



Now is the time to create a new experience for your audience

As we all witness a sweep of business and community gathering cancellations, there are a host of choices before leaders on how best to keep communication channels open and business moving forward. Now more than ever, it is essential we stay connected.

Red Thread is here to help expand your reach and connectivity. After all, creating digital content that not only supplements events, but translates their uniquely interactive buzz into high-reach multi-platform digital packages is in our DNA.

Now is the time to think outside the box. With the properly tailored strategy, and an exciting multimedia and multi-channel approach, your events can live and breathe. You'll want to leverage new innovative platforms and communicate directly with your audience. Remember, they want to hear from you. When your audience can't come to you, Red Thread can help bring your message directly to your audience.

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TRANSFORM YOUR LIVE EVENT INTO AN ONLINE EXPERIENCE



OPPORTUNITY

Extend the reach and impact of your event beyond physical boundaries.

STRATEGY

Create a digital experience that offers relevant content with strategic promotion and distribution.



EXECUTION



Relevant Content

If viewers are going to spend time and effort to watch content, they need a return on their investment. Content must be targeted to a specific audience and address their needs. The narrative needs to be approached from the vantage point of what's important to the viewer. At Red Thread we tell authentic and powerful stories that connect with audiences to create positive impact and deliver results.

Strategic Promotion

An organization's narrative needs to be consistent and credible. While content needs to align with the existing brand narrative, it also needs to be approached from an outside in perspective. That's why Red Thread believes in partnering with internal communications and social media teams to align with the established protocols for getting the message out. Whether it's leveraging relationships with influencers or connecting to content communities – the goal is to cut through the sea of information.

Targeted Distribution

Red Thread believes it's more effective to follow behaviors instead of trying to change them. Viewers should find content where they are already spending time consuming and sharing content. A comprehensive editorial calendar can leverage paid campaigns, on-demand amplification, syndicated content and a robust SEO.

GET CREATIVE
WITH FORMAT

LIVE STREAM
AND BROADCAST

CREATE A
TRUE VIRTUAL
CONFERENCE

ON DEMAND
CONTENT