



Creating a Social Campaign

What is the purpose of social campaigns?

Social campaigns are interactive marketing tactics that enable you to increase your visibility and reach by featuring your products and services within your partner's social network.

When landing pages are attached, social campaigns are also an excellent method for generating leads across a variety of social media platforms. And, you can review success metrics, such as impressions, click rates, and more at any time.

How do I create them?

Social campaigns can be set up for the following social media platforms:

- Facebook,
- Twitter, and
- LinkedIn. (**Note:** you must create a post for each platform individually).

To create a social post, you must first add the copy and images you want to include. Then, schedule the date and time your partners can post your content. When creating your posts, choose whether partners can customize content or the date and time to initiate posts.

Once created, you have the option to edit, archive, or delete the post.

What will I do in this lesson?

By the end of this lesson, you will be able to do the following:

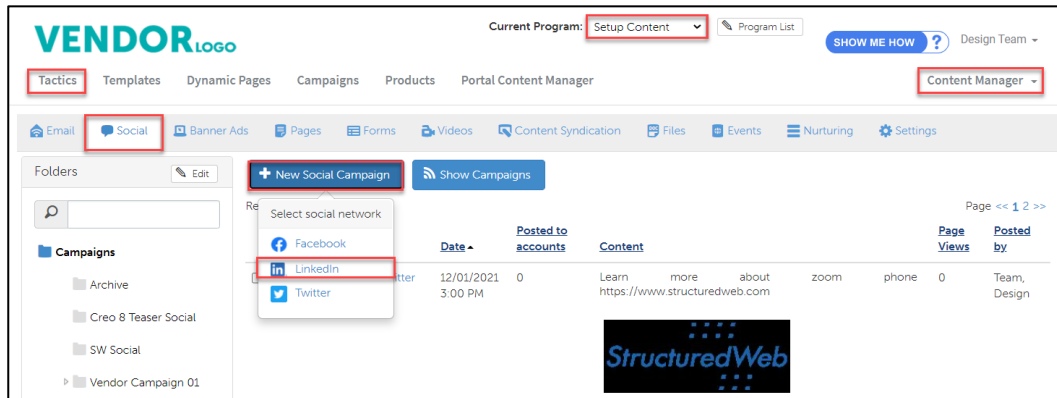
- [Create social campaign settings](#)
- [Set up & schedule a social post](#)
- [Test a social post](#)
- [Manage a social post](#)
- [Publish social post](#) (This step is for **reference only**. Publish posts for partner use. **Do not publish practice content created during this onboarding program.**)

To complete this lesson, you must download the assets located within the [Building your Content](#) Block. Once downloaded, save each item to your local drive.

Steps

CREATE SOCIAL CAMPAIGN SETTINGS

- 1 In **Content Manager**, from **Current Program**, select **Setup Content**.
- 2 From the **toolbar**, select **Tactics > Social**.
- 3 Click **New Social Campaign**. Then select **LinkedIn**. The Settings page opens.



- 4 In the **Name** field, type **My Practice LinkedIn Social Post**.
- 5 In the **Field Description** text box, type **This is my practice post**.
- 6 In the **Assigned To** drop-down menu, select your **name**.
- 7 In the **thumbnail image**, upload the **LinkedIn** icon. (Note: this icon is included in your download package.) Then navigate to where the icon is stored.

The screenshot shows the 'Settings' page for a new social campaign. The 'Name' field is filled with 'My Practice LinkedIn Social Post'. The 'Description' field is filled with 'This is my practice post'. The 'Assigned To' dropdown menu is set to 'Team, Design'. The 'Campaign Tracking Variables' section shows 'Campaign' as '(none)', 'Source' as 'LinkedIn', and 'Creative' as '(none)'. The 'Would you like to create trackable phone numbers for this campaign?' section has the 'Yes' radio button selected. The 'Thumbnail image' field has a 'Choose File' button and a text input containing 'linkedin.png'. A note below the text input states: '(File must be in the following formats: .jpg, .gif, .png and 200 x 150 pixels)'. The 'Vendor Logo' is visible in the top left corner.

