

**Company Name:** "Heartland Handmade" **Business Type:** Handcrafted artisanal home decor and furnishings. **Location:** Omaha, Nebraska. **Ideal Customer Persona:** Homeowners aged 25-45 who appreciate unique, handcrafted items and are looking to add a personal touch to their living spaces.

### 1. Heartfelt Stories

**Concept:** Encourage customers to share the stories behind why they chose a particular piece of decor or furnishing, and how it has transformed their living space.

**Message:** "Hey there! We'd love to hear the story behind your recent Heartland Handmade purchase. How has it made your home feel more 'you'? Share your story and photo with us! 🏠 (house) ❤️ (heart)"

### 2. Craftsmanship Appreciation

**Concept:** Ask customers to share their observations on the craftsmanship, detailing, and the artisanal touch they noticed in their purchased items.

**Message:** "Hello! Noticed the intricate details in your Heartland Handmade piece? We'd love to see a close-up and hear what you think about its craftsmanship! 🎨 (artist palette) ✨ (sparkles)"

### 3. Before & After Transformation

**Concept:** Encourage customers to share before and after photos of their space, showcasing the transformation brought about by the Heartland Handmade product.

**Message:** "Hi! How has Heartland Handmade transformed your space? Show us a before and after pic and let the transformation speak for itself! 📷 (camera) 🛋️ (couch and lamp)"

