



freistil Retail Marketing
Online-campaign with Landing Page
500 Euro / 800 Euro

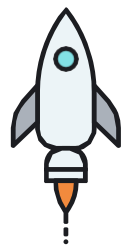
Campaign Details

freistil wants to support your sales and provides you with **individualized online advertising campaigns** with your **landing page**.

Besides premium content for **freistil HERO campaigns**, we provide you with this tool for your **regional online campaign**. With this platform, you can now run local, online campaigns (paid and organic content) **automatically** across your channels.

Save your online success now and join our freistil HERO campaigns.

After booking the campaign, participation in it is mandatory. The ad budget will be invoiced by socialPALS before the campaign started.



Expand your target audience, increase frequency and lokal visibility.

This is How You Reach Your Local Audience ONLINE

This campaign will be directed to your local audience online. Together, we will drive awareness and traffic to your store.

YOUR ADDED VALUE

- » Professional online marketing - specifically targeted within your store's reach and unique to your store
- » Register once at socialPALS and start the entire campaign with just one click!
- » socialPALS support during the entire campaign
- » Individualized campaign material
- » Optionally add additional advertising budget for facebook/Instagram and Google Display
- » Extension of your target audience and increase of range

No online marketing know-how is required, plus it saves costs and time!

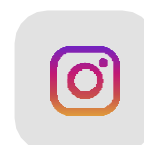
You reach your target group via:



