

# **BLK Chicago Services**

\*Reels perform the highest, then carousels, then static posts.

Reel - Promo (pre-made approved reel)

If this content has been used multiple times, it doesn't perform well.

Reel - Promo (pre-made approved reel + voiceover by BLK Chicago)

Reel - Recap

Instagram - Carousel

**Instagram** - <u>Static Post</u>

Page 2 - Newsletter + Email

Page 3 - Tips for a good reel turnout

# Newsletter - Featured + Sponsored Ads

Featured Event - First Event Listing that includes image, description, and link

Featured Ad - Ad Placement at the top of the Events of the Week (weekly list)



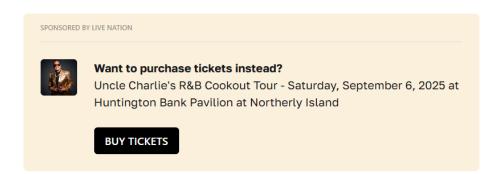
TICKET GIVEAWAY - BLK IN THE CITY PASS MEMBERS ONLY - SPONSORED BY LIVE NATION

# **BLK** in the City Events of the Week

Last updated 8.26.25 at 2:10pm CST. \*Events will be updated regularly.

Company (if different from venue) | Event + Ticket hyperlink | Venue

#### Sponsored Ads



# **Tips for a Good Reel Turnout**

Make the most of your promo with BLK Chicago

### 1. Send High-Quality Content

- Clear visuals (no blurry footage or low lighting)
- Vertical format (9:16) works best for Instagram Reels
- 30 seconds is ideal, but we can work with up to 60
- Avoid flickering lights, heavy filters, grainy clips, glitch effects, fast panning or hard-to-read text
- Landscape/Horizontal video clips cannot be used for reels

## 2. Hook Viewers Early

- Start with motion, sound, or a bold visual in the first 3 seconds
- Feature people, energy, or an eye-catching moment upfront

#### 3. Make the Message Clear

- Highlight what, where, and when early in the video or caption
- Add any special offers, guest names, or standout experiences

#### 4. Include Branding or a Logo

- You can include a small logo or brand name
- Avoid full flyers or heavy text as the reel itself
- Do not turn flyers into reels
- TikTok bans dancing with seductive poses

#### 5. Tagging & Collaborators

- We tag your main account let us know the handle to use
- We reserve the right to approve collaborator tags
- Reminder: Tagging multiple accounts does not equal more likes or reach Quality > quantity

#### 6. Engagement

- Reels used multiple times already may underperform. Fresh content helps maximize engagement.
- When we post, be ready to comment, share, and engage with the audience too it helps boost reach!