TARGETED SOCIAL
Fulfillment Guide

AMPLIFIED digital

WHAT IS NEEDED TO BEGIN A TARGETED SOCIAL CAMPAIGN?

1. GTM*

Google Tag Manager (GTM) placement allows us to track valuable actions (conversions) on your website, and build remarketing audiences. The attached code can be forwarded on to your webmaster for placement on every page of your website.
A GTM container is a small snippet of code that allows us to deploy multiple tags such as conversion & remarketing pixels through one simple code instead of placing several individual tags. This container will enable us to track what happens after a user clicks on your ad (form submissions, phone calls) with the goal of measuring the success of your campaigns.

- If your client already has a GTM on their site and does not wish to place another, please request they add leeanalytics2020@gmail.com with **PUBLISH** access.
  More instruction here: https://support.google.com/tagmanager/answer/6107011?hl=en
- Google's documentation for adding multiple containers on a single page can be found here: https://developers.google.com/tag-manager/devguide#multiple-containers
- If their website platform (ex: Weebly, Wix, GoDaddy) doesn't provide an easy, user-friendly method to add the container, then they can place both the <script> and <noscript> portions in the header and the container should still fire without any issues. Having the <script> part high in the <head> section is the most important as this will allow for the container to fire and start tracking as fast as possible when the page is loaded. If the <noscript> part goes into the <head> section instead of the <body>, this will not break anything.
  - Instructions for Weebly: https://www.paulinjeti.com/how-to-install-google-tag-manager-on-weebly-in-2020/
  - Instructions for Wix: https://www.analyticsmania.com/post/how-to-install-google-tag-manager-on-wix-website/
  - Instructions for GoDaddy: https://www.godaddy.com/community/GoCentral-Website-Builder/Can-t-add-Google-Tag-Manager-install-code-to-GoDaddy-Website/td-p/101847

2. Google Analytics*

Please grant leeanalytics2022@gmail.com "Edit" level access to your Google Analytics account.

- If your client does not have an existing Analytics account or they are unable to obtain access to an existing account, we can deploy a new account through the GTM.

**Notify the team via SWFT when the GTM has been placed and Analytics access has been granted so they are triggered to deploy conversion and goal tracking*

3. Basic Campaign Information

- Flight dates
- Budget (media spend vs. management fee)
- Facebook Page URL & Granting Advertiser Access
    - Page must be a business page and not a personal Facebook page
    - We will request advertiser access to the page. The **page OWNER*** (admin access is NOT an access level that will allow them to see our request) must accept our request from a **desktop computer** in order for us to run an ad. The request will be coming in from "Amplified Local Fulfilment".
      *Please proactively find out who has Page Owner access to ensure that the process is not delayed
- Advertiser Goals
- Conversions to track (Measurement of success or KPIs)
- Audience to target*
- Geography to target*

**Restricted for special ad categories (housing, employment, credit). Please determine if your advertiser will fall into a special ads category before determining the audience and geography to target – more information below*

- Click-through URL
- Campaign type:
    - Website clicks (most common)
    - Remarketing (requires GTM placement)
    - Customer match remarketing (requires list of over 2k emails/phone numbers)
    - Page likes (usually used when an advertiser does not have a website)
    - Lead gen (requires form info & privacy policy)
    - Boosted post (requires the client to post, screenshot or URL must be provided)
    - Event (requires event to be created on company's FB page beforehand)
    - Offers (offer must have a dedicated landing page)
- Creative: https://www.facebook.com/business/ads-guide
    - Universal accepted image size: 1080x1080
      Image max file size: 30MB
      Video max file size: 4GB, :15 recommended length
        - Single image ad: one .jpg or .png file
        - Carousel ad: between 2-10 .jpg, .mp4, .gif, or .png files
        - Single video ad: one .mp4 or .gif file
    - Ad copy: It is not required that you provide us with ad copy but if the client is particular about what the ad is to include, please provide us with some suggested ad copy.
        - *Primary Text* (text above image): no character limit
        - *Headline* (large & bolded text below image): 25 character limit
        - *Description* (smaller text below headline): Optional, 30 character limit

SPECIAL AD CATEGORIES

Choosing the correct category for your campaign is an important part of following Facebook's advertising policies. These are special categories for which audience selection tools are limited to help protect people on Facebook from unlawful discrimination.

CATEGORIES

- Housing - Ads for real estate listings, homeowners insurance, mortgage loans, or other related opportunities
    - Note: senior living facilities will always fall into this category, whenever they mention housing or not
- Employment - Ads for job offers, internships, professional certification programs, or other related opportunities
- Credit - Ads for credit card offers, auto loans, long-term financing, or other related opportunities
    - Note: auto dealerships will always fall into this category, whenever they mention credit/financing or not

RESTRICTIONS

- Audience Selection - Options are limited (see below)
- Age - Required to keep range at 18-65+
- Gender - Required to keep gender as "both"
- Location - Zip Codes are not allowed, radius minimum is 15 miles

TURNAROUND TIMES

- Social Ad Campaign Creation: up to 2 business days from when *all final assets* are received.
- Creative Changes: 2 business days from receipt of request, dependent upon number of ads & ad types.