

The Future of Streaming Video

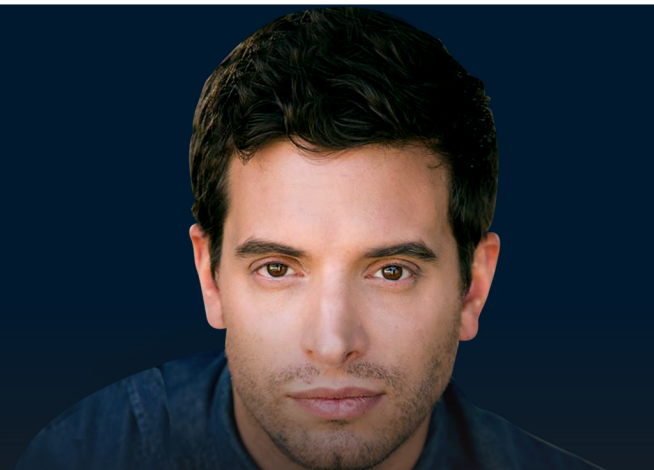
10 Point Checklist

Damian Pelliccione

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a 10 point checklist that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“When you're ready to receive,
the universe is there to provide.”**

DAMIAN PELLICCIONE

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

- Check out Revry for non-mainstream content by going to [Revry.com](https://www.revry.com) or [Revry.tv](https://www.revry.tv). Revry has been called the Netflix for LGBTQ shows.
- Learn more about OTT or Over the Top Television devices and how they are creating opportunities for consumers to engage with content anywhere without the cord.
- Start pivoting my brand – be they products or services – towards the Millennial and Gen Z market, realizing that in ten years' time, they will make up over 75% of consumer purchasing power globally.
- Make my brand identity-driven that stands for something, knowing the Millennial and Gen Z generation are drawn to brands that have a mission or a cause.
- Focus on driving and building a community around a cause or a mission, recognizing that the inclusivity of the community is vital to the success of any brand, service, or products.
- Stand out in the market by becoming an identity and creating a movement for my company and the culture of my products or services.
- Create a street team of true and die-hard fans to hit up or call different stores and ask about my products. This kind of movement can move mountains for me because it can prod the stores to order my products.
- Advertise with Revry or create content with them. There are 25 different ways I can engage with Revry products as a marketer and advertiser.
- Align myself with unconventional holidays like the Geek Pride Day on May 25th, the Talk Like Pirate Day, National Underwear Day, and other such holidays, and put up some themes, promotion, or campaign in conjunction with that.
- Check out Revry on the Comcast Xfinity X1 Box. Comcast has provided opportunity for new networks like Revry to be discovered and consumed in a Comcast family home.