



## FASHION FLASH BEAUTY AND A BOOK GIVEAWAY FACT SHEET

**Fashion Flash Influencer Group is a collective of lifestyle blogs from women over 40. We currently receive 350,000 daily social media impressions and 5,000,000 annual site views. We use this social media fire power to support and amplify our signature Beauty and a Book Giveaway.**

### Demographics of Fashion Flash Beauty and a Book Giveaway

Fashion Flash demographics are at the intersection of two powerful groups—Baby Boomers and Beauty Bloggers. According to data compiled by Benchmarking

- 64% of women say opinions of bloggers are an important part of their decision to purchase beauty products
- 60% of women get their advice, tips and healthy secrets from beauty blogs
- 57% get samples/coupons from online offers to keep updated on new products
- 51% of beauty blog readers participate in giveaway promotions

### Baby Boomer Statistics

- 1 in 3 American (100 million) are over 50 (AARP)
- Americans over 55 control 75% of wealth in US (ISCC)
- Boomers have 3X the net worth of younger Americans (Economic Policy Institute)
- Boomer household income is 62% greater than younger Americans (Economic Policy Institute)
- Baby Boomers outspend other generations by an estimated \$400 billion each year (US Government Consumer Expenditure Survey)

### Here's How it Works

We pair a book (often a romance or mystery) with a beauty product (for example, make-up palette or Sephora gift card). One of our bloggers uploads a giveaway post with original photography and posts it on giveaway sites including Sweepstakes Advantage and Rafflecopter. The blogger will promote it on her social media—Facebook, Twitter, Instagram, and Book Bub, and the rest of the Fashion Flash bloggers will amplify it. To see examples of giveaway posts, click the links below.

<https://beautyinfozone.com/beauty/fashion-flash-book-and-beauty-giveaway-win-50-to-ultra-and-a-great-book/>

<http://primebeautyblog.net/fashion-flash-beauty-a-book-giveaway-win-a-50-ultra-gift-card-2/>

If desired the Beauty and a Book Giveaway posts can include links to clients/authors websites, newsletter and dedicated sales page. The typical giveaway receives 2,000 - 5,000 entries. When the campaign closes we export the names and email addresses of entries that the client/author can add to their email or subscriber list. We finish up with a metric analysis to measure the number of impressions, entries and likes on Instagram, Facebook, Twitter and Book Bub. We have included two samples of these metrics at the end of this fact sheet.

### Unique Features of a Fashion Flash Campaign

*Fashion Flash campaigns have six unique features:*

- Each campaign has a theme that ties items together, such as Mother's Day, Valentines Day, June weddings and more
- The Fashion Flash bloggers offer a tightly targeted demographic of women over 40 who are interested in fashion and beauty
- The bloggers will cross promote giveaway posts on their social media platforms
- Each campaign will result in Excel spread sheets of names and emails of giveaway entrants
- Our analytics can provide detailed demographics including location, education and online activity
- Fashion Flash giveaways can be used to promote advocacy

# Samples of Metric Analysis - Fashion Flash Beauty and a Book Giveaway



## Fashion Flash Influencer Giveaway Campaign



## Fashion Flash Influencer Giveaway Campaign



### Participating Sites

### Participating Sites

## Additional Information

To learn more about logistics and pricing of Beauty and A Book Giveaway Campaigns, email Deb Chase at:

[chasecom3@aol.com](mailto:chasecom3@aol.com)