

# TWITTER CHAT

Grow your Twitter following

**ESTABLISH A FOUNDATION OF NEW TWITTER FOLLOWERS BY HAVING INTERIORS+SOURCES HOST YOUR TWITTER CHAT.**



interiors+sources can work with you to develop a discussion topic that will engage our audience of interior design professionals and draw attention from an average of more than 19,000\* Twitter followers.

Working in collaboration with our editorial team, topic development and feeder questions are created, as well as selecting a date and time for your specific chat to occur. The staff at interiors+sources will handle the rest of the deliverables to assure your event is a success.

## HOW WE DRIVE TRAFFIC TO YOUR EVENT:

- ▶ A banner ad on Interiorsandsources.com promoting the chat and noting the sponsor (10,000 impressions minimum).
- ▶ Ongoing promotion of chat across all interiors+sources social media platforms.
- ▶ A custom e-blast sent to the full readership of interiors+sources and includes sponsor logo (18,000 emails).
- ▶ A news item feature in the DesignFlash Newsletter to promote the event and highlight the sponsor (17,500 emails).
- ▶ Large scale reach to potential customers where they are on the web.
- ▶ Measure response and engagement with your current ad creative.

**TWITTER CHAT: \$7,500**

\*BPA Brand Report, December 2017