

Project Definition, Strategy Scope & Objectives

Company Info:

Synergy Marketing, Inc.
Phoenix, Arizona 85028 US
(888) 679-3742
(602) 300-6636
<https://synergymarketing.pro>

Affiliated websites:

<https://hosiery.news>
<https://stockingsaver.com>

Product:

All of the supporting website and social media pages infrastructure, are to promote the launch of an innovative and revolutionary new product that has global sales potential:
[Pantyhose Run-Stop®](#)

Facebook Page(s)

<https://www.facebook.com/profile.php?id=61565062237248>

Instagram Profile

<https://www.instagram.com/hosiery.news/>
@hosiery.news

Meta Business status:

Meta Business verified: Hosiery.News
Business portfolio ID: 851045893650773

Pantyhose Run-Stop Marketing Strategy

Objective

To introduce a new and innovative product to the world that there has been a need by hundreds of millions of women all over the world for over a half century-- since the invention of sheer nylon hosiery.

Every single woman that has ever worn pantyhose, tights, stockings or nylons, understands the short life expectancy of the hosiery, and the propensity of the legwear to easily snag, catch, and run (or "ladder" as the Brits call it). This usually happens at the most inappropriate and inconvenient moments-- when the hosiery is being worn for work, or out in the public, and it is universally recognized by women's practical experience that this will render the hosiery unusable for future wearings, as well as a confidence-destroying occurrence in wearing the otherwise "put-together" outfit.--- having a big noticeable blob on their leg that accentuates the ripped hose and run.

To introduce the revolutionary new product to the hosiery-wearing women of the world, is a challenge. The universally-recognized triage or remedy for snagged pantyhose before the run develops or progresses, is to use clear nail polish-- which is thick, shiny, noticeable, sticks to the skin-- and is really difficult to remove. It ruins the hosiery that might otherwise be recoverable if treated immediately when the snag or catch happens.

Pantyhose Run-Stop[®] is a superior solution to the clear nail polish, and easier to carry around in a purse with the essential make-up items-- than a nail polish bottle. It is convenient, and immediately handy to apply on-th-spot.

It is a product the hosiery-wearing women of the world need-- but they first need to know of it's existence. This is a marketing challenge that can be accomplished through Social Media.

Of the millions of women who wear pantyhose, some wear them because they simply are required to as a job or profession dress code. Culturally throughout modern Asia, men still wear business suits to work, and women dresses and hosiery, as it is considered a projection of professionalism and meaning business. Millions of hotel staffers at front desks wear uniforms and hosiery. Flight attendants are mostly required to wear dress uniforms and hosiery, except in the U.S. where some airlines offer the option to wear pants (*because of the 1990's Federal equality legislation*). As well, dresses and pantyhose are worn in the corporate and financial centers of the U.S.

Many of these women who are required to dress for their work or profession, consider the hosiery perfunctory, and simply want to take them off when they get home. There is a large segment of females throughout the world however, that are aficionados, adherents and enthusiasts of hosiery. They understand the duality of this particularly

unique item of apparel.. its translucency that enhances the look and shape of their legs, and exposes their veiled flesh, and acts like make-up in covering imperfections making legs look (and feel) sleeker, and sexier.

If women use the word "sexy" to describe how wearing pantyhose or tights makes them feel, then themselves are titillated and aroused by how they look wearing sheer hosiery, and the admiration and attention paid by men simply adds the confirmation to their own self-image of looking, and feeling sexy. The spectrum of wearers range from those who simply wear hosiery because it is a corporate or professional dress code, to many of those professing that it makes the "feel sexy", the other end of of the spectrum of those women who are aroused by wearing them, and enjoy exposing and flaunting their legs in public, or posting their provocative photos to admiring men (and women).

This is a very common characteristic, and the arousal (feeling sexy) that many profess, includes their exhibitionistic propensity to post pictures of themselves in their airlines uniforms and featuring their nylon-clad legs, or some prurient women being more inspired by the anonymity provided by social media, to post more explicit and provocative photos.

