

Norwex®

Consultant Playbook

ECO-WASH LAUNDRY STRIP INFLUENCER CAMPAIGN



www.norwex.biz



[@norwex](https://www.instagram.com/norwex)



Eco-Wash Laundry Strips Product Launch

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Influencers are not Consultants and provide third-party validation to boost brand recognition and create excitement.



Eco-Wash Laundry Strips Influencer Campaign

Purpose

- Create content opportunities for Consultants to connect with both current Customers and new Customers.
- Support Consultant product sales.
- Raise awareness for the quality and diversity of Norwex's laundry products.
- Reach new Customers to experience the product.

Why Norwex is working with Influencers

- Influencers are not Consultants and provide third-party validation to boost brand recognition and create excitement.
- Positively highlight features, reviews and how to use product.
- Create additional quality content for Norwex Consultants.
- Drive awareness and new engagement.
- Help Consultants grow by leveraging their expertise in social media.

Meet the Influencers!



Suri, @[dreamin.loud](#)

Worked with Norwex on a previous campaign. Shares tips on clean beauty motherhood and eco-living.



Saraah, @[beautymomme](#)

Worked with Norwex on a previous campaign. Focused on health & wellness as a board-certified Holistic Health Practitioner and mom.



Tahera,
@[the aesthetic side of homes](#)

Shares tips on making a home and DIY projects while raising a family.



Tabitha, @[this.mamas.house](#)

Shares tips on cleaning in the home and making a home while raising a family.



Katusha, @[katusha_co](#)

Worked with Norwex on a previous campaign. Highlights life as a mom and homemaker.



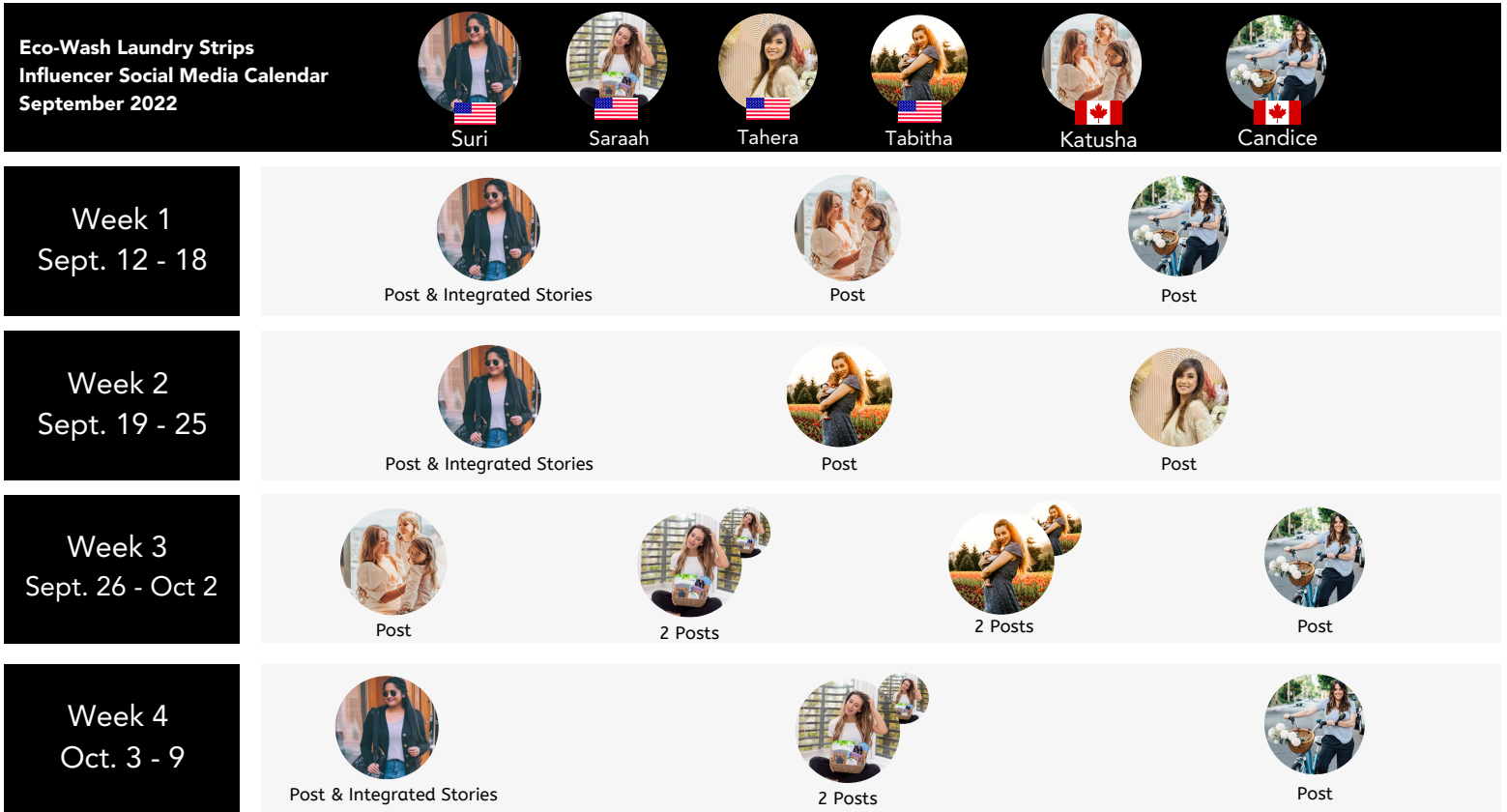
Candice, @[candicebatista](#)

