



DATA + EXPERTISE = RESULTS

## Ready to Run a Facebook campaign? This is What to Expect & What We Need.

### Timeline

It generally takes 5 days to onboard postal data into Facebook. In addition to onboarding, it usually takes an additional 3 days for setup and testing.

If this is your first project with us, we'd like to have 2 weeks from the time we receive your data and any artwork that you plan to give us. If you're a repeat client, 1.5 weeks is fine.

### What We Need from You

- Your Facebook account that you'd like to advertise from. For most businesses, it should be your Facebook company page.
- Any artwork you choose to share with us to provide creative direction. For instance, if you're doing a direct mail campaign and this campaign is a follow-up to it, then send us the direct mail creative so we can ensure the Facebook campaign coordinates with your direct mail campaign.
- All relevant data:
  - If we're targeting a specific list, we need the postal data that we're onboarding.
  - If you have any requirements for matching (Individual versus Household appends), you need to tell us.
- We can accept most common forms of data, including CSV, DBF, XLSX (although, XLSX isn't recommended), delimited, etc.



### If You Provide the Ad Creative

The following guidelines are recommended but are not an exhaustive list of requirements for the creative.

#### Single-Image Requirements:

- File type: .JPG or .PNG
- Image ratio: 1.91:1
- Image size: 1200 x 628 pixels
- Image should not contain text in more than 20% of the ad. This [Facebook help page](#) offers more details and the ability to test your ad.
- Text: 125 characters. This is the text that goes above your ad, similar to where your text would appear for an image you shared personally.



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- Headline: 25 characters. This is the headline that appears at the bottom of the image and is usually a call to action.
- You can mock up your ad and see how it will appear in someone's newsfeed by [using this Creative Hub page](#) on Facebook.

### Carousel Ad Requirements:

- Minimum number of cards: 2
- Maximum number of cards: 10
- Image file type: .JPG or .PNG
- Video file type: Supported file formats
- Video maximum file size: 4GB
- Video length: up to 240 minutes
- Image maximum file size: 30MB
- Recommended resolution: at least 1080 x 1080 pixels
- Recommended ratio: 1:1
- Text: 125 characters (this is the text that goes above your ad, similar to where your text would appear for an image you shared personally)
- Headline: 40 characters (this is the headline that appears at the bottom of the image and is usually a call to action.)
- Link Description: 20 characters
- You can learn more about [text and ad images](#) on this page.
- You can mock up your ad and see how it will appear in someone's newsfeed by [using this Creative Hub page](#).
- For more creative options, please visit [Facebook's Ad Guide](#).



### If We Design the Ads

- We usually include 2 rounds of revisions.
  - Additional revisions are billed at \$130/hr.
- We design in PDF format first, then once you've approved the design, we'll move on to coding and setup.

### Launching Facebook Ads on Your Behalf

In order to advertise on your behalf, we must be "connected" to your Facebook page. This does not give us access to your page. It simply allows us to place ads for you and it communicates to Facebook that you are okay with this relationship.

The process begins with a notification from us. It will come usually from "Digital Media" but it may come from other platform names as well. We'll let you know which name to expect.

Please follow these steps:

1. Go to your business' Facebook page.



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2. Click on the Notifications globe at the top, then click on the notification from Digital Media.
3. Once you click on the Notification, you will be taken to the "Page Roles" section of the Settings page. Find the request from us, then click on "Respond to Request."
4. In the popup menu, click on the "Give Digital Media Access to My Page" button. Under that you should see a message that says, "I work with Digital Media."
5. Click the "Approve Request" button. This tells Facebook that you are partnering with us.
6. The popup menu will disappear. Click "Save." Re-enter your Facebook account password, then click "Submit." You should now see us listed as an Advertiser/Analyst.