Social media provides the spectrum of intent and behavior from the veiled sexuality of being dressed in their flight attendant uniforms and featuring their legs... to the overtly fetishistic photos of their nylon-clad legs-- appealing to the admiration of the millions of men (and women) who share the same sexual fetish... hence the term "eye candy", a visceral reaction to the photos that produces the same feel-good endorphins in the brain-- as does sugar to sugar addicts.

Whether a fetish, or just simply an acknowledgment of the self-admiration of how classic, fashionable, or sexy they look in uniform and pantyhose, those millions of women distinguish themselves through social media's available self-identifying functions of interest and behavior #hashtags. They may only represent a fraction of the pantyhose/tights wearing female population of the world, but they are the demographic that pay attention, and suffer the same inevitable fate as every pantyhose-wearing woman in the world-- ruined hose due to a snag or catch.

Detailed Analysis

We are a brand-new company with a brand new recently launched patented product called-- Pantyhose Run-Stop[®]. This product is an aqueous polyacrylate fixative that can stop runs in pantyhose and tights resulting from a small snag if immediately applied before the run progresses. This could save the hosiery for the rest of the day or event, and could potentially rescue them for future wearings.

The pantyhose, tights and stockings market and demographic are NOT soccer moms or women whose only wardrobes are sneakers and athleisure-- they are women who still

have a passion for fashion-- skirts, dresses, hosiery, and pump or dress sandals! There are millions of women worldwide who still wear pantyhose, tights, and stockings.

However there is a well recognized duality to this particular product-- the spectrum of being a mainstream fashionable article of attire or apparel for women that is mandated by corporation dress codes, the military¹, airlines, the finance industry, hospitality industry, and on the other side of the spectrum, the sexual fetish use and wearing of hosiery. Millions of both women and men have a prurient² attraction passion, addiction, enjoyment.

The way we are viewing this behavioral characteristic, is that they have identified themselves as our demographic: women who purchase pantyhose, and have an interest in them. Identifying this demographic is made somewhat easier by their posting their photos on Instagram and Tik Tok, and hash-tagging them.

Demographics

The challenge in reaching this market is first defining and identifying the appropriate audience characteristics ("interests"), or their posting of suggestive or provocative photos of themselves in pantyhose/ tights/ stockings which are either worn for work, profession, or enjoyment ("behavior").

Hospitality Industry

Upscale hotel chains require their front-end staff to wear uniforms or dresses, and pantyhose. Casino's and some other hospitality operations (like Hooters for example), require their servers to wear hosiery, which are most often heavier denier opaque tights as they are more resistant or impervious to snagging or running-- as they have to pay out of their own pockets for replacements.

Airline Flight Attendants

Airlines are obviously the largest industry vertical, and most (if not all) foreign carriers not affected by U.S. equal rights legislation, require uniform dresses and hosiery. Many flight attendants are aware of their attractiveness and sex appeal while wearing pantyhose-- making them feel sexy (in the context of a visceral effect while wearing

¹ Only the U.S. Army remains as requiring hosiery in the dress codes. The Air Force, Navy, and most recently the Marines have amended their dress uniform requirements for women to allow them the option to wear pants instead.

² Suggestive of arousal: lewd, lustful and lascivious desires and thoughts that produces feel-good endorphins in the brain. Within the context of hosiery, the sheer, sleek, and smooth translucent mesh, reveals and exposes but veils the wearers flesh, legs, feet, and toes underneath, thereby causing both the wearers and the observers (admirers) to feel "sexy". Sexy is the universal socially and culturally acceptable word used in descriptions of hosiery... denoting the visceral stimulation of the "feel good" endorphins in the brain causing the feeling of sexual excitement or arousal.

them). They are also aware, and admirers of the way they look, as well as recognizing the other flight attendants enhanced sex appeal when dressed in pantyhose.