Environmental writer and content creator sharing how to live a more sustainable, ethically sourced and eco-friendly life.

Campaign Timeline

Below is a working timeline to anticipate content.

Posting Schedule: September 12, 2022 - October 9, 2022



Post Types



What To Expect

Carousel Post	A collection of images on a single post featuring product with caption
Reel	Up to 90-seconds of video content posted to the creator's feed under "Reels" on their profile
Story	A still image or video posted to the creator's profile story that shows on their profile for only 24 hours

Social Media Engagement Best Practices

Do

- Share how excited you are for this product.
- Interact with the content creators' posts (like, comment, share, etc.).
- Share the influencers' content to your IG Stories.
- Be supportive of the influencers' work - they're here to support YOU.

Don't

- Promote your Consultant page in the creator's comments.
- Post links to the product in IG comments.
- Copy the creator's captions word for word.
- Take credit for the creator's work when resharing their content on your page.


Additional Tips

- Be sure to tag the creator when you reshare their content.
- Also, tag Norwex and use branded hashtags i.e, #dogoodlaundry #norwex #norwexclean.
- Post supportive comments on the influencer's posts.
- Use fun emojis to communicate and draw excitement to posts.



How to Interact with Influencers

Below are some examples of what your comment could look like to draw awareness and excitement to the product and to show support to the content creators!



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♥ 💬 📌 ⋯ 🏷

@YourName: Love my @norwex products!
@YourName: Love this video!



⋮

♥ 💬 📌 ⋯ 🏷


@YourName: So easy to use! #dogoodlaundry
@YourName: Easy as 'tear it, toss it, wash it!'



⋮

♥ 💬 📌 ⋯ 🏷

@YourName: A staple in my house!
@YourName: Good for my family AND the Earth! #dogoodlaundry



