

# COBRANDED SOCIAL MEDIA ADVERTISING





**New Orleans Magazine** with **The Old No. 77 Hotel.**  
 Paid Partnership · June 6 · 🌐

The real Big Easy. Only 3 blocks from the French Quarter, The Old No. 77 Hotel is located exactly where you want to be.



*The Old*  
**No. 77**  
 HOTEL  
 PROVENANCE


PROVENANCEHOTELS.COM  
 Check out our special offers right now. [Learn more](#)

👍 10 3 Shares

👍 Like    💬 Comment    ➦ Share

**LBM Journal**  
 2,335 followers  
 Promoted

Lumber retailers, earn a \$2 per panel incentive on AdvanTech® sales through the end of September. Builders can receive over \$1,200 in rebates too!




**EARN**  
**\$2**  
**PER PANEL**

**JULY-SEPTEMBER**

AdvanTech® Panel First-Time User Rebate | Huber Engineered Woods [Learn more](#)  
 huberwood.com

👍 17 1 comment · 5 shares

Reactions



LBM ▾    👍 Like    💬 Comment    ➦ Share    ➦ Send



# UNIQUE SELLING PROPOSITION

**Ad comes out from YOUR brand**

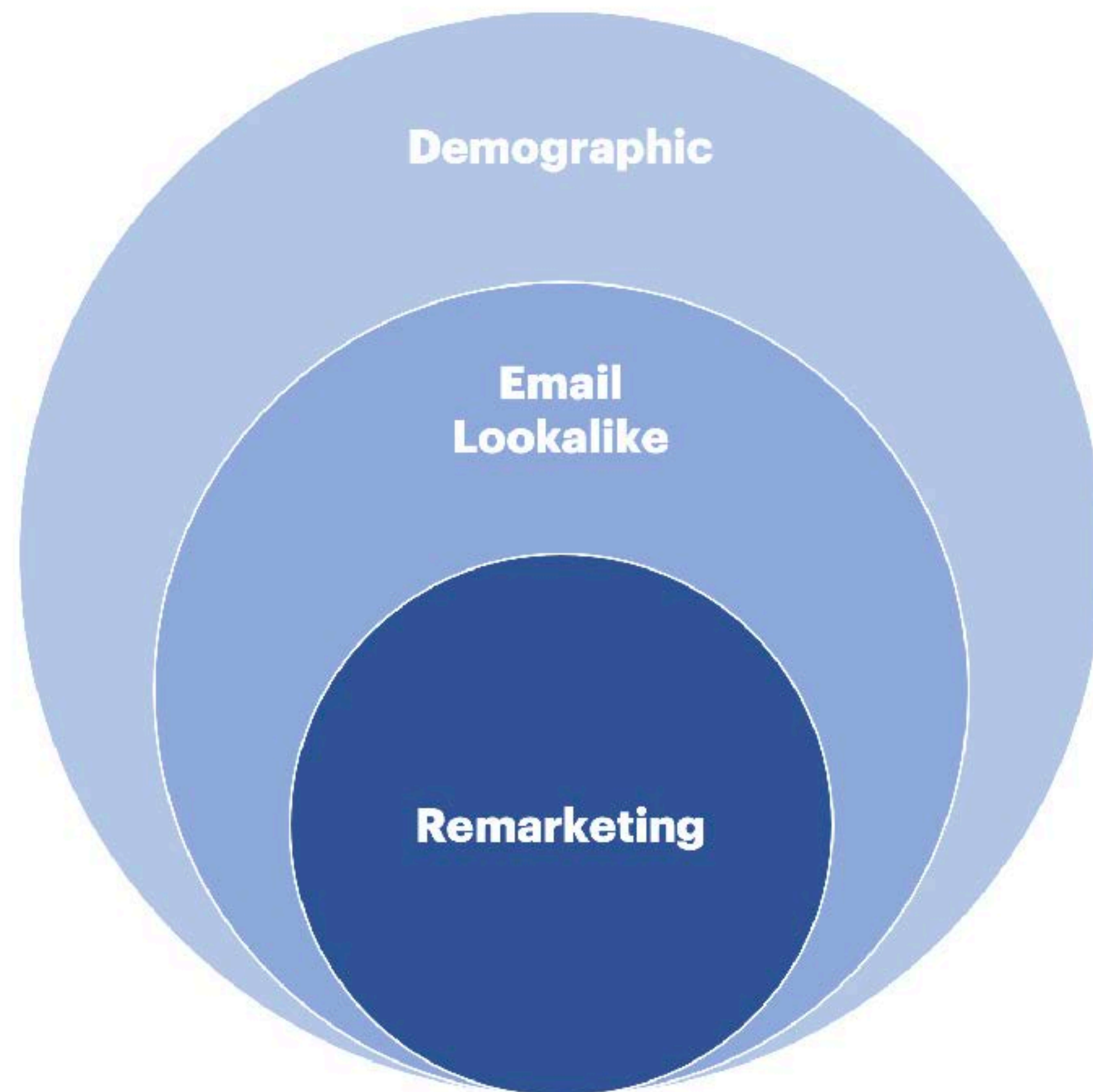
