

# BLUE TOAD

LIVE LIFE FULLY™



# CREATIVES/INFLUENCERS POSTING GUIDE

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- SOCIAL MEDIA ACCOUNTS & HASHTAGS
- BRAND DO'S AND DON'TS
- CONTENT EXAMPLES
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# ABOUT BLUE TOAD BOTANICALS®

*FROM LYME DISEASE TO FUNCTIONAL MUSHROOMS & MICRODOSING SUPPLEMENTS*

Our story starts over 35 years ago when I took a ten day Castle & Chateau tour of central & southern France where I was drinking a good amount of wine in the Loire Valley, and exploring 500 years old castles. It was then that I unfortunately contracted Lyme disease. The trip was amazing, the aftermath was a five year nightmare.

At the time, there was very little known about Lyme disease, and even less about the virulent European strain I had contracted. During this time, I saw every leading Lyme doctor in the US, took every antibiotic (way to many) prescribed, and five years in, I had lost my memory, speech, physical coordination, was fatigued, had spinal meningitis, migraines, depression, seizures, and much more.





# ABOUT BLUE TOAD BOTANICALS®

*FROM LYME DISEASE TO FUNCTIONAL MUSHROOMS & MICRODOSING SUPPLEMENTS*



My path to recovery with alternative medicine and a lifestyle change showed us the power that natural-foods, visualization, exercise, and overall diet have on our personal health & wellness outcomes.

The Blue Toad Botanicals® brand is our journey and mission brought to Real Life.

An innovative and accessible way for consumers to care about their health & wellness with world-class products as well as a brand and culture that they can deeply connect with throughout their own journey.



# SOCIAL MEDIA ACCOUNTS & HASHTAGS

## *SOCIAL HANDLES*

INSTAGRAM: @BLUETOADBOTANICALS

TIKTOK: @BLUETOADBOTANICALS

FACEBOOK: @BLUETOADBOTANICAL

TWITTER/X: @BLUETOAD

YOUTUBE: @BLUETOADBOTANICALS8964

PINTEREST: @BLUETOADBOTANICALS

## *HASHTAGS*

#BLUETOAD #BLUETOADBOTANICALS #LIVELIFEFULLY

#FUNCTIONALMUSHROOMS #BRAIN #CALM #COLLAGEN, ETC.



# DO'S AND DON'TS

- ✓ FOR INSTAGRAM COLLAB POSTS PLEASE ADD @BLUETOADBOTANICALS AS A COLLABORATOR ON THE POST
- ✓ TAG BLUE TOAD BOTANICALS IN THE CAPTION
- ✓ INCLUDE CALL TO ACTION TO BLUETOADBOTANICALS.COM
- ✓ INCLUDE #BLUETOADBOTANICALS HASHTAG IN CAPTION
- ✓ CONTENT IS CLEAR, IN FOCUS, SHOWS PRODUCT CLEARLY
- ✓ FOR INSTAGRAM, TAG THE PRODUCT (VIA INSTAGRAM SHOP)
- ✗ TAG OTHER BRANDS
- ✗ FOR IG REELS PLEASE DO NOT INCLUDE TEXT ON THE COVER IMAGE
- ✗ POLITICAL REFERENCES
- ✗ REFERENCES TO SPECIFIC DIETS (EX. VEGAN DIET IS HEALTHIER, ETC.)
- ✗ NO SMOKING
- ✗ BLURRY IMAGES, NOT IN FOCUS, HARD TO SEE PRODUCT



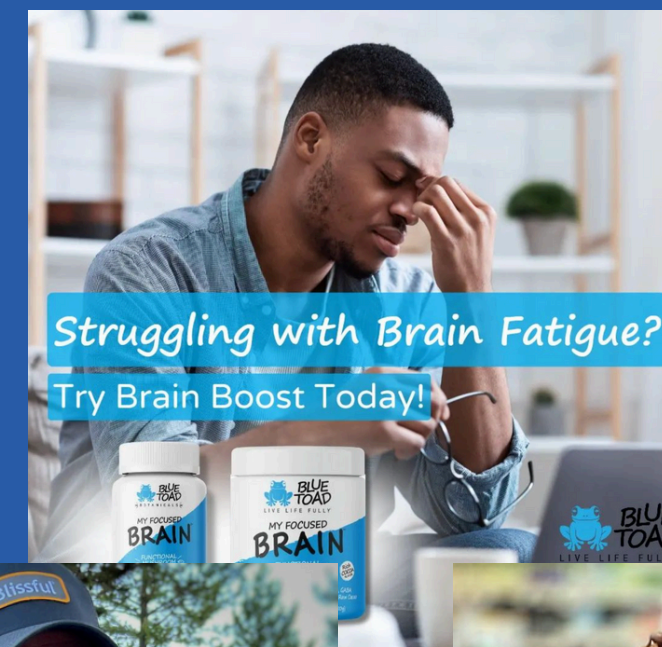
# WHAT WE WOULD LOVE TO SEE!

- ✓ **POST** A REEL OR STATIC POST: SHARE YOUR UNBOXING, FIRST IMPRESSIONS, OR HOW YOU INCORPORATE OUR PRODUCTS INTO YOUR EVERYDAY ROUTINE.
- ✓ **INVITE** US TO COLLABORATE ON A POST: LET'S TEAM UP FOR A REEL OR STORY THAT HIGHLIGHTS THE BENEFITS OF OUR PRODUCTS.
- ✓ **SHARE** YOUR UNIQUE AFFILIATE CODE: INTRODUCE YOUR FOLLOWERS TO BLUE TOAD BOTANICALS WITH YOUR CODE SO THEY CAN EXPERIENCE THESE PRODUCTS, AND EARN REWARDS WHILE DOING IT!
- ✓ **TAG** US IN YOUR CONTENT: USE #BLUETOADBOTANICALS AND TAG US SO WE CAN ENGAGE AND RESHARE YOUR POSTS.



# PHOTO & VIDEO CONTENT EXAMPLES

- **ON BRAND CONTENT SHOWCASING:** HEALTH & WELLNESS, FOOD PREP, EDUCATIONAL, HIKING, CAMPING, FUNCTIONAL MEDICINE, HERBAL MEDICINE, OUTDOOR/ACTIVE LIFESTYLE
- **WE TRUST YOUR JUDGEMENT OF CONTENT:** WHATEVER WORKS BEST FOR YOUR AUDIENCE AS LONG AS IT'S ON BRAND WITH OUR CONTENT AND GOOD QUALITY.



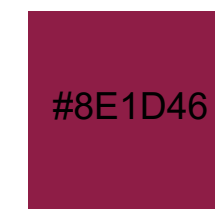
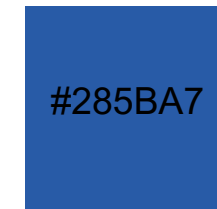
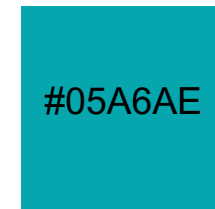


# BRAND ASSETS

LOGO COLOR



OTHER BRAND COLORS



BRAND FONTS

Varela Round

*Segoe Print*

Arial & Arial Narrow





# CONTACT INFO



If you choose to trust **Blue Toad®** on your health journey, thank you from the bottom of our hearts – we are all in this together!

**[Hello@BlueToadBotanicals.com](mailto:Hello@BlueToadBotanicals.com)**

