



PART 1

LAUNCH DAY

LAUNCH INTERACTIVE GIVEAWAY - TOTAL OF WINNERS TBD FOR PART 1

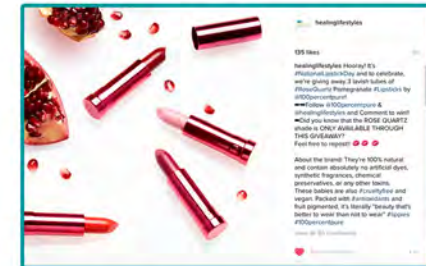
How it will be promoted on LAUNCH DAY:

- 1.) Aggressive Social Media Outreach, HOSTED by Healing Lifestyles & Spas and supported by ELUXE
- 2.) Instagram Takeover - hosted by our Chief Social Media Interactor: Sami Marquez of [Be Mindful, You're Creative](#). Sami will takeover HL&S, ELUXE and Sponsor's IG page

ENGAGEMENT PROCESS

- 🔥 Upload new content (HLS or Brand Collaboration) or Regram inspiring / informative content
 - 🔥 Utilize trendy hashtags / tag necessary usernames
 - 🔥 Click into trendy hashtags to engage with users by way of genuine commenting / liking on photos
 - 🔥 Follow influencers inside of trendy hashtags for on-going relationship and potential collaborations
 - 🔥 If promoting a giveaway, click into brand hashtag photos to find influencers using the same tag and inform them of the giveaway on our profile
- 3.) Custom Twitter Chat Hosted By HL&S - see details [HERE](#)
 - 4.) Outreach to exclusive partners, key influencers, bloggers and social media groups to increase engagement

First set of Winners are announced within 24 hours and promotion moves over to Part 2, giving our fans a chance to win again.

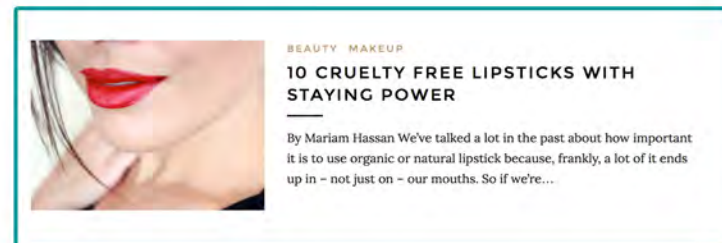


PART 2

MOVE OVER TO ELUXE MAGAZINE ON DAY 2 - DAY 12

10-DAY GIVEAWAY PROMOTION MOVES TO ELUXE MAGAZINE CUSTOM CONTEST LANDING PAGE

- Contest promoted on ALL social media channels and within newsletters for both HL&S and Eluxe Magazine throughout the span of the contest.
- Contest promoted on homepage of both websites
- Names and email addresses from entrants are collected and shared with sponsor at the close of contest



PART 3

- Supporting Editorial Review on featured product posted on Healing Lifestyles & Spas > [see example](#) and Eluxe Magazine > [see example](#)

