digital + post

Campaign Guidelines

Contact Us

2222 West 110th Street
Cleveland, Ohio 44102

800.686.6666

mw-direct.com

mwd

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Getting Started With Your digital + post Campaign

Midwest Direct now offers omnichannel communications strategies and tools. We designed digital+post to help marketers actualize great response rates and ROI by integrating additional channels with their marketing mail. Now you can send messages in mail, social media, Informed Delivery® emails, and online display ads through one fully integrated campaign.

We put together this digital+post campaign guidelines booklet to help you navigate from the start to the completion of your campaign. Each section will take you through the steps necessary to get your campaign up and running. To make sure your campaign runs as smoothly as possible follow the technical guidelines provided here. If you have any questions throughout the process, contact your representative.

Creating and Producing Your Mailpiece & Digital Ads

In order to support the timely production of your campaign, we look forward to receiving your publication-ready artwork. Upon receipt, we will generate a pre-flight proof for your printed postcard and digital art files. If your artwork is not deemed publication-ready by our production team, we will fix your artwork at a flat rate and send you the corrected proof for approval.

If you do not have publication-ready artwork and need help with your mailpiece or digital ads, we have several options for you:

DESIGN UPDATE

Send us your existing files and ask us to update them. You must include your native files (i.e. Adobe InDesign, Photoshop, Illustrator). You will be charged to update text or substitute in images.

NEW DESIGN

We can provide you with a referral to a reputable designer for new design work or extensive art rework.

If you're not sure, contact us and we'll help you understand what qualifies as a new design or a design update.

Naming Your Files

We're excited to get started loading your files and artwork into your dashboard for launch. To keep things simple, we'd like to recommend a file naming convention. Using this format will make it easier for all to track revisions/updates. Thank you!

For all files, please use: YourCompanyName_ CampaignName_Type of File_V1 (Version 1 or Version2, etc...)

Examples:

· Data File: CoolCompany_SpringPromo_MailList_V1

· Postcard Art: CoolCompany_SpringPromo_Postcard_V1

· FacebookAds: CoolCompany_SpringPromo_Facebook_V1

· InstagramAds: CoolCompany_SpringPromo_Insta_V1

· Informed Delivery: CoolCompany_SpringPromo_ID_V1

· GoogleAds: CoolCompany_SpringPromo_Google _Dimensions_V1

If we sent you a revision to your FB ads, you'd receive this: CoolCompany_SpringPromo_Facebook_V2

Corrections:

If you have already sent us a file and we have come back to you for it to be fixed, please send the corrected file with the same naming convention and "CORRECTED" tacked on to the front. For example, if the first file name was CoolCompany_SpringPromo_Facebook_V2, send us the corrected file as CORRECTED_CoolCompany_SpringPromo_Facebook_V2

Digital Ad Specifications

Let's get started using your new omnichannel marketing toolset. The following guidelines are published by our business partners including the USPS®, Google Ads, and Facebook Ads. For timely approval and run times, follow the specifications shared here.

If you have questions, please contact your representative.

GOOGLE ADS

Google ads must have a company name and/or logo or it will be disapproved/rejected by Google.

Most common content restrictions:

• No all white or all black backgrounds – need an outline to differentiate the ad from the web page

• Animation in any animated ads must be limited to 30 seconds or less

• Can't say "click here"

• Google may not approve artwork with excess exposed skin including shoulders

Technical Requirements:

• Image Sizes We Accept: 300px by 250px, 160px by 600px, or 728px by 90px (There are additional ad sizes acceptable to Google, however, we recommend these.)

• Maximum File Size: 150KB

• Required File Type: .jpg, png, gif

• GIF: Same specs and cannot move more than 5 frames per second

For more information please visit: https://support.google.com/google-ads/answer/7031480?hl=en

