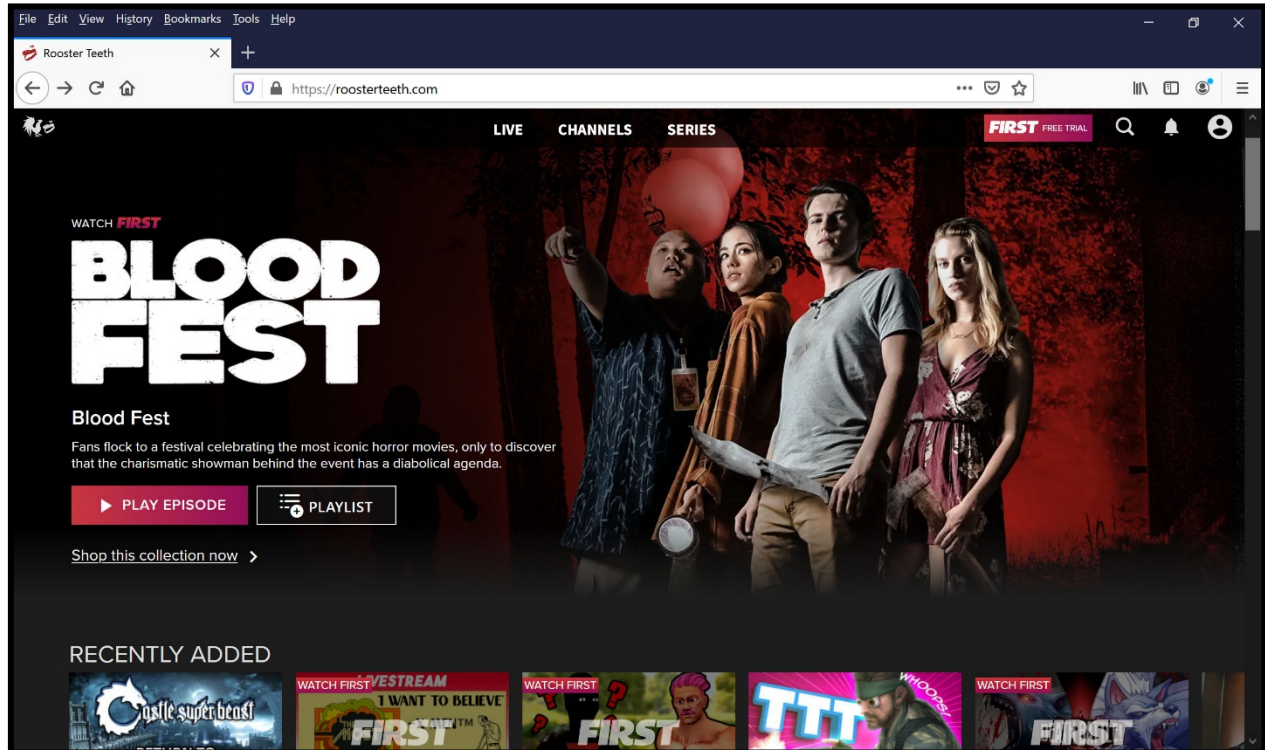**Netflix scrolled past the featured title with mouse hovering over video.**
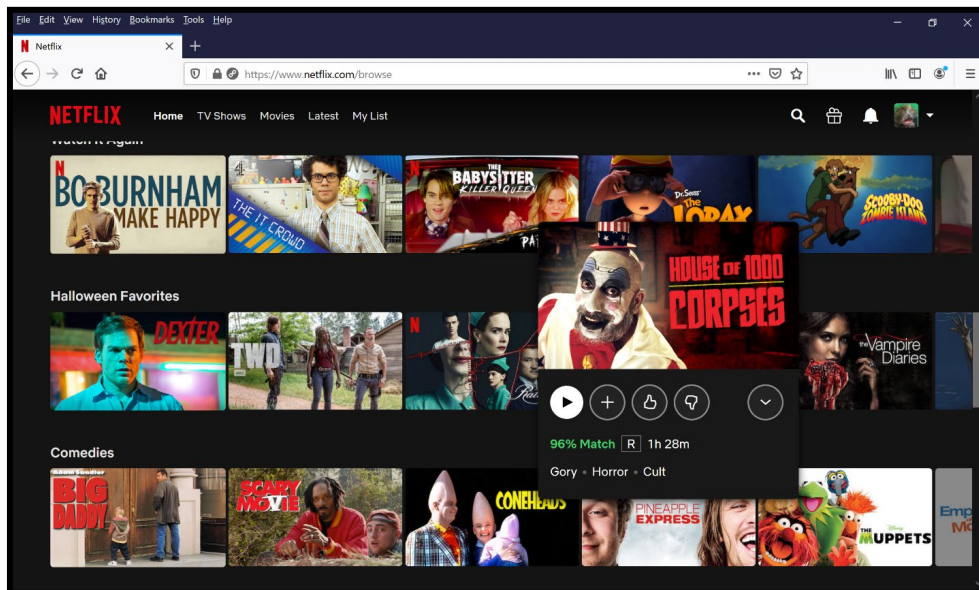
A prominent competitor to Rooster Teeth is Netflix, a popular video streaming service. Although Rooster Teeth is not competing directly with this big tech company, they would be wise to use their website as reference to optimize the site for the best

user experience. Like Rooster Teeth, their movies and shows are organized with image focused rows categorized by genre. Netflix offers suggestions based on the users past viewing history. Upon opening their homepage, a featured title will be centered at the top of the screen, and it will start playing the trailer. Scrolling away will promptly stop the trailer from playing. Hovering over the different titles will expand the image and start playing the preview with a list of more specific bulleted genres below. It also incorporates a match percentage personalized towards the specific viewers past viewing habits and ratings. Multiple buttons appear while the trailer is playing, play, add to my list, rating system (thumbs up or down), and more info. Netflix also has a navigation bar at the top of the page which can farther filter the content by tv shows, movies, latest, or the users personalized list.
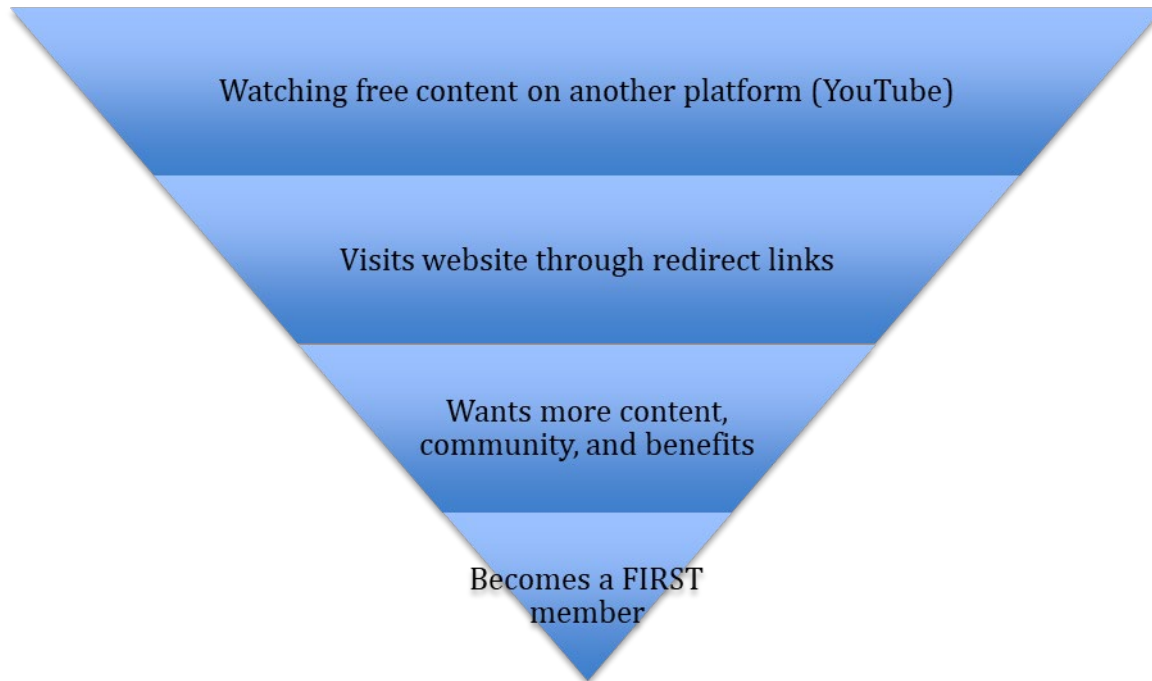
Both Rooster Teeth and Netflix share a lot of similarities in how their shows are organized and personalized to an extent. Some lessons Rooster Teeth can learn from Netflix, however, is incorporating a more efficient navigation bar and more descriptions of shows before clicking on them. For instance, their pop out navigation bar has multiple links that are not useful to the typical viewer looking for content to watch. It is also filled with links that should be more organized for better usability and understanding. They should be consistent on how they organize their content and nest similar things together. Unfortunately, because of their full navigation bar, it requires a separate scroll box to go up and down to see all the options. This means more time the user must think and less time finding the content they want. To optimize their navigation, they could place it along the top like Netflix, but only incorporate the useful links that are for viewing videos. Their live broadcasts, the channels, and the series links are the most useful buttons they should keep. The other blogs and community tabs can be located elsewhere. Having that navigation bar at the top of the screen optimized with fewer, more specific options makes for a better user experience. Another feature they should consider using is more context of the video while hovering over them. Netflix offers the bulleted info of the show while playing the trailer whereas Rooster Teeth does not have any description at all. Giving a short snippet of the plot or even bulleted specific genres let the user know if it were something they would like to watch or not. Both of their color schemes are useful to setting the movie theater atmosphere with dark colors in the background and white typography that catches the eye. Unfortunately, Rooster Teeth takes away from the immersion by their banner ads that have no similarity in color scheme making it an eye sore from the rest of their homepage. The biggest lesson Rooster Teeth can learn from Netflix is understanding what the website is geared for. Right now, Rooster Teeth wants to incorporate their streaming, community, blogs, live events, and their

merchandise, all in one page. This takes away from the streaming immersion because the user must figure out how to shuffle through the different irrelevant pages. They can and should incorporate links to other areas, but it becomes a problem when it takes away from the main reason why the viewer is there, and that is watching original content.

