

Inspire and empower over 923,000 engaged hair professionals.

## 571,000+ Instagram Followers

- 3.7% Average Reach Per Month.
- 78K Average Impressions Per Month.
- 337 Average Saves Per Month.

## 352,000+ Facebook Followers

- 1.25% Average Engagements Per Post.
- 15K Average Reach Per Month.
- 16K Daily.

## Add Eye Lash Instagram to Your Program \$700

- 67,000 Lash Enthusiasts and Professionals
- 900,000 Average Reach Per Month.
- 1.3M Average Reach Per Post.
- 5,600 Average Saves Per Post.
- 1.5M Impressions Per Month.

## Programs Available

*All materials are to be supplied by the client unless otherwise specified.*

### Social Media Post a la carte \$1,155

- Instagram Post
- Instagram Story with Sticker Link
- Instagram Reel + Story with Sticker Link
- Facebook Post

### Social Media Package \$2,300

- Facebook Post
- Instagram Post
- Instagram Story with Sticker Link

### Facebook Live Sharing \$3,675

- Facebook Post 24 hours before live event
- Instagram Story with Sticker Link 24 hours before the live event
- Clients live feed will be shared on *Beauty Launchpad's* Facebook page after the live event

### Facebook & Instagram Live \$5,675

- Instagram & Facebook Post
- Instagram & Facebook Story with Sticker Link
- 1 Article on *Beauty Launchpad's* website recapping the live event and shared in the daily newsletter (written by Editor)
- Live feed will be shared on *Beauty Launchpad's* Instagram and Facebook pages after the live event

### Instagram Story Takeover \$3,995

- Instagram & Facebook Post before the takeover
- 24-hour exclusivity after initial post
- Content to remain in Stories Highlights for at least 30 days

Choose from two options:

#### 1. Pre-Produced

- *Beauty Launchpad* posts up to 9 pre-produced slides (supplied by the client)
- We recommend including a variety of content
- Can include videos, sticker links, polls, questions, etc.
- Brand tagged on every slide
- Up to 3 hashtags per slide

#### 2. In-the-Moment Takeover

- Brand/Educator responsible for all content
- Your artist or educator has access to *Beauty Launchpad's* Instagram page for 24 hours
- Good for education or event coverage
- Can go Live during takeover

### Instagram Giveaway to Grow Followers \$2,900

- Instagram Post
- Instagram Story with Sticker Link
- Original Content (written by Editor)
- *Beauty Launchpad* manages winner selection & communication

*Must book at least 6 weeks before run date.  
Material is due 2 weeks before run date.*

*Followers & Stats as of 06/27/24*