



# Marketing Plan

WITH  
BEAUTY AFFAIR MAGAZINE  
A Quick-Start Guide to Elevating Your Feature

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# 01

## Introduction

Congratulations on being featured in Beauty Affair Magazine—a trusted platform in the beauty, fashion and wellness industries. Whether you're featured in a full spread or a smaller ad space, this guide outlines practical, effective steps to amplify your presence before, during, and after publication.



## 02 Before Launch

*Lay the Foundation for Visibility*

### 1. Refresh Your Digital Presence

Ensure your website, social media bios and profiles are aligned with the messaging in your advertisement. If applicable, include the Beauty Affair Magazine logo on your homepage and social media highlights to build anticipation.

### 2. Build Social Momentum

Generate pre-launch excitement by sharing teasers, behind-the-scenes content or previews. Invite your audience to follow the magazine's release date and look out for your feature.

### 3. Prepare Your Email List

Send a short email to your subscriber base letting them know you're being featured in Beauty Affair. Briefly highlight why this moment is important and how they can support by reading or sharing your story.





*Leverage the Moment for Maximum Impact*

### 1. Use the Print Feature Creatively

- Record video content flipping through the magazine and highlighting your feature
- Photograph your product, team, or workspace alongside your magazine page
- Display the issue in your office or storefront with a marker flagging your page

### 2. Share the Digital Feature

*A digital version is provided 2 weeks after print has launched.*

- Add the link to your Linktree, website, or Instagram bio
- Include the link in email and text campaigns
- Share the link in stories and captions on Facebook and Instagram

### 3. As seen in Beauty Affair Magazine

*You've been featured—let your audience know!*

- Website: Add the Beauty Affair Magazine logo to your “As Seen In” or Press section. Link it to your article once live.
- Instagram: Add “As seen in @BeautyAffairLI” to your bio.

*Logo files will be provided. Please do not alter the design.*





03

## After Launch

*Leverage the Moment for Maximum Impact*

### 4. Follow Up with Your Audience

Use your email or SMS list to send out the feature link again, with a thank-you message and a gentle call-to-action to share the content or leave feedback.

### 5. Collaborate with Beauty Affair

If your package includes a co-branded post or social media feature, be sure to schedule that with the Beauty Affair team. These posts further extend your reach and reinforce your authority.

### 6. Promote the Blog Article

If you were part of an editorial feature and opted to have your article as a blog post on the Beauty Affair website. Share the blog link just as you would your digital ad—via bio links, emails, or social media stories.





EASY PEASY  
Lemon  
SQUEEZY

Just Keep Moving Forward





# 04

## Content Creation

### - Record with Intention

Use natural light or a ring light. Shoot vertically and keep your background clean and distraction-free.

### - Feature the Magazine

Showcase the printed magazine in videos or photos. Turn to your page, share a reaction, or provide a short explanation of what the feature means to your brand.





*Coordinate Your Content with Beauty Affair's Launch Phases*

## **1. Print Magazine Launch**

The print issue distribution will take up to 14 days to reach full circulation across Long Island.

*Your Move:*

- Begin creating content using the printed magazine: flip-throughs, team reactions, feature highlights.
- Share professional photos with your print feature visible.
- Tag @BeautyAffairLI and use your content to maintain buzz while copies are still reaching new hands.

## **2. Digital Magazine Launch**

Approximately two weeks after the print release, the digital issue will go live on BeautyAffairLI.com. This staggered approach keeps momentum building.

*Your Move:*

- Beauty Affair will also provide a PDF version of your article or ad for digital use.
- Post your PDF with updated captions, email your audience and use the link for a fresh round of traffic and engagement.
- Update bios, Linktree, and marketing materials with the digital link.

This two-phase launch creates a window of continuous visibility, helping your audience engage with your content over time rather than all at once. Use this window strategically to extend the life of your feature.



# 06 Created by Iconogram Group & Beauty Affair

This guide was developed by Jill from Iconogram Group, in partnership with Beauty Affair, to help you fully leverage your presence in the magazine.

Your feature in Beauty Affair Magazine is more than a printed moment—it's a multi-platform opportunity to engage, promote and grow your brand. Use these steps to get the most out of your investment.

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