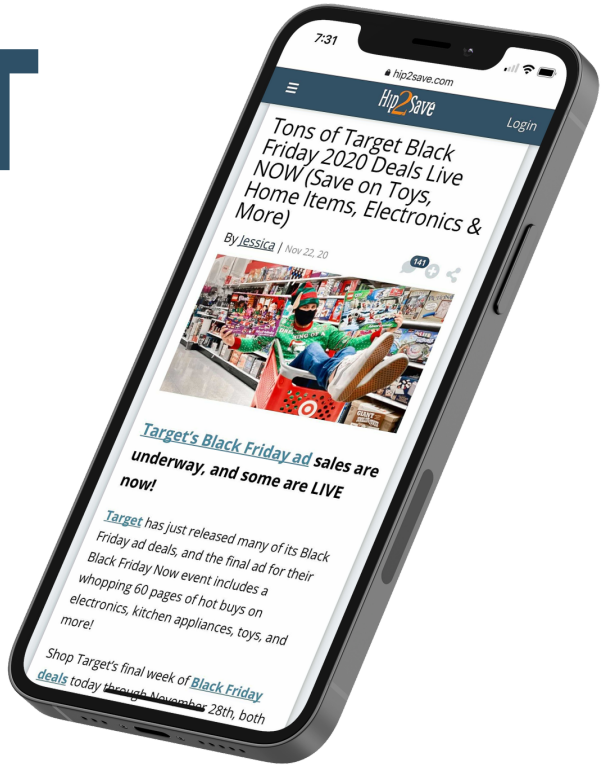
Q4 PLACEMENT PACKAGES

2021

DON'T GET LOST IN THE MIX THIS Q4.



Hip2Save can shine the spotlight on your brand/products all through October-December.



31st • Halloween



11th • Single's Day
22nd-29th • Cyber Week
25th • Thanksgiving
26th • Black Friday
27th • Small Business Saturday
28th-Dec. 6th • Hanukkah
29th • Cyber Monday
30th • Giving Tuesday



13th • Green Monday
14th • Free Shipping Day
25th • Christmas
26th • Boxing Day
26th-Jan. 1st • Kwanza
31st • New Years Eve

HOW HIP2SAVE CAN HELP YOUR BRAND



CUSTOM CONTENT CREATION



INFLUENCER EXPOSURE



TOP-FUNNEL SHOPPER ENGAGEMENT



DRIVE NEW & INCREMENTAL CUSTOMERS



BRAND AWARENESS



LARGE GIVEAWAYS



SEO OPTIMIZATION & LINKING



NEW PRODUCT RELEASE AWARENESS



HIGH CONSUMER ENGAGEMENT



DETAILED PRODUCT REVIEWS

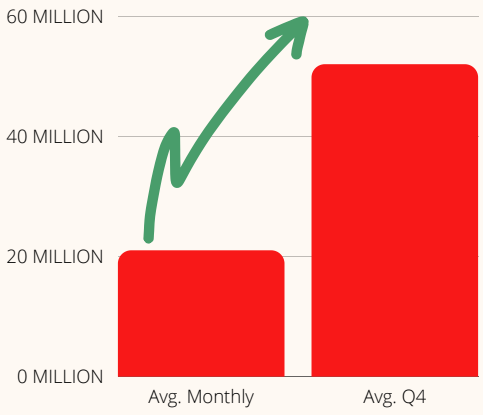


LIVE REVIEWS & UNBOXING VIDEOS



GENERATE REVENUE, ORDERS, & SUBSCRIBERS

GAIN INCREDIBLE EXPOSURE.

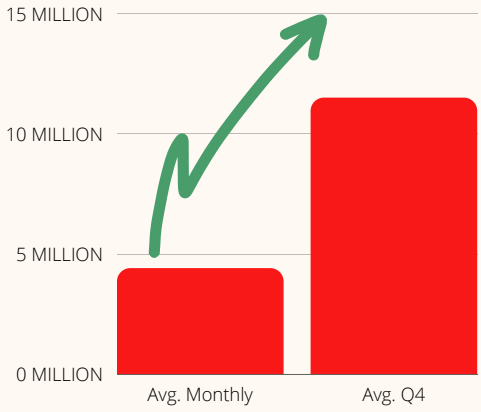


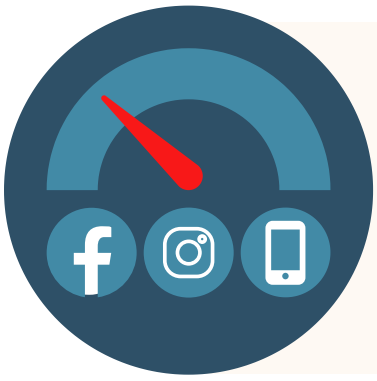
52 MILLION

Hip2Save receives over 52 million page views during Q4. That's over 31 million more than the monthly average.

11.5 MILLION

Hip2Save receives over 11.5 million unique visitors during Q4. That's over 7.1 million more than the monthly average.