- 8 In **Would like to make this available for pulling from the managed library?**, click **Yes**. Additional setting options appear.
- 9 In **Enable testing mode**, click **No, disable testing mode, I am sending out this campaign**.
- 10 In **When would you like this to be available in the managed library**, click **Always**.
- 11 In **What program would you like to use the campaign in?**, click **Setup Content**. (Note: after you complete testing, return to partner marketing and
- 12 In **Would you like to limit access based on account profile fields**, click **No**.

Enable testing mode: (Note: Make sure you copy all accounts)

Yes, I am still testing this message.

No, disable test mode I am sending the campaign out.

When would you like this to be available in the managed library?

Always

Only during the following period

Feature Campaign:

Feature this campaign in the library

What programs would you like to use this campaign in:

CMS-Live

CMS-Setup

Partner Marketing

Setup Content

Would you like to limit access based on account profile fields:

No

Yes

13 In **What attributes would you like to set for this asset?**, select **all attributes**.

What attributes would you like to set for this asset:

*** Languages**

All

English (United States)

English (United Kingdom)

Spanish

*** Marketing Focus**

All

Prospects

Existing Customers

Enterprise

SMB

14 Click **Save**.**SETUP & SCHEDULED A SOCIAL POST**

- 1 From the toolbar, select **Posts**.
- 2 In the **Posts** text field, copy and paste the following:

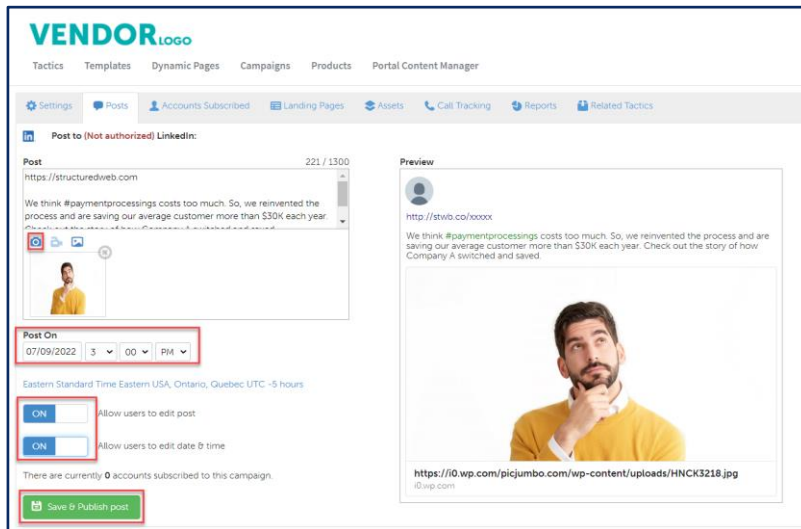
<https://structuredweb.com>

We think #paymentprocessings costs too much. So, we reinvented the process and are saving our average customer more than \$30K each year. Check out the story of how Company A switched and saved.

- 3 In the **Edit Title, Description & Thumbnail** box, click the **x**.

The screenshot shows the Vendor social media management interface. The top navigation bar includes 'Tactics', 'Templates', 'Dynamic Pages', 'Campaigns', 'Products', and 'Portal Content Manager'. Below this, there are tabs for 'Settings', 'Posts', 'Accounts Subscribed', 'Landing Pages', 'Assets', 'Call Tracking', 'Reports', and 'Related Tactics'. The 'Posts' tab is active, showing a 'Post to (Not Authorized) LinkedIn' with a character count of 221 / 1300. The post content is 'https://structuredweb.com' and 'We think #paymentprocessings costs too much. So, we reinvented the process and are saving our average customer more than \$30K each year.' A preview of the post is shown on the right. Below the post content, there is a section for 'Edit Title, Description & Thumbnail' with fields for 'Link', 'Title', 'Description', and 'Thumbnail'. The 'Thumbnail' field has a 'Choose File' button and a note: '(Image must be in the following formats: .jpg, .png or .jpeg and size of not more than 3 MB)'. A red box highlights the 'x' icon in the top right corner of the 'Edit Title, Description & Thumbnail' section.

