Content Strategy

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



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



Vyper Thanksgiving Campaign

<u>Vyper</u> 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.

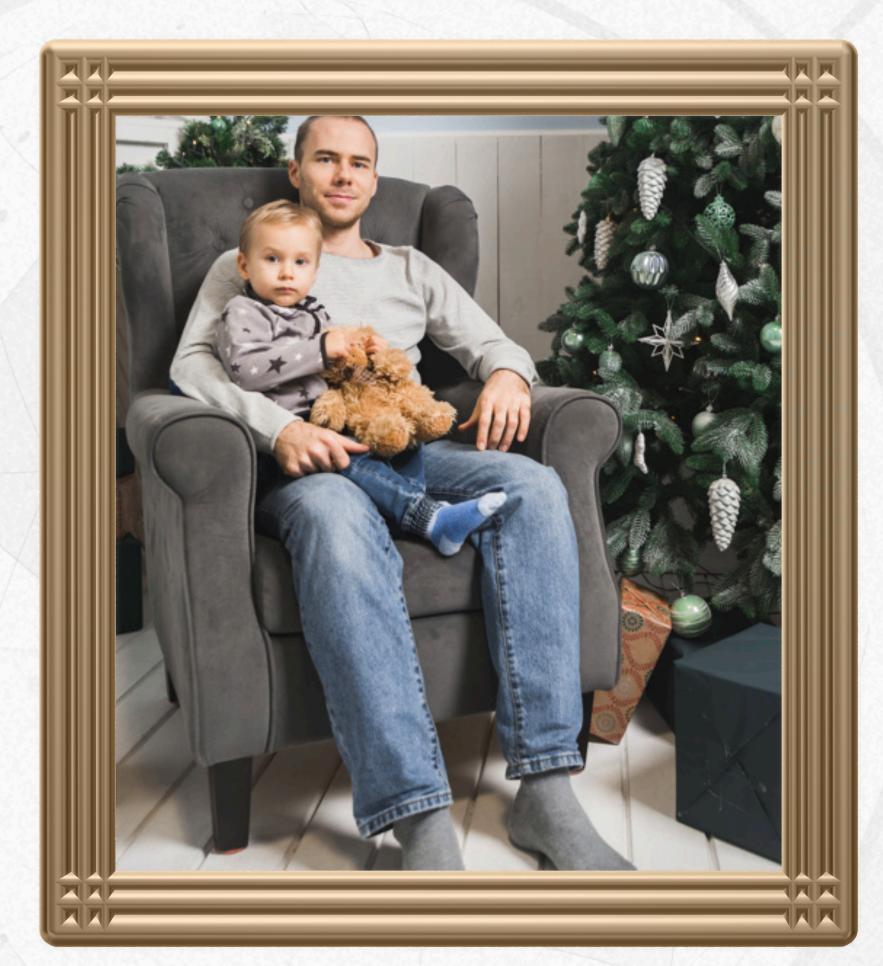
Benefits of hosting a giveaway on Vyper:

- 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



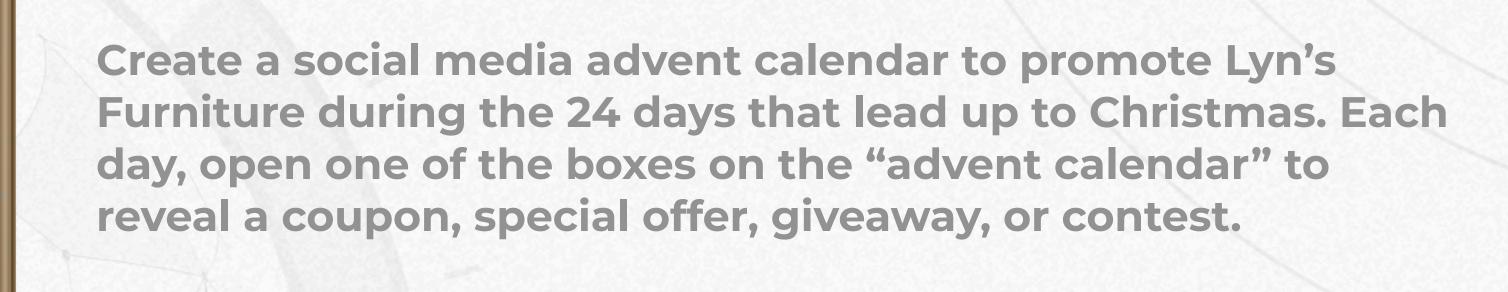
"This year, Santa Claus should get more than just cookies."

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





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



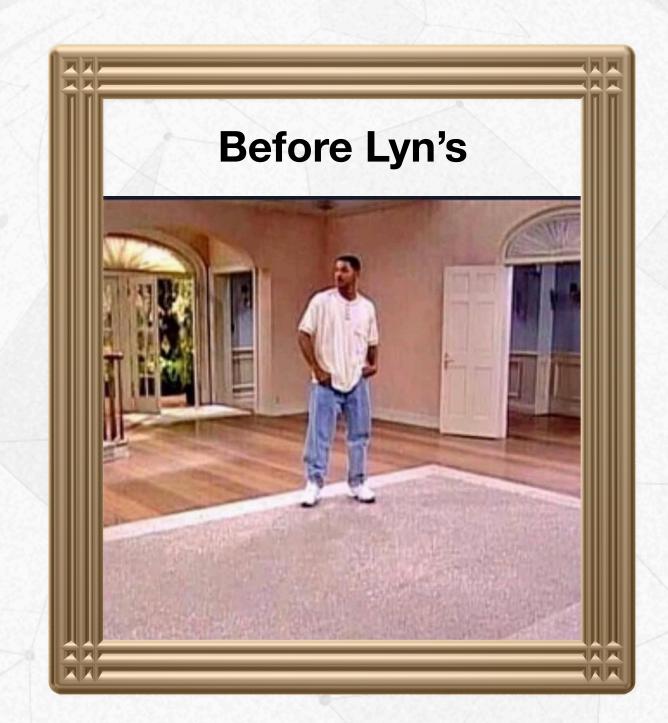
Create a persona of "Lyn" who will share her favorite furniture picks each week.

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





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

