

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

The MLILY logo is located in the top right corner of the page. It consists of the word "MLILY" in a white, sans-serif font, with a registered trademark symbol (®) to its upper right. The logo is set against a solid blue rectangular background.

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.



MLILY[®]

MEMORIAL DAY SALE

One Brand.
Every Sleeper.

Cooling comfort, supportive feel,
and premium value across a lineup
made for every sleep style.

MLILY[®]

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SHOP MEMORIAL DAY

MLILY[®]

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SHOP DEAL

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SHOP MEMORIAL DAY

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SHOP MEMORIAL DAY

Caption Option 1:

This Memorial Day, find comfort made for every kind of sleeper. Explore MLILY mattresses designed with cooling comfort, supportive feel, and premium value across the lineup.

Shop our Memorial Day deals today.

Caption Option 2:

One brand. Every sleeper. This Memorial Day, upgrade your rest with MLILY mattresses made for cooling comfort, lasting support, and everyday value.

Visit us today to find your perfect fit.

Caption Option 3:

Better sleep starts with the right fit. Discover MLILY mattresses built for every sleep style, from cooling comfort to supportive hybrids, and shop Memorial Day savings for a limited time.

Caption Option 4:

This Memorial Day, discover MLILY mattresses made for every kind of sleeper. From cooling comfort to supportive feel and premium value, there's a better night's sleep waiting for you.

Visit us today to shop Memorial Day deals.

Suggested Hashtags:

#MLILY #MLILYUSA #MemorialDaySale #MemorialDayDeals #MattressSale
#MattressShopping #BedroomUpgrade

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.