

Content Strategy

Our team will come up with clear and impactful concepts for campaigns based on seasons, events, and promotions your business is running.



FURNITURE
HOLIDAY CAMPAIGN IDEAS

See some campaign ideas we created for Lyn's Furniture on the following slides.

Vyper Thanksgiving Campaign

Vyper is a platform that allows businesses to create viral giveaway campaigns. Participants can complete actions to win points for rewards or more opportunities to win prizes. In the Lyn's giveaway, users will have the chance to win new furniture.

Users will be invited to share what they're thankful for on social media, tag Lyn's Furniture, and they will be able to win points that they can redeem for coupons and giveaway entries.

Benefits of hosting a giveaway on Vyper:

- Growing multiple social media platforms
- Building your email list
- Boosting engagement on social media
- Increasing traffic to your website
- Increasing brand awareness



More Than Just Cookies



“This year, Santa Claus should get more than just cookies.”

This will be a sweepstakes hosted by Lyn’s Furniture in which one family will win a new piece of furniture of their choice.

To enter the giveaway, users must follow Lyn’s Furniture on Instagram, reshare the giveaway image on their own Instagram feeds, and tag the Lyn’s account. They must also use the hashtag **#morethanjustcookies** in their post.

Advent Calendar



Create a social media advent calendar to promote Lyn's Furniture during the 24 days that lead up to Christmas. Each day, open one of the boxes on the "advent calendar" to reveal a coupon, special offer, giveaway, or contest.



Local influencers, such as Lifestyle Miami, can also take part in the advent calendar unboxing to create buzz about Lyn's Furniture's products and offers.

Lyn's Picks



Create a persona of “Lyn” who will share her favorite furniture picks each week.

She will become an icon for Lyn’s Furniture, and her repeated appearances in photo and video posts will humanize the business in the eyes of potential customers.

In addition to sharing her favorite items, Lyn will provide discount codes for her picks to drive sales.

New Year, New Crib Memes

Before Lyn's



After Lyn's



Post a series of furniture memes to encourage potential customers to start 2021 with a brand new set of furniture.