728 x 90

160 x 600

300 x 250
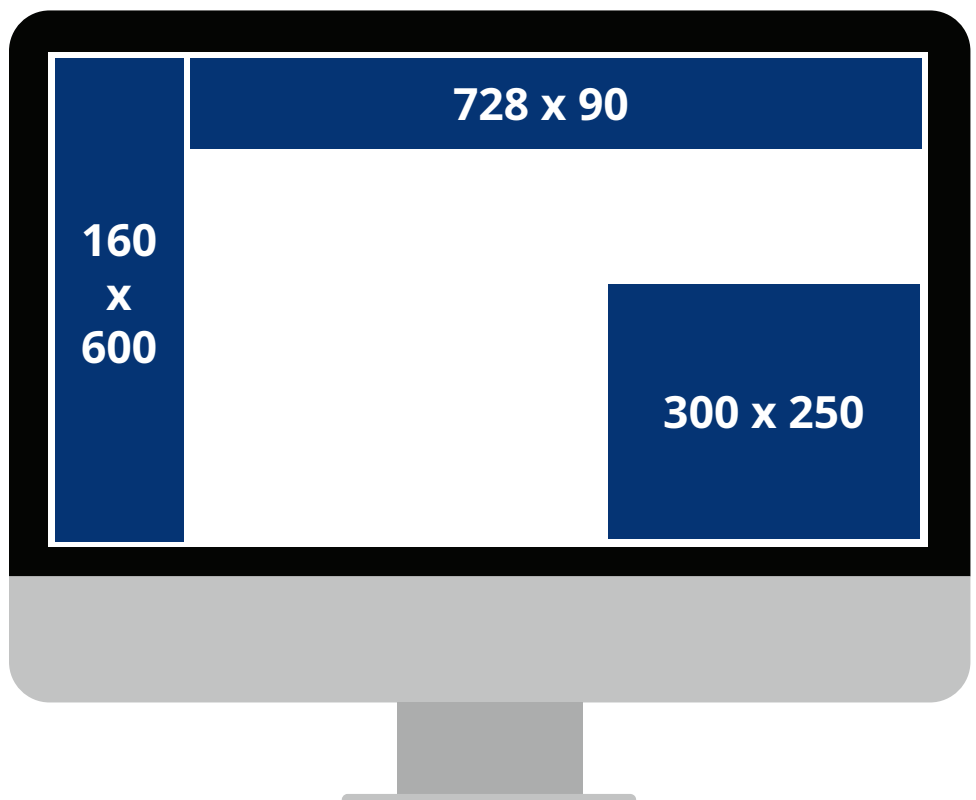
INFORMED DELIVERY® RIDE-ALONG IMAGE

USPS® requires that Informed Delivery® campaigns include full color interactive content that accompanies the scanned mailpiece (the Representative Image.) When readers click on the Ride-along Image, visible in a daily digest email or on the dashboard, they are redirected to your target URL.

This supplemental content is meant to enhance the customer call to action and reinforce the business objective of the mailpiece. For optimal quality within the digital setting, follow the recommendations and requirements below:

- Sync the look of the Ride-along Image to the mailpiece (or Representative Image) presented.

- Treat the Ride-along Image like a branded, clickable button with a call to action.

- Opt for a clean, simple layout.

- Provide a direct URL related to the desired user action.

- Target URL must lead directly to a landing page associated with the physical mailpiece.

Technical Requirements:

- Recommended Dimensions: 300px width by 200px height (max dimensions allowed: 500px by 500px)

- Maximum File Size: 200KB

- Required File Type: .jpg

- Image color code must be RGB (not CMYK)

For more information please visit: https://www.usps.com/business/pdf/informed-delivery-campaign-image-requirements.pdf

FACEBOOK AND INSTAGRAM VIDEOS

For all Facebook and Instagram videos, upload the highest resolution source video available without letter or pillar boxing (No black bars). Most file types are supported. However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+.

Ads that run on Facebook and Instagram are subject to a review process that looks at the amount of image text used in your ad. **Ads with image text higher than 20% of the image space may not be shown!**

Always check your image here!
http://www.social-contests.com/check-image/

FACEBOOK FEED VIDEO

Technical Requirements:

- Maximum Video Duration: 241 minute(s)

- Maximum Dimension: 120px by 120px

- Maximum Video File Size: 4GB

- Video Aspect Ratio: 9:16 to 16:9 (Vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5)

- Minimum Aspect Ratio: 100x400

- Maximum Aspect Ratio: 400x100

- Recommended File Type: .mp4 or .mov

Body and Link Text

- Body Text: 125 characters (including spaces)

- Headline: 25 characters (including spaces)

For more information please visit:
https://www.facebook.com/business/ads-guide/video/facebook-feed

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INSTAGRAM FEED VIDEO

Technical Requirements:

- Maximum Video Duration: 120 seconds

- Minimum Width: 500 pixels

- Maximum Video File Size: 30MB

- Video Aspect Ratio: 9:16 to 16:9 (Vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5)

- Minimum Aspect Ratio: 400x500

- Maximum Aspect Ratio: 191x100

- Recommended File Type: .mp4 or .mov

Body and Link Text

- Body Text: 125 characters (including spaces)

- Maximum Number of Hashtags: 30 (included in character count)

For more information please visit: https://www.facebook.com/business/ads-guide/video/instagram-feed
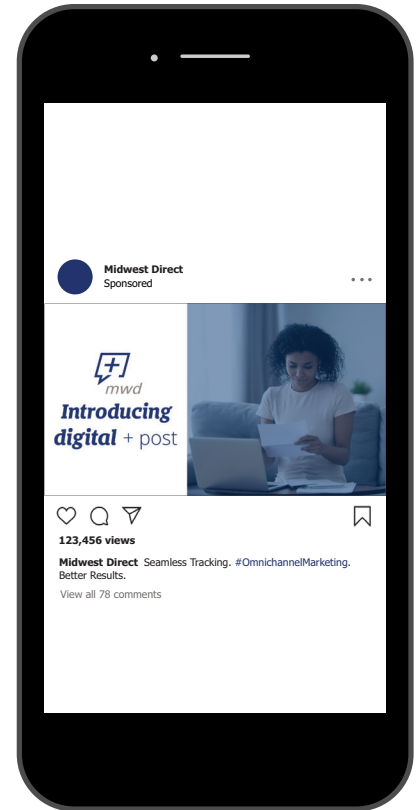
FACEBOOK AND INSTAGRAM STATIC IMAGES

For all Facebook and Instagram images upload the highest resolution image available.

Ads that run on Facebook and Instagram are subject to a review process that looks at the amount of image text used in your ad. **Ads with image text higher than 20% of the image space may not be shown!**

Always check your image here! http://www.social-contests.com/check-image/

FACEBOOK FEED IMAGE

Technical Requirements:

- Required Dimension: 1200px by 628 px

- Image Ratio: 1.91:1 to 4:5

- Recommended File Type: .jpg or .png

Body and Link Text

- Body Text: 125 characters (including spaces)

- Headline: 25 characters (including spaces)

For more information please visit: https://www.facebook.com/business/ads-guide/image/facebook-feed

INSTAGRAM FEED IMAGE

Technical Requirements:

- Required Dimension: 1200px by 628px

- Image Ratio:1.91:1 to 4:5

- Minimum Aspect Ratio: 400x500

- Maximum Aspect Ratio: 191x100

- Recommended File Type: .jpg or .png

Body and Link Text

- Body Text: 125 characters (including spaces)

- Maximum Number of Hashtags: 30 (included in character count)

For more information please visit: https://www.facebook.com/business/ads-guide/image/instagram-feed

FACEBOOK AND INSTAGRAM CAROUSELS

Ads that run on Facebook and Instagram are subject to a review process that looks at the amount of image text used in your ad. **Ads with image text higher than 20% of the image space may not be shown!**

Always check your image here! http://www.social-contests.com/check-image/

FACEBOOK FEED CAROUSEL

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.
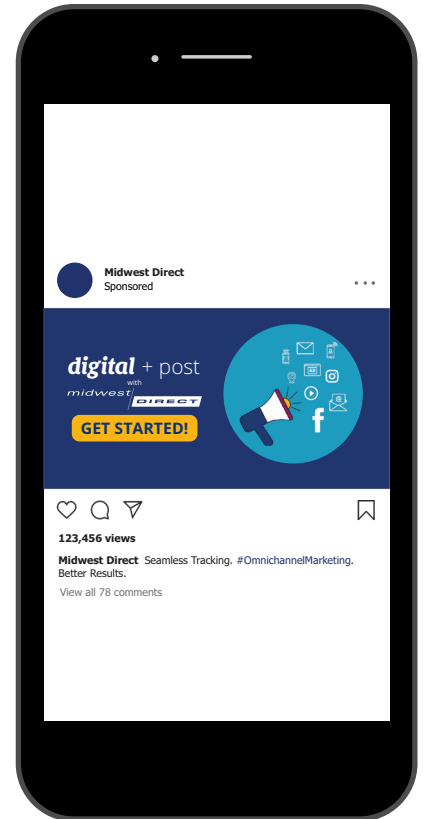
Technical Requirements:

- Number of Cards: 2-10

- See Facebook Feed Image for static image ad specifications

- See Facebook Feed video for video ad specifications

Body and Link Text

- Body Text: 125 characters (including spaces)

- Headline: 25 characters (including spaces)

For more information please visit: https://www.facebook.com/business/ads-guide/carousel/facebook-feed

INSTAGRAM FEED CAROUSEL

Selecting the Instagram Feed placement will allow members of your audience to see your ad within their Instagram app feed.