New Recommended Homepage

Funnel Navigation

Watching free content on another platform (YouTube)

Visits website through redirect links

Wants more content, community, and benefits

Becomes a FIRST member

Value and necessity of each step

Step 1
Introducing free content to potential customers will begin building brand awareness and trust. Measuring these results come directly from YouTube Analytics and the number of views and subscription accumulated.

Step 2
Increasing traffic to the website will give potential customers more familiarity with the brand and spark more interest in other content. Google Analytics is a powerful tool that can monitor traffic increases to the site, moreover, it can track user redirects from promotional links or other marketing campaigns.

Step 3
Enticing customers to make the final decision on becoming part of the community will solidify the bond and is the final step for the customer to become a brand-spender. Measuring the success of this will be the increase in memberships on the site.

Search Engine Marketing (SEM)

RoosterTeeth.com is the platform of which their content is streamed through. The site encompasses everything Rooster Teeth want to deliver, that is their original shows and their community aspect. Members can easily browse through thousands of videos and chat with likeminded individuals about their interests. Their site also heavily promotes their membership which offers no ads, discounts for merchandise, and exclusive content not available on YouTube.

Below are keywords and phrases that Rooster Teeth could potentially build their campaign around and why they are important.

1. Original Shows

Why? All of Rooster Teeth productions is original content. Showcasing this is important to give the viewers insight on what they can expect from the site.

2. Video Streaming

Why? The site is primarily a streaming platform to watch videos, thus rendering video and streaming together very important for insight of what the site will consist of.

3. Live Video Streaming

Why? Adding live to the existing video streaming keywords adds an entirely new attribute of live broadcasts. Although they have much content on archive, they have a considerably large selection of live content every day viewers can watch live while chatting with the personalities. This makes the phrase very pertinent to express their content.

4. Live Streaming

Why? Similar to Live Video Streaming, the searchers will expect live streaming videos with the brevity making it important.

5. Streaming Service

Why? Searchers may be wanting a new streaming service to watch their shows. This keyword answers the searchers question making it relevant.

6. Streaming Platform

Why? Similar to Streaming Service, the keyword answers the searchers query making it valuable.

7. Free TV Show

Why? Since Rooster Teeth offer a large selection of their content free, pursuing viewers who want to be entertained with shows online makes this keyword significant.

8. Video Game Streamers

Why? A large selection of Rooster Teeth content is about gaming with game streamers. This keyword is important to integrate the brand more heavily with game streaming searches.

9. Funny Shows

Why? This keyword answers the searchers question of a selected genre of show to watch making it applicable.

10. Watch Series Online

Why? This keyword is appropriate because it offers an answer for the searcher while exemplifying the large amount of content Rooster Teeth have on their platform.

Keyword Analysis & Selection Based on RoosterTeeth.com

This section will give a full analysis on the ten keywords/phrases to see if they are strong enough to be included in a marketing campaign. The data and tables were found through SpyFu.com ("SpyFu", n.d.).

Original Shows
Based on the SpyFu data, original shows do not represent a good value keyword (up to $4.58 CPC) but is also dominated by strong competition such as Hulu, Netflix, and Amazon and their organic branded searches. Having strong competition will make getting a decent ranking difficult (Hunt, 2014).

	Keyword	Volume	KD	Clicks	Paid Clicks	CPC	
☐	hulu original shows	3.3k	96	1.9k	10%	-	⋮
☐	netflix original shows	2.4k	98	1.4k	-	-	⋮
☐	origins tv show	2.4k	95	900	2%	-	⋮
☐	best amazon prime original shows	2.1k	-	1.4k	-	-	⋮
☐	amazon prime original shows	2.1k	98	1k	4%	-	⋮

Google Provided Data
⌃ COLLAPSE

Cost Per Click
Broad (US) $3.84
Phrase (US) $4.58
Exact (US) $0.94

Monthly Costs
Broad (US) $1.64
Phrase (US) $1.24
Exact (US) $0.25

Search Volume
Global   1,600
Local   870

Advertisers ❓   1
Homepages ❓   1

Video Streaming

This keyword has a large search volume with a reasonable priced CPC ($1.68). It would be advisable to launch a campaign around this keyword based on its relevance.

	Keyword	Volume	KD	Clicks	Paid Clicks	CPC	
☐	prime video streaming	6.9k	97	6.3k	5%	-	⋮
☐	download streaming video	6.7k	96	5.1k	1%	$1.08	⋮
☐	How to record streaming video	5k	91	3.6k	8%	$1.51	⋮
☐	streaming video downloader	3.4k	96	2.6k	2%	$1.31	⋮
☐	record streaming video	3.3k	92	2.5k	7%	$1.26	⋮

Google Provided Data
⌃ COLLAPSE

Cost Per Click
Broad (US) $1.22
Phrase (US) $1.60
Exact (US) $1.68

Monthly Costs
Broad (US) $1,374
Phrase (US) $236
Exact (US) $45.90

Search Volume
Global   165,000
Local   18,100

Advertisers ❓   14
Homepages ❓   17

Live Video Streaming

The CPC is low given the number of searches it achieves, although it is worth noting that the search traffic is lower than video streaming with more advertisers. It is a cheaper investment to launch the campaign around, however the competition should be monitored closely to see if the costs are affected.

	Keyword	Volume	KD	Clicks	Paid Clicks	CPC	
☐	live video streaming sites	2.7k	97	1.3k	7%	-	⋮
☐	live video streaming	1.9k	98	950	23%	$1.12	⋮
☐	kristen hancher live stream video	1.3k	-	750	1%	-	⋮
☐	video of new zealand shooting live stream	1.3k	98	1k	-	-	⋮
☐	live cricket video streaming	1.3k	86	1.1k	2%	$1.39	⋮

Google Provided Data
⌃ COLLAPSE

Cost Per Click
Broad (US) $0.70
Phrase (US) $1.10
Exact (US) $1.12

Monthly Costs
Broad (US) $1,828
Phrase (US) $325
Exact (US) $165

Search Volume
Global   60,500
Local   9,900

Advertisers ❓   28
Homepages ❓   18

Live Streaming

The high search volume and competition makes this a very competitive keyword. It would be a poor investment given the monthly costs and other advertisers.

	Keyword	Volume	KD	Clicks	Paid Clicks	CPC	
☐	fox news live stream	280k	92	233k	2%	$0.76	⋮
☐	nfl live stream reddit	149k	21	137k	-	-	⋮
☐	cnn live stream	139k	97	127k	2%	$1.04	⋮
☐	msnbc live stream	125k	95	111k	3%	$0.96	⋮
☐	nba live stream	106k	76	89.8k	7%	$1.37	⋮

Google Provided Data

⌃ COLLAPSE

Cost Per Click
Broad (US)	$0.88
Phrase (US)	$0.97
Exact (US)	$0.90

Monthly Costs
Broad (US)	$20,893
Phrase (US)	$11,974
Exact (US)	$593

Search Volume
Global	2,240,000
Local	201,000

Advertisers ❷	36
Homepages ❷	12

Streaming Service

With the low CPC and large search volume, a campaign could be launched around this keyword.

	Keyword	Volume	KD	Clicks	Paid Clicks	CPC	
☐	streaming services	146k	98	81.2k	20%	$1.10	⋮
☐	best streaming service	83.3k	98	53.2k	8%	-	⋮
☐	tv streaming services	56k	98	36.1k	32%	-	⋮
☐	streaming tv services	48.9k	98	32.2k	27%	-	⋮
☐	live tv streaming services	41.6k	98	24.7k	30%	$4.59	⋮

Google Provided Data

⌃ COLLAPSE

Cost Per Click
Broad (US)	$1.04
Phrase (US)	$1.09
Exact (US)	$0.88

Monthly Costs
Broad (US)	$2,127
Phrase (US)	$515
Exact (US)	$54.30

Search Volume
Global	49,500
Local	33,100

Advertisers ❷	17
Homepages ❷	23

Streaming Platform

The CPC is considerably high given the lower search volume. Given Streaming Service has more traffic at less cost, it would be wise to not invest a campaign around this keyword as it will not be cost effective.

	Keyword	Volume	KD	Clicks	Paid Clicks	CPC	
☐	streaming platforms	4.4k	98	1.5k	2%	$3.44	⋮
☐	live streaming platforms	1.3k	92	810	15%	$5.83	⋮
☐	live streaming platform	1.3k	95	750	15%	-	⋮
☐	game streaming platforms	1.1k	97	660	-	-	⋮
☐	live stream platform free	950	96	540	7%	$1.42	⋮

Google Provided Data

∧ COLLAPSE

Cost Per Click
Broad (US)	$3.00
Phrase (US)	$3.04
Exact (US)	$1.76

Monthly Costs
Broad (US)	$181
Phrase (US)	$68.40
Exact (US)	$3.00

Search Volume
Global	3,600
Local	1,300

Advertisers ❓	13
Homepages ❓	22

Free TV Show

This keyword does not contain definitive data on SpyFu; however, it is evident there is high traffic with large competition including Hulu. It would likely not be a strong keyword to build a campaign around given strong competition and potentially high costs ("SpyFu", n.d.).

Video Game Streamers

This is another keyword that does not have sufficient data to back it up. The search volume is low with no advertiser history. If the keyword were changed to Video Game Streamer instead, the CPC jumps to $3.22 with a considerably low search volume. This would be a very poor choice to build a campaign on ("SpyFu", n.d.).

Funny Shows

The CPC is low with little competition from advertisers. The search volume is decent with overall low investment making this a good keyword to build a campaign around.

