

# JORD®



@tarashupe



@serenaburroughsphoto



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@twintagekaren



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## #JORDWATCHES

We're so excited to partner with you! You will play an important role in promoting JORD and our unique wooden timepieces, demonstrating the various ways our watches can be styled and worn in all occasions.

The presentation of your selected timepiece is up to you! We want you to showcase your personal style and how you would style your #Jordwatch daily or for a special occasion!

If you would rather do a campaign centered around gifting a timepiece, we are also open to that as well. Your creativity sparked our interest and we want you to use it to tell a story!

## What's next?

Our current social campaign consists of hosting a giveaway with us. Once you receive your free watch, we will send you a giveaway link for your audience to enter their name and email for a chance to win \$100 to shop our collection.

Successful campaigns (25+ entries) are first eligible to try & share new products and brands as they launch! I would love to discuss your thoughts on how to promote your giveaway -- nobody knows your audience better than you!

Feel free to use your various social media platforms to increase your giveaway visibility. Right now we're experimenting with Instagram stories and IGTV, also!

As you post, use #jordwatches and be sure to send me links to your posts for a chance to be featured on our social platforms.





# Tips & Tricks:

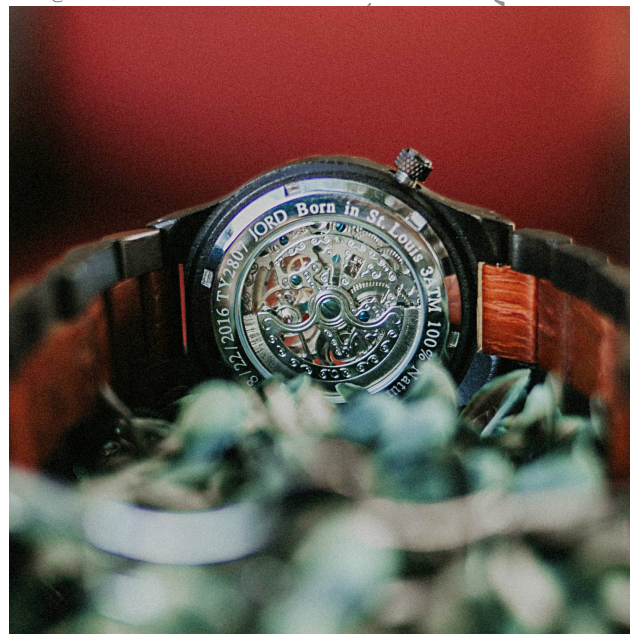
## INSTAGRAM

- Mention your giveaway in your post! Direct your followers to enter using the link in your bio.
- Try to have the giveaway link in your bio during your campaign, or at least on days you post about the giveaway.
- Use the hashtag #jordwatches and tag us @JordWatches
- Feel free to use Linktr.ee for your link, but know that content creators who do, get 50% less entries on average than those that don't.

## IG STORIES/IGTV

- Show your followers the watch in greater detail (unboxing)
- Try to mention the giveaway, and add a swipe up link to your giveaway (10k+ followers for swipe up feature)
- If you choose to do an IGTV video, make sure that you direct your audience back to the link in your profile so that they can enter! You can either do this by mentioning it in your video, and putting it in your caption!

@revilodlc



@caitlintrickett

## FACEBOOK/TWITTER

- Use a photo to get your follower's attention!
- Mention the giveaway and leave a clickable link for your followers to enter
- Encourage them to 'like' or share the photo before entering, if you'd like!
- Tag us @JordWoodWatches

\*If for some reason your campaign is not as successful as expected, we can always combine it with another!



@cesarramos\_



@devin.walston



@anavictoriaperez

# Your Blog Post:

@gina\_giovanna1

## WRITE

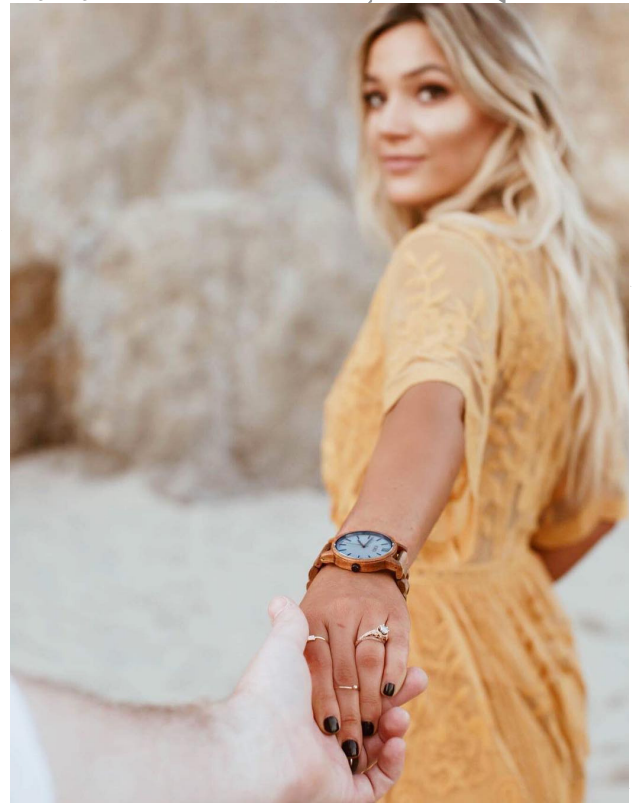
- Warm up your fingers and tell your readers a story incorporating your new watch in 250 words or more!
- Writer's block? I can help with post themes, title suggestions, and SEO to help create an amazing post your readers will LOVE!
- Please incorporate a minimum of 3 images in your post. Show the watch in its packaging, on your wrist and styled!

## WIDGET

- I will send you a custom widget code that will allow us to track the success of your blog post! Add it onto the end of your post before publishing.

## DRAFT

- Think you've got your post just right? Before publishing, shoot your draft to me for approval.
- Allow up to 48 hours for me to give edits on the JORD-specific information and offer suggestions that you might have missed to help you rank higher on Google!
- Once the post is approved and your edits are made, feel free to hit that "publish" button!



## OPTIMIZATION

- Google is constantly evaluating what posts are "valuable" to readers for given keywords. So if you create a super-informative article, it is more likely to rank higher and be found more frequently.
- Google keeps track of interaction with search results and ranks accordingly:
  - -Time on page
  - -Following enclosed links
  - -Quickly backing out and choosing a different article

## TITLE CHARACTERISTICS

- Include emotion whenever possible
- Be definitive
- Use target keywords (think about what you would Google)
- Example Title:  
Unique Timepieces for a Lifetime  
Unique Wood Watches: In Search of Something Different

## ARTICLE BODY

- The article itself should be longer. This means more reading time!
- Short intro -- Grab them! Tell readers quickly and concisely
- Subheaders: break story into easy-to-read snippets