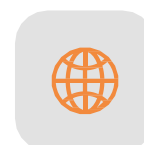
Google Display Ads



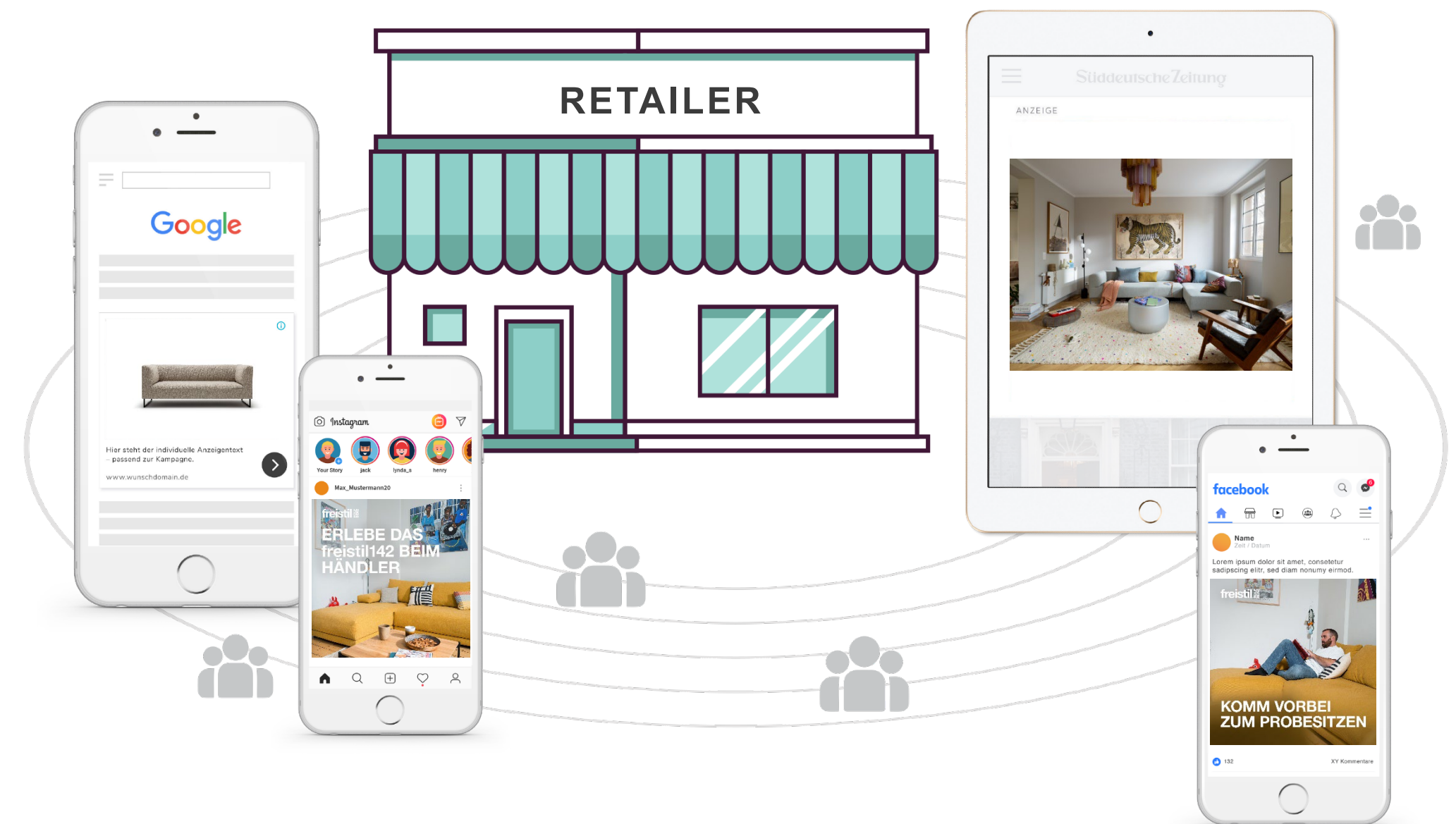
