

Marketing Opportunities

Brookstone launches YouTube Channel

We have launched a YouTube Channel and have included Dean's recent television appearances (CNBC) and the mini version of the SMARToption video. With this, Brookstone's first step into the social media world, we wanted to provide you with some ways that you can capitalize on our presence online and give you some ideas about additional marketing opportunities.



The SMARToption mini-video includes a short explanation on how the strategy works and is intended to be more of a promotional piece. We will be sending you a longer version (approximately 18 minutes) that goes into full detail in a few months.

Our YouTube Channel

One of the first things you should do is subscribe to our channel. If you do not have a YouTube account, you will have to create one which is essentially a gmail account. One of the benefits of subscribing is that you will get an email notification when we post new videos.

It's easy to share videos you've found on YouTube with your friends and social networks. Simply click the Share button underneath any video on the Watch page, then select any of the following options:

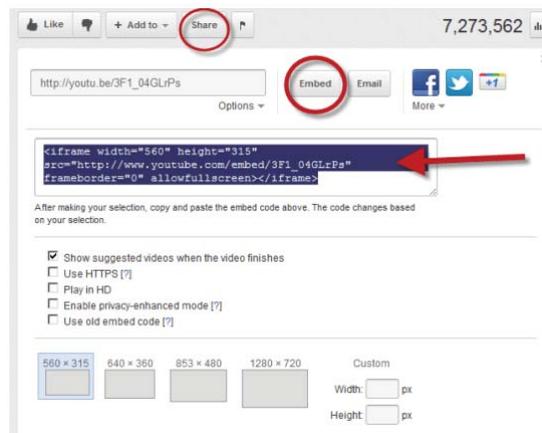
Link to this video - a shortened URL to the video, which you can copy and paste elsewhere, such as in an email message.

Email this video - We don't recommend this feature because it is through a gmail account which is not compliant, but you could copy/paste the link and send it through your archiving email.

Embed - generate code allowing you to embed the video in your own website or blog.

Social networks - click the Facebook or Twitter icon, or click the show more link for more options. Then simply sign in and follow the instructions to share your video.

YouTube Link>>



Video is one of the most powerful methods of engaging your audience!



The SMARToption mini-video is now available!

We have posted the mini-video on YouTube for you to share via Social media PLUS we have also posted the video file to our Resource Center.

Here are some ideas on ways that you can use it:

- Download the video to use during a client meeting
- Include it in your Powerpoint presentations.
- Send a link (YouTube) to your clients in an email. (The actual file is too large for all email service providers)
- Send a link to clients in an e-blast or e-newsletter
- If you are utilizing any direct mail or other print advertising, use it as a lead generator. Offer to send the video to people who contact you.

Login to the Resource Center to download the video!