

START HERE

Using Your Presidents Day Toolkit

This toolkit includes ready-to-use social and advertising assets designed to make posting simple and consistent across all MLILY retail partners.

All images and captions are formatted for quick use across Facebook and Instagram.

Select the visual style that best fits your store, then copy and post.

WHAT'S INCLUDED:

- Ready-to-use paid social assets
- Banner ads for website and digital placements
- Organic social posts
- Recommended sizes and copy

For simplicity, this guide is divided into four sections:

Paid Social (Advertising)

For partners running ads through Facebook/Instagram Ads Manager or Meta Business Suite.

Organic Social (Posting)

For everyday posting to your Facebook and Instagram feeds.

Banner Ad Usage

For partners promoting their Presidents Day sale across website, email, and digital ads. Choose the banner style that matches your selected campaign to keep visuals consistent across channels.

Visual Usage Guide

Determine which creative style best suites your store brand and messaging needs for President's Day

PAID SOCIAL

Ad Specs + Copy Guidelines

For best performance, use the recommended formats below.

Image Size:

Landscape: 1200 × 628 px

Suggested Advertising Copy:

*You're welcome to write your own, but these options are sized to perform well.
Please tag or mention @MLILYUSA when possible.*

General Presidents Day

Text: Better sleep starts this Presidents Day.

Discover MLILY comfort designed for deeper, more restorative rest.

Headline: Visit (Your Store Name) Today

Description: Save Big on Better Sleep

Don't Miss It

Text: Don't sleep on this sale. Our Presidents Day Sleep Event is here with special savings on MLILY comfort you'll love.

Headline: Visit Us Today

Description: Limited-Time Event

ORGANIC SOCIAL

Posting to Facebook + Instagram

Organic posts have more flexibility.

Use the provided images as-is and pair with the captions below, or customize for your store.

Please tag or mention @MLILYUSA when possible.

Long-Form Caption Options

Option 1

Presidents Day is here and it's the perfect time to sleep better.

Join our Presidents Day Sleep Event and discover MLILY comfort designed for deeper, more restorative rest. Visit us today to save big on better sleep.

Option 2

A long weekend is better with better sleep. Celebrate Presidents Day with special savings on MLILY mattresses and pillows at (Your Store Name).

Option 3

Make rest a priority this Presidents Day. Shop our Presidents Day Sale and experience comfort that supports you night after night.

Option 4

Sleep smarter this Presidents Day. Our Presidents Day Sleep Event is the perfect time to refresh your bedroom with MLILY comfort you can feel.

Short-Form Captions

(Great for reels, stories, or quick posts)

- Presidents Day Sleep Event. Save big on better rest
- Better sleep starts this Presidents Day
- Don't sleep on this Presidents Day Sale
- Comfort worth celebrating this Presidents Day

BANNER AD USAGE

Digital + Website Placement

These banner ads are designed for website, email, and digital advertising placements. All sizes align with the Presidents Day campaign visuals to keep messaging consistent across channels.

Select the banner set that matches the campaign style you chose in the [Visual Usage Guide](#).

WHERE TO USE:

- Website homepages
- Landing pages
- Email headers
- Digital advertising
- In-store screens

WHY USE THESE:

- Pre-sized for common placements
- Matches social campaign visuals
- Keeps messaging consistent
- Ready to upload



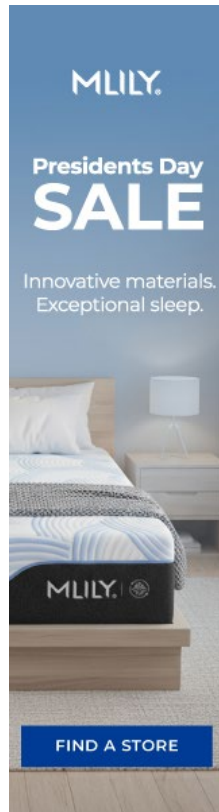
QUICK START

Running paid ads → Clean + Most Versatile
 Updating homepage → Clean + Most Versatile
 Weekend promotion → Promotional Event
 More elevated look → Elevated Lifestyle

Visual Usage Guide

MLILY®

Choose the style that **best fits** your store.



Campaign 1

Clean + Most Versatile

(Primary Recommended Set)

Where:

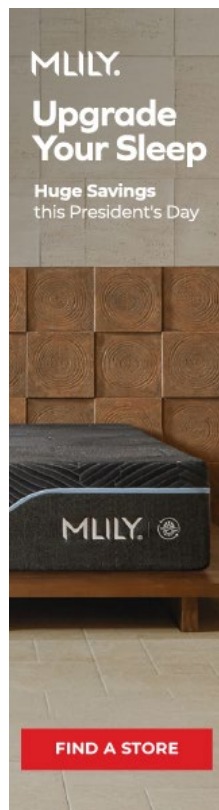
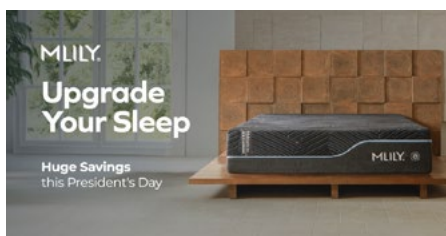
Website banners, paid ads, email campaigns, organic social

Why:

Modern, flexible layout that works across all channels while keeping the focus on product and brand

When:

Start here if you're unsure which direction to use. This is the most universal option.



Campaign 2

Elevated Lifestyle

Where:

Website homepages, premium social feeds, digital ads, email headers

Why:

Lifestyle imagery and warmer tones create a more elevated brand feel while still supporting sale messaging

When:

Use when you want a more design-forward, modern presentation or to complement a higher-end showroom

Visual Usage Guide

MLILY®

Choose the style that **best fits** your store and campaign.



Campaign 3

Promotional Event

Where:

Paid social ads, co-op campaigns, local dealer marketing

Why:

Balances clear sale messaging with strong urgency for retailers running active promotions

When:

Use when highlighting limited-time savings or driving in-store traffic during peak sale periods



Campaign 4

Bold Holiday

Where:

Local Facebook posts, in-store screens, weekend sale pushes

Why:

High-visibility patriotic graphics immediately signal a Presidents Day promotion and grab attention in busy feeds

When:

Use for short-term sales, event weekends, and stores that prefer a strong promotional look

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.