



# LullCo

● LIVE

## Marketing Kit Package:

### 30 Days Before Event

- **Weekly Posts:** 3 posts per week highlighting your venue's resources.
    - ~ Mondays: Venue highlight post on Instagram and Facebook.
    - ~ Wednesdays: Venue resource post on Pinterest.
    - ~ Fridays: Venue feature video on YouTube and TikTok.
  - **Targeted Ads:** 3 targeted ads will run for the entire month leading up to the event.
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### Weekend of the Event

- **Friday:** Visit to a local upholstery shop, with LIVE coverage on Instagram. Plus bonus Meet & Greet Dinner post .
- **Saturday:** All-day workshop at your venue, with LIVE coverage on Instagram and TikTok.
- **Sunday:** All-day workshop at your venue, with a thank-you post featuring the venue and local upholstery shop on all platforms.



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## Additional Coverage

- **Blog Posts:** A feature on our website's blog, shared across Facebook, Instagram, and Pinterest.
- **Email Newsletter:** Inclusion in my bi-weekly newsletter.
- **Press Release:** Distributed to your local media outlets, and community forums.
- **Social Media Mentions:** Periodic casual mentions and shoutouts on all platforms leading up to your camp date and throughout the tour.
- **Engagement:** Cross posting in your local community facebook groups
- **Featured Stop:** Your venue will be a featured stop on our website with backlinks to your website.

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## Marketing Assets for Venues

I provide a range of marketing assets that you can use to promote the event.

- **Branding Package** for social media posts
- **Google Drive Access** to the high resolution content I create to feature your venue
- **Press Kit:** Includes press release, high-res images, and event details.



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## Marketing Assets for Venues (continued)

- **Social Media Templates:** Customizable posts for Instagram, Facebook, and Twitter.
- **Event Banners:** For use on your website or as printed material.
- **QR Codes:** For easy registration and information access.
- **Countdown Graphics:** To build excitement as the event date approaches.
- **Suggested Minimal Cross-Posting & Engagement Schedule** for Venues

To maximize the impact of our collaborative marketing efforts, we recommend the following minimal schedule. This will help us reach a wider audience and create a buzz leading up to the event.

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## Best Practices for Cross-Posting

- **Accept Collaboration Requests:** Accept any collaboration requests for posts from me and share them on your platform of choice.
- **Create Your Own Content:** Share a simple posts about the upcoming event, perhaps a behind-the-scenes look or a special feature. I suggest you leverage Tuesdays and Thursdays for this.



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## Best Practices for Cross-Posting (continued)

- **Tag me:** Be sure to tag LullCo in your posts, and stories. Add me as a collaborator when applicable.
- **Engage:** Dedicate 15-30 minutes a day or two a week, engaging with your audience (likes, comments, etc. - the more frequently the more targeted your reach will become)

## What Does “Engagement” Mean?

Engagement refers to the act of interacting with your online community. This could mean cross posting in community groups, responding to messages and comments on your posts, liking relevant posts from others, & even sharing user-generated content. Do a combination of as many as you are comfortable with. The goal is to foster a sense of community and excitement leading up to the event, and to increase your venue’s visibility within your community leading up to and beyond this event

Please be sure to reach out if you have any additional comments or questions about the marketing plans for your event!