Flight attendants are the largest demographic group as consumers of hosiery, and especially international flight attendants who work longer-duration international routes. Flight attendants in the U.S. general work short-haul point-to-point routes, and can easily fly 3-4 legs (city-to-city) per trip. When they hit their hotel room (or the final trip home), there's nothing more they want to do, than get out of their dirty and sweaty clothes. And with a heavier work-load on those types of trips, they choose the more durable (and less sexy) heavy denier opaque black tights that are encouraged by the airlines.

Out of this huge demographic group, there is a sizeable component flight attendants who are a sub-group of the hosiery devotees, and affiliate and identify with their profession to their professional dress uniforms and requisite hosiery. They embrace the fashionable and sex-appeal aspect of sheer hosiery, and enjoy their flaunting their legs to admiring observers. One could assume that they find their self-image wearing pantyhose-- to be enjoyable, stimulating and sexy-- which in many have professed obsession, addiction, or fetish in their IG profiles. Part of this psycho-sexual profile, is the component of exposing revealing or provocative photos of themselves in the uniforms highlighting their legs. One could use "exhibitionist" to describe a component the thrill. Their profiles posted are segregated by their professional affinity by their identity #hashtags in Figure 1:

So the flight attendants posting IG photos in their flight uniforms and showing off their nylon-clad legs, is a more socially acceptable and mainstream manner of engaging in the same behavior as the non-professional women posting more sexually suggestive of provocative photo's of themselves in hosiery

When this paradigm is taken into consideration, there is the same psychology attributable to other professions where women dress "conservatively" or "conventionally" (*it is amusing to use those adjectives for dress codes to use a dress code that embodies women highlighting their legs and wearing high-heels, the all-time double-entendre of sexual objectivization and fetish appeal*). This affords such women so inclined-- the opportunity to look and feel sexy in the workplace, or in public-- dependent on their own libido. Their confirmation are the looks, glances, admiration, and change of attitude of the observers-- of their sex appeal. On posted photos on FB, IG, or Tik-Tok-- their confirmation is in the number comments and likes!

Okay, so what #hashtags do the professional women use to identify their affinity which justifies that the posted photos embody the scenarios that are representative of their professional, workplace, or everyday attire?

In analyzing profiles which feature women displaying themselves pantyhose, there is a single #hashtag **#pantyhose**. which is universally used.

#Hashtags as demographic identifiers

#Hashtags are the poster's self-identification and classification of their interest and behavior. They post their photos with, because that the interest feed where they want people to see their photos.

Interestingly, they are, or can be a demographic group that with Meta's new update Audience Selection matrix, eliminates the use of these algorithmic identifiers for professional marketers.

In the marketing realm of identifying (or reaching) the segment of female society (on Instagram) which wears pantyhose, tights, and stockings, a likely sizeable demographic market would be those who identify themselves as models or in the fashion realm, by posting photos of themselves and tagging them with the following #hashtags:

#model	379744941
#fashionblogger	171843647
#modeling	60957631
#modelo	21773361
#fashionmodel	20461346
#modellife	19268624
#modelsearch	5743166
#fashionmodels	1927998

Let's say that the objective for a marketer using Meta's recently phased-out formula and platform, would be to create an ad that would reach the potential market demographic of women who are likely to wear pantyhose or tights. The above #hashtags matrices place us in the proper neighborhoods. Primarily females who consider themselves to be fashionable, and dress appropriately. There will be a higher percentage of them who are likely to own or purchase #pantyhose, #tights or #nylons, however the #models segment with almost 38 million posts, contains an equal number of men, and is so broad, that the likelihood of curious and unqualified potential purchasers clicking on the links.

However in the field of direct marketing that dates back to the beginning of the mailing of the Sears catalogues, and hit the pinnacle of popularity and success with mailboxes stuffed with catalogues in the 1980's and 1990's-- before the invention of the Internet.. and especially Bill Gates and his Microsoft Windows. IBM's earlier DOS programs were simply not conducive for browsing on-line or providing any graphical interface. Using the new Window's technology and ability to connect to the Internet through 56k dial-up modems, Amazon first began in 1994 and in the latter part of the decade as well as the end of the 20th century-- proving that ecommerce was not only viable-- but that it was

the wave of the new 21st century-- as was the industrial revolution in the early part of the prior century.

