

HOW TO GET STARTED ON DIGITAL

[CAMPAIGN SETUP]

Provide your URL - This is where customers will be directed when they click on your ad.

1. Website
2. Facebook Business Page (only if you do not have a website)

Example: <http://www.espn.com>

Digital Ad Creation

If you know what you want your digital ad to look like:

- Please submit the ad copy to your DTS sales representative.
- You can also create your own ad by referring to the Digital Ad Spec Sheet.

If you do not know what your digital ad should look like:

- We will use your approved print ad to create a similar digital ad.
- You will receive an ad proof before we run the ad.

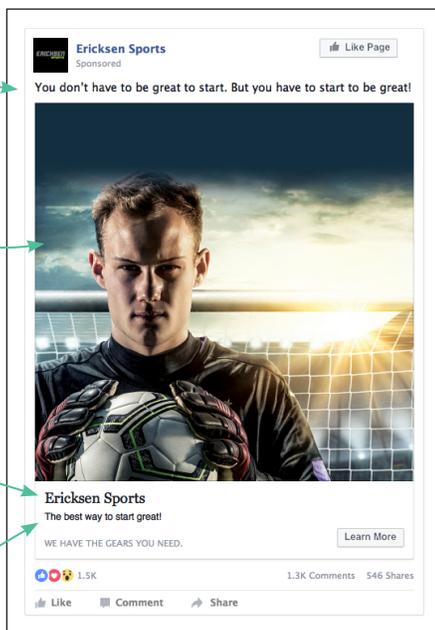
FACEBOOK AD EXAMPLE

PRIMARY TEXT
(AD COPY)

IMAGE
(1080x1080)

HEADLINE

DESCRIPTION



GOOGLE DISPLAY AD EXAMPLE

HEADLINE
COPY/TEXT:

IMAGE
(1080x1080)

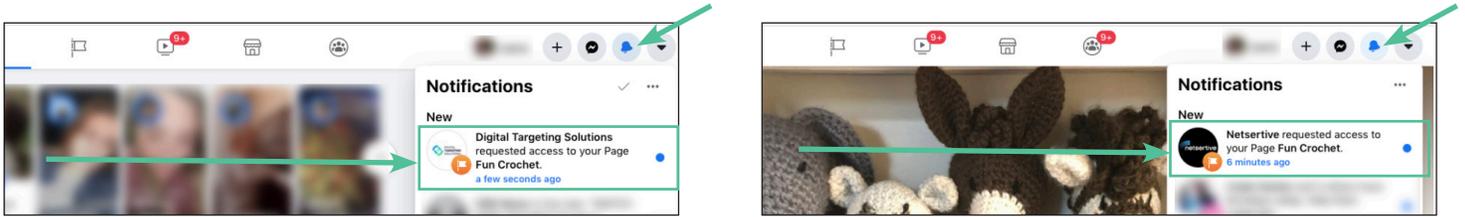
LOGO

BODY
COPY/TEXT

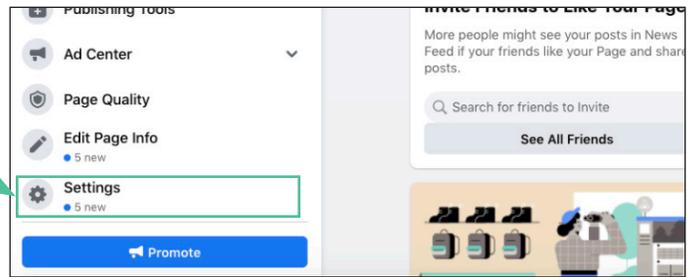


Facebook Advertiser Permission - For the most successful advertising, Facebook requires us to run the ads from your Facebook Business Page. It will allow you to interact with your potential clients through likes and comments on your ad. We will send you a request for admin/advertiser access to post ads on your behalf. You will see a request from one of our accounts, **“Digital Targeting Solutions”** or **“Netsertive.”** If you do not have a Facebook page, we will happily create one for you.

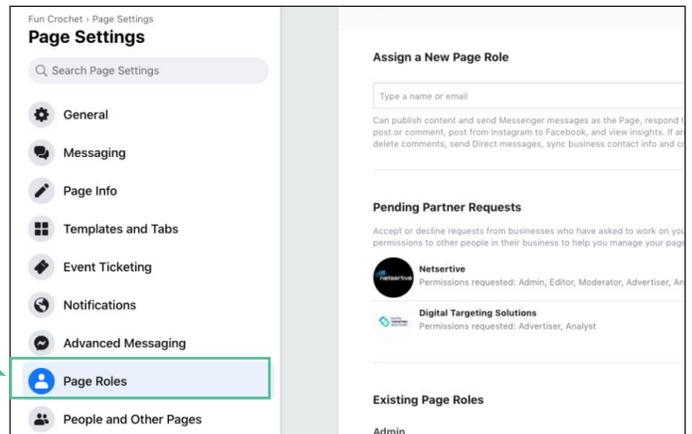
► **Step 1:** Log into Facebook and check for a notification requesting access to your page in the top right corner.



► **Step 2:** If you do not see the request in notifications, go to **“Settings”** on the bottom left.



► **Step 3:** Click on **“Page Roles”** on the left hand side.



► **Step 4:** Scroll down and look for **“Pending Partner/ Agency Requests.”** You will see a request from DTS or Netsertive. Click **“Respond to Request.”**