- 4 Click the **Camera** icon, then select the **PaymentSocial.jpg** image. (Note: this image is included in your download package.)
- 5 In the **Post On** area, select **any future date and time**. (Note: if desired, click on the time zone hyperlink to change the preferred time zone).
- 5 Click the **switch** next to **Allow users to edit posts**.
- 6 Click the **switch** next to **Allow users to edit date & time**.



VENDOR.LOGO

Tactics Templates Dynamic Pages Campaigns Products Portal Content Manager

Settings Posts Accounts Subscribed Landing Pages Assets Call Tracking Reports Related Tactics

Post to (Not authorized) LinkedIn: 221 / 1300

Post

<https://structuredweb.com>

We think #paymentprocessings costs too much. So, we reinvented the process and are saving our average customer more than \$30K each year.

Post On

07/09/2022 3:00 PM

Eastern Standard Time Eastern USA, Ontario, Quebec UTC -5 hours

Allow users to edit post

Allow users to edit date & time

There are currently 0 accounts subscribed to this campaign.

Save & Publish post

Preview

<http://stwb.co/xxxxx>

We think #paymentprocessings costs too much. So, we reinvented the process and are saving our average customer more than \$30K each year. Check out the story of how Company A switched and saved.

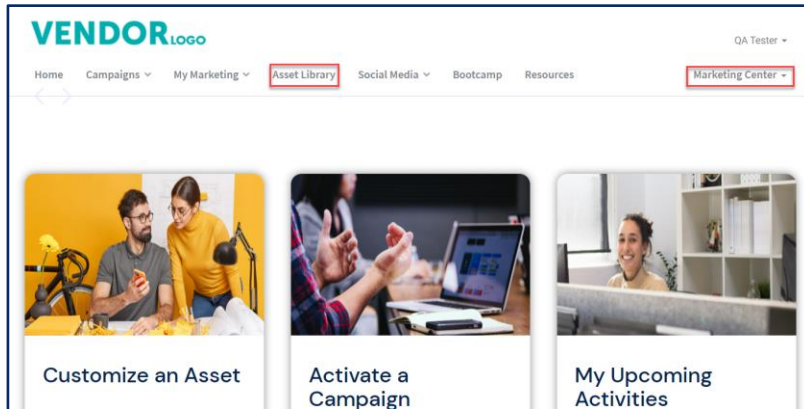
<https://i0.wp.com/picjumbo.com/wp-content/uploads/HNCK3218.jpg>

i0.wp.com

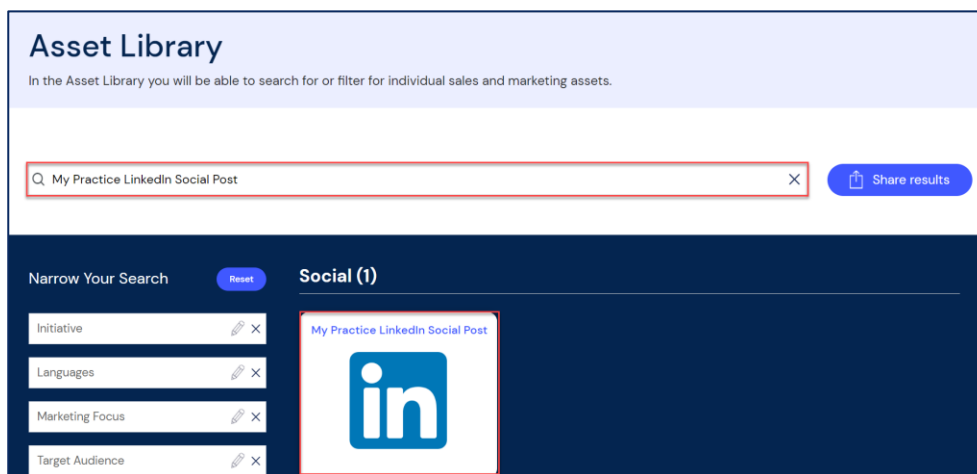
- 7 Click **Save & Schedule Post**.

