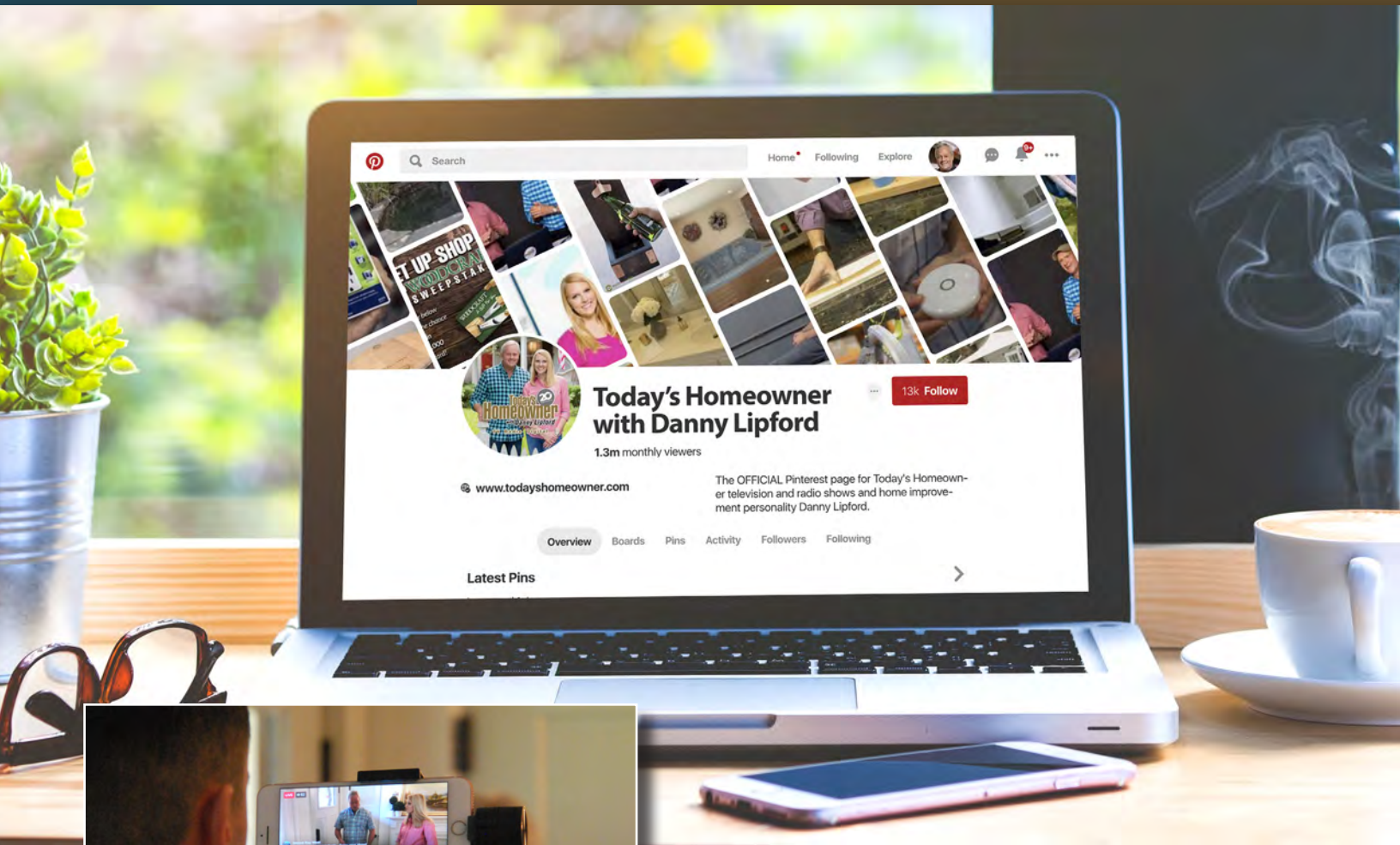


# SOCIAL MEDIA CAMPAIGN



## CUSTOM SOCIAL MEDIA PRESENCE

With 230 million active social media users in the U.S., delivering content across social channels is more important—and more lucrative—than ever.\*

At *Today's Homeowner*, we populate our diverse social channels with fresh, visual, practical content every day. Our active and engaged followers love to ask questions! They want to know more about projects we feature and products we use and recommend. They enter contests, share how-to videos and articles with friends, and enjoy our LIVE broadcasts.