Facebook



Instagram



Landingpage

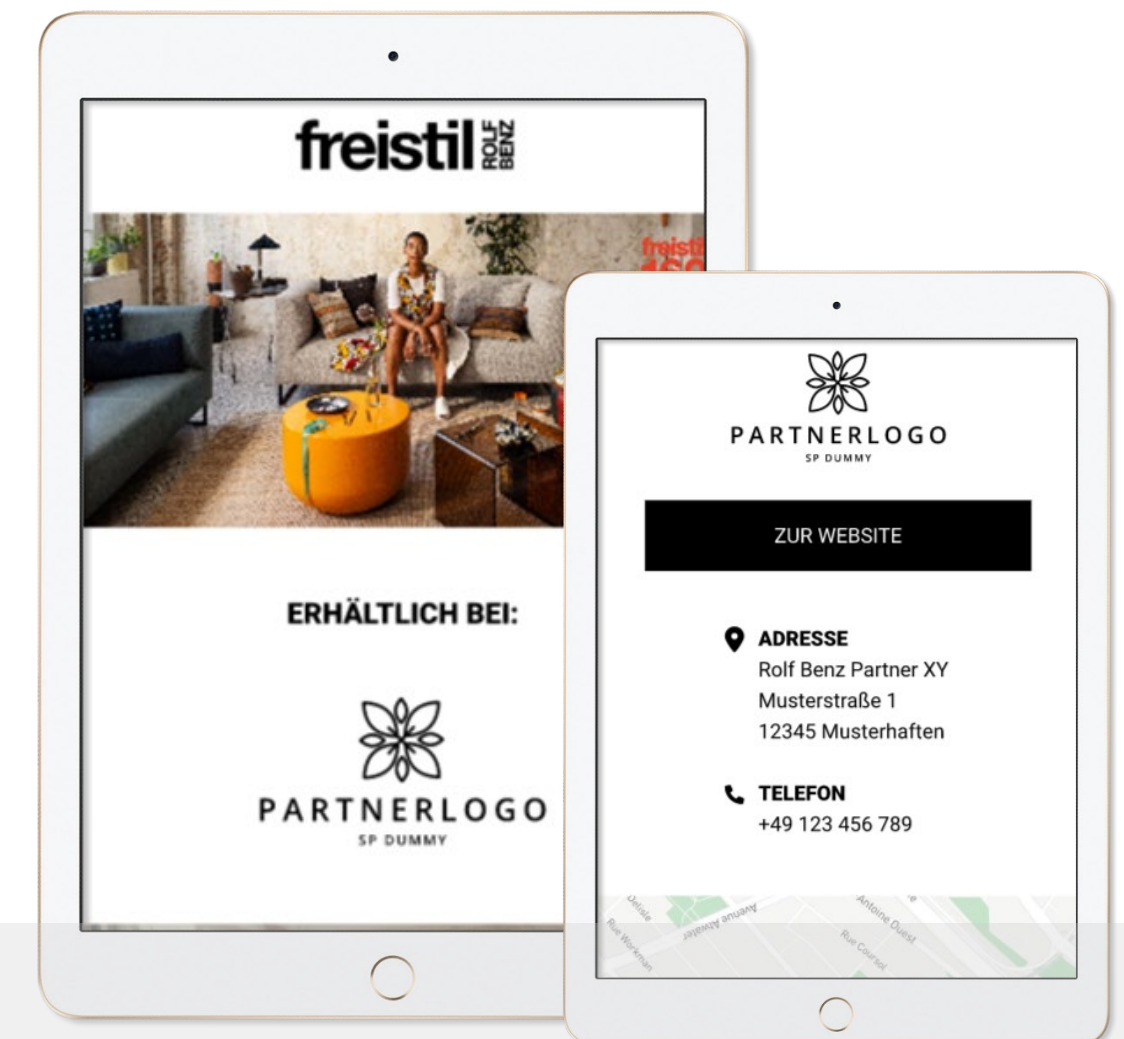
