



Brick House Media Co presents...

Media Strategies Under Covid-19

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Repurpose Your Content

Review existing videos on your computer hard drives or phone camera roll to see if you can use them as new content marketing. Focus on any clips that can be combined as a theme together, can you assemble one or a few together.

Pro Tip: Think in snackable pieces from 30 seconds up to 5 minutes and up to 1 min for ads or IG.

Creating Value-Add Content

80% of the time produce value-add content and only 20% of the time produce self-promotional. So if you post 5 times a week, one of the posts should be promotional and the rest simply value add!

EDUCATIONAL [easy]

- Teach followers and your fans something you get questions about all the time FAQs, or refer to recent client/customer experience to offer your expertise and knowledge.
- Offer a small dive into one or some of your products/services to highlight a few popular or even obscure options or services. Answer why you love them and how they help others?
- What don't they know about you, your business, or how you deliver customer happiness to people on a regular basis.
- Pull back the biz curtain and show them how the business truly works, remember 80/20!

INSPIRATIONAL / MOTIVATIONAL [harder]

- People love to be passionate, driven, and motivated to do more... what moves you?
- Read a favorite poem, posts your favorite quotes or memes and what they mean to you, top books that move and guide your business philosophy ('Start with Why' by Simon Sinek)
- Read or write a short speech that uplifts and conveys your passion for you business
- Share the founder story, why did you start, what fuels you to keep going when it is tough

ENTERTAINMENT [hardest]

- The most difficult type of content to create successfully for right tone and mood for brands
- Sing dance, lip sync a fun song that motivates you, drives you in business (rights issues)

- Lip sync a favorite movie scene, have it playing behind you on a screen for fun or emotion
- Be arty, show people how creative you can be, try slow-motion, timelapse, before/after
- Joke about a part of your business; “Shit customers say” or “Role play a funny customer”

TESTIMONIALS [just ask]

- Leverage your super fans, ambassadors or favorite clients to speak on your behalf
- Request them to record a short 1-minute video about why they shop with you, why hired you, and how you had a positive impact on them. [Send to you or have them share]
- Send them all the same questions to answer so you can control the reply and combine them together in a cohesive or overlapping montage editing (optional)

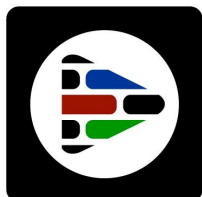
Pro Tip: +60% of people never leave any review... because they were never explicitly asked to!

Tech Tools:

1. **Image Capture** free application on your Mac computers, as the fastest way to download all your photos/videos to a folder on your computer.
2. **Airdrop** sharing application for moving files from your iPhone to your Mac computer and vice versa, ideal for moving a video on your computer to your iPhone for sharing [\[video\]](#)
3. **iMovie** video editing software is free and on every Mac... perfect for simple editing/sharing
4. **Buffer app** to schedule and time-release share to all your social media channels it's so easy!
5. **Facebook Pages** app for your phone to manage all your company pages for engagement

Syndication Channels

- **Instagram** Stories, IGTV and your Instagram profile feed for sharing photos and videos
- **Facebook** stories or share to your profile, your company page for updates, or your own or other FB groups for real engagement develop a business community
- **LinkedIn** for profile posts, company posts, group posts and post an article as your blog post
- **Medium** write your own story or repost an older blog post on this popular blog site
- Become a contributor, ask related **industry blogs** to proactively write articles for them
- **Youtube & Vimeo**... add only your premium published and edited content there



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