

How to use your new content: a post-broadcast Checklist



An easy guide to making the most of your investment

Here's how to use **ABSF** to enhance your ROI on email and other marketing:

- Share the video file we sent you with collectors in a gallery email.** (Be sure to include us in your mailing list. If you bcc your recipients, we won't have access to your mailing list.)
- Share our videos/posts on your own social-media accounts (**Facebook, Twitter, Instagram, and YouTube**), with #hashtags. If you need help, let us know! Please be sure to tag us whenever possible.
- Add our video**, with its short recap if applicable, to your gallery **website**. Invite your artist(s) to do the same if they have their own website and social media accounts. This is *your* content; use it however you like!

Here's what you'll get from us:

- A short summary** about the interview, written by art historian Kathryn M Davis (mid-tier pricing and above).
- A **follow-up social media campaign** similar to the pre-campaign, including links to the broadcast and the video file itself.
- We will pay to boost** your broadcast post from our social media accounts (mid-tier pricing and above).
- Within a couple of weeks post-event, we'll send you a **wrap report** with statistics from our accounts, including how many people viewed your video and where they are from (mid-tier pricing and above).

Everything we do is customizable for your specific needs!