	Keyword	Volume	KD	Clicks	Paid Clicks	CPC	
☐	funny tv shows	3.6k	98	1.2k	2%	$0.23	⋮
☐	funny shows on netflix	2.5k	98	950	1%	-	⋮
☐	funny netflix shows	2.4k	98	780	-	-	⋮
☐	funny shows	1.4k	98	480	3%	$0.48	⋮
☐	funny talent show ideas for one person	950	-	630	2%	-	⋮

Google Provided Data

∧ COLLAPSE

Cost Per Click
Broad (US)	$0.48
Phrase (US)	$1.29
Exact (US)	$1.70

Monthly Costs
Broad (US)	$139
Phrase (US)	$1.20
Exact (US)	$0.29

Search Volume
Global	9,900
Local	4,400

Advertisers ❓	1
Homepages ❓	4

Watch Series Online

The CPC is low ($0.78) with a large search volume. Furthermore, there are no reported advertisers or competition for the keyword. This could potentially be a very good keyword to build a campaign around.

Keyword	Volume	KD	Clicks	Paid Clicks	CPC
watch series online	85k	96	72.5k	2%	$0.88
watch series online free	22.2k	92	19.2k	3%	-
watch tv series online free	19.2k	95	15k	2%	-
watch tv series online	15.2k	97	11.3k	1%	$0.88
watch tv series online free full episodes without downloading	9.2k	-	5.6k	5%	$2.42

Google Provided Data

∧ COLLAPSE

Cost Per Click
Broad (US)	$0.88
Phrase (US)	$0.81
Exact (US)	$0.78

Monthly Costs
Broad (US)	$1,751
Phrase (US)	$562
Exact (US)	$497

Search Volume
| Global | 673,000 |
| Local | 74,000 |

| Advertisers | 0 |
| Homepages | 14 |

<u>Competition Analysis</u>

The competitors change based on which keyword is used, however, because Rooster Teeth has different attributes than their competitors like the live streaming and free original content, they are able to target differently than their main strong competitors (Hulu, Netflix, Amazon). To break it down, most of the competition stems from these categories: streaming services, online videos, and a genre of show. Three top competitors around these groupings are:

Video Streaming:
- **Paid:** Vimeo
- **Organic:** Peacock

("SpyFu", n.d.)

Streaming Platform:
- **Paid:** Hulu
- **Organic:** Twitch

("SpyFu", n.d.)

Funny Shows
- **Paid:** TBS
- **Organic:** Netflix

("SpyFu", n.d.)

<u>Competitive Advantages/Disadvantages</u>
This section will be an analysis of Rooster Teeth in comparison to its biggest ad competitors.

- Vimeo: This site is similar to YouTube where creators have a platform to upload their videos and share with more customizable abilities ("Vimeo", n.d.). The big difference is Rooster Teeth is used to stream their own productions, not other independent content creators. The different niche between the sites will prevent direct competition of the same traffic.

- Hulu: Probably the strongest competition on the list, Hulu is a popular streaming service with millions of movies and TV shows to stream ("Stream TV…", n.d.). Although Hulu has the advantage of being more well-known and established, Rooster Teeth has more original content and is mostly free compared to the monthly Hulu subscription.

- TBS: Mostly known for their television network, however they offer some limited shows on their site to stream ("Turner Entertainment", n.d.). Rooster Teeth has the benefit of having more shows available to watch in their entirety while offering live broadcasts of new content.

Competitor ads

Vimeo
Clicks Per Day: 40
Daily Spend: $2.2K

Vimeo Official Site - Upload, Host & Share Videos
☑ http://vimeo.com/

See Who's Engaging With Your Live Streams Across Multiple Social Platforms. Embeddable and Customizable Player, Secure Sharing, Video Player and More. Advanced stats. Password protection. Secure shari

("SpyFu", n.d.)

TBS
Clicks Per Day: 16
Daily Spend: $69.4

People Of Earth Season 2 - Premieres July 24th At 10:30P -
tbs.com
🔗 http://tbs.com/

The Truth Is Out There. Don't Miss The Premiere Of People Of Earth On TBS!
People Of Earth - Twitter - Join The Support Group

("SpyFu", n.d.)

Email Marketing & Customer Messaging

All members of Rooster Teeth agree to receive automated promotional emails.
Members will receive an email about every three days which is average and the
recommended amount to stay on the front mind of the followers. The use of social
media platform email notifications will also be used to promote new content. They
can make use of tools such as "GetResponse" or "Sparkpost" to analyze how the
emails are received, the clickthrough rate, and if they are directing more traffic to the
website. Giving promotional coupons or promo codes for their store will also
encourage more traffic to their website, not just their YouTube channels. The
conversion goals are simply anything being promoted on the email. If it is a new
video published, the conversion would be the customer clicking on it and watching
the video. If it is a discount or promoted merchandise, the conversion would be the
customer buying the item.

Spam is not just throwing away emails, but in fact a useful marketing tactic. However,
it requires concise language and parameters to abide by. The audience should want
the emails and it should not be confused with regular spam. The subject lines should
be smart and avoid overuse of capitalization or spammy phrases like "win a prize."
The emails should be personalized, instead of vague terms like, "to whom it
concerns." Getting personal will have better results by having their actual name in the
email. Finally, and of course, the emails should stay relevant to what the customers
want. They subscribed for a reason, and Rooster Teeth should deliver with
appropriate promotions. The strategy should incorporate all of these things with
proper timing as well. Wordstream data recommends the best time to send
newsletters or other emails is Thursday from 8 – 9 am (Marrs, 2021). A good rule of
thumb is getting the emails out during weekdays before the weekend hits; however,
it will be very dependent on the audience and their viewing habits. Some trial runs
should be used to really find the best time slots for the company. Furthermore, the
benefit of email marketing has shown to have a return of around $44 for every $1

spent ("Does Email Marketing Still Work?", n.d.). Even to today's standards and marketing tactics, one third of marketers say email marketing has been the best for return on investment. There is no question on the importance and profit margin that email marketing can offer.

Partner Marketing

Influencers

Influencers, unlike fans, are open for a long-term relationship as long as they are compensated. However, their first and foremost priority will always be protecting their own brand and needs. They treat their channels and other social medias as their business, and rightfully so. The upside to this is their large reach to their community. They have worked hard to cultivate their own followers that come to see specific areas of expertise they offer. This type of reach can be very beneficial to reel in more customers.

Target Demographic

The audience being targeted are geeky gamers, comic lovers, anime watchers, who want to be part of a community of like-minded peers. It is important to establish the target audience to best select influencers and marketing goals. The objective is to reach out to the customers who may not know who Rooster Teeth is. There is a new generation of customers who, at the time, were not as relevant when Rooster Teeth became an internet sensation. Millennials make up for most of the current audience, but Generation Z is becoming within margins of the next target demographic. Targeting the younger audience will ensure Rooster Teeth staying relevant in years to come. To be specific, the audience mostly consists of males from ages 18 – 24. That means the company needs to start branching out to a new wave of customers.

To begin, the platform of choice to gain these influencers should be YouTube. That is the most used social media and where Rooter Teeth began building their company. Specifically, the influencers sought after will have an engaging community of their own that are interested in videos games, animations, and other geeky topics. They should be entertaining, funny, and informative. These presenters are a trusted source for information for thousands of viewers. The following are three YouTubers that fit these criteria, share a similar tone, communications style, and acquire high engagement with their followers. It is worth noting that the outreach program is not aiming to find the most prominent or popular YouTubers online. Those type of

personalities will not as easily become influencers, and their audience is way too broad to target. Rather, Rooster Teeth need an established content creator that post regularly on YouTube as well as their social media. It is not about how many subscribers they have; instead, it is about the average view count and engagement. Those are their fans that are consistently coming back for more content. That is the audience Rooster Teeth want to influence.

Influencer 1: Jeremy Jahns

Jeremy Jahns has over a million subscribers, but more importantly averages between 100 thousand to 150 thousand views per video. His content is mainly reviewing of movies, TV shows, and video games. He goes over in depth his impressions of the material and gives it a grade at the end. His upbeat attitude and comedic timing keep the audience engaged and having a good time throughout. His persona and nerdy behavior are similar to Rooster Teeth. He has already accumulated prominent sponsorships from companies such as Cinemark, Raycon, Squarespace, and more. He has proven to be professional and honest throughout his YouTube career. Apart from YouTube, he has a very active Instagram account with 88 thousand followers. The content varies from selfies to a movie he buys that day. It keeps him down to earth for his followers and demonstrates how active his community is even outside of his platform of choice. His recommendations can influence many opinions ("Jeremy Jahns", n.d.).

The best way to reach him is through Long Haul Management which works with him. They manage his and other YouTubers sponsorships and other influencing campaigns ("Long Haul Management", n.d.). Business to business outreach will likely be very efficient in getting his attention. His style of promoting products is usually tacked on at the end or beginning of an episode. However, Rooster Teeth will be offering him a show to review, likely it will be an entire video that he can analyze and discuss. Furthermore, his audience will be given special promo codes to use if they become members or buy products. Special redirect links will be utilized to analyze the traffic increase through his video. His compensation would be a percentage of profit he directly influences.

Influencer 2: Girlfriend Reviews

Although only making videos for two years now, Girlfriend Reviews has accumulated over a million subscribers and averages around 100 thousand views per video. She prides herself in being a geek with an even geekier boyfriend. They go over mainly video games and inform the audience whether they are worth buying. Her cheery and nerdy personality closely resembles the persona of Rooster Teeth and what they strive to deliver in their content. Aside from her YouTube channel, she is highly active on Twitch with over 170 thousand followers, as well being on Twitter, Reddit, and Instagram. She has been sponsored by Squarespace, has been given free products from companies to review, and overall shows to give honest, thorough reviews to her community. Most notable, Microsoft gave her a free Xbox Series X to talk about on her channel. She is a trusted source for video game reviews ("Girlfriend Reviews", n.d.).

Reaching out to her is a bit simpler as she provides a business email on her YouTube about page. Rooster Teeth will need to make contact and offer her games to review with some free goodies that go along with it. She has proven in the past to be honest and transparent to her audience as she thanks the companies for the things before reviewing. Offering free merchandise respects their authority enough to speak about the product (Weber, 2020). Tracking her direct influence will be the same strategy applied with Jeremy Jahns channel.

