

Gain access to the spa industry's most highly engaged skin care professionals.

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

75,600+ Instagram Followers

- 1,000+ Average Likes Per Post.
- 50K+ Average Reach Per Month.
- 20,500+ Average Reach Per Post.
- 160 Average Saves Per Post.
- 5,000+ Average Saves Per Month.
- 900+ Growing # of Followers Monthly.

94,200+ Facebook Followers

- 3,500+ Average Post Engagements Per Month.
- 25,000+ Average Reach Per Month.

Add Eye Lash Instagram to Your Program \$600

- 69,000+ Lash and Brow Professionals
- 255K+ accounts reached monthly.
- 25,000+ content interactions per month.
- 20,000 average reach per post.
- 250 average saves per post.

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

Facebook, Instagram & IG Story Package \$2,100

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

Instagram Weekly Product Unboxing \$2,600

- Your products will be the first unboxed with inclusion in the description and 3 hashtags.

Facebook Live Sharing \$3,300

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

Facebook or Instagram Live \$5,100

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

Social Media 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

Skin Inc. 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 *Skin Inc.*'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
- *Skin Inc.* manages winner selection & communication