

# Instagram Takeover

Connect with IDEA and Oxygen's active audience of over 160,000 fitness pros and enthusiasts on one of social media's most lucrative platforms, Instagram. Showcase your brand with engaging content with an Instagram feed or story takeover.

## OPTION 1: INSTAGRAM FEED TAKEOVER

- 3-5 posts on pre-determined topics and times
- Topic options (relevant to brand and audience) could include:  
Day in the life with an influencer or expert or themed tips
- All posts to be tagged with brand and desired hashtags

## OPTION 2: INSTAGRAM STORY TAKEOVER

- 5-10 stories (15-second videos) on pre-determined topics and times
- Topic options include: Day in the life with an influencer or expert or Q & A
- All posts to be tagged with brand and desired hashtags

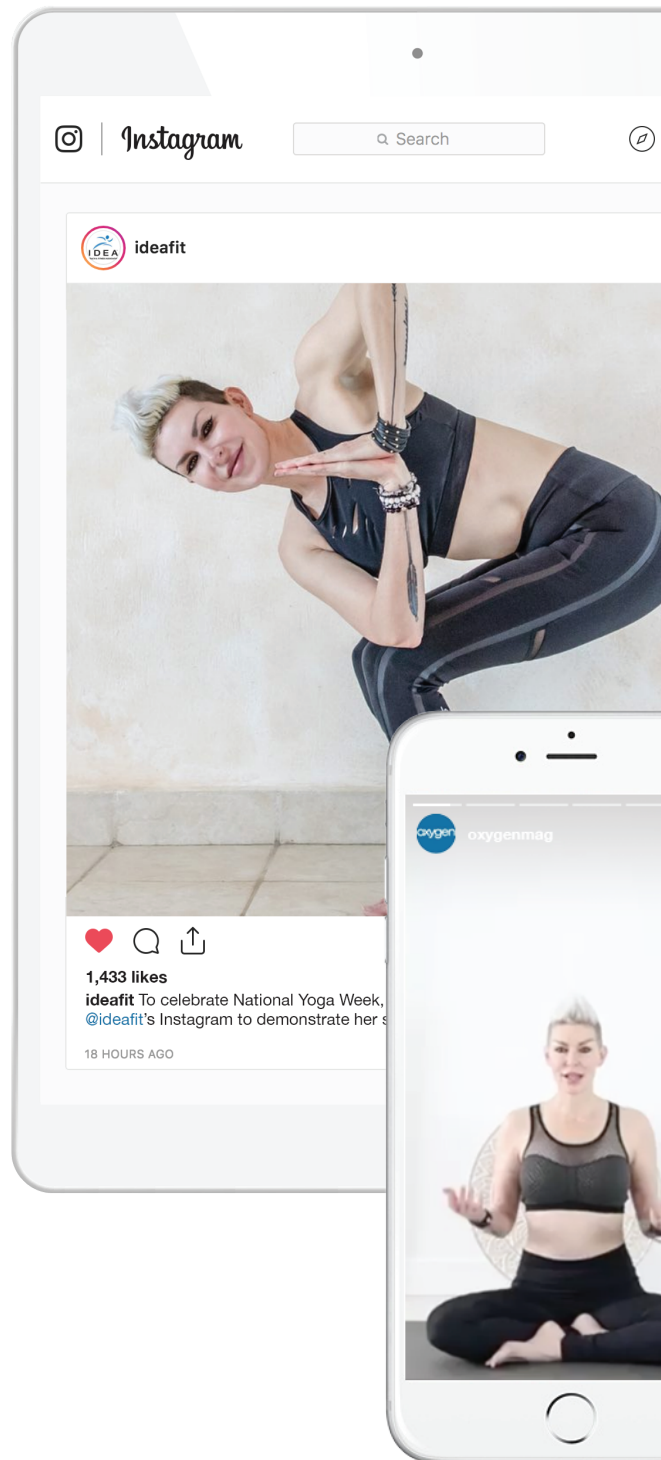
## DEDICATED MARKETING CAMPAIGN

- **Social push** 2x before takeover and 1x the day of
  - Facebook
  - Instagram (both Feed and Stories)
  - Twitter
- **All posts tagged** with brand, plus desired hashtags.

## INVESTMENT

**\$10,800**

Instagram Feed Only: \$6,000, Instagram Stories Only: \$6,000



To apply, contact Katherine at [kdenny@ideafit.com](mailto:kdenny@ideafit.com).



**oxygen**