Influencer 3: AngryJoeShow

The last potential influencer is AngryJoeShow. With over 3 million subscribers and an average of 200 – 300 thousand views per video, he is the biggest YouTuber in the list ("AngryJoeShow", n.d.). His main content varies from gaming, movie, and TV show reviews. What makes his channel ideal for becoming an influencer is his community engagement. He has his own website that fans can make an account with to become a super fan ("Angry Army…", n.d.). There is merchandise, a separate article section for news, exclusive streams, and generally a sense of companionship. His website alone brings over 40,000 monthly visits ("SEO Monitoring…", n.d.). He is very similar to Rooster Teeth, starting on YouTube and branching out on his own platform. He is energetic and proud to share his interests and opinions to an active and enthusiastic community. He is an ideal candidate with a proven good business standing with sponsorships such as Displate.

Unfortunately, AngryJoeShow does not have a direct way to contact him for business, however, reaching out to him through direct messages on the platform he is mostly

on will hopefully get his attention. The strategy will start the same as with Jeremy Jahn with promos and special links, however, because he makes use of more podcasts and discussions with multiple people, this will give Rooster Teeth an opportunity to have some personalities go on his show. This allows the company a direct way to start building a relationship with his community and gain their trust early on. It can be a play along, interview, or simply a review of a movie. Anything that can validate both his brand and Rooster Teeth's.

Incentives

A few things that give Rooster Teeth an edge over smaller YouTubers is their internet acclaim. Although the main channel does not get the most viewership, the brand itself has become renowned. Asking smaller channels to review shows and games give the creators more content to make while building a strong business relationship with a prominent company. Giving them special authorization to display clips of shows without copyright infringement will allow for more creative and engaging material they can produce with monetization. Smaller influencer marketing campaigns do not require a lot of compensation, in fact, smaller perks like giving away free products are a good way to show that the brand respects their authority enough to speak about the product. For instance, if Rooster Teeth released a new episode of the animated series RWBY, they can send a copy of the video with a T-shirt to the influencer. The influencer can then review it and in doing so influence their community to check out more Rooster Teeth content. Sending free things to influencers demonstrates the commitment and respect they have for them. It also becomes a strong incentive for smaller channels while giving them validity. Furthermore, the cost of sending merchandise or other benefits is small considering the number of fans that may come in the end.

More about the influencer outreach program and measuring success will be in section 5, Implementation Plan.

Offline Marketing

Magazine Distribution

A publisher that Rooster Teeth could potentially do business with is Game Informer. They are one of the biggest gaming publishing magazines with a large community.

They have direct ties with GameStop and their members. They hold an ideal demographic to promote many Rooster Teeth shows. Placement of the ads is important as they have a wide range of pages to work with. Ideally, it would depend on the ad and or show that is being promoted by Rooster Teeth. If it is their game walkthrough channel, "Achievement Hunter," it should be placed along side with a game they have been reviewing. Likewise, promoting their website can take a full page with some game stream images in between articles. They have a high persuasion rate with their audience with the exact demographic Rooster teeth target. The best way to start advertising with them is through their advertising page. Rachel Castle oversees advertising placement and fulfillment ("Advertising", n.d.). Magazines are a prevalent form of offline marketing that can spread brand awareness and promote traffic to the company when the users are back online.

Local Direct Mail

The benefits of Rooster Teeth's business model are having multiple different ways of receiving revenue and engagement from fans. Their annual live events are one way they encourage their community to share their interests collectively and get closer to the brand. These events tend to be planned out in particular cities in advance. Some offline marketing tactics they should deploy is local mail advertisements a few weeks prior. Not everyone will know what Rooster Teeth is about, but the prospect of having a fun night out can encourage the local community to be introduced to the company. Even mail promulgates brand awareness and engagement.

PR / Communications Plan

This section is a distribution strategy outline providing steps to deliver a press release announcement about Rooster Teeth.

Distribution Strategy

Press Release Distribution
The following list of journalist and wire services will be used to distribute a Rooster Teeth press release.

- **Journalist/Bloggers**
  - Rooster Teeth Blog

- Rooster Teeth have their own blog site with companywide updates and news. Their own platform should always be a priority destination for press releases.
  - o Deadline
    - Deadline is an authoritative source for breaking news in the entertainment industry. Daily visitors come back throughout the day with more reader comments than all other news sites combined. The sites credibility and reader engagement make it a perfect source to have Rooster Teeth press release news. Deadline has also written about Rooster Teeth many times in the past.

- **Wired Service**
  - o Business Wire
    - Rooster Teeth has used Business Wire in the past with other press releases because of its global reach and outlets. As they expand their marketing strategies, getting news to other countries with credibility and precision will help cut through the noise. Business Wire also offers distribution analytics, public relation tools, and investor relation products for measurable metrics and future strategies to be planned.

Social Media
The following will consist of social media sites that will be used to distribute the press release news while fostering engagement and sharing of the brand.

- **Rooster Teeth Community**
  - o Rooster Teeth cultivate their own community for their members on their website. They have many different boards members can follow, read, comment, and share from. Rooster Teeth community boards should always be the first place to stir conversation and news about the brand.

- **YouTube**
  - o Rooster Teeth has a strong presence on YouTube and continues to post videos regularly. Most of their productions can be found on YouTube because that is how they initially started as a brand. Posting video updates and news that the community can follow, share, and talk about

on the platform is wise given where their community will be and how they interact online.

- **Twitter, Facebook, Instagram**
  - o Twitter's hashtag feature should be used to track the conversation being shared or talked about in the community. Twitter remains the second most active social media platform for Rooster Teeth. On twitter, Rooster Teeth has the ability to post quick updates and share other amusing posts that closely correlate with the content they create. Twitter also enables an easy line of communication with their fans.
  - o Facebook is used for marketing and announcements. They release new merchandise and trailers for upcoming productions. The easy sharing and conversing with the community make the site very useful for company news.
  - o Both Twitter and Facebook have different profiles and personalities under the same umbrella of Rooster Teeth. They should all be posting about company news for the best reach to the community.
  - o Instagram can make use of photos to entice the community. Their posts should consist of behind the scenes work and other production insights not available on other sites. Getting them excited about new projects will encourage sharing and conversation.

Media Focus Research
The following news media outlets will be used to distribute the press release announcement.

- **National News Outlet**
  - o CNN News
    - ▪ Rooster Teeth is a subsidiary of Otter Media which is also a subsidiary of WarnerMedia Commercial, which is owned by AT&T's WarnerMedia. Since AT&T own CNN as well, they can use the entertainment section of the platform to announce the press release news on a national scale. CNN has also mentioned Rooster Teeth in the past with their contributions to a YouTube original movie.

- **Industry News Outlets**
  - o Variety News

- Variety.com remains a credible and trusted source for entertainment business news. Variety News has a weekly magazine and website articles that reach millions of followers. Their niche topics about the entertainment industry is fitting for the content Rooster Teeth make.
  - CinemaBlend
    - Cinemablend.com is similar to other news outlets, however, they explore topics with fans and encourage engagement, opinions, and other perspectives. They publish news about the entertainment industry and encourage users to share on social media. Rooster Teeth depend heavily on social engagement and communities watching their productions. CinemaBlend is a good marketing outlet to not only share the announcement but create conversation along the way.

Timeline
The following will be a timeline outlined plan for the distribution strategy.

- August 2021
  - Research potential distributers for the press release information such as bloggers, journalists, and other wired services.
  - Outlining a plan distribution strategy with brand marketers.
  - Begin drafting press releases with keyword optimization.
- September 2021
  - Begin contacting journalists and bloggers about the collaboration to see if they will write about the collaboration.
  - Begin drafting social media posts and taking project images.
    - Photos of the project can be used for social media and articles.
    - Make a list of potential hash tags that can be incorporated with the campaign.
- October 2021
  - Begin developing press release landing page.
    - Including project images and finished press release draft.
  - Share the press release with collaborated studio so they can begin drafting their page.
    - Share any other marketing plans (hash tags, ads, distributions) to stay on the same page. Working together will make for a larger outreach.

- November 2021
    - Send Press release to Business Wire to make sure it has been reviewed and ready for release.
    - Send advanced copies of the press release to journalists and bloggers that have agreed to write about it.
    - Give designated workers/personalities news and updates about what they can reveal about the project in their videos.
        - Plan out their videos and social media posts for the upcoming month.
- December 2021
    - Release the press release on the website.
    - Make the announcements on social media platforms.
    - Have Rooster Teeth personalities discuss the update on their daily videos.
- January 2021
    - Monitor shares and engagement from audience.
    - Address any concerns people may have with the collaboration.
    - Have talent talk with the audience during their streams and encourage feedback.
    - Continue posting social media posts with more project details.

Legal Analysis and Considerations

This section aims to identify and analyze legal concerns and policy guidelines necessary to avoid legal ramifications while building trust and confidentiality with users.

Spam

With spam, it is important to take into account all of the legal requirements. Just because it is digital and free to send emails does not mean companies can send just anything. The CAN-SPAM act sets specific guidelines that need to be followed when creating the emails. They are very easy to follow and should be the best practice anyways. The emails should not be false or misleading to the user. The header should be clear, and the customers should clearly know who it came from and why from just the folder. This also applies to the subject line; it needs to be accurate with no deceptions. If it is misleading from the start, the company will not gain any trust or credibility. In the email there should also be a disclosure that clearly states that it is an

advertisement. The email needs to give an address for contact, whether it is the business address, PO box, or another registered private mailbox. Every email should also clearly identify a way for users to opt out or unsubscribe. This is important for the users and the company. Companies should want people who choose to receive the emails, not those who are uninterested or did not know they opted into emails. If a user opts out, they should not receive any other spam within ten business days. This also means that their email address cannot be shared with other marketers when they are unsubscribed. It is still up to the business to make sure they are complying with the CAN-SPAM act as they are the ones responsible for it, regardless of who they hire to do the job. It is imperative that trustworthy and knowledgeable marketers understand the CAN-SPAM act and comply. These guidelines are for both the business and the users benefit ("Complying with the CAN SPAM Act", n.d.).

Privacy Policy

The following section will analyze six elements of privacy policies that have been carefully chosen with slight variations to best fit Rooster Teeth Productions. Each element will be broken down with their purpose and why they are important to the company and users. Privacy concerns and policy guidelines need to be abided by to avoid legal ramifications while building trust and confidentiality with users. It will include real clauses and lawsuits throughout that help explain the importance of privacy rights and company policies. Alterations made from the referenced policies will be in italics to help easier identify changes made.

