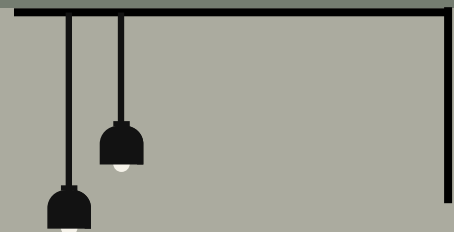


# INTERIOR LUXURIES



INTERIOR  
LUXURIES

INTERIOR DESIGN



INFLUENCER  
MARKETING BREIF



# ABOUT COMPANY

Interior Luxuries is an online shopping outlet for the most fabulous home decor and interior design items available at unbeatable prices. We have a variety of products from unique furniture items to beautiful art pieces. We believe that even those who are on a budget should still be able to make their home look beautiful and with our prices, they can!





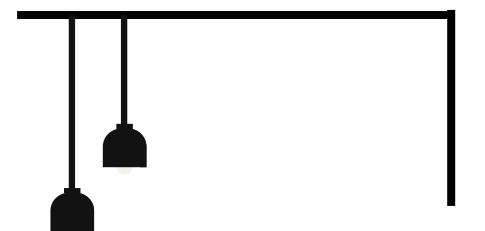
# #SLAY DONT PAY



#SlayDontPay is a campaign where our followers will be invited to enter a contest for a chance to win a \$500 gift card to shop our site. In order to be entered they have to post a photo of one of our products "slaying" in their home with the hashtag "#SlayDontPay", then tag us in the caption as well. We will have a few selected influencers to promote our campaign through their social media outlets to increase the number of people to join the contest.

Campaign Goal: By teaming up with influencers who have a high number of followers that fall under our target market, we can increase the number of people who know about our brand and what kind of products we offer.

Campaign Message: Ideally we want more traffic to our site so that people can see all the great products and prices we offer. Make you place look great while you save. Tons of modern decor.



INTERIOR  
LUXURIES

INTERIOR DESIGN





Key Objectives: Brand awareness, more clicks, more purchases, acquire new customers.

Channels: This campaign will be on Instagram and Facebook.

Deliverables and Timeline: Over the course of 4 weeks we would like to see one post per week on Instagram along with 2 stories per week on Instagram and Facebook.





# START DATE

#SlayDontPay will launch on May 1st. Many people do spring cleaning and redecorating in the spring so we think it is a great time for the campaign.



Target Audience  
Women 25–40 years old

## Budget

Influencers will be eligible to use a promo code for extra savings up to \$150 each (7 influencers= \$1050 total).





# INTERIOR LUXURIES

Campaign Reporting Requirements:  
Number of clicks, number of orders, new sign  
ups for email list.

Content Review Process: By April 20th, we  
require all influencers to submit the photos  
and dialogue that they plan to use in the  
fallowing weeks for the campaign.

Payment will be send via email on June 10th.







## Deliverable # 1: Instagram Post 1 (first week)

### Deadlines:

- Content Review is due by April 20th
- Posts need to be made once from Monday- Sunday of each week the campaign is going for. First photo needs to be posted by May 7th.

Deliverable Description: Each photo needs to include one of our products and the campaign hashtag, along with a 1-2 sentence enticing overview of our brand and why people should check us out, or why they love our company.





## Inspiration

We want to showcase the variety of products that we have and also how easy it is to transform a space from plain to something aesthetically pleasing, even at a low cost.

## Post Caption Description

In the caption we want you to include the campaign hashtag, our Instagram handle and also a brief little blurb about our company and/or product. Influencers should be informing and influencing people into seeing all the benefits there are by shopping with us.





MOOD BOARD EXAMPLES



# DO'S & DON'TS



## Do's

- *Include the campaign hashtag and company name*
- Meet all deadlines
- Aesthetically pleasing images

## Don'ts

- *Anything illegal or profane within content*
- Nothing visually unpleasing ie.; trash, food, etc. displayed in content







# CONNECT WITH US



Interiorluxuries@gmail.com



@InteriorLuxuries

Phone: 905 111 2211





988 likes

**Diywithky.lee**

Can't get over my new kitchen light fixture I found @interiorluxuries, best prices and so many beautiful decor items. Go check out their new contest for a chance to win a \$500 gift card by using the the #slaydontpay hashtag!!!



Thank you!