KIRKLAND'S®

#CHRISTMASLAND BLOGGER CAMPAIGN

To spread Christmasland cheer, we partnered with five bloggers the week of Nov. 17. Each featured a different Christmasland collection that matched her personal style. We sent each blogger a surprise package a month before her post with items from her chosen Christmasland collection and asked each to incorporate the selected items with the products she chose. The bloggers also hosted a joint Kirkland's giveaway with their readers.

Cassie

Hi Sugarplum!

COCOA AND COCKTAILS WITH THE MAJESTIC METALLICS COLLECTION

KariAnne

Thistlewood Farms

CHRISTMAS TREE DÉCOR WITH THE HOLLY JOLLY COLLECTION

Liz Marie

Liz Marie Blog

NEUTRAL RUSTIC CHRISTMAS WITH THE COZY CHRISTMAS COLLECTION

Gina

The Shabby Creek Cottage

HOT COCOA BAR WITH THE GLITZ AND GLAM COLLECTION

Kim

Sand & Sisal

COASTAL ENTRYWAY WITH THE NAUTICAL NOEL COLLECTION

The Campaign Garnered:

4,420
GIVEAWAY ENTRIES

1,390,804
IMPRESSIONS

WORTH
$69,540.20 *
*based on an industry standard of $0.05 per impression.

GENERATED
1,860
VISITS TO KIRKLANDS.COM

THE GIVEAWAY GARNERED:

$1,521 REVENUE

549 FACEBOOK VISITS

527 PINTEREST FOLLOWERS

448 INSTAGRAM FOLLOWERS

404 EMAIL SIGN-UPS

353 BLOG COMMENTS

281 TWEETS ABOUT THE GIVEAWAY

212 TWITTER FOLLOWERS

201 K-CLUB MEMBERS