

## Brand Collaboration Guide



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## **SOCIAL MEDIA PACKAGE**

**\$150.00 per calendar month**

### **Who's it for?**

Businesses wishing to advertise products.

### **What you get:**

#### **4x Facebook posts**

- + 2x direct link to buy product (whether in the Charlie's Choice online shop or the Brand's direct website, as mutually agreed)
- + 1x The Naturopath using the product and discussing it's benefits/features
- + 1x case study highlighting the product's results

#### **4x Instagram posts**

- + 2x The Naturopath personally using the product with matched content about its benefits/features
- + 2x post direct link to buy the product (whether in the Charlie's Choice online shop or the Brand's direct website, as mutually agreed)

#### **8x Twitter posts**

- + Consists of the four Instagram posts as outlined above tweeted twice each throughout the month

### **Considerations for this package:**

- + This package is limited to advertising 1 product only per month. If the Brand wishes, they can opt for the promotional material to be split between two or more products. The Brand can only take one Social Media Package per month unless otherwise agreed by both parties.
- + A special offer (discount code, special bonus or giveaway) for the Charlie's Choice community is greatly appreciated when purchasing this package.
- + Charlie's Choice must be supplied with a sample of the product being advertised. This sample will be used in the social media images prepared for the campaign.

## Other ways to collaborate with Charlie's Choice

### Guest Posts

Free

Charlie's Choice accepts guest bloggers and articles written by brands, freelancers and other health and wellness businesses. Each guest post must comply with the following guidelines to be accepted:

- + Minimum 600 words
- + Contains no promotional links or advertising
- + Is educational and informative
- + Does not make health claims that cannot be backed up by research or historical/traditional medicine use
- + Is related to the natural health and wellness industry

Each article should include a working title, a short bio (100 word limit and may include one promotional link) and a headshot. Charlie's Choice will provide social media images and will share these with you when the post goes live. Charlie's Choice shares all articles on their social media pages.

### Sponsored Blog Posts

N/A

Currently, Charlie's Choice does not accept sponsored blog posts as Charlie's Choice is marketed as a source of unbiased information on natural health supplements in the marketplace.

The protection of the reputation of Charlie's Choice as a source of unbiased consumer natural health supplement information. As such, a sponsored blog post would unfairly influence the Charlie's Choice audience and customers, damaging our reputation.

An alternative would be a Product and Service Review. For details, please read below.

### Product and Service Reviews

**\$100.00 per product/service**

Charlie's Choice reviews natural health products, vitamin and herbal supplements and natural therapy services (apps, businesses, diets and websites). If you would like to order a product review for your brand, please email Kate ([kate@charlieschoice.com.au](mailto:kate@charlieschoice.com.au)) with the details of the request. Please note the product or service is to be provided to the reviewer at the brand's cost.

Included in this package is a report containing a full review back to the commissioning brand including:

- + A comparison of similar products/services available on the market
- + A list of pros and cons of the product/service
- + A list of recommendations to improve it or promote it
- + A blog post featured on the Charlie's Choice blog if the review is positive

Upon review, if Charlie's Choice finds it is one of the best products on the market in that category/for a particular health condition, and then more than one blog posts may be written reviewing and highlighting the product to the Charlie's Choice community without the expectation of remuneration for this additional benefit. This protects the reputation of Charlie's Choice as a source of unbiased consumer natural health supplement information.