**Ad goes out to YOUR audience**

**Ad is better received by the right audience**

***(No advertiser or agency can do this)***

**You tune the placements and creative**

# BUILD YOUR AUDIENCE





# TUNE PLACEMENTS / CREATIVE


**Platforms**

Facebook  Instagram  
 Audience network  Messenger

**Asset customization**  
11 / 16 placements that support asset customization  
[Select all](#)

**Placements**

- Feeds**  
Get high visibility for your business with ads in feeds
- Facebook Feed
- Instagram feed
- Facebook Marketplace
- Facebook video feeds
- Facebook right column
- Instagram Explore
- Instagram Shop
- Messenger inbox
- Facebook Business Explore



**Placements**

Show your ads to the right people in the right places. We will optimize delivery of your ads across all available placements based on where we estimate you'll get the most impressions.

Selected placements: LinkedIn

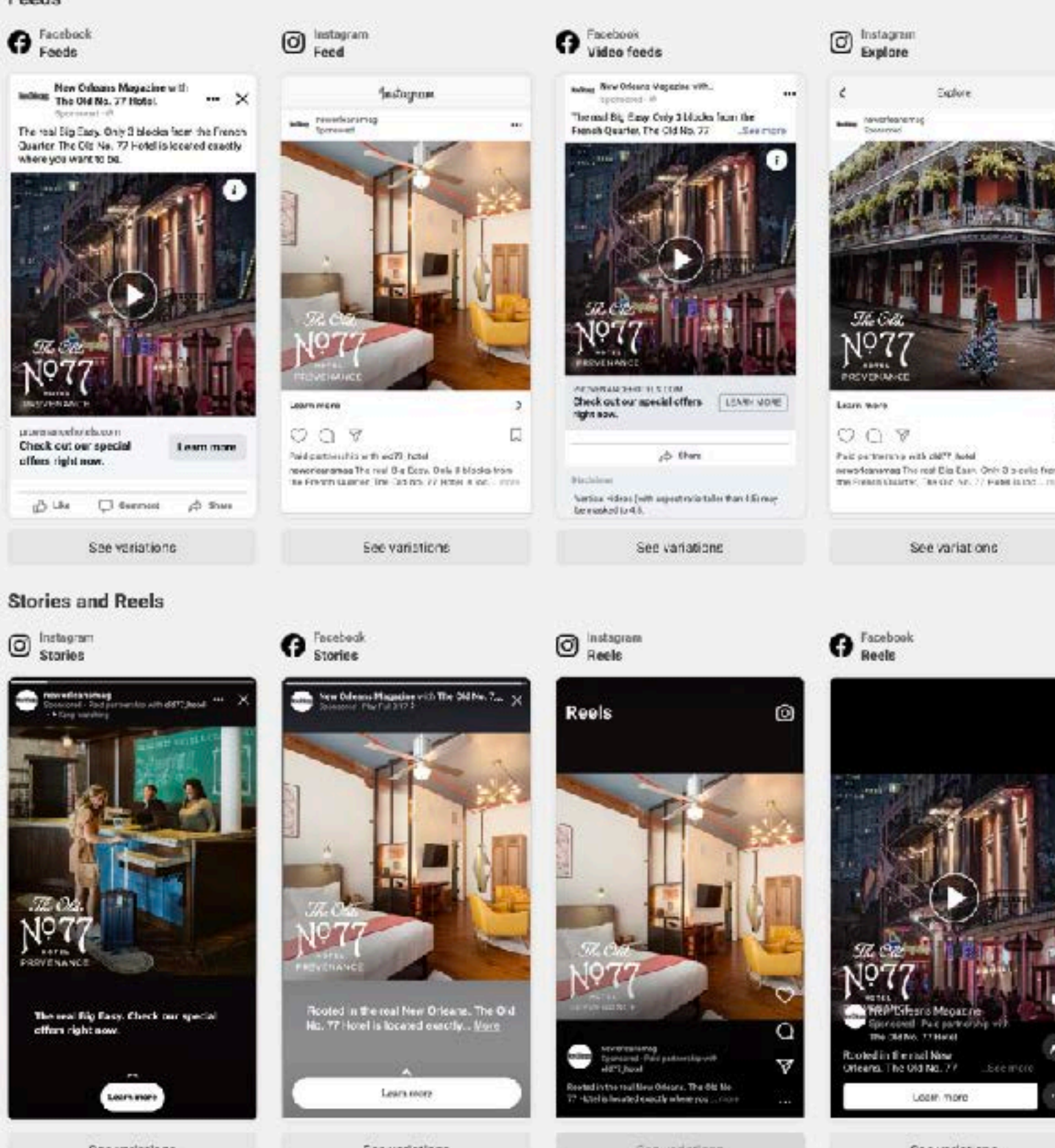
- LinkedIn  
Place ads on LinkedIn properties, like the website or mobile app
- LinkedIn Audience Network  
Place ads on trusted 3rd party publishers where LinkedIn audiences engage