TEST A SOCIAL POST

- 1 Using your **Partner Marketing Center** credentials, sign into **Marketing Center**. Then click **Asset Library**.



- 2 From the **Asset Library**, in the Search bar, type **My Practice LinkedIn Social**. Click on the **Post** you just created.





3 From the **Preview** box, select **Activate this campaign**.


My Practice LinkedIn Social Post ×

Download Activate this campaign Share

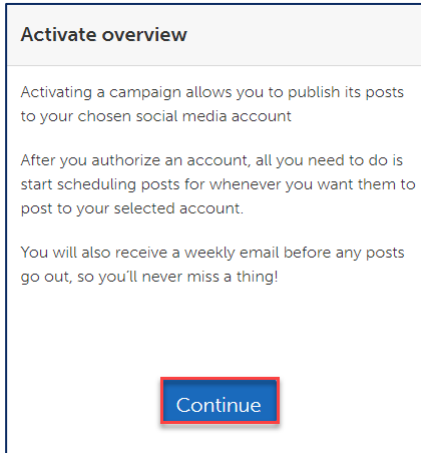
Example Posts

 08/27/2022 

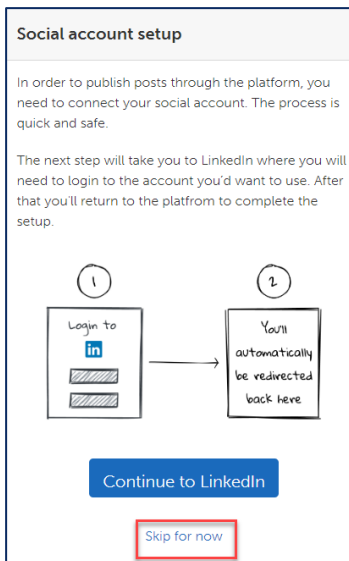
<https://structuredweb.com> We think #paymentprocessings costs too much. So, we reinvented the process and are saving our average customer more than \$30K each year. Check out the story of how Company A switched and saved.



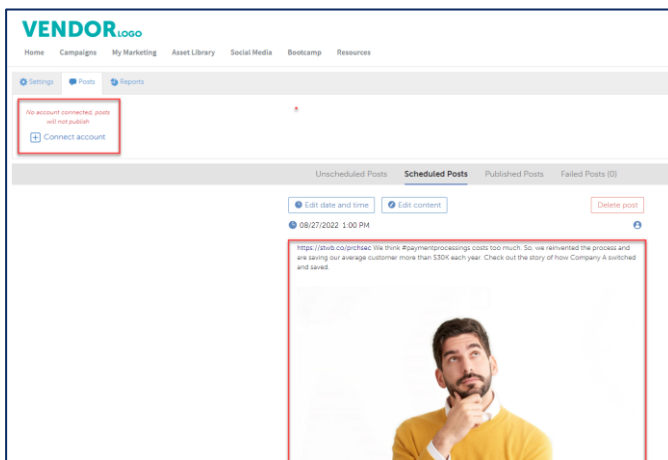
4 In the **Activate overview** box, click **Continue**.



5 In the **Social account setup** box, click skip for now.

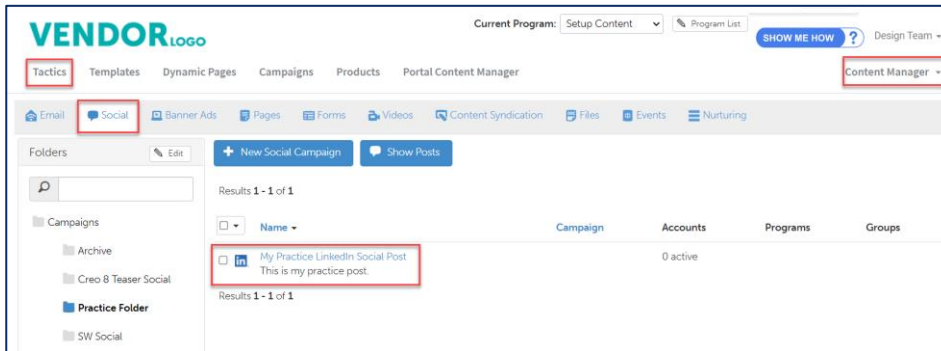


6 In the **Scheduled Post** tab, review your post. If desired, click **Connect account** to activate within your own social media account. To edit or delete your post, review the next lesson.



