

MEDIA MIX CHEAT SHEET

3ES	CONTENT IDEA	STATIC	VIDEO STORY	SHORT FORM VIDEO
EDUCATE	TIPS & TRICKS	✓	✓	✓
	BEHIND THE SCENES	✓	✓	✓
	MYTH BUSTING	✓		✓
	TESTIMONIALS	✓		✓
	HOW-TOS	✓		✓
	INDUSTRY NEWS	✓	✓	
ENLIGHTEN	BRAND STORY		✓	✓
	EMOTIONAL QUOTES	✓		
	BEHIND THE SCENES THAT PROMOTE YOUR WHY	✓	✓	✓
	TESTIMONIALS THAT SUPPORT MILESTONES OR EMOTIONAL BREAKTHROUGHS	✓		✓
	PERSONAL STORIES/BACKGROUND		✓	✓
ENTERTAIN	MEMES + FUNNY QUOTES	✓		
	BEHIND THE SCENES BLOOPERS	✓	✓	✓
	MYTH BUSTING WITH HUMOUR	✓		✓
	A DIFFERENT WAY TO INTERACT WITH PRODUCT/SERVICE	✓	✓	✓
	PERSONAL STORIES/BACKGROUND	✓	✓	✓