

SOCIAL MEDIA

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**BEAUTY
LAUNCHPAD**
Everything Beauty for Salons and Stylists

Gain access to the beauty industry's most highly engaged hair stylists.

Programs Available

Social Media Post a la carte

- Instagram Post - \$1,050
- Instagram Story with Sticker Link - \$1,050
- Instagram Reel + Story with Sticker Link - \$1,050
- Facebook Post - \$1,050

Social Media Package \$2,100

- Facebook Post
- Instagram Post
- Instagram Story with Sticker Link

Facebook Live Sharing \$3,300

- Facebook Post by *Beauty Launchpad* 24 hours before live event
- Instagram Story with Sticker Link 24 hours before live event
- Shared clients live feed on *Beauty Launchpad's* Facebook page

Facebook or Instagram Live \$5,1000

- Instagram & Facebook Post by *Beauty Launchpad*
- Instagram & Facebook Story with Sticker Link
- 1 Article on *BeautyLaunchpad.com* recapping the Live event
- 1 eNewsletter blast linking to recap article
- Saved to the IGTV (IG Live ONLY)
- Facebook Live with Boost - Extends exposure 5-6 days post live event. (FB Live ONLY)
- Shared live on Facebook pages for *Nail It, Nailpro, The Colorist, Man, Eyelash, Beauty Store Business*. (FB Live ONLY)

520,200+ Instagram Followers

- 1,500+ Average Likes Per Post.
- 4M+ Average Reach Per Month.
- 46,500+ Average Reach Per Post.
- 231 Average Saves Per Post.
- 24,000+ Average Saves Per Month.
- 4,200+ Growing Number of Followers Monthly.

308,200+ Facebook Followers

- 1,200+ Average Engagements Per Post.
- 900 Average Clicks Per Post.
- 600.5K+ Average Reach Per Month.

Must book at least 6 weeks before run date.
Material is due 4 weeks before run date.

Beauty Launchpad Education Team

Ask about our educators, who work exclusively with us to create content for your brand.

Instagram Story Takeover \$3,600

- Instagram Pre-Post
- Facebook Pre-Post
- 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
- Include 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

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

Instagram Giveaway to Grow Followers \$2,600

- Instagram Post
- Instagram Story with Sticker Link
- Original Content – Editor to write post
- *Beauty Launchpad* manages winner selection & communication

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Our Education Team



Bridget (@bridget.house)



Lacie (@looksbylacie)



Amber (@amburgerofhair)



Cameron (@cameronkeford)



Ashlie (@ashytones)



Drew (@domyhairdrew)



Meagan (@megnaomihair)



Ansley (@balayloli)