

LINKEDIN PUSH SPECIFICATIONS

www.lebensmittelzeitung.net

Lebensmittel
Zeitung

WHAT TO KNOW ABOUT LINKEDIN PUSH CAMPAIGNS

- / The following slides provide you with an overview of all the elements (including specifications) for your social media push campaign with *Lebensmittel Zeitung*.
- / We would be glad to develop the content for your campaign. All we need is the image material and a short briefing.
- / Do you have appropriate content you would like to include? If so, please send this content to digital@lebensmittelzeitung.net two weeks before the campaign begins. We will be your direct contact for coordinating push campaign implementation.

COMMENTS:

- / Please provide texts in Word.doc without formatting (not as a PDF)
- / Submit at least two images.
- / Name a direct contact for community management in order to respond to comments and news items professionally.
- / Are you interested in new ideas or assistance with selecting or developing content? Put our experience to work for you! Please contact us in advance about your goals and wishes for the advertorial.

CAUTION!

Please remember that a direct contact is needed for community management.

SO THAT YOUR CONTENT IS SUCCESSFUL:



OFFER ADDED VALUE

The contents should convey knowledge and information.



ENTERTAIN

The contents should make your target group smile or ponder what was stated.



AROUSE DESIRABILITY

The contents should make you feel like "I want to have that."



NOTES ON CONTENT DEVELOPMENT

WHAT ARE THE VISUAL FRAMEWORK CONDITIONS?



AD TEXT:

- / **Heading:** 70 characters
- / **Teaser text:** 150 characters
- / 2–8 hashtags of your choice
- / The posts are created after consulting with LZ. We would be glad to develop a suggestion and only require a basic briefing for this.



IMAGE SPECS:

NOTE: We recommend always submitting at least two images so that in case of inadequate results the second image can be used.

Format:

- / **File format:** JPG or PNG
- / **File size:** 5 MB
- / **Height (max.):** 7,680px
- / **Width (max.):** 4,320px
- / **Width (min.):** 400px
- / **Aspect ratio:** 1.91:1 or 800 x 418px

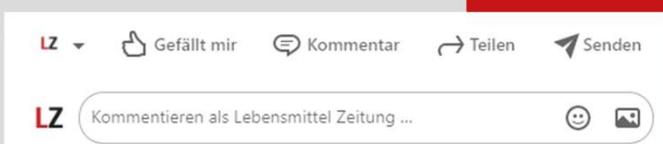


TARGET URL:

NOTE: We recommend that a landing page always be used that is modified for the posting topic. We would be pleased to advise you on selection or creation of the landing page.

Format:

- / **URL to a landing page:** Should not exceed 2,000 characters
- / **URL prefix:** `http://` or `https://`



COMMUNITY MANAGEMENT:

- / While the campaign is running, the target group may make positive or negative comments about the post.
- / Please name a contact person from your social media team to consult with when responding in such cases.

CHECKLIST

HAVE YOU THOUGHT OF EVERYTHING?

TEXT ELEMENTS

- HEADLINE**
max. 70 characters including spaces
- TEASER TEXT**
max. 150 characters including spaces
- HASHTAGS**
2–8 hashtags of your choice
- SUITABLE LANDING PAGE**
that is geared to the topic of the post
- TARGET URL**
max. 2,000 characters, URL prefix: http:// or https://

IMAGE ELEMENTS

- AT LEAST 2 ARE RECOMMENDED**
File format: JPG or PNG
File size: 5 MB
Height (max.): 7,680px
Width (max.): 4,320px
Width (min.): 400px

CONTENTSUGGESTIONS :

- Topic and content focused on user
- Added value and entertainment for the user
- Contents arouse desirability

- All material should be sent to digital@lebensmittelzeitung.net two weeks before the start of the campaign at the latest.