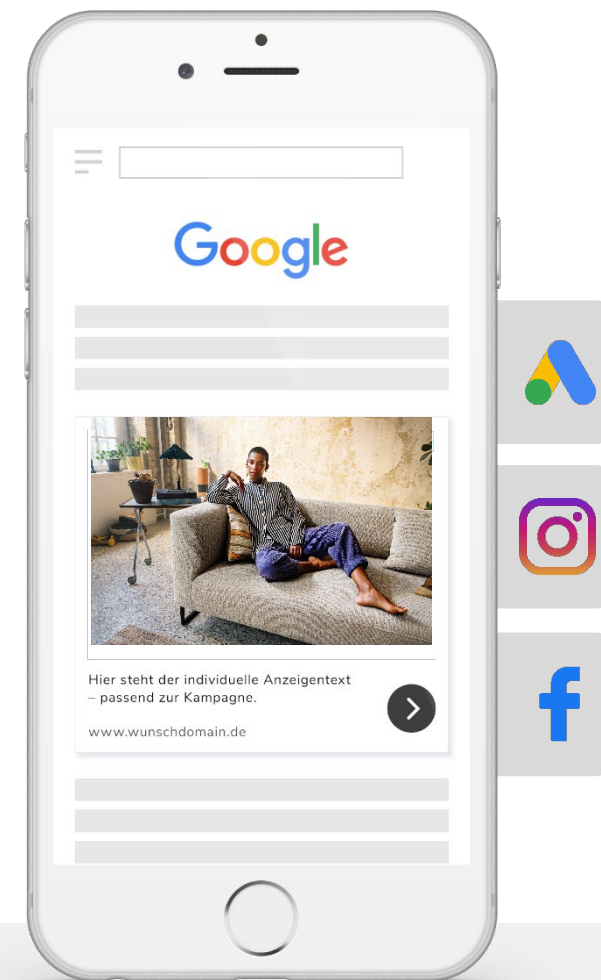
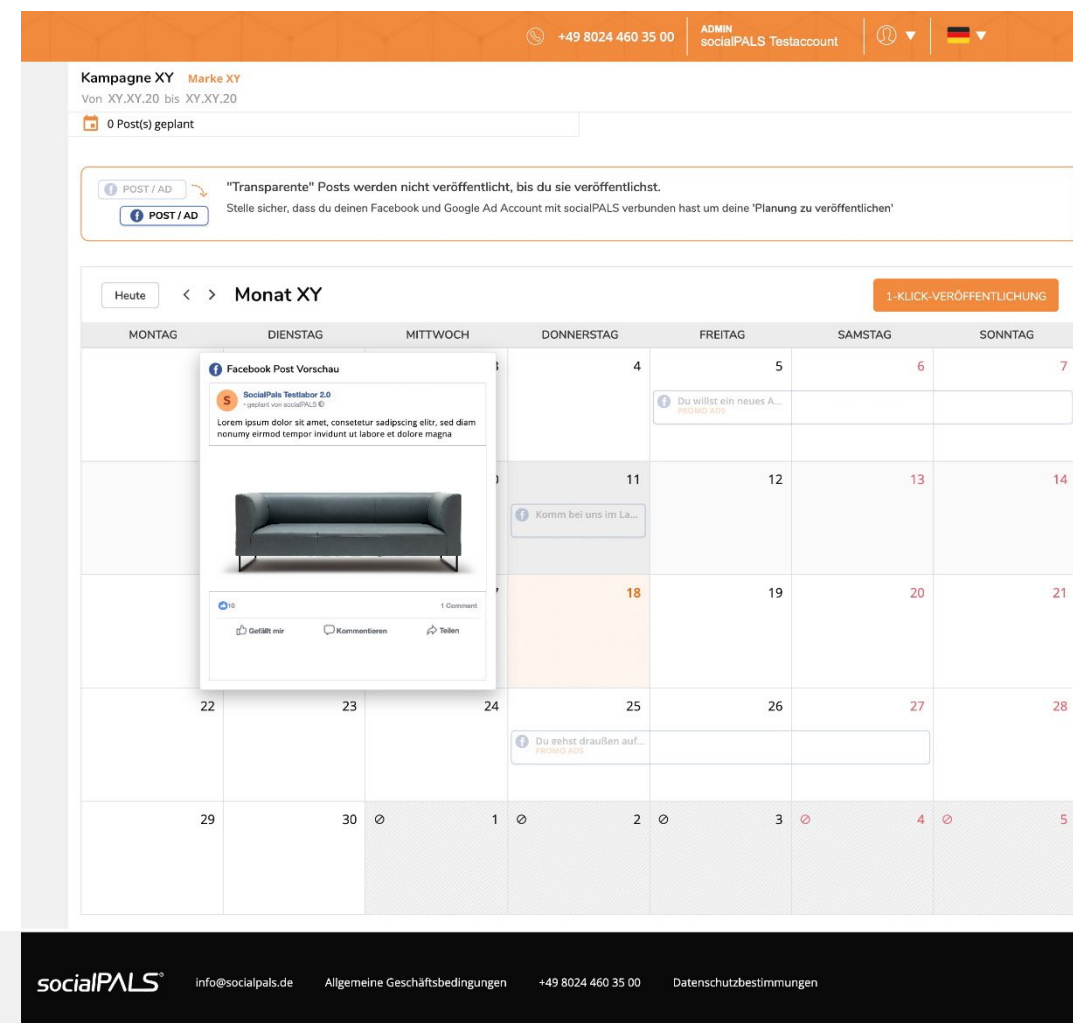


