

QUICK START



Posting on Social: (Facebook + Instagram)

Everything in this toolkit is ready to use. Just follow these steps:

STEP 1

Choose the image set you want to use from the toolkit and download it to your phone or computer.

STEP 2

Copy one of the caption options provided in the attached copy guide.

STEP 3

Upload the image to Facebook or Instagram and paste the caption.

STEP 4

Tag @MLILYUSA when possible and publish.

You're done.

Quick Tips

- Post 1-2 times per week
- Keep the same visual style for consistency
- Tag MLILY when possible
- No design work required. Everything is ready to go.

SOCIAL + AD FORMATS

Assets in this toolkit are provided in the following sizes to support common placements.

1080 × 1350

Instagram / Facebook
feed posts

1080 × 1920

Reels and video-style
placements

1080 × 1080

Carousel or square
posts

1200 × 630

Facebook ads and
website banner
placements

These sizes are optimized for strong performance across
Meta advertising and organic social posting.

AD CREATIVE

MLILY®

Option 1

MLILY®

4TH OF JULY SALE

\$250 OFF

ALL MLILY MATTRESSES*

Long Weekend. Better Sleep.
Limited-time savings July 1- 7

*See Website for Exclusions

MLILY®

\$250 OFF

SAVE ON ALL MATTRESSES*

SHOP DEAL

*See Website for Exclusions

MLILY®

★ 4TH OF JULY ★

SALE

SAVE ON ALL MLILY MATTRESSES*

\$250 OFF

SHOP THE SALE

*See Website for Exclusions

MLILY®

★ 4TH OF JULY ★

SALE

SAVE ON ALL MLILY MATTRESSES*

MLILYUSA.COM

Limited-time savings July 1- 7

\$250 OFF

*Exclusions apply. Does not include the Manchester Dream Mattress

AD CREATIVE

MLILY®

Option 2

The image displays four ad creatives for MLILY's 4th of July Sale. The top row consists of three vertical creatives, and the bottom row features one wide horizontal creative.

Top Left Vertical Creative: Features the MLILY logo at the top, followed by "4TH OF JULY SALE" and "\$250 OFF" in large, bold letters. Below this is "ALL MLILY MATTRESSES*" and a stack of five MLILY mattresses. The bottom text reads "Limited-time savings July 1- 7" and "*See Website for Exclusions".

Top Middle Vertical Creative: Features the MLILY logo at the top, followed by "\$250 OFF" in large, bold letters. Below this is "SAVE ON ALL MLILY MATTRESSES*" and a stack of five MLILY mattresses. The bottom text reads "SHOP DEAL" and "*See Website for Exclusions".

Top Right Vertical Creative: Features the MLILY logo at the top, followed by "★ 4TH OF JULY ★" and "SALE" in large, bold letters. Below this is "SAVE ON ALL MLILY MATTRESSES*" and a stack of five MLILY mattresses. A red circle with "\$250 OFF" is overlaid on the mattresses. The bottom text reads "GET DIRECTIONS" and "*See Website for Exclusions".

Bottom Horizontal Creative: Features the MLILY logo at the top, followed by "★ 4TH OF JULY ★" and "SALE" in large, bold letters. Below this is "SAVE ON ALL MLILY MATTRESSES*" and a stack of five MLILY mattresses. A red button with "SHOP IN STORE" is overlaid on the mattresses. The bottom text reads "Limited-time savings July 1- 7" and "*Exclusions apply. Does not include the Manchester Dream Mattress".

Caption Option 1:

Your best sleep upgrade is waiting in store. For a limited time, get \$250 off MLILY mattresses during our 4th of July Sale.

Stop by today to try one for yourself and find your perfect fit.

Caption Option 2:

The 4th of July Sale is here. Save \$250 on MLILY mattresses and experience comfort, support, and pressure relief in person.

Visit us in store to shop the sale.

Caption Option 3:

Upgrade your sleep and save. For a limited time, MLILY mattresses are \$250 off during our 4th of July Sale.

Come see us in store and test out the comfort for yourself.

Suggested Hashtags:

#MLILY #MLILYUSA #SleepUpgrade #MattressSale
#BetterSleepStartsHere #FourthOfJuly #USA250

NEED HELP?

We're here to support your success.

If you need additional sizes, copy, or guidance, reach out to your MLILY representative.

This guide is your starting point.

Everything is ready to post.