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.
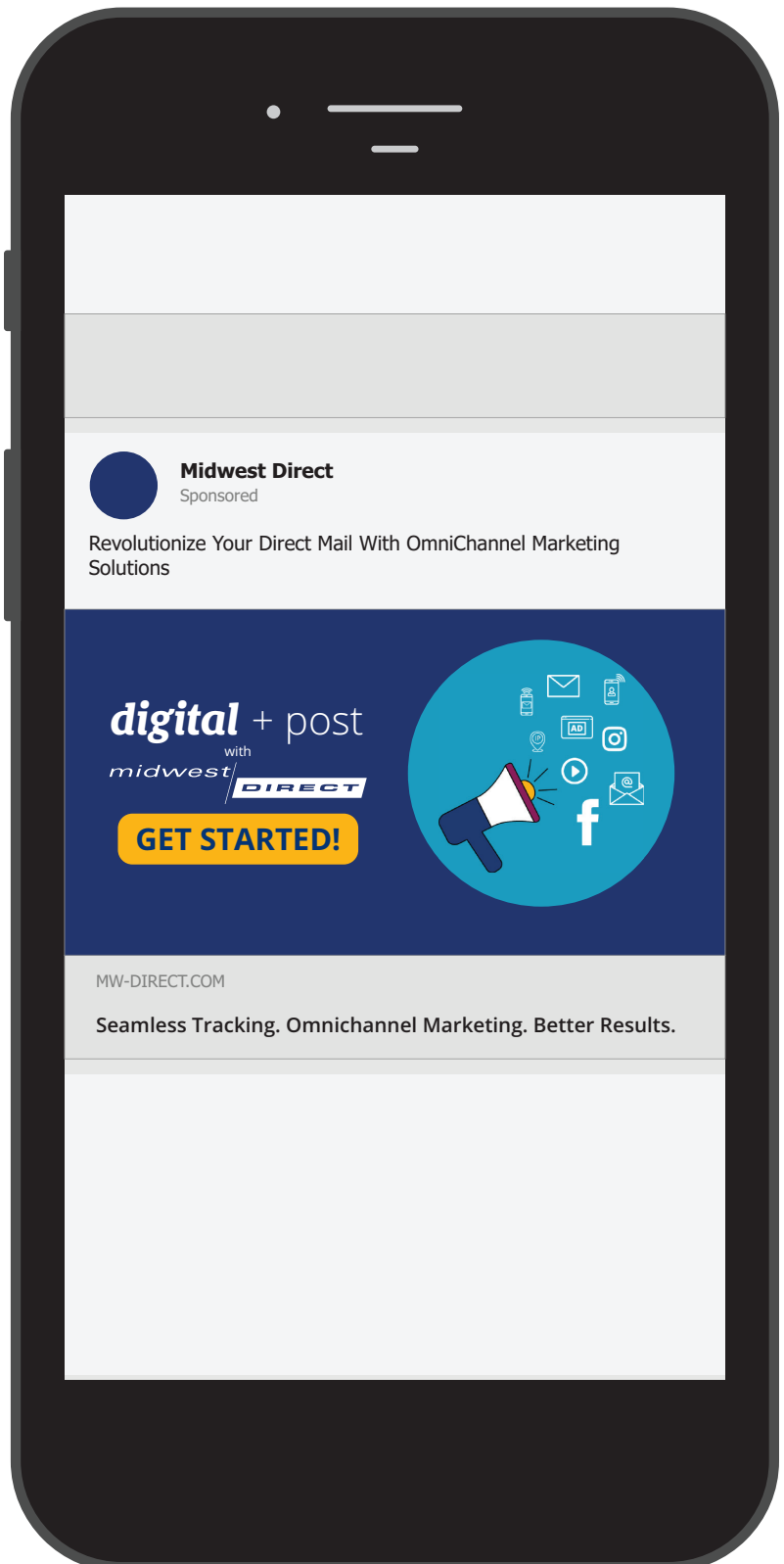
Technical Requirements:

- Number of Cards: 2-10

- See Instagram Feed Image for static image ad specifications

- See Instagram Feed video for video ad specifications

Body and Link Text

- Body Text: 125 characters (including spaces)

- Maximum Number of Hashtags: 30 (included in character count)

For more information please visit: https://www.facebook.com/business/ads-guide/carousel/instagram-feed

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8.