As the Internet matured and technology exploded as a medium for trade and online commerce in the late 1990's, by the the event on 9/11, and subsequent economic recessions and crashes, direct marketers no longer wanted to shell-out massive amounts of marketing dollars to print catalogs, fliers, and the U.S. bulk-mailing postage costs. Also incorporated into those marketing costs, was the cost of purchasing mailing lists, and every mailer would rent their buyers lists to other marketers lists. One could even rent the *Victoria's Secret* buyer's list, and would even have the opportunity to make other demographic selections within the lists.

This trip down memory lane, has a point: direct marketer's were cost conscious where there break-even response rates, and with the inherent cost inherent to the printing and mailing of catalogues, the response (buyer's) rate was a cost critical component. They would test the response rates of different mailing lists, before buying (actually *renting*) them.

So why does Mark Zuckerberg's Meta (Meta Platforms Inc.) make so much money?

Because they are the monopoly that makes the rules. And they don't want to provide the marketers the ability to make the most effective advertising campaigns to be able to use their features (the #hashtag identifier) to be able to target a selectable and identifiable audience. They cite a low response rate by using a restrictive set of #hashtags. While that may be true, the solution would be continuous mailings of new an more creative ad campaigns- until they eventually get noticed.

With Meta's old regime that was retired, a number of #hashtags could be chosen to define and target an advertisers market demographic.

There is the component of the unqualified recipients of the ads-- those unlikely to be buyers or subscribers-- but simply curiosity browsers that will click on an ad-- they are simply snooping around and inquisitive if they see something of interest. In the case of marketing pantyhose, they might be men that are totally unlikely to be buyers, however are curious enough to click on an ad-- thereby accruing a CPC charge to the online marketer. This is the same thing as the predecessor marketers of the last century mailing a catalogue or flier to an unlikely buyer that immediately gets tossed in the trash.

Those CPC charges the marketer pays to Meta (*which they call "engagement"*), add up, and it is the function or the objective of the marketer to reduce those costs-- which if Meta were to provide the proper and traditional marketing tools of demographic selectability-- would mean savings to the marketer, and reduced revenue to Meta. It serves the marketer no purpose or benefit to "lookey-loos" clicking on their links, and this business model works the same way for most, if not all online platforms monetizing

their traffic-- so it is essential for the online marketer to optimize who actually sees their ads. Meta even suggests to "broaden" the exposure (distribution) of their ad, which-- yes, will gain additional engagements, but if the marketer is selling something (perhaps a cost-critical product), then the "broaden the demographic" model for an attractive or appealing ad design.. will simply cost the marketer excessively in relation to the few extra orders resulting from the "engagements". This is a concept well known to the advertisers on the platform *Pinterest*, however, they have their own demographic "interest" matrices for a marketer to use to identify specific keyword searches to drive traffic. *Quora* and *Reddit* have also monetized their platforms in the same manner-- marketers being able to identify and target their ads to user-expressed interests.

Unfortunately, "pantyhose" is the most common keyword used by a variety of demographic interests-- is that signals a duality of intent-- a catch-all. It probably is the most-often searched fetish keyword in the English speaking world as an entre into foot and leg fetish sites. On the other hand, those female consumers wishing to purchase hosiery, will generally go directly to online vendors... i.e. Amazon.

The average monthly Google keyword search stats³ for the primary keywords are:

- pantyhose 60,500
- tights pantyhose 40,500
- nylons 12,500
- sheer pantyhose 1,600

However, Instagram remains to be the most straightforward method of identifying the demographic group of female consumers of pantyhose, tights, stockings, nylons, and also lingerie.