ELEMENT 1

Information Collected Automatically:
Whenever you interact with our Service, we automatically receive and record technical information such as your device, IP address, "cookie" information, the version of your operating system ("OS"), and the page you requested. When you use the Service on a mobile platform, we may also collect and record your unique device ID (persistent / non-persistent), hardware type, media access control ("MAC") address, international mobile equipment identity ("IMEI"), your device name, and your location (based on your IP address). We may also collect information regarding your activity on the Service (both individually and on an aggregate basis) and your interactions with other users of the Service. ("Rooster Teeth Privacy Policy", 2018)

PURPOSE

The purpose for collecting information automatically is to streamline data collection from visitors to better understand the demographic and how they are viewing/using the site. For instance, understanding the platform most people use to stream their videos will tell the company that mobile optimization should take priority in future marketing and design work. The same applies on why the IP address and geographical location of the viewers is important as to better understand the demographic and better gear the content for them. Understanding where and how users engage with the site promulgates data that the company can use to better understand their audience and find advantageous ways to enhance their experience. This clause makes it clear that this technical data is automatically recorded and by using the platform they know what information they are giving to the company even without making an account. Although there is no specific federal website privacy law regulating policy, there is under Section 5 of the Federal Trade Commission Act prohibiting unfair or deceptive marketing practices. If the site gathers information from the visitor undenounced to them, it will generally be categorized as a deceptive or fraudulent business practice (Nicolosi, n.d.). This clause abides by the FTC guidelines and present transparency to the visitors.

ELEMENT 2

Information You Provide to Us:
You may not have to create an account to use some of our Services. However, if you do choose to create an account and sign up for a Service, we may collect a variety of information from you for that Service based on what you provide to us, such as: ("Rooster Teeth Privacy Policy", 2018)

•   Your name, email address, address or postal code, payment method(s), and telephone number. We collect this information in a number of ways, including when you enter it while using our service, interact with our customer service, or participate in surveys or marketing promotions. ("Netflix Privacy Statement", 2021)

•   Information when you choose to provide ratings, taste preferences, account settings (including preferences set in the "Account" section of our website), or otherwise provide information to us through our service or elsewhere. ("Netflix Privacy Statement", 2021)

PURPOSE

Any account being made will need basic user data to sign in and interact. General contact information is used for account security, the signing in process, and communication with others. The billing information and address is needed for

subscription costs, or any other purchases made through the site. This information is a necessity for any paying user, and it provides them account personalization they can control. They can choose what information to share based on their interests and tastes. The purpose of this explicit data is to gain a clear understanding of the content the user enjoys ("Personalization in Video Streaming… ", 2020), but also allowing them to build their own unique profile.

The clause is meant to be informative on what data users choose to share with the company as none of it is automatically taken. This is very important to protect the business from liability too because they are forthright about the information required in the Privacy Policy. No one can claim that the information was taken without authorization ("Clauses for Privacy Policy", 2020).

ELEMENT 3

Sharing What You Watch:

We may ask for your consent *for us to share* Viewing Information together with certain personal information that we may collect (such as your name, address, email address, and precise location data) with our content programmers, service providers, and other third parties. This information *will facilitate a personalized experience* by providing you with more tailored content, features, and ads. Please note that we request consent on a per-profile basis (i.e., for each profile) and therefore the consent provided for one profile does not apply to the consent of any other profile associated with the account. For clarity, even if you have not consented to sharing Viewing Information together with your personal information, we may still share information collected from or about you as otherwise permitted in this Privacy Policy. For example, we may still share Viewing Information together with account or device information (e.g., IP address, ZIP code, advertising identifiers), ("Hulu Privacy Policy", 2019).

PURPOSE

User ratings and tastes is optional, however, allows for better suggested shows and quick picks. Instead of broad genre lists to select from, filtering through content with user's specific preferences will give them a personalized and fluid experience selecting content. On a streaming service, there is about a 90-second window of time to help viewers find something to watch before they leave the platform ("How Netflix's Recommendation…", 2019). Therefore, personalized recommendations are vital on user retention utilizing the service. The consent to share their viewing habits will help in delivering relevant ads and features with a personalized experience on

the site. It merges the explicit and implicit data of the visitors to make a personalized profile on each user for optimal targeting. By delivering a personalized experience, each user will feel the site is exclusively designed for them which will improve the organic engagement ("Personalization in Video Streaming…", 2020).

The clause wants to inform the user that by sharing their tastes in content, they will get a tailored experience on the site. This will also allow the company to abide by the Video Privacy Protection ACT (or VPPA) for displaying recently- viewed content. In the Mollett, et al. v. Netflix, Inc case found that Netflix could display this content and constituted as permissible disclosure "to the consumer" because it was only disclosed to the person with the correct password (Legolvan, 2015). This clause abides by both the FTC guidelines and the VPPA.

ELEMENT 4

Data Collected Through Cookies and Similar Technologies:
We use cookies and other technologies (such as web beacons), as well as resettable device identifiers. We use these types of technologies for various reasons, like making it easy to access our services by remembering you when you return; to provide, analyze, understand and enhance the use of our services; to enforce our terms, prevent fraud; to improve site performance, monitor visitor traffic and actions on our site; and to deliver and tailor our marketing or advertising, and to understand interactions with our emails, marketing, and online ads on third party sites. ("Netflix Privacy Statement", 2021)

Managing Cookies:
You can choose whether or not to accept cookies and other technologies, as explained below. However, you should be aware that disabling cookies may prevent you from enjoying the full functionality of the Services. Most browsers allow you to change your cookie settings. The "Options" or "Preferences" menu of most browsers detail how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. Your browser's settings may also allow you to disable or delete similar technologies and data used by browser add-ons (such as Flash cookies), for instance by changing the add-on's settings or clearing browser storage. Browser manufacturers provide help pages relating to cookie management in their products.

You can opt out of interest-based targeting provided by participating ad services through the Digital Advertising Alliance's YourAdChoices. In addition, on your iPhone, iPad, or Android, you can change your device settings to control whether you see online interest-based ads.

For Google Analytics, you can opt-out through Google Ads Settings, Ad Settings for mobile apps, or any other available means (e.g., the NAI's consumer opt-out listed above). Google also provides a Google Analytics opt-out plug-in for the web.

Please note that even if you opt-out and limit cookies or these third-party tracking technologies, they may still collect data and you may still see ads, but they will not be targeted based on information collected through these technologies. ("Rooster Teeth Cookie Policy", 2018)

PURPOSE

The small amount of data that web cookies give the company contributes great insight on specific user experience and interaction with the platform. This data helps build a strong digital profile on individuals for targeted digital marketing on both the platform and other sites. For instance, if they browse merchandise of a specific show but leave, they may find the exact show being advertised on search engine results or even their social media feed. Users "who see retargeted ads are up to 70% more likely to convert" (Costello, 2019). Beyond retargeting ads, cookies also give more accurate analytic statistics about the visitors ("The Digital Marketing…", n.d.). Without cookies, marketers could not analyze the traffic without an account. Since this streaming service will not require one, understanding new and reoccurring visitors and their behaviors allows them to get a personalized experience as well. Understanding the audience and their specific interests allows for better user insight for stronger, more effective targeted marketing. This clause is designed to inform the users what the cookie is and why it is in their benefit as well as the companies.

Fully explaining how cookies are used and giving options to opt out is very important for consumer privacy. If they choose not to be tracked or decide to opt out of targeted advertising, they need to have a way to do it. U.S. currently does not require consent for cookies, however, if the service will be in EU, the site will need to abide by the General Data Protection Regulation (GDPR) and the cookie law requiring websites to get consent from visitors to store or retrieve any information on a computer, smartphone, or tablet ("The Cookie Law Explained", n.d.). Specifically in the U.S. they must state how the cookies will be used based on the company's privacy policy. The FTC sued Google because they told Safari users, they did not have to take additional action to be opted out of DoubleClick targeted ads as long as they did not change

their browser settings. For technical reasons, this was not true and Safari user's machines were "tricked" into allowing Google temporary cookies. This resulted in a $22.5 million settlement and an order mandating comprehensive privacy protections for consumers (Fair, 2012). Transparency and honesty will give the site better credibility and trust from users even if it means some people opting not to be tracked and targeted. This clause goes above the required mandates the FTC requires.

ELEMENT 5

Information from Third Parties and Advertisers

We work with third party advertisers, networks, and service providers who assist us in managing or providing the Service (e.g., payment processors) and who collect some of the information described above. These third parties also help us understand how users interact with our content or offerings. We may also collect contextual or demographic data about our users from third parties, in order to more effectively deliver the Service or content in which we think you would be interested. Unless you have been notified otherwise, all information collected through our authorized third-party service providers remains governed by security and confidentiality obligations consistent with this Policy and applicable law. ("Rooster Teeth Privacy Policy", 2018)

PURPOSE

This clause is very upfront on the purpose of using third parties, and they are within their means to do so under federal law. In fact, many sites use third-party software and plugins throughout their site, for things like analytic providers, advertisers, and social networks. Since they are third-party, they will also be required to have their own privacy policy, but it still the company's responsibility to inform users of their existence ("Your First Privacy Policy…", 2020). This another case of being upfront with users and clearly explaining where their data is going and why. Facebook got into legal troubles because a third-party app accessed personal information of users who downloaded the app, as well as accessing their Facebook friends, without their knowledge (Skelton, 2021). This demonstrates that the website has an obligation to use trustworthy and credible third parties when sharing user data.