MANAGE YOUR LINKEDIN POST

- 1 From **Content Manager**, select **Tactic > Social**. Then select your **post**.



- 2 From the **List of Posts** area, locate **Post Actions**. (Note: options include Edit, Archive, and Delete)

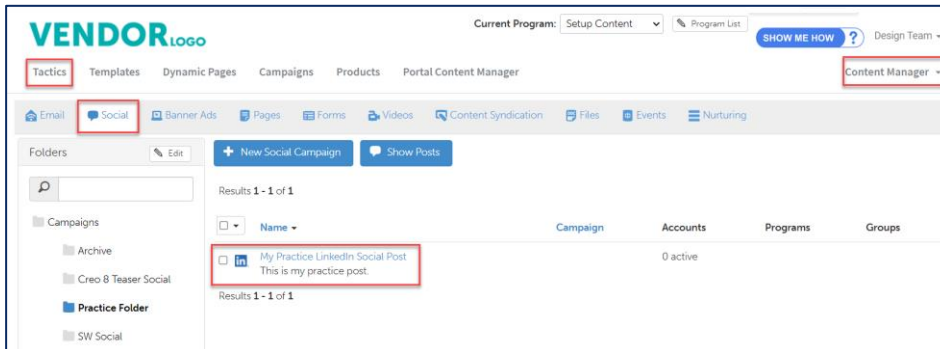
List of Posts

Date	Status	Allow users to edit date & time	Posted to accounts	Content	Post Actions	Allow users to edit post	Page Views	Posted by
08/27/2022 1:00 PM	Live	Yes	0	https://structuredweb.com We think #paymentprocessings costs too much. So, we reinvented the process and are saving our average customer more than \$30K each year. Check out the story of how Company A switched and saved.		Yes	0	Team, Design

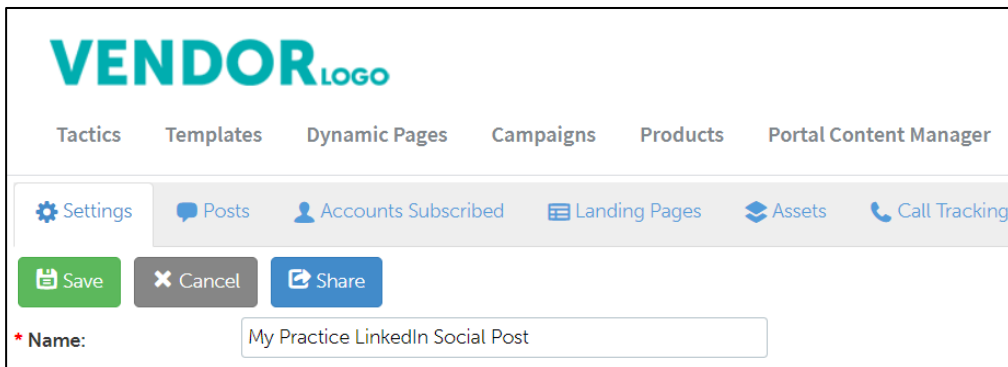
- 3 Select the **appropriate** action.

PUBLISH POST (THIS STEP IS FOR REFERENCE ONLY)

- 1 From **Content Manager**, select **Tactic > Social**. Then select your **post**.



- 2 From the **Social** toolbar, click **Settings**.



- 3 From **What programs would you like to use this campaign in**, select the **appropriate program**. (in most cases, this will be Partner Marketing).

What programs would you like to use this campaign in:

- CMS-Live
- CMS-Setup
- Partner Marketing
- Setup Content

Would you like to limit access based on account profile fields:

- No
- Yes

- 4 Click **Save**.