

# QUICK START

## Posting on Social: (Facebook + Instagram)

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

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### STEP 1

#### Download your social images.

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

### STEP 2

#### Choose your style

Pick the ad style that best fits your store. Not sure? Start with the **Clean + Most Versatile** set.

### STEP 3

#### Copy your caption

Scroll to the caption page and copy one of the ready-to-use posts. You can paste it as-is or add your store name.

### STEP 4

#### Post and go!

Upload your image, paste the caption, tag @MLILYUSA if possible, and publish. You're done!

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### Quick Tips

- Post 1-2 times per week during the sale
- Use the same style consistently
- Tag MLILY when you can
- No design work needed. Everything is ready to go

# Campaign Styles

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

MLILY®

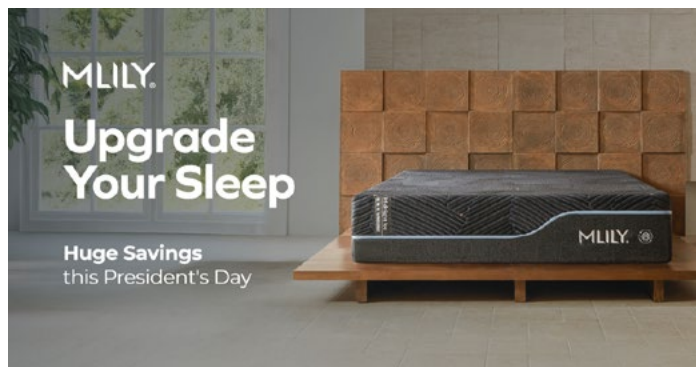
## Campaign 1



### Clean + Most Versatile

Use if you're unsure where to start or want one look across all channels

## Campaign 2



### Elevated Lifestyle

Use when you want a more modern, design-forward or higher-end look

## Campaign 3



### Promotional Event

Use for limited-time savings, weekend pushes, or traffic-driving promos

## Campaign 4



### Bold Holiday

Use for short-term promotions or stores that prefer a stronger sale look

# CAPTIONS

*Please tag or mention @MLILYUSA when possible.*

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## 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.

# 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.**