Paid Social Media Campaign: Expo East Virtual Standard Campaign

Inclusions:

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

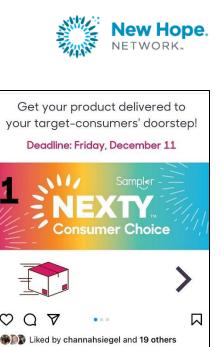
Expo East Artwork Deadline: Friday, August 26, 2022

Static In-Feed Post Image

- 1. Images or Videos
 - Image Size: 1080x1080
 - JPG 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 in image stick to 10 words or less.
 - Video Length: up to 60 seconds, MOV or MP4 files
 - Video Size: Up to 1080 pixels tall x 1080 pixels wide.
 - \circ 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.
 - o Suggested no more than 5 hashtags per caption
 - We will tag your brand in the caption directing our audience to your brands Instagram account.
 - Please confirm exact caption verbiage in email to Troy.
 - Please confirm @handle in email to Troy.
 - Include #hastags in email to Troy.
 - 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



natprodexpo T 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 preceiving 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.
- 3. We will tag your brand in the Instagram story directing our audience to your brands Instagram account
- 4. Please confirm @handle in email to Troy.
- 5. Please confirm website URL in email to Troy.

Data Collection:

Static in-feed post

- "Reach" means total number of unique people who have seen your ad
 - Example: 7,254 reach= 7,254 different people have seen your post
- "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.
 - \circ "Likes" means number of people who hit the heart or 'double-tapped' the post
 - "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

Questions? Please reach out Troy Cushman New Hope Network, Digital Sponsorship Coordinator tcushman@newhope.com

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