

Before Your Segment Airs

- Contact **current** retailers in the viewing areas, letting them know your brand will be on TV. Show that you are supporting their sales with your marketing spend
- Contact **potential** retailers in the viewing areas, letting them know that local customers will be looking for your product
- Legitimize your brand and create excitement by teasing the segment to your followers on social media, using a lifestyle image or TV station logo
- Create and schedule social media ads to target show audiences that match your customer profile
- Combine your targeted social media ad with a special discount code
- Coordinate social media giveaways with the other participating brands. Grow your audiences and network by sharing with each other

When Your Segment Airs

- Announce the segment via all social media channels and use hashtags for the station location (city) or show name: "Watch for us today on WXYZ Detroit!"
- Be strategic with other social media posts the day of airing. Expect new followers. Post content that will help them get to know your brand. Promote the products they have seen on air or offer a special discount code

After Your Segment Airs

- Follow up with current and potential retailers to share the video
- Update the press page on your website with segment video clip or screen shot and station information/logo
- Update marketing collateral with station logos to reflect new placements
- Connect with/thank the news personalities who featured your product via social media tags or comments
- Clip the segment and email to your customer list with a "See us on (show name)" subject line
- Pull out a sentence or two from the segment to quote in your media kit or marketing materials
- Use videos as bottom of funnel collateral
- Add an annotation to your web analytics data to explain spikes in traffic or sales



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