SOCIAL MEDIA

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BEAUTY LAUNCHPAD
Everything Beauty for Salons and Stylists

Inspire and empower over 903,000+ engaged hair professionals.

556,000+ INSTAGRAM FOLLOWERS

- 3.13% Average Engagement Rate
- 434,774 Average Impressions Per Month

347,000+ FACEBOOK FOLLOWERS

- 1,496 Average Interactions Per Month
- 79,285 Average Impressions Per Month

PROGRAMS AVAILABLE

All materials are to be supplied by the client unless otherwise specified.

SOCIAL MEDIA POST A LA CARTE
- Instagram Post
- Instagram Story with Sticker Link
- Instagram Reel + Story with Sticker Link
- Facebook Post

SOCIAL MEDIA PACKAGE
- Facebook Post
- Instagram Post
- Instagram Story with Sticker Link

FACEBOOK LIVE SHARING
- Facebook Post 24 hours before live event
- Instagram Story with Sticker Link 24 hours before the live event
- Clients live feed will be shared on *Beauty Launchpad*'s Facebook page after the live event

FACEBOOK & INSTAGRAM LIVE
- Instagram & Facebook Post
- Instagram & Facebook Story with Sticker Link
- 1 Article on *Beauty Launchpad*'s website recapping the live event and shared in the newsletter (written by Editor)
- Live feed will be shared on *Beauty Launchpad*'s Instagram and Facebook pages after the live event

INSTAGRAM STORY TAKEOVER
- Instagram & Facebook Post before the takeover
- 24-hour exclusivity after initial post
- Content to remain in Stories Highlights for at least 30 days

Choose from two options:

1. Pre-Produced
- *Beauty Launchpad* posts up to 9 pre-produced slides (supplied by the client)
- We recommend including a variety of content
- Can include videos, sticker links, polls, questions, etc.
- Brand tagged on every slide
- Up to 3 hashtags per slide

2. In-The-Moment Takeover
- Brand/Educator responsible for all content
- Your artist or educator has access to *Beauty Launchpad*'s Instagram page for 24 hours
- Good for education or event coverage
- Can go Live during takeover

INSTAGRAM GIVEAWAY TO GROW FOLLOWERS
- Instagram Post
- Instagram Story with Sticker Link
- Original Content (written by Editor)
- *Beauty Launchpad* manages winner selection and communication

Must book at least 6 weeks before the run date.
Material is due 2 weeks before the run date.

Followers & Stats as of 08/12/25