ELEMENT 6

The Security of your Data

Keeping your information secure and confidential is very important to us. We have implemented technical administrative, and physical security measures that are designed to protect your data from unauthorized access, disclosure, use, and modification. We regularly review our security procedures to consider appropriate new technology and methods. Please be aware that, despite our best efforts, no security measures are perfect or impenetrable. ("Disney+ Privacy Policy", 2021)

PURPOSE

The security of user data is extremely important to protect. While there can be data protection without data privacy, there cannot be data privacy without data protection. As more protection regulations grow and privacy concerns increase, the one constant is adequate data protection. It is "the best way to ensure that companies are both complying with the law and guaranteeing information privacy" (Petters, 2020). This clause is meant to reassure users that they are using the best methods and resources to protect private data. However, because of the nature of the internet, the clause clearly states that it is not possible to block all cyber threats which protect them from being held accountable for unforeseen cybercrimes they cannot safeguard against. The clause, however, is a reassurance for concerned users that they take data security very seriously and deliver the proper ethical and legal steps to protect it.

5: Implementation Plan

Marketing Campaigns & Programs

PPC Campaign

The purpose of this proposal is to demonstrate why a pay-per-click (PPC) campaign can benefit Rooster Teeth Productions to maximize new "FIRST" membership sign-up subscriptions on the company's website and spread brand awareness. The goal will increase monthly revenue and traffic to the site with minimal advertising costs strategically placed through Google Ads. Currently Rooster Teeth do not invest outside of branded keywords, however, this gives them a chance to start fresh and learn from current competition. The data and tables were found through SpyFu.com ("SpyFu", n.d.).

Currently, the only relevant competition regarding keywords is Peacock which is still a fairly new streaming service trying to expand their brand awareness. However, they

rely on getting the rights of existing shows and movies, less on originality. Peacock launched on April 15, 2020 and started actively posting ads in August of 2020. Their ads and keyword marketing should be closely monitored given their subscribers jumped 50% in only six weeks resulting in 15 million subscribers last September: only 5 months from launch (Owusu, 2020). The exponential growth is significant given the wide range of existing streaming services much more well known. The following are the top ten potential shared keywords based on relevancy and best coverage that Peacock is actively advertising with. It is worth noting that terms involving "movies" and "TV" were also excluded to prevent confusion of the type of content Rooster Teeth produce. It is important to choose keywords that perfectly describe what is being presented to attract the appropriate searchers (Hunt, 2014).

Top potential shared keywords

term	clicksPerMonth	costPerClick	coverage
free episodes	9785.4	$ 0.40	25%
streaming	23802.3	$ 0.92	25%
free shows	4941.9	$ 0.53	33%
streaming online	3371.4	$ 1.47	25%
free streaming	11807.7	$ 1.09	25%
online streaming	7674.9	$ 1.38	25%
free film	435.9	$ 0.72	42%
streaming service	2047.5	$ 1.04	25%
streaming services	8927.1	$ 1.10	17%
streaming channels	3297.6	$ 0.84	25%

Proposal

Based on researched keywords from competitors, the phrases will be focused on two categories, "free" and "streaming." The keyword phrases below will be recommended for the first 3-months of the PPC campaign. The intent of the ads will bring in unique visitors to the pertinent landing page searching for new streaming entertainment that could potentially become a "FIRST" member upon review.

Free Keyword Examples

Keyword	Search Volume	Total Monthly Clicks	Paid Clicks Percent	Organic Clicks Percent	Broad Cost Per Click
watch shows online free	11000	8800	2%	98%	0.92
free shows online	7000	5500	12%	88%	
free shows	4700	3200	23%	77%	0.53
watch free shows online	2700	2000	3%	97%	
watch shows free	2300	1700	6%	94%	0.58
stream shows online free	2200	1700	2%	98%	
stream shows free	1500	1000	4%	96%	
free online shows	1300	1100	5%	95%	
free streaming shows	950	780	2%	98%	
free show streaming	840	750	2%	98%	3.02

Streaming Keyword Examples

Keyword	Search Volume	Total Monthly Clicks	Paid Clicks Percent	Organic Clicks Percent	Broad Cost Per Click
streaming services	146000	81200	20%	80%	1.1
video streaming services	3200	1500	14%	86%	2.54
streaming service	2200	1200	12%	88%	1.04
stream services	930	320	17%	83%	1.39
internet streaming services	900	570	17%	83%	4.87

The PPC campaign should last 6-months, however, will be adjusted accordingly after the first 3-months. Monitoring weekly will give good progress reports; however, adjustments should not be done as quickly as time is needed to fully analyze the results. Monthly adjustments may be made, but any major adjustments will be marked for the final 3-months. A strong tool to monitor the traffic and redirect link metric is Google Analytics. Monitoring the bounce rate is also important when users reach the landing page. It will help identify how effective the ad is and the landing page.

The proposed PPC campaign will expand Rooster Teeth's brand awareness and help them become a stronger relevant alternative video streaming service. Having strong brand recognition will gain more organic searches and traffic which will bring more eyes to the brand at no cost moving forward. More eyes and membership sign-ups will result in an increase in all other forms of revenue.

Sample PPC Ad for Rooster Teeth

Headline: RWBY Volume 9
Line 1: Premieres May 1st At 8:00PM
Line 2: Ravenous monsters attack. Don't miss the Premiere of RWBY on Rooster Teeth!
Display URL: https://roosterteeth.com/series/rwby

Influencer Outreach Campaign

As discussed in the partners marketing section, influencers have the power to persuade their like-minded communities to get to know Rooster Teeth. The intentions of the influencer program are to gain more followers by spreading brand awareness to other like-minded communities. Rooster Teeth want new young faces to become

acquainted with the brand and start following the content. The success of the company is only viable with a strong fan base and engaging community.

Goals

Establishing measurable goals is actually very simple. Rooster Teeth want more people watching the content, and more fans becoming members. The first step is increasing the YouTube videos view count. This is more important than higher subscriptions given Rooster Teeth currently have over 9 million subscribers but only average 50,000 – 200,000 views per video ("Rooster Teeth", n.d.). More subscribers will naturally come, but higher and more consistent views is priority. Those metrics will give an idea of how many customers are becoming fans. The next goal will be an increase in "FIRST" memberships. "FIRST" members are a step beyond fans, these are the true brand-spenders. "FIRST" members are the community on Rooster Teeth's website that actively engage and watch the content. Lastly, the company needs to monitor merchandise sales when specific shows and merchandise are promoted. As different influencers may review or recommend different things, tracking successful conversions will indicate the amount of persuasion the influencers have with their community.

Timeframe

A realistic timetable to start seeing substantial results is 12 months. If the results are not ideal within that time, it would be wise to regroup and adjust the outreach. However, positive results will likely be seen much sooner. The first couple of months should be used to reach out to potential influencers and strategize what shows or merchandise needs to be featured with them. That will also give the influencers substantial amount of time to receive compensation and time to make their videos and social media posts. Over the next four months Rooster Teeth should start seeing an increase in YouTube views and subscribers. They need to keep track of how many extra views they get vs the increase in websites traffic. Realistically it will be similar to the amount of extra view vs the number of added subscribers. With every 1000 views on the videos, the channel should gain about 2 subscribers. Hopefully, this will turn into website traffic and memberships. The next three months, Rooster Teeth, will want to start producing more engaging videos with the newly acquired audience. This may include having some of the personalities engage with the influencers through a podcast, a gaming playthrough, or just an interview. Remember, the company should appear down to earth and approachable regardless of the size. Rooster Teeth should want to work with smaller content creators to give them credibility and merit in the

eyes of customers. The final three months they should pay close attention to membership increases and merchandise sales. That is the time to see the big wave of traffic coming to the website with a high volume of user engagement.

Results

Seeing the outcomes of the influencing campaign is fairly simple. YouTube analytics is a powerful tool to see how well the channel is doing in views, subscribers, and more, while Google Analytics can track the increase in traffic and new memberships, but also redirects from specific videos. The outreach campaign will start off by contacting the influencers to review a new show being promoted. From there, Rooster Teeth can monitor any changes and increases on the platforms, specifically the promoted show, but also an overall analysis. If someone sees one video they enjoy, they will likely explore. This will give proper insight on the amount of sway influencers have with their community. It will also gauge whether the company should use different influencers, or more, depending on the results.

With the power of influencers and their fans, Rooster Teeth can use this outreach campaign to increase active viewership and members on their YouTube channels and website. This will have a direct impact on monetization revenue, "First" memberships, merchandise sales, and site retention.

Online Publisher Campaign

Rooster Teeth use brand awareness from other platforms to gain more viewership. Most of the searches they get derive from shows they have created, not their company name. Funding more money towards online publishers would encourage more eyes on the brand outside of their social media bubbles. They could see an increase on traffic to their website without relying so heavily on their YouTube content. This could prove to be a strong marketing campaign to increase their "FIRST" subscriptions while expanding to new communities.

Some things publishers might offer to persuade Rooster Teeth to buy premium CPM rates is performance statistics. Seeing results based on other companies and their increase in traffic or sales would be a good indicator whether the publisher's audience are paying attention to the ads or scrolling past them. They would also

need to understand the brand and suggest the best places to put the ads for best results. There should be relevancy in the placement, not just a thrown in haphazardly.

As discussed in the offline marketing section, Game Informer is strong and relevant publisher that Rooster Teeth could advertise with. The offline publishing is beneficial; however, Game Informer also provides advertising on their site and newsletters. This strategy will compose of a broad strategy and a targeted strategy.

Broad Strategy

The broad strategy will be advertising with the intent to expand brand awareness to a large relevant community while giving them an idea of what type of content they can expect from Rooster Teeth. The ads will be leaderboard and marquee banner ads above other articles ("Online Media Kit", 2018). Incentives will include a free trial membership with any tier selected. Game Informers website has a traffic of around 4 million monthly visitors giving Rooster Teeth a strong online presence ("Gameinformer", n.d.).

Targeted Strategy

The targeting strategy will focus on Game Informer's large audience that have a joint interest in video games. The goal is to introduce specific content geared more towards gamers, for instance, the live streams, walkthroughs, and reviews. The targeted demographic will start associating Rooster Teeth Productions with video game entertainment as they explore the site. These ads will be medium rectangles with short video clips showcasing promoted gaming shows to the side of articles or below depending on the page size ("Online Media Kit", 2018). This strategy is promoting traffic back to the website for potential membership conversions.

Measurements & Tracking

The metrics to pay attention to are traffic to the website through redirect links which are easily accessible through Google Analytics or through Game Informer's own analytics with their premium advertising software. Furthermore, tracking the amount of clicks specific ads get will allow the company to gauge the interest level each advertisement has and the successful number of conversions.