For the most part, the keyword #lingerie is rarely encountered in those nylon-clad selfies -- as #lingerie has become a separate and distinct apparel (and fetish) item, and there doesn't appear to be much overlap. In most lingerie trade shows such as Curve, Latitude, and the recently folded ILS (International Lingerie Show), many (*or most*) of the exhibitors will feature corsets with suspenders or garter belts- without selling stockings or nylons. There are a few hosiery companies that sell lower-end costume hosiery-- like Leg Avenue, that fits more into the complexion of adult costume merchandise, than a high quality fashion hosiery outlet, and are marketed to retailers primarily as specialty lingerie and prurient adult products. House of Desire sells sexy lingerie sets and also offers a limited selection of stockings-- but they are the exception... not the rule. One won't find very many hosiery distributors, if any at lingerie trade shows. At the Curve

The lingerie industry has by-and-large disconnected itself from affiliation with hosiery classifications-- even though most of the larger manufacturers (like Wolford,

³ Source: Semrush

Commando, Hēdoïne, Heist Studios, etc.) which use specialized knitting machines which produce a number of different sheer-knitted product categories-- hosiery, lingerie, shape-wear, active wear, or bathing suits, all featured categories on their websites, but the buyer demographics are diverse, and different. Hosiery is the specialty niche market.

and hosiery trade shows, usually involve

Contest Justification

Meta Business, the division which monetizes Facebook and Instagram-- has developed a model to advertise to their members. However their matrix model has a huge impediment-- they methodology to allow advertisers to target their audience . Of all their terminology, they have a complex and restrictive concept called engagement.

If the chart in Appendix I is examined, there is a quantification of the number of member profiles who have posted their own photos and hash-tagged them with identifying flags providing a compendium of our target demographic: *women who wear #tights, #pantyhose, #stockings, #nylons, #hosiery, or #highheels*

Meta Advertising

Meta's restrictive and inadequate advertising schema prevents any advertisers from targeting their specific demographic using the keyword hashtags... unless they have already engaged the advertiser in some way. This is a self-defeating algorithm, as they simply expect the advertiser to chose from a simplistic list of attributes contained in their "Ads Manager" -- and to use not a shotgun approach, but a nuclear blast approach- - chose their amateurish demographic choices to target your audience.

Beginning July 29, 2024, Meta removed the ability to use detailed targeting exclusions.

They stated that this change will help improve campaign performance, and are still offering alternative ways to restrict who is serve ads to if you have a business need to exclude a certain audience. A recent advertiser test showed that the median Cost per Conversion was 22.6% lower when not using detailed targeting exclusions vs when using detailed targeting exclusions.

The following changes will start going into effect on July 29 and will roll out over the coming months:

- You cannot use detailed targeting exclusions in new ad sets.
- You will see a warning banner in Ads Manager reporting if any of your ad sets use detailed targeting exclusions. We recommend that you edit affected ad sets and publish them again.
- You cannot duplicate and edit an ad set, or use a saved audience or draft audience, unless you remove any detailed targeting exclusions.
- Existing campaigns will remain unaffected until January 31, 2025. From January 31, we will stop delivery on campaigns using detailed targeting exclusions. You will see a warning banner if this happens.

You can still use alternative exclusion products including Custom audience exclusions. You can also use the audience controls in your Advertising settings to restrict audiences based on brand protection or employment. Learn how.

Edit affected ad sets

To review and edit your affected ad sets:

1. Open the Meta Ads Manager campaigns page. Look for a warning banner at the top of the page.
2. Select See affected ad sets in the warning banner.
3. Hover over your affected ad sets to make edits.
4. Go to the Audience section, under detailed targeting, and look for warning messages showing you which ad sets are affected and what to do. You will need to remove the detailed targeting exclusions before you can publish the affected ad set.

The specific problem lies in the Ads Manager--> Create Ad form:

- Edit Audience
- Detailed targeting
- Interests --> Additional interests

This is the function that should work, but it doesn't.

It is the classic advertising/marketing "holy grail"... the essential element and component that drives an effective advertising campaign... or not. And Meta, has eliminated the advertiser's ability to use this device and to determine their own demographic. It provides the ability to search for selected keywords-- but only provides "pre-determined" or "preloaded" accounts due to the ineffectual nature of their algorithm that doesn't allow the use of #hashtags.