So if you're interested in promoting a product launch, creating brand awareness or looking for a seasonal promotion, *Today's Homeowner* can create a custom social media campaign designed to accomplish your goals. Increase brand exposure and reach new consumers by leveraging your social presence with our dynamic social channels, influence and engaged audience.

# SAMPLE CAMPAIGN

All elements will be geared directly toward your specific campaign intent!



## TODAY'S HOMEOWNER FACEBOOK

- 1 LIVE "Talk to Today's Homeowner" Facebook broadcast (hosted by Danny Lipford and/or Chelsea Lipford Wolf) that organically integrates sponsor's product in a specific DIY project.
- 4 custom Facebook posts highlighting sponsor's product and/or specific message for consumers.



## DANNY LIPFORD'S TWITTER

- 4 custom tweets from Danny highlighting sponsor's product and/or specific campaign message.



## TODAY'S HOMEOWNER PINTEREST

- Sponsor will be the primary sponsor of a board highlighting a specific theme or project that works with their products on the *Today's Homeowner* Pinterest account for 1 year.
- Sponsor can include up to 6 pins on this Pinterest Board.



## TODAY'S HOMEOWNER INSTAGRAM

- *Today's Homeowner* will share 4 photos of sponsor's products on our Instagram page, again highlighting sponsor's product.



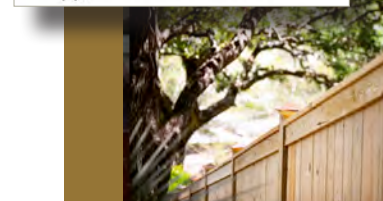
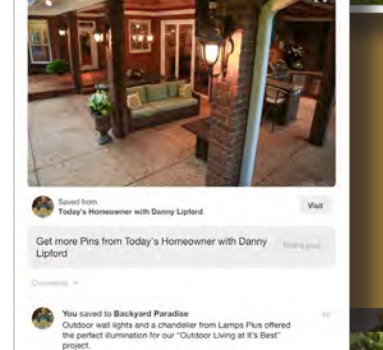
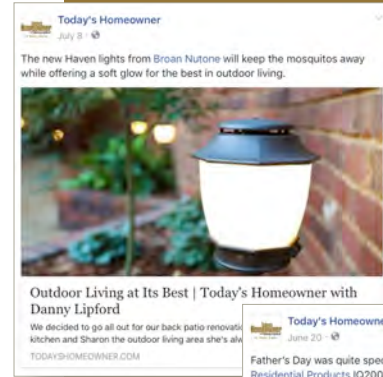
## TODAY'S HOMEOWNER YOUTUBE

- 3 Echoes Productions, *Today's Homeowner Media's* video production company, will produce a :30 voiceover-style video highlighting your product and/or specific campaign message. This video will be provided to you for use indefinitely as you wish.
- This video will be placed on the *Today's Homeowner* YouTube Channel for 1 year.

## SOCIAL MEDIA PRODUCT PROMOTION

- To further engage consumers, sponsor will receive 1 Social Media Product Promotion on the *Today's Homeowner* platforms, during their campaign. Sponsor will provide 1 prize over 2 weeks (minimum \$400 range) or \$30 prizes for once a day giveaway for a 2-week period. For this promotion, sponsor will receive the following:
  - 4 mentions of the Promotion on Facebook
  - 4 mentions of the Promotion on Twitter
  - 1 Pin for the Promotion on Pinterest

All elements will be filled within a 3-month time period.



FOR MORE  
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