

# SOCIAL MEDIA PACKAGE

Shamella Anderson  
Business Development Manager  
sanderson@allured.com  
630-344-6030  
www.Nailpro.com

**NAILPRO**  
THE ART AND BUSINESS OF NAILS

Connect With *Nailpro's* 1.5 Million+ Engaged Nail Professionals by Inspiring and Empowering Them With Your Innovative Product Offerings.

## 661,000+ Instagram Followers

- 2,000+ Average Likes Per Post.
- 4M+ Average Reach Per Month.
- 51,000+ Average Reach Per Post.
- 460 Average Saves Per Post.
- 84,000+ Average Saves Per Month.
- 5,000+ Growing Number of Followers Monthly.

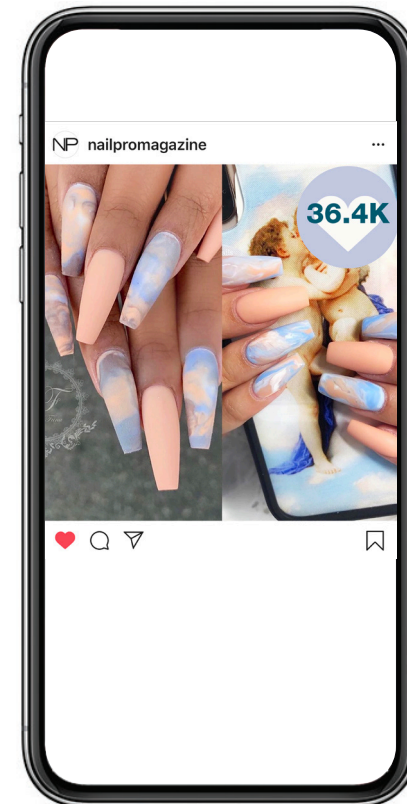
## 927,000+ Facebook Followers

- 34,000+ Average Post Engagements Per Month.
- 170 Average Engagements Per Post.
- 532K+ Reach Per Month.
- 1.5M+ Average Impressions Per Month.

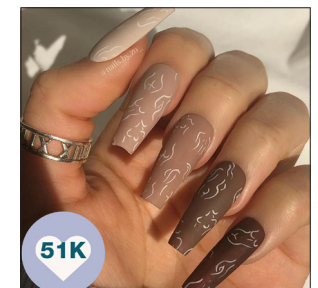
*Nail It!* Has Over 490,000+ Engaged Nail Enthusiasts and Professionals.

## 490,000+ Instagram Followers

- 4,900 average likes per post.
- 119,000 average reach per post.
- 161,000 average saves per month.
- Growing 1,000+ followers weekly.



Instagram



# SOCIAL MEDIA PACKAGE

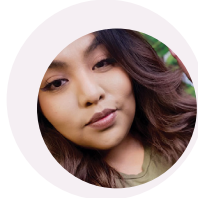
**Shamella Anderson**  
Business Development Manager  
sanderson@allured.com  
630-344-6030  
[www.Nailpro.com](http://www.Nailpro.com)

**NAILPRO**  
THE ART AND BUSINESS OF NAILS

## *Our Education Team*



**Jose Cordova** @thenailonyx



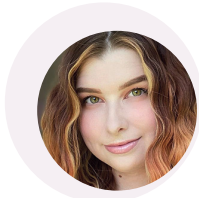
**Lorena Cruz** @blessedbythenailgods



**Taylor Gonzalez** @gloss\_la



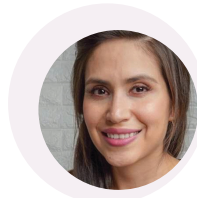
**Marie Henchoz** @leszarts\_de\_marie



**Rebecca Ludwig** @moonchild.nails



**Andrea Ortega** @dreasnails



**Paola Ponce** @paolaponcenails



**Tina Zavala** @popstar.nails

# SOCIAL MEDIA PACKAGE

Shamella Anderson  
Business Development Manager  
sanderson@allured.com  
630-344-6030  
www.Nailpro.com

**NAILPRO**  
THE ART AND BUSINESS OF NAILS

**Gain access to the nail industry's most highly engaged nail artists, technicians and salon owners.**

## 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

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

### Facebook Live Sharing \$3,300

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

### Facebook or Instagram Live \$5,100

- Instagram & Facebook Post by *Nailpro*
- Instagram & Facebook Story with Sticker Link
- 1 Article on nailpro.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, Beauty Launchpad, The Colorist, Eyelash, Beauty Store Business*. (FB Live ONLY)

### Instagram 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

*Nailpro* posts up to 7 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 *Nailpro'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
- *Nailpro* manages winner selection & communication

## 661,000+ Instagram Followers

- 2,000+ Average Likes Per Post.
- 4M+ Average Reach Per Month.
- 51,000+ Average Reach Per Post.
- Average Saves Per Post.
- 84,000+ Average Saves Per Month.
- 5,000+ Growing Number of Followers Monthly.

## 927,000+ Facebook Followers

- 34,000+ Average Post Engagements Per Month.
- 170 Average Engagements Per Post.
- 532K+ Reach Per Month.
- 1.5M+ Average Impressions Per Month.

### Add Nail It! Instagram to Your Program \$900

- 490,000+ Nail Enthusiasts and Professionals
- 10.2M+ impressions per month.
- Growing 3,000+ followers monthly.
- 3,500 average likes per post.
- 100K average reach per post.
- 2,000 average saves per post.

### Nailpro Education Team

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

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