**Feeds**

- Facebook Feeds
- Instagram Feed
- Facebook Video feeds
- Instagram Explore

**Stories and Reels**

- Instagram Stories
- Facebook Stories
- Instagram Reels
- Facebook Reels



# HOW TO PRICE

**Sell for one week at a time (Monday - Sunday)**

**Start with only ONE advertiser per week**

**Create sample campaign (\$25 / day Meta and \$50 / day LinkedIn)**

**See how much reach you can generate (this will be a range)**

**Come up with base rate for a week to hit the reach range**

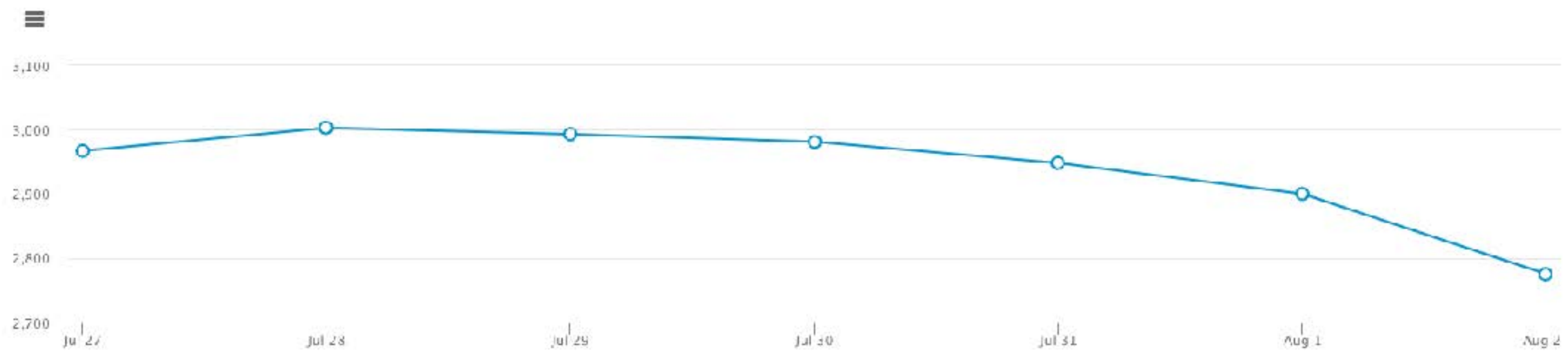


# META REPORTING

Campaign name	Day ↓	Reach	Impressions	Post engagement
Old 77 Hotel, June 22	All	77,855	79,547	4,656
	2022-06-13	11,015	11,057	724
	2022-06-12	10,764	11,254	701
	2022-06-11	11,016	11,233	682
	2022-06-10	10,700	10,954	658
	2022-06-09	11,004	11,265	616
	2022-06-08	11,344	11,397	656
	2022-06-07	12,144	12,387	619
<b>Total results</b> 8 / 8 rows displayed		<b>77,855</b> People	<b>79,547</b> Total	<b>4,656</b> Total

# LINKEDIN REPORTING

Aggregate: On  View: Performance  Display: Impressions  Time range: 7/27/2020 - 8/2/2020  Total impressions: 20,567



Aggregate: On  View: Performance  Display: Clicks  Time range: 7/27/2020 - 8/2/2020  Total clicks: 81





# PREREQUISITES

## Facebook / Instagram

Meta Business Manager account

Meta ad account

Facebook / Instagram profiles

Meta pixel installed on your site

Email custom audience in ad account

## LinkedIn

LinkedIn company page

LinkedIn ad account

LinkedIn tag installed on your site

Email custom audience in ad account

# **225 MAGAZINE EXAMPLE**



# QUESTIONS?

