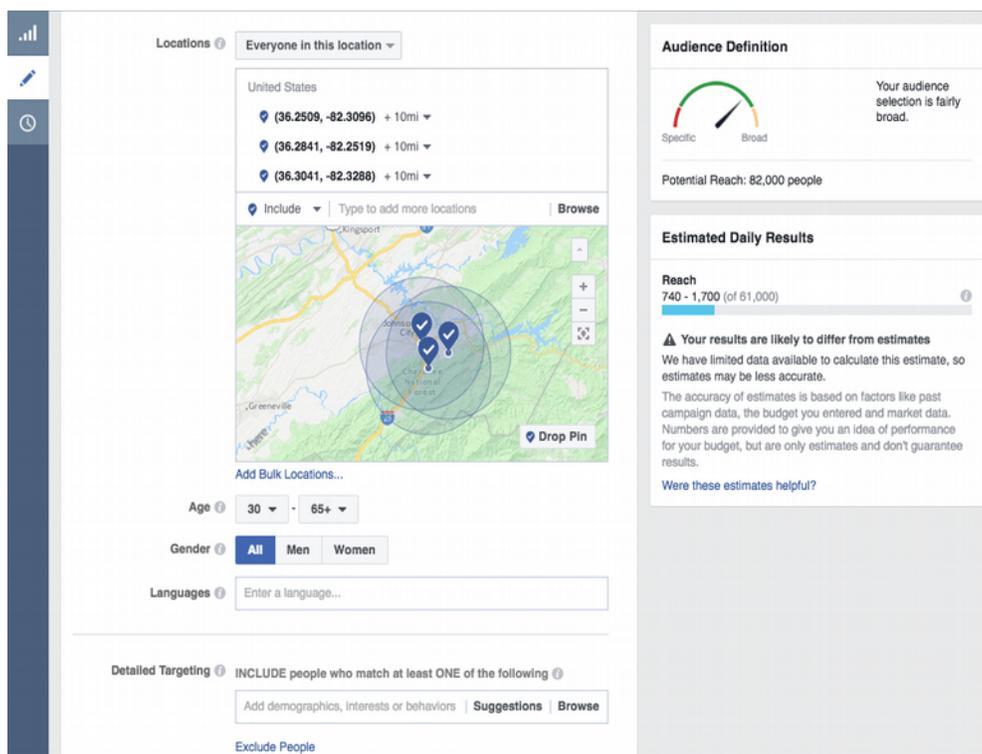


Facebook / Nativo Promotions

Facebook and Nativo offer great opportunities for getting a story in front of a large audience. Each has their strengths, so we've packaged them into one promotion. This document will help us with some things to keep in mind as we move forward in order to produce the best product for our client. **These campaigns are designed to run for 30 days with a minimum purchase of 3 months.** We need time to manage the best yeild for the campaign.

Facebook

Facebook ad guidelines strictly prohibit targeting specific aspects of the audience. Basically, when we say, "Have you had..." or "Do you know someone..." etc, we are targeting an audience, and FB won't run the ad. Anything that addresses the reader like this is a no go. This includes targeting people based on gender, age, sexual orientation, race, religion, etc.



We make our best judgement on the criteria FB provides as options, like targeting a specific gender or age range. FB allows us to target those aspects, but not within the copy or headlines. If your client has a specific request – for example, women aged 30-45 in a specific area – please let us know that in the Special Instructions section on the order form. FB will also let us target people who have identified interests. We will also do our best to pick a suitable image, but you can provide one or pick one from shutterstock.com as well. **NOTE: the image needs to have very little to no text in it.**

Additionally, we will link up with the client's FB page if it is an official business page when we can.



Sandusky Register with The Bellevue Hospital.

Written by Jason Netmg [?] · 1 hr · Paid ·

Ad Styles

Facebook provides a variety of ad styles, but we focus our efforts on “in feed” ads – not messenger or sidebar ads. Also, unless the particular client and product would fit, we do not extend the ads to FB’s ad network or Instagram. For the “in feed” ads, we have two primary options.

The first option (left image below) features a large image with text. This is the standard format. We can have up to six of these running with the same copy, but different images. FB will automatically begin displaying the best performing one more than the others. This option allows us to display a primary headline and a short subhead (seen next to the Learn More button), as well as the primary copy.