When this writer was designing an ad using this Ad Manager matrix

Detailed targeting is a targeting option available in the Audience section of ad set creation that allows you to refine the group of [people](#) we show your ads to. You can do this with information such as additional demographics, interests and behaviors.

These detailed targeting options may be based on:

- Ads they click
- Pages they engage with
- Activities people engage in across Meta technologies related to things like their device usage, and travel preferences
- Demographics like age, gender and location
- The mobile device they use and the speed of their network connection

Changes of detailed targeting options

<https://www.facebook.com/business/help/458835214668072>
<https://www.facebook.com/business/help/182371508761821>

The Contest

The objective is to reach the 4 to 5 million profile posters other than being able to target them directly using hashtags -- which is no longer an accessible Meta/ Instagram feature, or by engagement.

The only other avenue to reach the target demographic, would be to post a photo or video with the

We are in need of real-world video clips we can use in the future for our advertising, and cannot re-use the content without a "model release form".

So here's the deal-- and the contest rules:

Post your submittal on your page, and tag @hosiery.news

Winner are determined by the most "likes" on the photos/videos

- 1st Prize - \$250.00
- 2nd Prize - \$150.00
- 3rd Prize - \$100.00
- 4th Prize - \$ 75.00
- All runner-ups to 10th place: Two Pairs (black & fleshtone) of our exquisitely sleek & glossy Sheer-Luxe Legs hosiery*

STRATEGY

1. Use a screen-scraping to identify the profiles aggregated in reposts of interest and community bloggers, and accumulate a database of their Instagram @handles, i.e:

To identify female flight attendants spider the following keyword #hashtags:

#flightattendant	38,192,327
#cabincrew	4352686
#crewlove	1953581
#cabincrewlife	1204209
#hostess	1178775

To identify females who have posted photos of themselves in pantyhose, tights and stockings (*our target demographic*), the automated robot program must query and screen-scrape the @handles from the following keyword #hashtags:

Hashtag word/phrase	IG count of posts
#model (select male only)	379744941
#fashionblogger	171843647
#modeling	60957631
#lingerie	29558012
#legs	22214446
#modelo	21773361
#modellife	19268624
#feet	12268413
#modelsearch	5743166
#stockings	3738274
#tights	3216037
#legsfordays	2688525
#pantyhose	2543451
#long legs	2293684
#nylons	1470437
#legsdays	1269524
#nylon legs	686826
#hosiery	669031
#calzevelate	603664
#pantyhosefetish	557443
#pantyhoselegs	494018
#feet pic	445846
#pantyhosefeet	363263
#feetnails	224879
#pantyhosegirl	214361
#fashionista	204805
#footmodels	186322

#stockingslegs	171546
#pantyhoselover	167175
#tightsfashion	152464
#leathertights	141209
#nylon soles	136917
#feetfinder	135498
#feetfinder	135497
#feetupfriday	116875
#pantyhosefashion	105042

Mechanical Elements instrumental to conducting a campaign

As we determined in the above analysis, since the discontinuance/ elimination of Meta's Audience targeting feature, their "replacement" is inferior or undesirable.

Our target demographic is identified in the above tables. They are the individuals who have posted photos of themselves, and identified them with our demographic keywords.

If the Instagram #keyword is visited, such as <https://www.instagram.com/explore/tags/pantyhose/> each individual posters' profile @handle can be traced, and captured. If this task can be performed manually, then it can be done programatically with a "screen-scraping" program that looks for, and captures the @handle and adds it to a database.

This will require a robust program to be able to accomplish this procedure. Such programs being examined are:

- <https://huntmeleads.com/>
- <https://www.octoparse.com/>
- <https://instaloader.github.io/>
- <https://www.browse.ai/pricing>
- [Scrape and Monitor Data from Any Website with No Code](#)
- <https://manychat.com/product/instagram>

Utilization and implementation of @handle Database.

According to the figures in the above tables, the @handle database is expected to be in the millions, and represents a specifically targeted demographic which Meta/IG is unable to provide.

