

**YOUR LOGO HERE**

## **Holiday Social Media Program**

This is a holiday social media program that consists of nine boosted posts, posted directly to a retailer's Facebook and/or Instagram account. This program will begin the day after Thanksgiving and go through Christmas Eve, which has been determined to be the most viable period.

It's designed to get jewelry shoppers in a retailer's market excited about your brand, keep the retailer top-of-mind during the holiday season, and drive shoppers into stores to buy particular products. It requires very little effort on the part of retailers because it is handled almost in its entirety by Harmon Group, a third party marketing firm that has specialized in the jewelry industry for over thirty years.

The program provides our retailers much-needed help this year to sell more jewelry during the holiday season. It can easily be an "add on" to their product order, and it's a great tool for us to use as an enticement to open more new accounts.

### **Program's Benefits for Retailers:**

- Because Harmon uses paid advertising and geo-targets when posting, only those shoppers who are interested in fine jewelry and live in a certain radius from a retailer's store are targeted and view the posts. This is an extremely cost-effective way to reach the right shoppers and drive them into stores to buy.
- Stunning, high quality images and videos of your product are available exclusively through this program.
- Copywriting is crafted to be engaging, targeted, and connect with shoppers.
- A special offer/incentive will be included in each social post to drive shoppers into stores.
- Expert social media marketing is provided for the entirety of the program through Harmon, a professional advertising agency that has specialized in the jewelry industry for over thirty years.
- Once retailers sign up, they call the agency to begin the set-up process; that's the only necessary action on their part.
- Harmon submits a non-disclosure agreement to each retailer, assuring them that no retailer/customer communication will be shared with anyone.

### **How It Works:**

#### **Social Assets**

Nine unique social media assets featuring our product are offered as part of this program.

- Combination of still product images placed in environments and videos consisting of several takes edited together.
- Descriptive product copywriting is included with each asset.
- A special offer/incentive will be included in the call to action of each asset, which will help drive shoppers into stores.

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## Boosting Social Assets

These social media assets are boosted on the retailer's Facebook and/or Instagram channels.

- When a retailer signs up for the program, we will notify Harmon.
- Harmon will submit a request to the retailer asking for access to their Facebook and/or Instagram feed. Harmon also submits a non-disclosure agreement to each retailer, explaining that they won't share any retailer/consumer communication with us or anyone else.
- The retailer will notify Harmon when they received their order, and are ready to begin the holiday-program.
- Harmon will give the retailer a content and posting calendar that shows what assets will be posted on what day.
- Harmon boosts each post through the retailer's Facebook and/or Instagram account. Using paid advertising and geo-targeting, these posts will target specific jewelry shoppers who are interested in fine jewelry and who live in the retailer's market. There will be a total of nine posts.
- In January, Harmon will give each retailer their performance analytics directly from Facebook and Instagram. Harmon will also give your home office these analytics.

## Glossary of Terms:

To better help you understand some of the language used to describe the program, we've included descriptions of certain terms below.

**Boosted Post:** A type of ad on Facebook or Instagram that helps a post appear higher in news feeds than non-boosted posts, and allows it to be seen by an audience beyond a page's existing following. When boosting any post, you're required to set a target audience you want the post to reach (based on demographic and psychographic factors), an objective, as well as a budget and length of time the post should stay boosted.

**Geo-targeting:** When boosting a post, you can geo-target your audience. This means that only those people who are located in a store's geographic area at the time of a boosted post will actually be exposed to the post's content.

**Demographics and Psychographics:** When boosting a post, demographic and psychographic factors you can set for a target audience include: age, gender, education level, salary, relationship status, interests, and more.

**Analytics:** Analytics come directly from Facebook and Instagram, and will break down the number of targeted people each post has reached; the number of times the posts were shown; and the number of people who took an action, such as liking or commenting on a post.