Setting Up Your Accounts and Granting Us Access

CREATING A FACEBOOK BUSINESS ACCOUNT

In order to use digital+post Social Media Advertising features you must have a Facebook Business Page set up. Digital+post will not work with a personal page, or group.

Facebook makes it easy to set up a Facebook Business Page. Log in with your current Facebook account or set up a new one. If you are creating a new account it may take a few days for Facebook to verify your personal information before you can set up a business account. Once you are logged in visit https://www.facebook.com/pages/creation/ and select "Business or Brand" and follow the instructions given by Facebook to create your account.

Once your page has been created, there are many ways to customize your page. We suggest you add any information to your page you want to share, especially a profile photo and header image. For more information on how to customize your Facebook page, please visit https://www.facebook.com/help/1602483780062090/.

CREATING AN INSTAGRAM BUSINESS ACCOUNT

In order to use digital+post's Social Media Advertising features on Instagram you need an Instagram account connected to your Facebook Business Page. Before you can link your Instagram account to your Facebook Business Page, you should convert your Instagram account to an Instagram Business Account. If you do not already have an account, you can use your Facebook login information to log into Instagram and create an Instagram account.

Once your account has been created you will need to follow the steps below:

1. Go to your profile and tap ☰ in the upper right corner.

2. Tap *Settings*.

3. Tap *Account*.

4. Tap *Switch to Professional Account*.

5. Tap **Business.**

6. Follow the steps to connect your professional account to a Facebook Page associated with your business.

7. Add details, like your business category and contact information.

8. Tap *Done.*

For more information, Instagram has step-by-step instructions and a video on the process here https://business.instagram.com/getting-started.

LINKING YOUR INSTAGRAM TO YOUR FACEBOOK BUSINESS PAGE

If you didn't connect your Instagram Business Account and Facebook Business Page together at the time of creation, you can do so now from Instagram or Facebook.

From Instagram:

1. Go to your Instagram profile.

2. Select *Edit Profile*.

3. Under Public Business Information, Select *Page*.

4. Choose a Page from your Pages that you'd like to connect to or select Create a New Facebook Page (see Creating a Facebook Business Account on page 10).

5. Tap *Done* after you've selected a Page or created a new Page.

From Facebook:

1. Open your Facebook Page.

2. Select *Settings* from the top menu.

3. Select **Instagram**.

4. Select *Connect Account.* Enter your Instagram account's Username and Password, and select Log in.

You may receive an email confirmation asking you to confirm the link before the accounts can be fully linked.

GIVING US ACCESS TO YOUR FACEBOOK ACCOUNT

In order to place digital+post Social Media Advertisements for your business, we need access to your Facebook Business page. When we set up the job, our account "Online Ad Manager" will request access to your page which you will see as a notification in your Facebook Notification Menu or receive as an email.

1. Follow the link from the notification or email that takes you to your partner requests.

2. Click *Respond to Request* next to "Online Ad Manager".

3. Click *Give Online Ad Manager access to my Page.*

4. Click *Approve Request.*

If you did not receive a notification, you may also give us access to your account through your settings.

1. Open your Facebook Page.

2. Select *Settings* from the top menu.

3. Select *Page Roles.*

4. Click *Give Online Ad Manager access to my Page.*

5. Click *Approve Request.*

CREATING A GOOGLE TAG MANAGER ACCOUNT

Depending on how your website is set up, you may need to create a Google Tag Manager Account to install our pixel on your site. Please refer to these instructions from Google on setting up your account: https://support.google.com/tagmanager/answer/6103696?hl=en

PUTTING A PIXEL ON YOUR SITE WITH GOOGLE TAG MANAGER

Digital+post Social Media Advertising/Social Match, Online Retargeting and Lead Match all require you to put a pixel on your site so we can see and track what is happening. To upload the pixel, you can place the pixel in the header script of your site, or you may need to use Google Tag Manager to install the pixel. To Install the pixel please follow these steps.