Questions needed to be answered:

If an ad posting to promote a contest is created:

- (1) Can the photo/video post be tagged with an **@handle** of a profile without such account being a follower of Hosiery.News?
- (2) If it is tagged with their **@handle**, where does the posted photo show up-- in their feed or on their profile?
- (3) How many **@handle**'s are we able to attach to the keywords? Are we restricted to the 30 permissible tags?
- (4) If so, are there automated robotic programs that continue sending the same photo-post replacing the **@handle**'s already sent, with a new unsent batch?
- (5) Is this a process a violation of the terms of service, and a process that could get us banned from IG?

Alternative strategy

- (6) If using the **@handle** is unreasonable or an unachievable process, then what would be the resultant effect of using the target **#hashtags** for the post instead?
 - Where would our post ultimately be posted to, and how would our target demographic encounter the posts?
 - Would they be likely to see our tagged post in their feed?
 - Do they first need to be following the **#hashtag** to have our post appear in their feed?
 - If the audience is following the **#hashtag** (say **#pantyhose** or **#flightattendant**), are such posts generally ignored or missed by the intended recipients because of the saturation of all the posts?
 - Are all such **#hashtagged** posts generally followed primarily by the aggregators and curators who simply repost the originators' photos/videos?
 - If the target audience contributors (*the original individual profile accounts*) are ***following*** any of the aggregators or "communities", if we tag the aggregators-- will those posts appear in the contributors feed?

For instance, the **#hashtag** [#legslegslegs](#) was created and operated by an aggregator blog page profile [fashionluxury classyandy 2](#) which appears to be managed by [@arina.bernardini](#).

While Arina Bernardini's blog site [#legslegslegs](#) which is the hashtag domain of

[@fashionluxury_classyandy_2](#), the blog profile is following 781 profile accounts, her personal account [arina.bernardini](#) is only following 258 other profiles. She actually reveals her real personal information:

Arina Bernardini Drozdetckaia
Fashion Model @FashionNova Ambassador
For collabs: ari.drozdetckaia@bk.ru Bergamo/Milano

- (7) [Arina.bernardini](#) has also provided another thought-provoking question as she is an Ambassador for [@FashionNova](#) which has 21.7 million followers... what would be the result if we created a post/ad that only had a single tag: [@FashionNova](#), or [#fashionnova](#)? Where would our post appear, and how many views would it receive?

And if that worked, what would be the result if we created ads for other hosiery vendors or manufacturers? Where do those **#hashtagged** posts appear?

Contest management software & apps:

- <https://blog.wishpond.com/post/115675437835/instagram-contest>
- <https://blog.wishpond.com/post/115675437116/how-to-run-an-instagram-giveaway>
- <https://www.launchpad6.com/pricing>
- <https://www.easypromosapp.com/applications/>
- <https://help.socialbee.com/article/71-how-do-i-tag-an-account-in-my-posts#handles>
- <https://help.socialbee.com/article/357-conciergebee-all-you-need-to-know>
- <https://conciergebee.com/>
- <https://manychat.com/product/instagram>
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Ad Campaign Concept:

Workaround program to the advertising challenge, is to stage a product launch modeling contest to solicit target demographic engagement and visibility:

- (1) create postings promoting a free give-away of our Pantyhose Run-Stop.
- (2) Postings will be
- (3) (they will have to pay the postage). We can run this posting with the hash tags in the attached spreadsheet list. I don't know if it would be possible to tag individual profiles, but invite them to like our page.

- (4) Conduct a contest with cash prizes (First place winner-- \$1,000) for the most liked video clip or photo demonstrating the use of Pantyhose Run-Stop.
- (5) The contest results will be determined on Dec 31, 2024.
- (6)

The contest announcement could be broadcast using the hashtags in the attached Excel database, and could incorporate the free give-away in (1) above by reposting our ad on their page, and tagging our [#PantyhoseRun-Stop-Contest](#) for them to enter. We would then message them an entry link on a dedicated website page to order the free sample to be used for the contest.