

MINI PITCH

on Social Media

The Social Media mini-pitch has been my secret weapon, and most successful tool, for signing on new collabs and partnerships. It is wildly underused, in my opinion, but that is a good thing for those of us who use it.

It is simply a matter of getting known a bit on the brand's Social platforms and then sending them a DM asking if they are open to collabs and who is the best person to contact for more information. Here is an example of a pitch I had success with and places for you to start practicing.

This is a DM I sent to a luxury Resort in the Philippines before I headed over to create some content for Cebu Pacific Air.

I'm so excited to be heading back to the Philippines on another campaign with Cebu Pacific Air, and of course with my very talented videographer @ericredits.

We would love to collaborate with you. So if this is something of interest, who would be the best contact to reach out to with further information?

Choose a casual brand you would like to work with and create a friendly, relaxed Social pitch you could send them.

Choose a professional or luxury brand you would like to work with and create a more formal Social pitch you could send them.

Don't stress over being perfect, you will get better over time. Now post these pitches and the names of the brands in our FB group.