Paid Social Media Campaign: Expo East Virtual Upgraded Campaign

Inclusions:

- 2 Static in-feed post
 - o Each with up to 3 photos
 - Please share verbiage, recommended hashtags and please confirm which account to tag in the post.
- 1 Instagram Story on the @NatProdExpo Instagram account
 - Image Posted for 24-hours
 - "Swipe up" options and tagging brand in story

Expo East Artwork Deadline: Friday, September 3rd

Static In-Feed Post Image

- 1. Images or Videos
 - Image Size: 1080x1080JPG or PNG files
 - Images: up to 3
 - If submitting 3 images, please confirm order for posting.
 - Best practice: use the same pixel dimensions for all 3 photos. As Instagram will auto crop images to fit the pixel size of the first image.
 - Best Practices: Minimal text– 7 words or less per image.
 - Video Length: up to 60 seconds, MOV or MP4 files
 - Video Size: Up to 1080 pixels tall x 1080 pixels wide.
 - 9:16 ratio video = 606 tall x 1080 wide.

2. Caption

- Suggested Length: 1-5 sentences
- Hashtags: Include hashtags that are related to your brand, product claims, industry, etc.
 - Suggested no more than 5 hashtags per caption
- We will tag your brand in the caption directing our audience to your brands Instagram account.
 - o Please confirm exact caption verbiage in email to Heather.
 - Please confirm @handle in email to Heather.
 - Include #hastags in email to Heather
- Example: Visit our Virtual Booth or find our new product in stores near you! #CompanyName #Organic

Instagram Stories

- 1. Image or Video
 - Image Size: 1080x1920 or 1080x1080

OR



Get your product delivered to your target-consumers' doorstep!

Deadline: Friday, December 11

Sampler

Consumer Choice

Liked by channahsiegel and 19 others

natprodexpo With the power of @sampler.io, the NEXTY Consumer Choice Awards are judged by 1,000 of YOUR target-consumers. Get a head-start on Expo West 2021 by receiving access to valuable feedback, ratings & verbatems that will help you take your brand further!

For more information & to nominate, click the link in the bio!

**NEXTYawards #expowest #sampling #targetconsumers #consumersampling #cpgindustry #cpgmarketing #contactless #naturalproducts #foodandbeverage #consumerfeedback



Video Size: 1080x1920 that is 15 seconds or less



- 2. **Swipe Up** Website URL: include a website to link to your Instagram story.
 - Shown as, "See More" on bottom of screen.
 - We will tag your brand in the Instagram story directing our audience to your brands Instagram account
 - Please confirm @handle in email to Heather.
 - Please confirm website URL in email to Heather.

Data Collection:

- Static in-feed post
 - o "Reach" means total number of unique people who have seen your ad
 - Example: 7,254 reach= 7,254 different people have seen your post
 - o "Impressions" means number of times your ad has appeared in feed
 - Example: 7,952 impressions= ad was shown 7,952 times
 - Ad can be seen by the same person more than once for multiple impressions.
 - o "Likes" means number of people who hit the heart or 'double-tapped' the post
 - o "Comments" means number of people who wrote something on your post
- Instagram Stories: posts for 24 hours and no data is available

Further Your Reach!

- Repost @NatProdExpo static in-feed post to your brands feed or stories
- Repost @NatProdExpo Instagram stories to your brands Instagram stories