



## Social Media Starter Pack

**If you post once a week, we've got you covered for 6 months!**

**Getting Started:** Just download the posts in the Dropbox folder and copy and paste the recommended text below (each post has the name of the image/video file along with the pre-written content). We've even included three top trending hash tags for each post. We've made it easy & all you have to do is post!

**Important:** You may want to download the images/videos onto your phone or send them to yourself via email (so you can download them onto your phone) for ease of posting on platforms like Instagram & Facebook. Keep in mind it is always good to include a hashtag of your company name, along with hashtags that speak to your target audience. (For example, if you are based in Los Angeles a powerful hashtag might be #losangelessmallbusiness to help you connect with other business owners in your area)

**Custom Options:** Want to create a few more posts customized for your business? Maybe change the color of the promo stat posts to match your brand colors? Just contact your local sales rep or customer service rep and we'll make it happen!

### *Week One*

**Image:** BackpackEarbuds.jpg

**Text:** Drawstring bags built for beats! Zipper pocket and built-in ear buds slot makes it easy to store your smart devices, and still enjoy your favorite music on the go! #drawstringbag #headphoneson #schoolbag

### *Week Two*

**Video:** Award3.mp4

**Text:** It's hard to capture how stunning awards are in a photograph. So, we've created a 360-degree spinning view of these Diamond Obelisks! Make the moment last forever with recognition that sparkles bright like a diamond. #employeerecognition #businessawards #customawards

### *Week Three*

**Image:** PromoStats\_Post\_1.png

**Text:** Did you know that 70% of consumers with they received promotional merchandise more often? #promotionalproducts #brandedmerchandise #corporategifts

### *Week Four*

**Image:** LuggageTag.jpg

**Text:** Luggage tags are a great way to have some fun with branding! Add your logo, maybe a quirky catch phrase like "If you can read this you are too close to my bag" and you've created your first attention grabbing mini billboard! #luggagetagcustom #luggagetags #custombranded

### *Week Five*

**Image:** PromoStats\_Post\_2.png

**Text:** Did you know that 100% of consumers say they are willing to go out of their way to get a promotional product? The perfect way to create traffic at any tradeshow or event. #foottraffic #tradeshowbooth #eventmanager

# INNOVATION

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## LINE

### *Week Six*

**Video:** LEDWallCharger.mp4

**Text:** If it makes noise, moves, or lights up it'll attract attention! Light up your next promotion with these LED USB wall chargers. #chargingport #wallcharger #techaccessories

### *Week Seven*

**Image:** PromoStats\_Post\_3.png

**Text:** Did you know that 79% of promotional product recipients go on to research the brand later? If you are looking for return on investment, branded merchandise is the way to go! #promotionalproducts #brandedmerchandise #brandedmerch

### *Week Eight*

**Image:** CoolingTowel.jpg

**Text:** Wet, wring and workout! Stay cool while keeping active at the gym. We've all been there, trying to pretend it's sweat and not our body crying. But cooling towels are the perfect way to keep cool while working out. #gymlife #coolingtowel #gymgear

### *Week Nine*

**Image:** PromoStats\_Post\_4.png

**Text:** Did you know that 82% of consumers respond positively to businesses that give out branded merch? Makes perfect sense because who doesn't love receiving a free giveaway! #giveaway #freebies #swagpack

### *Week Ten*

**Image:** HouseKeyChain.jpg

**Text:** When home sweet home meets chrome sweet chrome! Keychains that shimmer and shine, attracting attention wherever they go. #realtorgifts #keychaincustom #newkeys

### *Week Eleven*

**Image:** PromoStats\_Post\_5.png

**Text:** Did you know that 81% of consumers will keep a promotional product for more than one year? That means you'll be promoting your brand into the future with the decisions you make today! #promoteyourbusiness #promoteyourbrand #promoteyourself

### *Week Twelve*

**Video:** ColorOptions.mp4

**Text:** Branding is all about staying true to your image and getting the right color counts! But what happens if we can't find the right color? We custom create it! #brandcolors #brandidentity #brandedmerchandise

### *Week Thirteen*

**Image:** PromoStats\_Post\_6.png

**Text:** Did you know that 100% of advertisers said that promotional products return a favorable response? After all, they're the only form of tangible advertising and they appeal to a sense that no other advertising can touch, pun intended. #advertisinglife #promotionalitems #promotionalgifts