6: Financial Data & Projections

Financial Data Projections

Investment & Return

The PPC campaign can start within the next two weeks with the marketing team working on ad creations and promotions. They will monitor on a weekly basis keyword productivity and analysis with constructive feedback for the weeks to come. Using the existing search volume from the keywords, with a conversion of 0.5% and a transaction of $32.99, the monthly return on investment is calculated below:

Potential Traffic	Conversion	Revenue	Profit
187720	938.6	$ 30,964.41	$ 20,964.41

- The potential traffic (187720) * Conversion (0.5%) = Revenue ($30964.41)
- Revenue ($30964.41) – Ad Budget ($10000) = Profit ($20964.41)
- The next 3-months after full analysis and alterations could render a higher conversion rate of 1%.

Potential Traffic	Conversion	Revenue	Profit
187720	1877.2	$ 61,928.83	$ 51,928.83

Conclusion

The proposed PPC campaign will accumulate to $60,000 in costs, however, over the 6-month program, there is potential gain of over $218,000. Furthermore, Rooster Teeth Productions will expand their brand awareness and become a stronger relevant alternative to video streaming entertainment. Having strong brand recognition will gain more organic searches and traffic which will bring more eyes to the brand at no cost moving forward. More eyes and membership sign-ups will result in an increase in all other forms of revenue including monetization of videos, live events, and merchandise sales.

Budget

The monthly costs for Google ads are $10,000 on average (Maake, 2020). The budget will be based on the two categories from above and the percentage breakdown is as follows:

- Free – 60% (more keywords and search volume to work with)
- Stream – 40%

| GOOGLE ADS PRICING	
PRICING FACTOR	AVERAGE COST
Ad Spend	$9000 to $10,000 per month
CPC (Google Search Network)	$1 to $2 per click
CPC (Google Display Network)	$1 or less per click
Professional Google Ads Management	$350 to $5000 or 12-30% of ad spend per month
PPC Management Tools	$15 to $800 per month

(Maake, 2020)

7: Evaluation, Control & Continuous Improvement

Evaluation, Control & Continuous Improvement

This section will review the general audiences' behavior on the website and find analytical trends that are exhibited. Furthermore, each trend will have SMART goals developed with key performance indicators to monitor the success. The goals will allow action plans to be thought through while offering potential challenges and solutions for each. The analytic breakdown and correlated goals will help identify where and how to better market the website and brand moving forward.

Key Trends

- **Trend 1:** Traffic to the website is 5.79M monthly, however, only 5% consist of paying "FIRST" members.
    - ○ **SMART Goal**: Increase paying "FIRST" members by 10% within 6 months.
        - ▪ **KPI:** Conversion rate of viewers to members.
        - ▪ **KPI:** Bounce rate of the sign-up page.
    - ○ **Action Plan 1:** Market more heavily to reoccurring visitors by advertising the incentives and benefits of the "FIRST" membership. This gives a broader scope of people that are likely receptive for more involvement.
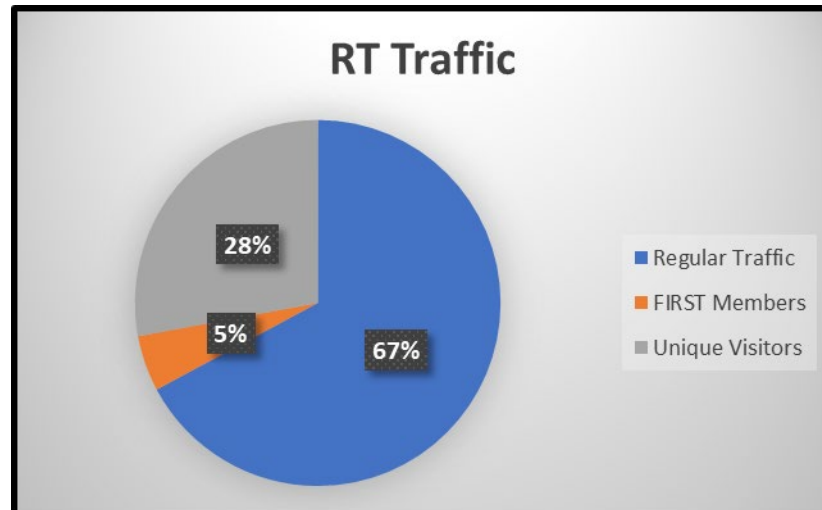
-
    -
        - ▪ **Challenge:** The incentives and exclusive "FIRST" videos do not outweigh the free content available without a membership.
        - ▪ **Solution:** Start creating more exclusives surrounding subject matter people want to see more of.
    - ○ **Action Plan 2:** Along with the trial, offer new membership signup discounts, 20% of whichever tier selected.
        - ▪ **Challenge:** Many people may leave at the end of their membership trial after they binge the exclusive shows.
        - ▪ **Solution:** Have monthly exclusives to keep their retention and excitement for new shows (incentivizing longer memberships).

- **Trend 2:** Only 7.6% of the normal traffic to the site visit the merchandise store.

- o **SMART Goal:** Improve redirect traffic to the Rooster Teeth store by 10% in 4 months.
  - **KPI:** Traffic to the store.
  - **KPI:** Referrals from other sites to the store.
- o **Action Plan 1:** Encourage community engagement with promoted shows. If a new video is dropped for a series that production section in the community need to engage with their audience and get the fans excited. The community also entails other social medias, specifically YouTube which carries 47% of their social media traffic.
  - **Challenge:** Not all members are familiar with every new show being released, promoting it on the community boards does not encourage them to buy merchandise.
  - **Solution:** Advertise new releases in advanced through different mediums (social, email, trailers) to familiarize the members about upcoming shows.

- o **Action Plan 2:** Offer promo discounts to Rooster Teeth visitors based on specific merchandise being promoted with content releases. Visitors to the RT website are likely already familiar with the brand which make them good targets for becoming brand-spenders. The discount can be distributed by banner ads, marketing emails, or social media advertising.
  - **Challenge:** The people who found merchandise through the ads may only wait for the next discount.

- **Solution:** Synchronize product sales with new releases will disperse too much waiting on specific discounts. It will also encourage viewership and engagement through the promotion.

- **Trend 3**: The average duration per visit stands at 12:39 minutes as of March 2021, however, the average length of a video is anywhere from 30 – 60 minutes.
    - o **SMART Goal:** Raise the retention rate of the site to average 22:00 minutes within 6 months (2-minute increase monthly). Based on past watching trends, this is attainable.
        - **KPI:** Average duration rate on the site.
   - **KPI:** The bounce rate of the site.

    - o **Action Plan 1:** Keeping the videos engaging for the full duration. Live shows specifically can have Q and A's at certain points to keep the retention of the visitors.
        - **Challenge:** Not everyone has time to watch long videos at a time.
        - **Solution:** Offer audio versions for podcasts or other commentating type of videos. This can include background audio play if the screen is off.
    - o **Action Plan 2:** Schedule releases appropriately based on when people usually visit the site. Similar to tv networks, they release shows at specific time slots and days to maximize viewership. For example, a podcast can be during lunch whereas a new animated show would be after a workday.

- **Challenge:** Better scheduled releases may not keep new visitors interested nor prevent them from leaving (bounce rate).
- **Solution:** Instead of promoting whatever the latest show is on the homepage, a mini questionnaire about the interests of the visitor and what genres they are into could keep their attention. Meanwhile, the results of the questionnaire will prompt a custom playlist of suggested videos for the user to start with. This could decrease the initial sites bounce rate while encouraging engagement of new visitors.

Conclusion

The data suggests that although the site has large traffic, there is far less engagement and not much money being spent by the viewers. People are coming to the site with low retention and not exploring. Furthermore, even less of them are visiting the store or becoming paying "FIRST" members. The Rooster Teeth website is supposed to be the fans haven to actively interact and engage with their interests. Since many of the videos are free on YouTube, the website is geared more towards true brand-spenders, however, the data indicates there is not enough incentives to become that.
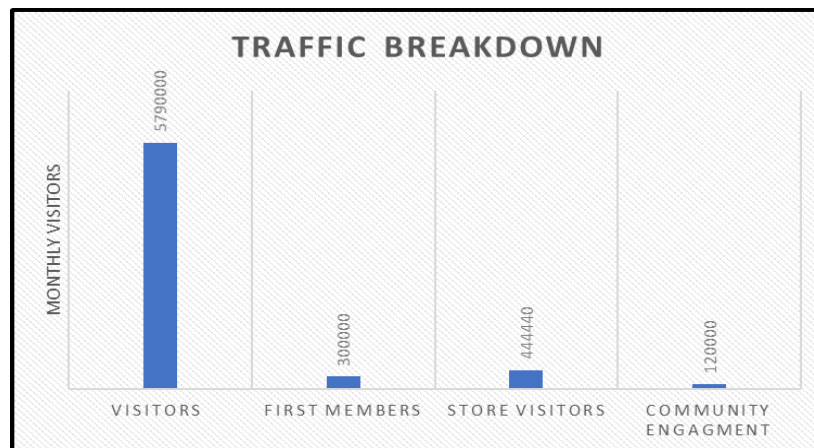
Rooster Teeth depends on steady viewership and interaction from their audience. To increase retention, merchandise, and memberships, the trend of the audience needs to be analyzed to fully develop strong marketing strategies. These action plans will serve to accomplish these SMART goals by constant monitoring of key performance indicators and audience behaviors.