▲25%

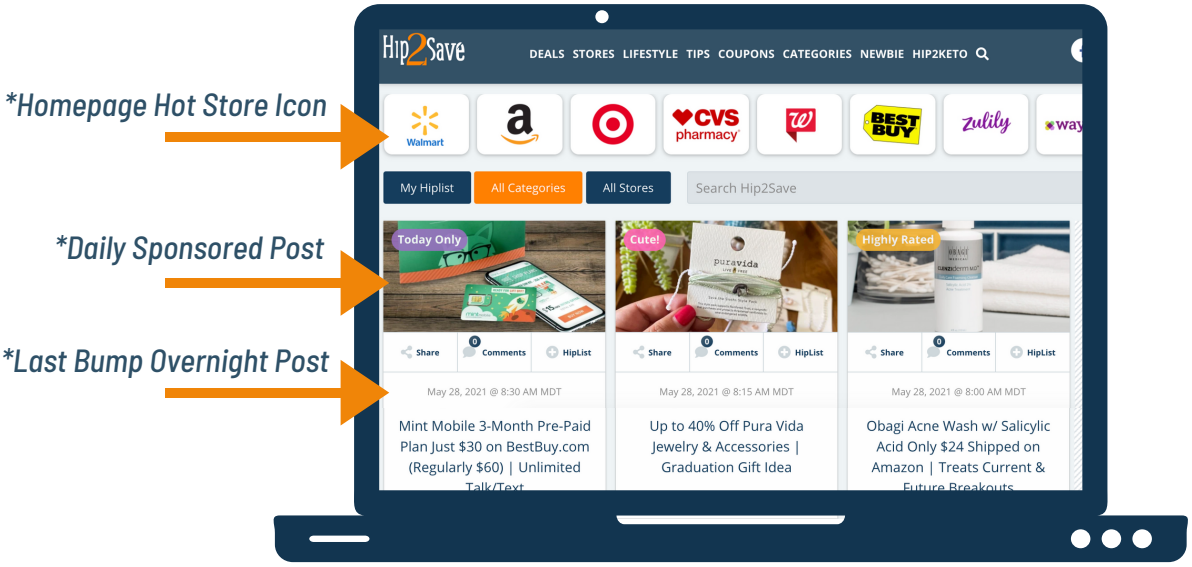
INCREASE IN SOCIAL MEDIA TRAFFIC

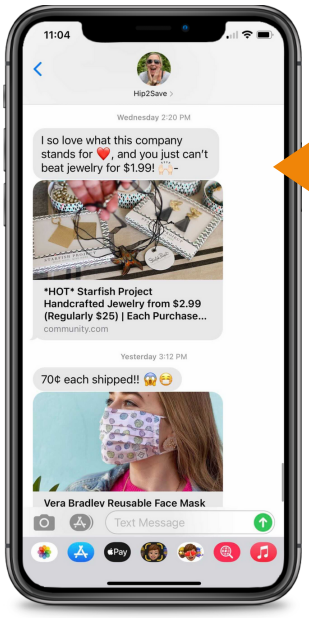
PLACEMENT EXAMPLES

DAILY SPONSORED POSTS

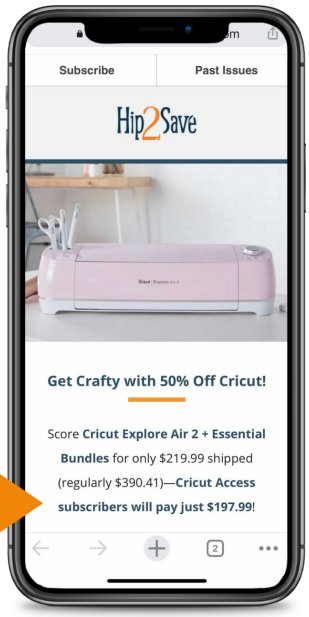
Reach Our Highly Engaged Audience Through A Variety of Mediums

Minimum of 2 Sponsored Posts or 1 Sponsored Post + 2 Add-Ons/Upgrades Required





*Hot Product Text Alert



*Targeted Solo Newsletter

ADD-ONS/UPGRADES

- ☑ Facebook Post
- ☑ Instagram Story
- ☑ Newsletter Top Pick
- ☑ Targeted Solo Newsletter*
- ☑ Hot Product Text Alert*
- ☑ Product Giveaway
- ☑ Popular Post
- ☑ Last Bump Overnight Post*
- ☑ Homepage Hot Store Icon*
- ☑ Image & Video Rights

PLACEMENT EXAMPLES

CUSTOM CONTENT CREATION

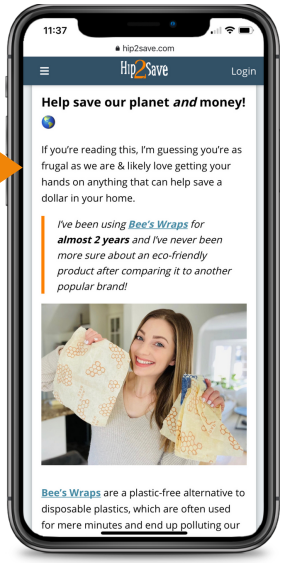
Generate new, personalized content for your brand and products

Includes high-quality imagery, thorough details, real testimonials from our content team, & much more.