# INNOVATION LINE

## *Week Fourteen*

**Image:** LipMoisturizer.jpg

**Text:** Tap into beautiful vanilla lip balm bliss with an array of colors and styles perfect for keeping your lips moisturized. Lip Moisturizers make an incredible promotional product as they are often used daily. #promotionalproducts #brandedmerchandise #swagpack

## *Week Fifteen*

**Image:** PromoStats\_Post\_7.png

**Text:** Did you know that 69% of advertisers said promotional products increased brand interest? So, the moral of the story is if you're giving, they're listening! #buildingbrands #brandawareness #promoproducts

## *Week Sixteen*

**Video:** Award\_1.mp4

**Text:** It's hard to capture how stunning awards are in a photograph. So, we've created a 360-degree spinning view of these Carved Obelisks. These are sure to make a lasting recognition statement! #recognitionawards #customawards #employeeerecognition

## *Week Seventeen*

**Image:** PromoStats\_Post\_8.png

**Text:** Did you know that 8 out of 10 consumers like receiving promotional products from brands? We heard the other 2 hadn't had their coffee at the time they were asked. Just sayin' #promotionalproducts #brandedmerch #promotionalitems

## *Week Eighteen*

**Image:** QuickTurnItems.png

**Text:** In a rush, or making last minute plans for an upcoming event? We have you covered with a selection of promotional merchandise that can be expedited to fit even the craziest of timelines! #inarush #24hours #hurryup

## *Week Nineteen*

**Image:** PromoStats\_Post\_9.png

**Text:** Did you know that 66% of global consumers are willing to pay more for goods that are sustainable? Make no doubt about it, the materials matter and choosing products that are eco-friendly and/or sustainable are at the top of the list! #sustainableproducts #ecofriendlyproducts #ecofriendlyliving

## *Week Twenty*

**Image:** ParisianSanitizer.jpg

**Text:** "Simplicity is the keynote of all true elegance" - Coco Chanel. These sanitizers are presented in retail-style bottles, and a simple silver streak across the top adds just the right amount of elegance to an otherwise stock-standard item. Because it's the simple points of difference that get remembered. #customsanitizer #sanitizers #beremembered

## *Week Twenty-One*

**Video:** ClearVinylTotes.mp4

**Text:** Go for the touchdown with these clear stadium tote bags in matching trim colors. Custom built with long reinforced handles for ease and comfort. The perfect "whenever wherever" tote bag! #stadiumbag #cleartotebag #eventmerchandise

# INNOVATION

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## LINE

### *Week Twenty-Two*

**Image:** Clocks.jpg

**Text:** Staying on brand, and on time! Custom branded clocks can make a unique corporate gift for companies doing business overseas. Whether working through international locations or dealing with trade partners in different countries or time zones, custom branded clocks offer the perfect solution. #corporategifts #businessgift #businessgifts

### *Week Twenty-Three*

**Image:** PhonePouch.jpg

**Text:** When it's time for a bubble bath, pool party, or maybe a day at the water park.... don't get stuck between phone withdrawal and trying to keep your phone safe. Just grab a water-resistant pouch and enjoy. Splash vibes all the way! #techaccessories #phoneaccessories #phonepouch

### *Week Twenty-Four*

**Image:** Keychain.jpg

**Text:** Keychains are one of the best ways to gain daily exposure for a brand. A study showed that the average person has nine keys and/or attachments on the keys they carry with them every single day. With results showing that most people ADD to their daily keychains more often than they remove items. So, make sure your brand is included! #promotionalproducts #brandedmerchandise #promotionalitems

### *Week Twenty-Five*

**Video:** Award\_2.mp4

**Text:** It's hard to capture how stunning awards are in a photograph. So, we've created a 360-degree spinning view of these multi-faceted and elegant awards! Angled obelisks make a recognition impact the recipient won't soon forget. #employeerecognition #businessawards #customawards

### *Week Twenty-Six*

**Image:** GolfTowels.jpg

**Text:** The only thing a golfer needs is more daylight.... and maybe a microfiber golf towel! Economical, absorbent, light weight, and quick drying towels - it's where an all in one meets a hole in one! #golfgifts #golflife #golfaccessories