

Paid Social Media Campaign: Standard Campaign



Inclusions:

- 1 Static in-feed post
 - Up to 3 PNG Images, or PNG + MP4
 - Please provide a caption that includes industry keywords and trending hashtags to increase discoverability.
- 2 Instagram Stories on the @NatProdExpo Instagram account
 - Image or Video Posted for 24-hours.
 - Redirection link options and tagging brand in story.

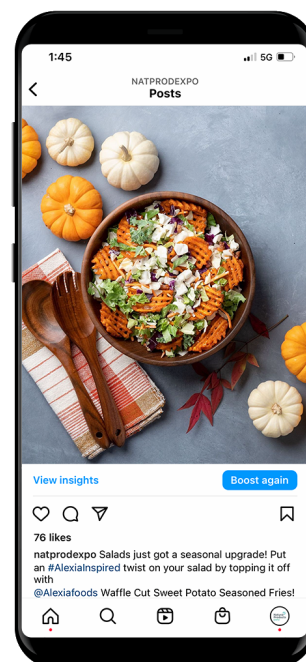
Static In-Feed Post Image

1. Images or Videos

- Image Size: 1080x1350
 - PNG or PNG + MP4
- Assets up to 3
 - If submitting 3 assets, please confirm order for posting.
 - Best practices: use the same pixel dimensions for all 3 assets. Instagram will auto crop images to fit the pixel size of the first image.
 - Minimal text in image – 7 words or less.
- Video Length: less than 60 seconds, MP4 files.
- Video Size: 1080 x 1920 or 9:16 ratio, filmed vertically in full-screen format.
 - No copyrighted music, GIFs, interactive stickers or camera filters.
 - If no music is included, Marketing Manger will choose a trending IG Reel music to go along with your video.

2. Caption

- Suggested Length: 1-2 sentences, the shorter the better!
- Best practices: Be authentic & relatable and don't be afraid to include emojis!
- Hashtags & Keywords: Include relevant industry keywords and trending hashtags to increase discoverability. Per Meta guidelines, "#paid" will appear first when posting your paid social.
 - Avoid overloading your post with hashtags; aim for more keywords, max 5–10 of both.
- We will tag/invite your brand to collaborate on the post. Please accept the collab & reshare to extend reach.



Real Life Example: Just roll with it 🍴 @alexiafoods Sweet Potato Fries with Sea Salt are a sweet addition to your homemade sushi rolls! Get the recipe at alexiafoods.com. #paid #alexiainspired #sweetpotato #sushigoals #justrollwithit #yum

Instagram Stories

1. Image or Video
 - Image Size: 1080x1920
 - Video Size: 1080x1920 that is 15 seconds or less
2. Redirection Link: include a website to link to your instagram story.
 - Customizable! Tell us what you want the link to show.
 - Example: <http://www.daabonusa.com/> “ shown as, “Shop Products Now!
 - We will tag your brand in the Instagram story directing our audience to your brands Instagram account.
 - Please confirm @handle in email to Troy.
 - Please confirm website URL in email to Troy.

Further Your Reach!

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

Questions? Please reach out

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