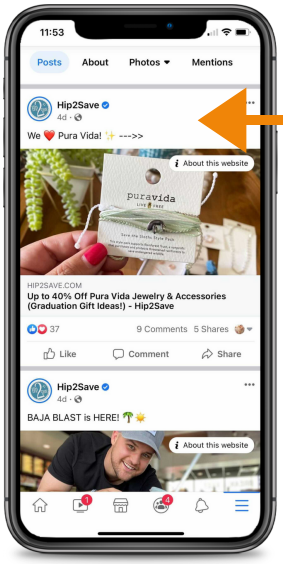
WHAT'S INCLUDED:

1. Listed on Homepage
2. Listed on Product Review Page
3. Listed on Tips Page
4. Newsletter Top Pick
5. Twitter Post
6. Facebook Post
7. Instagram Story
8. SEO Optimization & Linking
9. Video inclusion in one of the following: Coffee w/ Collin, YouTube, FB, or Amazon Live
10. Relevant Gift Guide Inclusion
11. Imagery Refresh then re-added to Homepage as Popular Post

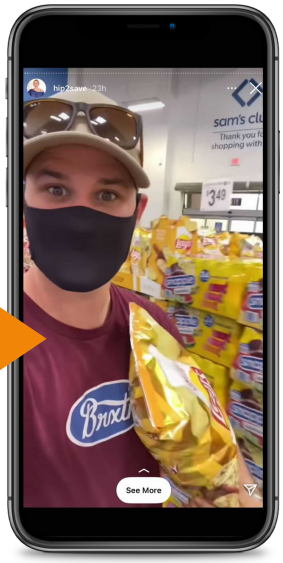
*Product Review



*Facebook Post



*Instagram Story



ADD-ONS/UPGRADES

- ☑ Additional Facebook Post
- ☑ Additional Instagram Story
- ☑ Solo Newsletter
- ☑ Product Giveaway
- ☑ Hot Product Text Alert*
- ☑ Last Bump Overnight Post
- ☑ Homepage Hot Store Icon*
- ☑ Image & Video Rights
- ☑ Additional Popular Post (Refresh & Re-add Post to Homepage)

Q4 PLACEMENT PACKAGES

OPTIONS:	1	2	3	4	5
Sponsored Posts	1	2	2	3	4
Newsletter Features	1	2	2	3	4
Twitter Posts	1	2	2	3	4
Facebook Posts	1	2	2	3	4
Instagram Stories				1	2
Top Deal Pick Features			1	1	2
Popular Posts			1	1	2
Late Bump Overnight Posts					2
Solo Newsletter				1	1
Homepage Hot Store Icon					1
Cyber Week Sponsored Posts	1	1	2	3	4
Cyber Week Newsletter Features	1	1	2	3	4
Cyber Week Twitter Posts	1	1	2	3	4
Cyber Week Facebook Posts	1	1	2	3	4
Cyber Week Instagram Stories			2	2	2
Cyber Week Top Deal Pick Features				1	2
Cyber Week Popular Posts				1	2
Cyber Week Late Bump Overnight Posts					2

CHOOSE YOUR OWN

A LA CARTE PLACEMENTS & CUSTOM PACKAGES ALSO AVAILABLE UPON REQUEST.

ABOUT HIP2SAVE



#1 OUR THRIVING COMMUNITY & CUSTOMER SERVICE ALWAYS COMES FIRST.

Meet Collin, the owner of Hip2Save, mom of three, & proud wife to a Marine veteran. She began blogging in the summer of 2008 as a way to help herself and her family & friends save money. Little did she know her hobby would turn into a full-time endeavor and Hip2Save would become everything it is today. She employs many amazing individuals from all around the country & from different walks of life!

AS SEEN ON:

TODAY · Parents · msnbc · NBC · Woman's Day · WSJ

WE'RE UNIQUE

Behind the scenes, Hip2Save is run by a team of experts who are passionate about creating quality content that meets the highest SEO standards & always resonates on a deep level with our readers. Each of our trusted 40+ employees has a high standard of performance and every single one takes pride in their work making our content top-tier! Together, we provide valuable & diverse lifestyle content to change & improve people's lives for the better.



WE'RE PROUD OF OUR GROWING PARTNERSHIPS

PUMA · The Home Depot · carter's · Target · zulily · Best Buy · amazon · CVS · PROOZY · 32° Degrees · Under Armour

"The Hip2Save team is fantastic to work with & responds quickly to any needs during our campaigns. We look forward to continuing to work with them and maintaining a great ROI!"

STARFISH PROJECT
WEAR HOPE, GIVE HOPE

"We love working with Hip2Save! Their talented team does an amazing job of curating deals to create incredible blog/social posts that really resonate with their community."

JANE

"The team at H2S has been great to work with! They always provide amazing support during our key campaigns"

sam's club

"The Hip2Save Team consistently provides new and effective opportunities when given goals and KPI's to adhere to, always leading to positive gains for our portfolio of brands!"

gen3 MARKETING

CONTACT

VIP@HIP2SAVE.COM