1. Log in to your Google Tag Manager account.
2. Select your website's container and click *Add a New Tag*.
3. Enter a name for your tag and select *Tag Configuration*.
4. Click *Custom HTML Tag*.
5. Copy the entire pixel code, provided to you by your digital+post representative.
6. Paste the code in the HTML container.
7. Select *Triggering*.
8. Select *All Pages*.
9. Select *Save*.
10. Select *Submit*.

CAN'T FIND WHAT YOU'RE LOOKING FOR?

Check our Frequently Asked Questions Page:
mw-direct.com/DPP-FAQ

If you're still not finding it, ask your representative. We are happy to help!
1.800.686.6666.

Your digital + post *Checklist for a Successful Campaign Launch*

You have added the newest technology available to your direct mail campaign — congratulations! We are very excited to bring you seamless tracking and enhanced results. To get this project underway, and ensure that we all stay on track for a successful campaign launch, follow this checklist.

DASHBOARD LOGIN:

☐ I have received my login information email to my dashboard.

☐ I have logged in and updated my temporary password to a permanent password.

☐ I have bookmarked my login URL so that I can easily navigate back to my dashboard to review my results.

CALL TRACKING:

☐ I have provided my desired local area code to my representative or I have selected the toll-free call tracking number option.

☐ My representative has provided me with my call tracking number.

☐ I have received a test call from my representative on my call tracking number.

☐ I have logged into my dashboard to ensure that I see the test call and can listen to the recording.

INFORMED DELIVERY:

☐ I have personally registered for Informed Delivery so that I can see how it works https://reg.usps.com/portal/register.

☐ I have provided Midwest Direct with my ride along image created using the Informed Delivery ad specifications from my representative (see page 4).

☐ I have provided Midwest Direct with the URL for the ads. (This is where visitors will be directed to once they click on the ad. It should be your call to action/lead capture page within your website).

MAIL PIECE CREATIVE:

☐ I have verified that my call tracking number is used on my mail piece creative.

☐ I have verified that my mail piece creative has a website on it.

☐ I have provided Midwest Direct with the mail piece design ready for print (see page 1).

ONLINE FOLLOW-UP:

☐ I have provided Midwest Direct with my online ads created using the online ad specifications from my representative (see page 3).

☐ I have provided Midwest Direct with the URL for the ads. (This is where visitors will be directed to once they click on the ad. It should be your call to action/lead capture page within your website.)

☐ I have received my Google Cookie Code from my representative.

☐ I have instructed my website developer to place it in the header/footer of my website (see page 11). NOTE: If you do not have a website developer, please provide your representative with the login information to your website so that we can place the cookie code for you.

☐ I have let my representative know that the code is placed on my website.

SOCIAL MEDIA FOLLOW-UP:

☐ I have provided Midwest Direct with my social media ads created using the online ad specifications from my representative (see pages 3-8). NOTE: Social media ads should have less than 20% text on the image; they are not the same specifications as the Google Ads.

☐ I have provided Midwest Direct with my business Facebook URL.

☐ I have provided Midwest Direct with the URL that we are directing the ads to. (This is where visitors will be directed to once they click on the ad. It should be your call to action/lead capture page within your website).

☐ My representative has sent me the Facebook Account Link Guide (see page 10).

☐ I have logged into my Business Facebook Account and have approved the Online Ad Manager request (see page 10). NOTE: If you cannot locate the request, please contact your representative right away.

☐ I have emailed my representative to let them know that I approved the Online Ad Manager request.

☐ I have received the Social Media Pixel from my representative.

☐ I have instructed my website developer to place it in the header/footer of my website (see page 10). NOTE: If you do not have a website developer, please provide your representative with the login information to your website so that we can place the cookie code for you.

☐ I have let my representative know that the code is placed on my website.

MANAGING MY RESULTS:

Congratulations, your mailing campaign is underway! Be sure to log into your dashboard frequently to see your results. It is best to wait approximately 24-48 hours after your mailing goes out to give the campaign results time to sync with your dashboard. *Remember: Informed Delivery® posts about 1 week after your mail date.*

Need help? Contact your representative at mw-direct.com or 1.800.686.6666.

Contact Us

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mw-direct.com

16520-86