

# Drive Tune-In and Awareness Through Digital Media



TV networks, film studios and media companies know audiences follow talent on social media. Enable your creative talent to create deeper engagement and drive tune-in by giving them the digital video and photos they need to post on social media every day. Greenfly's software helps you easily distribute on-brand media and request and collect original media directly from talent.

- ✓ Tap into your talent's enormous social media audience to expand your reach
- ✓ Co-create original, authentic content with talent to feed show and network promotions
- ✓ Increase social engagement by 5x or more to launch new shows and episodes

**Over 500 organizations around the world use Greenfly**

SHOWTIME BET★ ESPN CANAL+

**100%** of BET's *Boomerang* cast uses Greenfly

## Authentic Media Will Drive Your Programs

With Greenfly, collect, manage and distribute media to every actor, host or personality right to their mobile devices for sharing on their social channels.

**Talent Social Program:** promote new launches and collect their authentic stories

**Audience Engagement Campaigns:** capture large volumes of UGC quickly from fans

**Event Activation:** extend event activity and trim production costs with more original content

When our cast uploads right to Greenfly from the set, we're passing it along to our audience so everyone can feel like they're included in the moment.

**BET★** Crystal Johnson  
Director of Social Media, BET+

## Engaging Audiences on Social Media Drives Tune-In

### Distribute Media Quickly and Easily

Eliminate texts, email chains and cloud storage links. Talent gets immediate mobile app notifications whenever new content is available to browse, download and post to their social profiles. Track who responds to every social post request.

### Source Original Media for Content Promotions

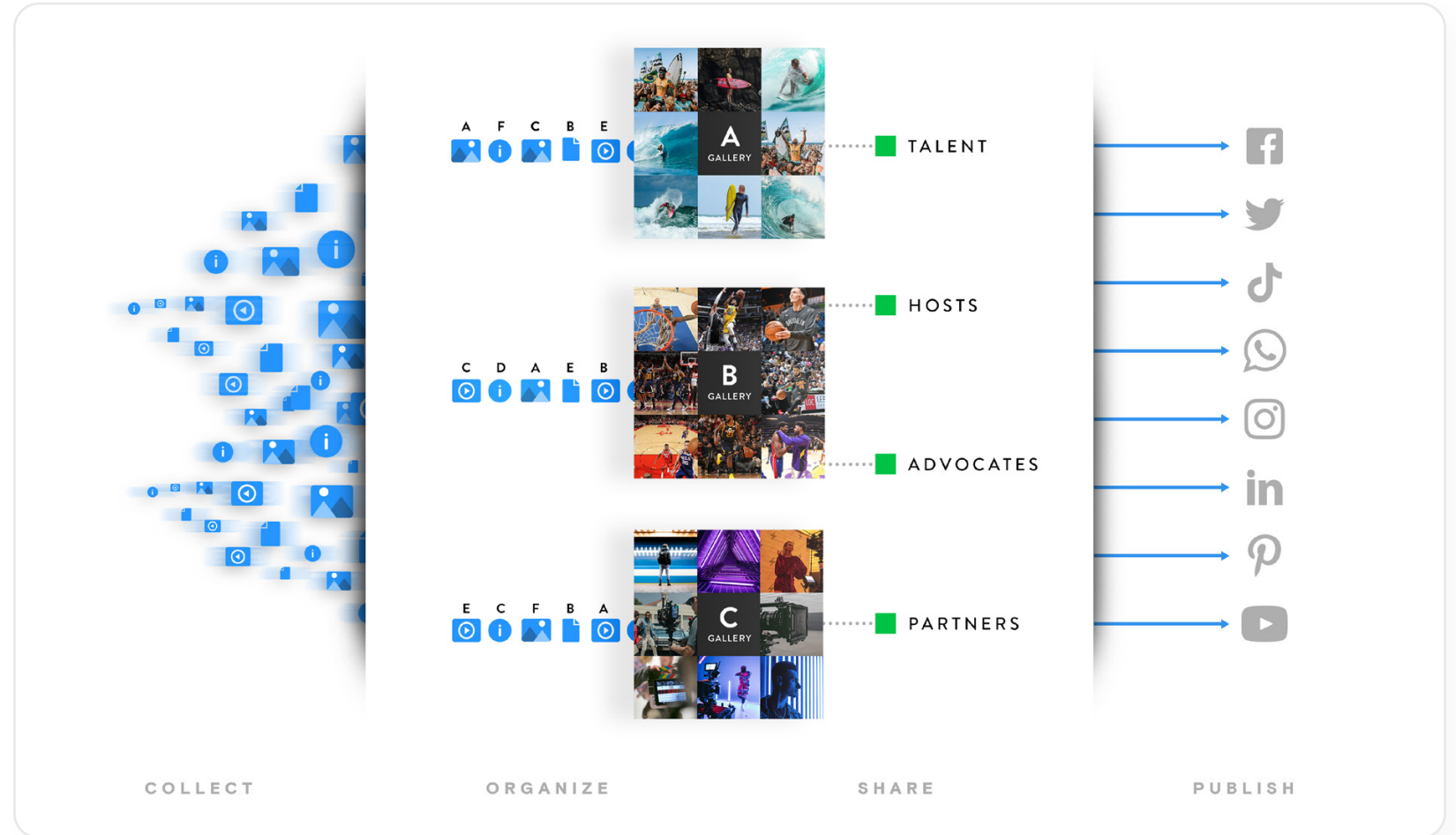
Get amazing content when you need it. Request, organize and edit original media created for you by talent — or fans. And, track who responds to every content creation request.

### Do More With Expert Onboarding and Support

Our customer success team makes activation quick and easy, so talent stays active. Their insights and strategy will help you achieve your promotional goals.

### See Fast Results

Enjoy proven consumer brand impact. Go farther and faster than your brand channels and manual workflows allow. Best of all, talent loves using Greenfly because it's so simple.



## About Greenfly

Greenfly's software platform transforms talent into brand builders by harnessing the power of digital media. Contact us: [hello@greenfly.com](mailto:hello@greenfly.com) | +1 (310) 620-8565 | [www.greenfly.com](http://www.greenfly.com)