META PUSH SPECIFIKCATIONS

www.lebensmittelzeitung.net

Lebensmittel Zeitung

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WHAT TO KNOW ABOUT YOUR META PUSH

/ On the following slides you will find an overview of our Meta Push and what information we need for a successful design.

/ We take over the complete content creation of the articles. All we need is image material, your objective and a product description. Press releases, sales folders, landing pages or similar information material are helpful.

/ We will coordinate the further implementation of your meta push with you and are available to answer any questions you may have. Please contact: digital@lebensmittelzeitung.net

COMMENTS:

/ Please provide texts in Word.doc without formatting (not as a PDF)

/ Submit at least three 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 meta push.

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

SO THAT YOUR CONTENT IS SUCCESSFUL:

OFFER ADDED VALUE
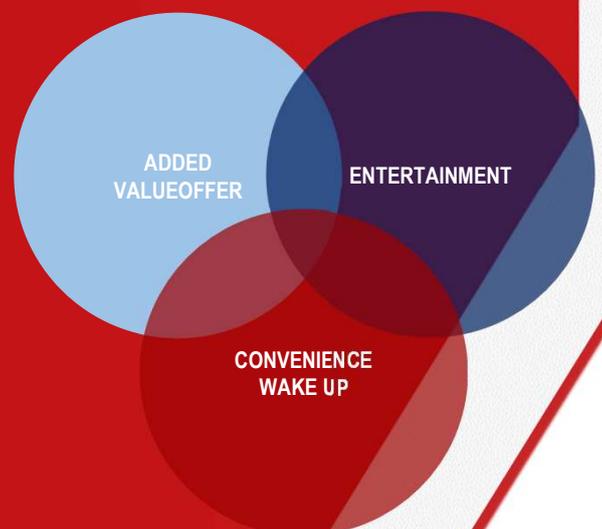The contents should convey knowledge and information.

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."

ADDED VALUEOFFER

ENTERTAINMENT

CONVENIENCE WAKE UP

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THE MOST IMPORTANT FACTS AT A GLANCE
WHAT INFORMATION DO WE NEED FROM YOU

GENERAL INFORMATIONS:
☐ Campaign background: What exactly is it about (product/service/promotion)
☐ Goals of the meta push: Specification of the campaign goals (e.g. reach, clicks, interaction, etc.)
☐ Branding-Guidelines Guidelines for logo, colors, language, etc.

PRODUCTINFORMATIONS:

☐ Description of the product of the service.
☐ Are there any special unique selling points (USPs) that we can emphasize?

COMPANY CHANNELS & GUIDELINES

☐ Are there communication guidelines? (Type of mention/evaluation of the product)
☐ Are there hashtags that should be used?
☐ Are there company channels for linking?

RESSOURCES AND SUPPORT:
☐ Provision of content: Images, videos, etc.
☐ Contact details for support and contact persons
☐ Is there a contact person for social media?
☐ Is there possibly a press kit or a sales folder?

IMAGE SPECIFICATIONS FOR FACEBOOK AND INSTAGRAM:

☐ Provide at least 3-5 images.
☐ **FACEBOOK:**
   Picture format: JPG or PNG

   Recommended image size: 1200 x 630 pixels for posts in the feed.
☐ **INSTAGRAM:**
   Picture format for posts: JPG oder PNG
   Recommended image size for posts: 1080 x 1080 pixels for square posts in the feed
   Bildformat für Stories: JPG oder PNG
   Recommended image size for stories: 1080 x 1920 pixels

   If you are unable to provide the images in the appropriate format, please provide them resolution if possible.

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EXAMPLE CASE
WHAT CAN THAT LOOK LIKE?

THE COMPONENTS :
+ 1 Facebook post
+ 1 Instagram Carousel post + Story
+ 7 Days Traffic Push

INFORMATIONS:

/ We create suitable posts for Instagram and Facebook and publish them via our channels.

/ The contributions are created based on the data you provide and adapted according to the communication objectives.

/ These contributions can consist of one or more images, depending on the objectives and the topic.

/ We also support these posts with an accompanying reach campaign on Facebook or Instagram.

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INFORMATIONS

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LINK → HERE IS AN EXAMPLE!