⋮

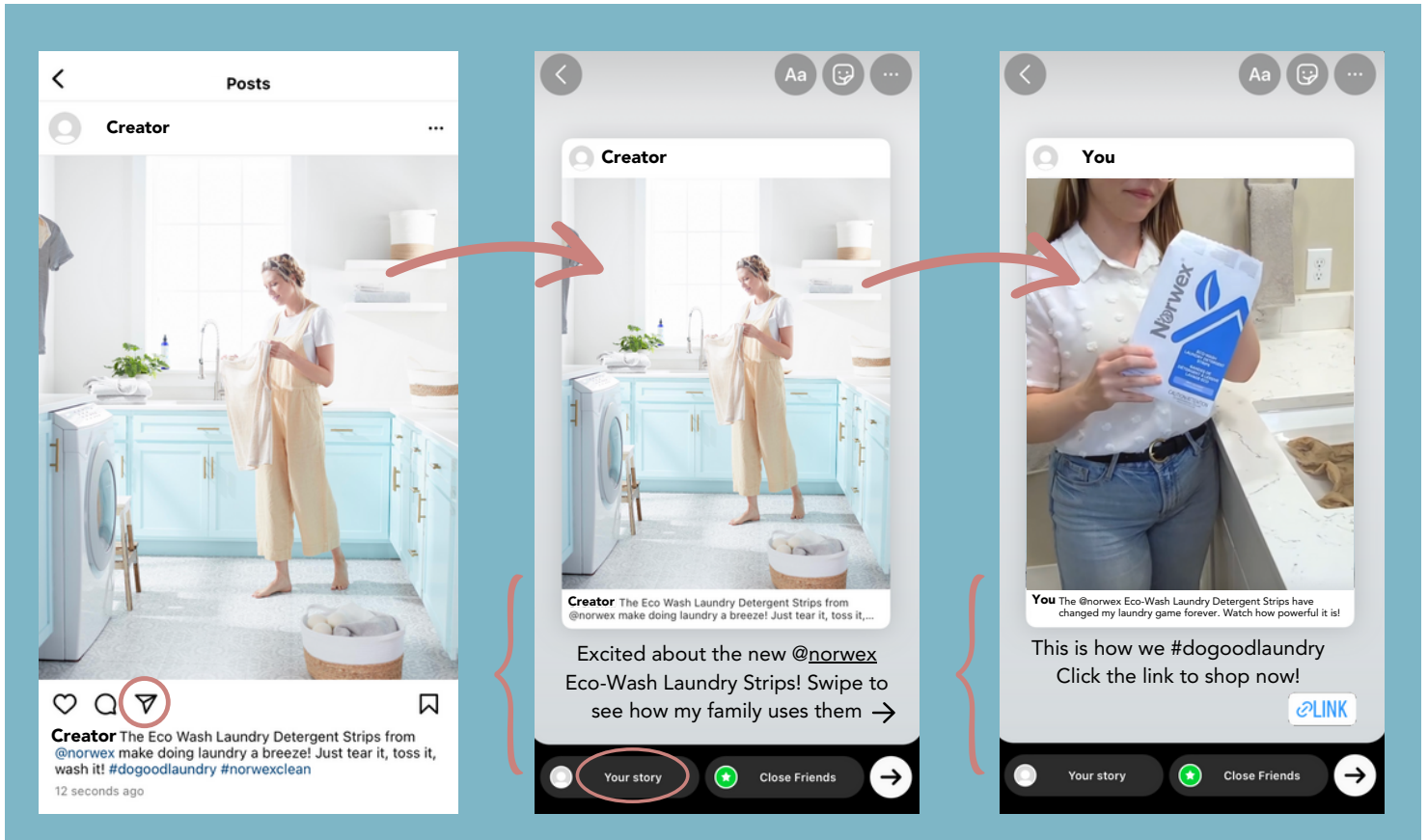
♥ 💬 📌 ⋯ 🏷


@YourName: Safe AND powerful. Amazing!
@YourName: Norwex has changed the laundry game forever!



How To Share

Below are some examples of how to share content from Influencers



1. Press the  button, or Share button, to initiate sharing sequence.
2. Press 'Add post to your story'.
3. Add a text caption below the image by tapping the background.
 - a. To make the creator's caption in the white bar appear or disappear, directly tap on the image you are sharing.
4. Tag Norwex by typing '@' followed by the brand name, i.e. [@norwex](#).
5. Press 'Your story' to officially post the image to your Instagram story.

Pro Tip: Follow up the story share with your own content, either a new image/video or a previous post shared to the story using the process above, showcasing the product and link your website for purchase.



Remember:

These influencers are here to
introduce Norwex to a new
audience, resulting in new
Customers for you!

Ready, Set, Create!