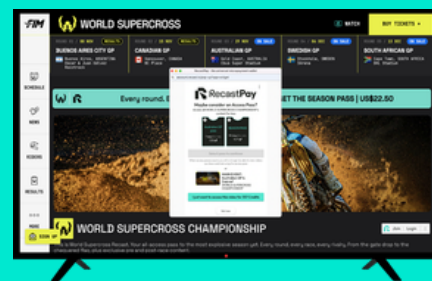


Tips & Advice to Maximize your Reach & Revenue



Summary Guide

With Recast, you can offer direct-to-consumer PPV access to your content from your own website or platform, while extending reach through approved content distributors such as publishers, influencers and brand partners. Use the steps below to optimize your marketing and maximize your revenue potential with Recast.

1. Website Presence

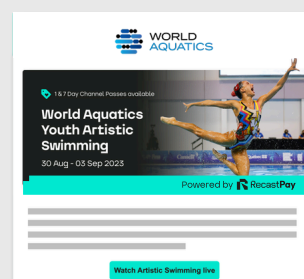
Your website should be the main destination for fans looking to watch your content.



- Embed your content into an easy-to-find “Watch” page
- Add a clear **Watch Live** or **Watch** item to your navigation.
- Use homepage banners to direct traffic.
- Link to your content page from relevant articles.
- Optimize page titles, headings and copy for SEO.

2. CRM

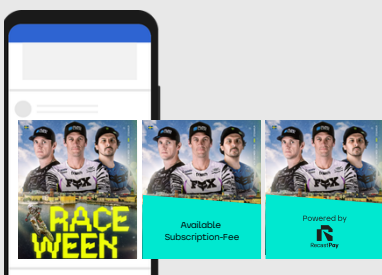
Your existing database can drive high-intent traffic from audiences who already know your brand.



- Email audiences about upcoming content and replays.
- Segment by geography where availability varies.
- Include clear “how to watch” information, directing users to your content page.
- Explain how RecastPay works.

3. Social Media

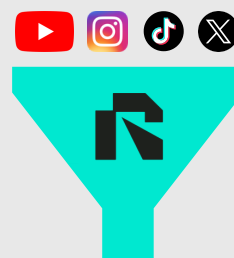
Social media should create regular awareness and drive traffic to your content page.



- Add your widget page URL to your bio.
- Promote live events, video on demand and passes.
- Develop a content schedule to maintain a regular drumbeat of promotion.
- Produce short-form teaser content and link-enabled formats, such as IG Stories.
- Use explainer assets to tell your fans how RecastPay works.

4. Top of Funnel Promotion

Top of funnel activity helps build awareness before audiences reach the point of purchase.



- Use free content to guide audiences toward paid access.
- Publish trailers, clips and previews on free-to-air platforms like YouTube and Instagram to build interest.
- Point every asset to your content page.
- Align promo across website, social, CRM and distributors.



Guide: Optimizing your owned channels



5. Using Content Distributors

Content Distributors can extend your reach, meeting fans anywhere demand exists.

Distributors are incentivized to promote your content and earn a revenue share from the purchases they generate, while you retain control over approval, pricing and availability, creating a self-perpetuating vehicle to extend reach to anywhere demand exists.

Using Publishers

Approved publishers can host your content directly on their own websites using Recast embed widgets.

- Reach new audiences.
- Drive incremental revenue.
- Access trusted publisher environments.
- Give publishers premium content without licensing fees.

Some of the Recast publisher network:



Guide: Using Publishers



Share & Earn



Guide: Using Influencers

Using Influencers

Influencers, ambassadors, athletes and creators can promote your content using trackable Share & Earn links.

- Activate trusted voices.
- Reach engaged, congruent communities.
- Reward influencers for purchases they generate.

Using Brands

Brands can help fund, promote or distribute access to your content.

- Fund users access in return for direct engagement
- Reach new audiences by enabling brands to act as distributors
- Build deeper audience engagement.



6. Pricing Strategies

Considered pricing will optimize reach, urgency and revenue growth across the content lifecycle.

- Adjust content pricing at any time.
- Leverage Access Passes to promote the highest-value purchases.
- Use early access pricing to drive advance sales.
- Test pricing across live, replay and on-demand content.

Welcome to a New Era of Content Monetization & Audience Access

Use Recast to unlock your revenue potential.

For more information and guidance, our Partner Support team are on hand to help:



Partnersupport@recastpay.com

Learn more at www.recastpay.com

