

This matrix will help you understand where your business, competitors and collaborators stand. This can be used to measure video views, followers, community sizes and overall engagement. These results will vary based on marketing tactics and strategies.

		Audience Size				
		Stage 1 0	Stage 2 100	Stage 3 1,000	Stage 4 10,000	Stage 5 100,000 IM
Perceived Expertise	MVP					
	AAA					
	AA					
	A					
	JV					
	Rookie					

Notes: