

YOUR GUIDE TO ELEVATED DIGITAL MARKETING

To personalize the video end frame of Advisor Stories and Partner Films, please fill out [this form](#).

Need inspiration? Here are some ways to make your marketing So Virtuoso:

SOCIAL MEDIA: YOUTUBE VIDEOS

PLEASE NOTE: YOUTUBE VIDEOS CANNOT BE DOWNLOADED

- **ADVISOR STORIES AND PARTNER FILMS**
 - FACEBOOK, TWITTER, LINKEDIN: ADD A LINK TO YOUR TIMELINE
 - INSTAGRAM: SHARE THE YOUTUBE LINK IN YOUR POST OF CHOICE
 - SEND YOUTUBE LINKS DIRECTLY USING FACEBOOK OR INSTAGRAM MESSAGING
- USE THE TAG #SOVIRTUOSO ON YOUR POSTS

SOCIAL MEDIA: SHORTS AND STILLS

- **TRAVEL SHORTS**
 - DOWNLOAD THESE 15 SECOND MINI VIDEOS AND REPOST ON YOUR INSTAGRAM STORIES OR UPLOAD AS A REEL
- **SO VIRTUOSO STILLS**
 - DOWNLOAD IMAGES AND REPOST ON ALL YOUR SOCIAL TIMELINES (FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN)
- USE THE TAG #SOVIRTUOSO ON YOUR POSTS

EMAIL

- EMBED YOUTUBE LINKS (ADVISOR STORIES AND PARTNER FILMS) IN YOUR EMAIL MARKETING
- ADD A STILL TO YOUR EMAIL SIGNATURE

WEBSITE

- EMBED YOUTUBE LINKS (ADVISOR STORIES AND PARTNER FILMS) ON YOUR WEBSITE USING A VIDEO WIDGET OR MODULE

SUGGESTED CAPTIONS

- REDISCOVER THE JOY OF EFFORTLESS TRAVEL. #SOVIRTUOSO
- REACH OUT AND REALIZE YOUR TRAVEL DREAMS. #SOVIRTUOSO
- CONTACT <NAME/AGENCY>, AND LET'S GET YOUR PERFECT JOURNEY UNDERWAY. #SOVIRTUOSO
- YOUR TRAVEL DREAMS ARE OUR BLUEPRINT AT <AGENCY>. GET IN TOUCH TODAY. #SOVIRTUOSO