8: Resources & References

Resources

GetResponse
Google Ads
Google Analytics
SE Ranking
Semrush
Similar Web
Sparkpost
SpyFu
Twitter Analytics
YouTube Analytics

References

About Us. (2020). Retrieved 9 August 2020, from
https://store.roosterteeth.com/pages/about-us

Advertisers. Retrieved 10 January 2021, from
https://www.business.roosterteeth.com/advertisers#why-advertise

Advertising. Retrieved 20 January 2021, from
https://www.gameinformer.com/advertising

Angry Army [AJSA]. Retrieved 13 December 2020, from
http://angryjoeshow.com/ajsa/

AngryJoeShow. Retrieved 13 December 2020, from
https://www.youtube.com/user/AngryJoeShow/featured

A 'Red vs. Blue' Interview: Burnie Burns of Rooster Teeth On Killstreaks & 'Infonauts' |
New Media Rockstars. (2012). Retrieved 27 September 2020, from
https://newmediarockstars.com/2012/10/a-red-vs-blue-interview-burnie-
burns-of-rooster-teeth-on-killstreaks-infonauts/

Baker, D. The 4 Personas To Optimize For | Forthea. Retrieved 10 January 2021, from
        https://www.forthea.com/blog/the-4-personas-to-optimize-for/

Brand Quiz - Kaye Putnam | Psychology Driven Brand Strategist. Retrieved 27
        September 2020, from https://www.kayeputnam.com/brandality-quiz/

Check Page Rank. (2020). Retrieved 22 August 2020, from
        https://checkpagerank.net/index.php

Clauses for Privacy Policy. (2020). Retrieved 23 May 2021, from
        https://www.termsfeed.com/blog/privacy-policy-clauses/

Competitor Email Monitoring by MailCharts. (2020). Retrieved 23 August 2020, from
        https://www.mailcharts.com

Complying with the CAN SPAM Act. Retrieved 16 May 2021, from
        https://www.ftc.gov/news-events/audio-video/video/complying-can-spam-act

Costello, C. (2019). Retargeting: Consumers 70% More Likely to Convert. Retrieved
        23 May 2021, from https://kenshoo.com/blog/retargeting-stats/

Disney+ Privacy Policy. (2021). Retrieved 23 May 2021, from
        https://www.disneyplus.com/legal/privacy-policy

Does Email Marketing Still Work?. Retrieved 16 May 2021, from
        https://www.campaignmonitor.com/resources/knowledge-base/does-email-
        marketing-still-work/

Fair, L. (2012). Milking cookies: The FTC's $22.5 million settlement with Google.
        Retrieved 23 May 2021, from https://www.ftc.gov/news-events/blogs/business-
        blog/2012/08/milking-cookies-ftcs-225-million-settlement-google

Free SEO Tools for Small Businesses. (2020). Retrieved 22 August 2020, from
        https://lxrmarketplace.com/

Gameinformer. Retrieved 31 January 2021, from
        https://www.similarweb.com/website/gameinformer.com/

Girlfriend Reviews. Retrieved 13 December 2020, from
        https://www.youtube.com/girlfriendreviews

How Netflix's Recommendation Engine Works?. (2019). Retrieved 23 May 2021, from
    https://medium.com/@springboard_ind/how-netflixs-recommendation-
    engine-works-bd1ee381bf81

How to Choose the Right Font (According to Science). Retrieved 27 September 2020,
    from https://www.nickkolenda.com/font-psychology/

How Virtual Reality Marketing is Changing the Face of Consumer-Brand Interaction.
    (2020). Retrieved 9 June 2021, from https://adespresso.com/blog/virtual-
    reality-marketing/

HubSpot. (2020). Website Grader. Retrieved 22 August 2020, from
    https://website.grader.com

Hulu Privacy Policy. (2019). Retrieved 23 May 2021, from
    https://www.hulu.com/privacy

Hunt, M. (2014). Search Engine Marketing, Inc. (3rd ed.). IBM Press.

Jeremy Jahns. Retrieved 13 December 2020, from
    https://www.youtube.com/user/JeremyJahns

Legolvan, A. (2015). Netflix escapes liability under the Video Privacy Protection Act.
    Retrieved 24 May 2021, from
    https://www.lexology.com/library/detail.aspx?g=d8dc5c8a-df30-44cb-b3d5-
    5d2431140c9e

Long Haul Management. Retrieved 13 December 2020, from
    https://www.longhaulmgmt.com/

Maake, R. (2020). How Much Does Google Ads Cost? | 2021 Google Ads Pricing.
    Retrieved 15 February 2021, from
    https://www.webfx.com/blog/marketing/much-cost-advertise-google-
    adwords/#table

Marrs, M. (2021). Perfect Timing: The Very Best Time to Send Email Newsletters.
    Retrieved 16 May 2021, from
    https://www.wordstream.com/blog/ws/2014/09/04/best-time-to-send-email-
    campaign

Netflix Privacy Statement. (2021). Retrieved 23 May 2021, from
https://help.netflix.com/legal/privacy

Nicolosi, P. Website Privacy Policy Requirements Operators Should Know. Retrieved
23 May 2021, from https://www.internetlegalattorney.com/website-privacy-
policy-laws/

Our Story - Rooster Teeth. (2020). Retrieved 27 September 2020, from
https://www.business.roosterteeth.com/our-story

Owusu, T. (2020). Comcast's Peacock Subscribers Up 50% in 6 Weeks. Retrieved 15
February 2021, from https://www.thestreet.com/investing/comcast-peacock-
streaming-subscribers-up-50-percent-in-6-weeks

Personalization in Video Streaming: Predictions for 2020 and beyond. (2020).
Retrieved 23 May 2021, from https://medium.com/@uicentric/personalisation-
in-video-streaming-predictions-for-2020-and-beyond-5594add45fd0

Petters, J. (2020). Data Privacy Guide: Definitions, Explanations and Legislation.
Retrieved 23 May 2021, from https://www.varonis.com/blog/data-privacy/

Rooster Teeth. Retrieved 13 December 2020, from
https://www.youtube.com/roosterteeth

Rooster Teeth. (2017). *How Does Rooster Teeth Make Money?* [Video]. Retrieved from
https://www.youtube.com/watch?v=z6Jz5dU90nc

Rooster Teeth. (2018). Why We're Here: 15 Years of Rooster Teeth [Video]. Retrieved
from https://roosterteeth.com/watch/rt-docs-why-we-re-here-15-years-of-
rooster-teeth-why-we-re-here-15-years-of-rooster-teeth

Roosterteeth.com. (2020). Retrieved 17 January 2021, from
https://www.similarweb.com/website/roosterteeth.com/#overview

Rooster Teeth Cookie Policy. (2018). Retrieved 23 May 2021, from
https://store.roosterteeth.com/pages/cookie-policy

Rooster Teeth Privacy Policy. (2018). Retrieved 23 May 2021, from
https://store.roosterteeth.com/pages/privacy-policy

SEO Monitoring Software: Track SEO Performance in One Place. Retrieved 6
        December 2020, from https://sitechecker.pro/app/main/traffic-checker-
        land?pageUrl=http:%2F%2Fangryjoeshow.com%2Fajsa%2F

SEO Software for 360 SEO Analysis of your Website. (2020). Retrieved 22 August
        2020, from https://seranking.com/

Skelton, S. (2021). Facebook sued for data-sharing practices with third parties.
        Retrieved 24 May 2021, from
        https://www.computerweekly.com/news/252496091/Facebook-sued-for-data-
        sharing-practices-with-third-parties

Smith, J. (2021). Mobile eCommerce Statistics (Updated 2021) Percentage of Mobile
        mCommerce Shopping Trends. Retrieved 16 June 2021, from
        https://www.outerboxdesign.com/web-design-articles/mobile-ecommerce-
        statistics

Smith, K. Finally, COLOR EXPLAINED by an expert in a way that everyone can
        understand. Retrieved 27 September 2020, from
        https://www.sensationalcolor.com/meaning-of-red/

Spangler, T. (2019). WarnerMedia's Rooster Teeth Cuts 13% of Staff, Laying Off About
        50. Retrieved 9 August 2020, from
        https://variety.com/2019/digital/news/rooster-teeth-layoffs-13-percent-
        warnermedia-1203333556/

SpyFu. Retrieved 8 February 2021, from https://www.spyfu.com/

Stream TV and Movies Live and Online | Hulu. Retrieved 8 February 2021, from
        https://www.hulu.com/welcome

The Cookie Law Explained. Retrieved 24 May 2021, from
        https://www.cookielaw.org/the-cookie-law/

The Digital Marketing Guide to Web Cookies. Retrieved 23 May 2021, from
        https://www.targetinternet.com/digital-marketing-guide-to-cookies/

Top 100 Most Viewed YouTube Gaming Channels Worldwide (2015). Tubefilter
        News. Retrieved from

https://advancelexiscom.oclc.fullsail.edu/api/document?collection=news&id=
urn:contentItem:5G2S-K5J1-F03R-N38V-00000-00&context=1516831

Turner Entertainment. Retrieved 8 February 2021, from https://www.tbs.com/

Video streaming industry to grow to$150 billion by 2026. (2020). Retrieved 15 June
2021, from https://brand-minds.medium.com/video-streaming-industry-to-
grow-to-150-billion-by-2026-c7bbd9bd4f67

Vimeo. Retrieved 8 February 2021, from https://vimeo.com/watch

Weber, N. (2020). Influencer Gifting: 7 Benefits of Giving Free Products to Influencers.
Retrieved 13 December 2020, from https://nealschaffer.com/influencer-gifting-
benefits/

What Share of App Opens Will an Effective Push Notification Strategy Deliver?.
(2020). Retrieved 16 June 2021, from https://openback.com/blog/how-
effective-are-push-notifications-for-directing-app-traffic/

Which Metrics You Must Track While A/B Testing. Retrieved 17 January 2021, from
https://www.marketingoptimizer.com/blog/marketing-optimization/metrics-
must-track-ab-testing/

Whittaker, R. (2020). Burnie Burns Leaves Rooster Teeth. Retrieved 9 August 2020,
from https://www.austinchronicle.com/daily/screens/2020-06-11/burnie-
burns-leaves-rooster-teeth/

Willcox, J. (2020). 5 New Streaming Video Services You Should Check Out. Retrieved
15 June 2021, from https://www.consumerreports.org/streaming-video-
services/new-streaming-video-services-to-check-out/

Your First Privacy Policy? Start with These Clauses. (2020). Retrieved 23 May 2021,
from https://www.privacypolicies.com/blog/privacy-policy-clauses/

YouTube by the Numbers (2021): Stats, Demographics & Fun Facts. (2021). Retrieved
10 January 2021, from https://www.omnicoreagency.com/youtube-statistics/