

Fantastic Services

Influencer Guidelines





We love to discover people who embody the “Fantastic” qualities that we are looking for when on the search for content creators to collaborate with.

To align our perspectives in the best way possible during our work together, we’ve created this nifty guide that will help you produce content that matches our vibe and vision.

Table of Contents

- 1. Content creation tips**
- 2. Key brand messages**
- 3. Our hashtags**
- 4. Feedback & reporting procedures**

Content creation tips

Every influencer has their unique work method, content creation process, and style. In order to give you a better understanding of what we are looking for in a social media post, we've created this list of useful tips:

Use proper lighting in photos

Whether it'd be a softbox, ring lights, or just sitting next to your window with the blinds open, a well-lit photo will make all the difference when it comes to quality visuals that engage.



Make your personality pop!

Don't let collaborating with us change the way you approach your photos. Always be you - quirky, funny, creative, dramatic, etc. Speak as you'd usually do to your followers. Remember - we've chosen you for you!

Be creative

We don't need to tell you that people don't watch sponsored content - they watch stories that just happen to be a collaboration. So, find a creative way to showcase how you take care of your home.



For example, a story about domestic cleaning can actually be a story about the benefit of having a clean home, while freeing mental space for your projects. Or a tidy garden can be the perfect story of you doing yoga with your friends in a peaceful green space.

Key brand messages



Every content creation process needs one thing - a direction. Here are the key brand messages that you can use as a base for your ideas or if you find yourself in a creative block.

- ✓ Domestic chores are boring, but we would like to change that!
- ✓ Cleaning, changing homes, and gardening work can also be fun, engaging, positive, and can add value to one's lifestyle.
- ✓ At the end of the day – everything that is related to our household is also part of our lifestyle. Make it count!

Our hashtags



An effective social media post isn't complete without the right hashtags to give it that extra boost. You can find ours listed here, and use them for your content.

ThatsFantastic

chorefreelife

HabitandHome

SustainableHome

(for sustainability-related posts)

Note: Make sure to include the **#ad** or **#sponsored** hashtag in your post.

Honestly, we need your insights



The foundation of any good collaborative project is a combination of good communication and quality feedback.

Based on our work with many content creators, we've developed these procedures to provide the premise for effective and meaningful collaboration.

Content review

Content review is pretty simple. We just need to ensure that the message is on point. We request that all content creators submit their image, caption (for grid post), and blog posts via email prior to posting the content.

Reporting

Reporting is something that we just can't go without. Please share insights on each post and story at the end of the collaboration.

Referral codes

Referral codes are important to us. We use them to measure the number of registrations and the overall interest in our services. Plus, they provide a neat discount for both your followers and you, so it's a win-win situation.

Upon signing up to the Content Agreement, you will be asked to share the link of your referral code, and get a custom one to share with your audience.