Content Pegs for IMAM

1. **Itake** - Ishaan’s take on topics like politics, technology, news, music.

Sample Post: You are asking me about iOS6? My suggestions to the existing iOS is released as iOS6.

1. **Iquote** - Ishaan’s daily self boosting quotes.

Sample Post: [With a picture of a bike] Souped up this bike last weekend… Glides like butter on a hot plate. Also, gives a mileage of 60kmpl.

1. **Music video promotion** (4posts a week – includes build-up post, video link and 2 follow-up posts)
2. **Trailer promotion** (twice a week)
3. **Dialogue/Lyrics promotion** (includes quizzes like complete the dialogue/Lyrics - once a week)
4. **PR links** (posted as and when found)