The second option (right image below) allows multiple images with different short headlines. Each Learn More can link to something independently, or they could all go to the same place.

R Sandusky Register with The Bellevue Hospital.
Sponsored (demo) · 🌐

Sometimes things happen in life that can slow us down, or cause pain and affect overall quality of life.

The Bellevue Hospital Rehabilitation Services Department offers a wide range of services, including physical, occupational and speech-language therapies, designed to fix the problem and not prolong the recovery.

The hospital's skilled physical therapists provide patient care in the treatment of physically-debilitating events such as muscular and neurological disorders, ... See More

The Bellevue Hospital: Quality Care, Close to Home
To learn more about rehabilitation services at The Bellevue Hospital, call 419-483-4040, ext. 4279 or click here.

BELLEVUEHOSPITAL.COM [Learn More](#)

Debbie Valletta Crecelius and Bonnie Drown

Like Comment Share

R Sandusky Register
Sponsored (demo) · 🌐

Here are the No Roof Left Behind 2017 Finalists. Thank you to everyone who nominated someone. Click 'See More' to read their stories and to then click the Learn More button to vote on who you feel should get a brand new roof from North Coast Roofing.

Finalist Cletus and Kelly Snay:
My parents desperately need a new roof. It was on their list of improvements to do this spring but my stepdad Cletus got in a critical car accident on...
[Continue Reading](#)

No Roof Left Behind Finalist Cletus & Kelly Snay [Learn More](#)

No Roof Left Behind Finalist Kelly Rupp

75 17 Comments 55 Shares

Like Comment Share

There is a third option that will show video. Our promotion does not include producing a video, so either the client will need to provide or we can quote separately. If this is something your client could be interested in, let us know and we’ll get some more information to you and any restrictions.

Please note: we check in on the ads from time to time to screen comments for anything inappropriate. However, it’s the responsibility of the rep to also check in from time to time and notify us if they see anything that needs addressing. We will always provide you with the URL to view the ad when we first set it up and it has been approved. Use that link to view comments and report any nastygrams.

Reporting

At the end of each monthly period, we will compile a report that compares the results of Nativo and FB. This report will show clicks and impressions of each platform, as well as Reach for FB. Reach is the amount of unique users. We are looking at options of providing more metrics for the FB half of the campaign, but those have not been included yet. If the campaign is a multi-month campaign, that months reporting will be incorporated into previous months so we can see how the results compare month-to-month. Our goal is to achieve at least 50,000 monthly impressions – 25,000 from Nativo and 25,000 from Facebook. If FB isn't performing as well, we will adjust Nativo accordingly to reach the 50,000 goal.

To view an example of a multi-month report, please visit:

<http://www.thenet360.com/wp-content/uploads/2017/08/North-Coast-Roofing-June-2017.pdf>

Requesting Editorial Support

When you request editorial support for these promotions, you need to work with your client to provide the writer with as much information as possible before the writer ever contacts the client.

Before submitting the request for editorial support, you need to outline with your client the overall feel of how you want the story presented, as well as the topic of the story and general flow. For a great example of how to correctly do this, please visit:

<http://www.thenet360.com/wp-content/uploads/2017/08/Pierres-Digital-Print-Center.pdf>

Note: our writers are freelance writers. We will do our best to accommodate emergency issues where we dropped the ball. However, we typically need around 3 business days to get a writer assigned and the writer to contact the client, then 3-4 business days for the writer to produce the story and get the client's approval. The rep is also responsible for getting the next month's topic to us in a timely manner.

The Writing Process

1. Fill out the form at thenet360.com/sng-quote. Provide as much information as possible. Once you complete the initial insertion form for NET360, you'll then click over to fill out the form that goes to the copywriter manager. You must confer with your client and provide the subject of the story, the feel/atmosphere, and the general flow. Doing so will provide with writer with a roadmap for success.
2. The writer will contact the client and set up an interview time. The client must make time for this, as no interview = poor story = unhappy client.
3. The initial interview happens.
4. The writer will create a draft and submit it to the client for review. The writer and the client will be working directly together this section.
5. Once the client is satisfied with the story, the writer will submit the final story for approval by their manager, and then the manager will send the rep and NET360 the story.