Participation is also possible without a Facebook company page!

The available budget would then be used exclusively for Google Display Ads.

Higher Reach for Your Local Marketing

freistil supports you with online advertising budget for Google display, Facebook and Instagram ads. This allows you to reach your target group directly on their smartphones and desktops in their region!



Posts and paid ads can be published with just one click by accepting the content calendar – it's easy and simple, there is no need for digital marketing experience!

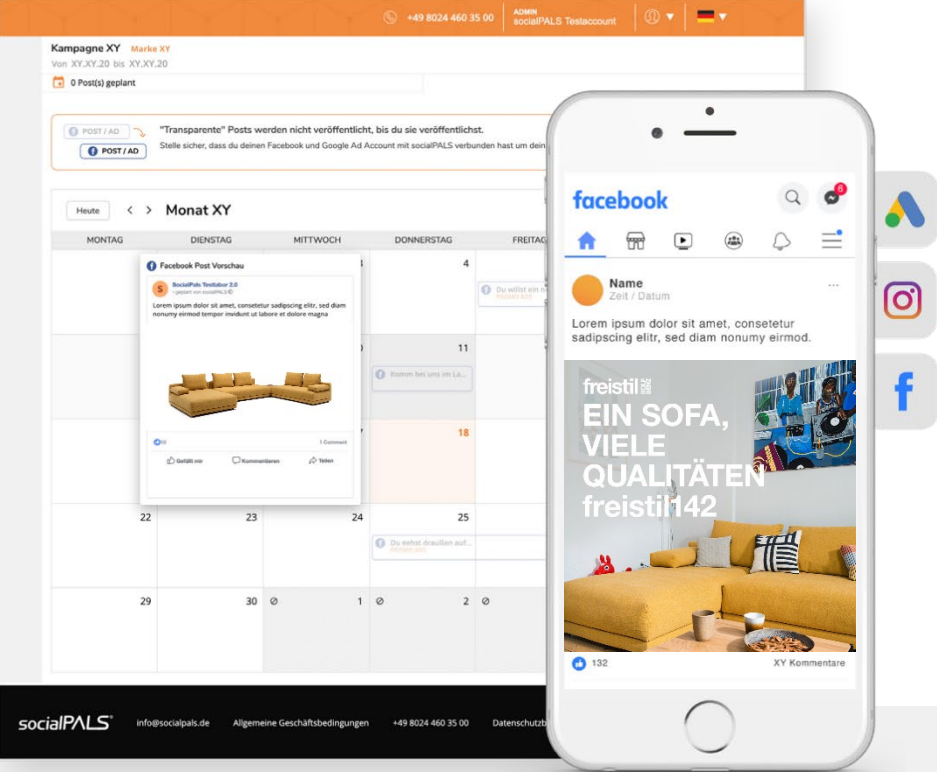
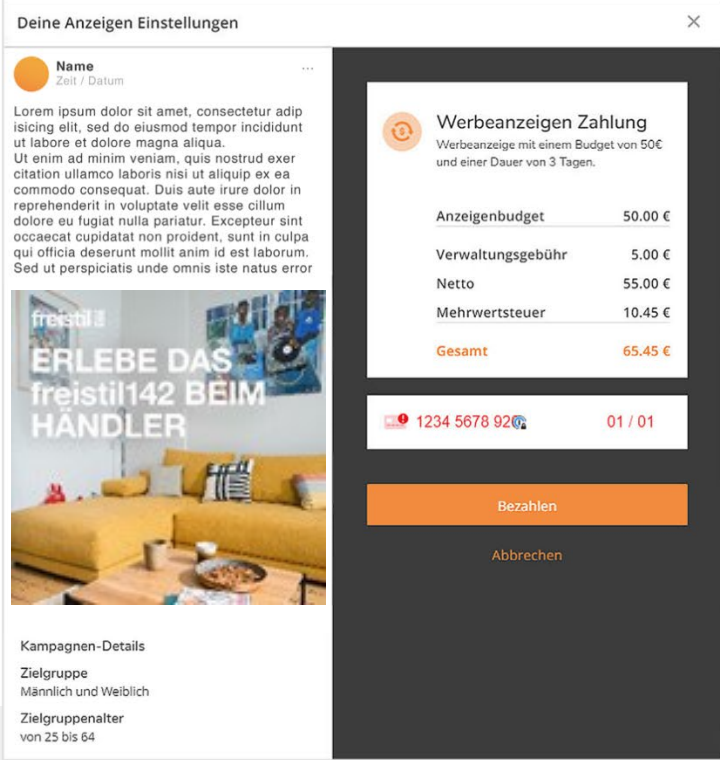
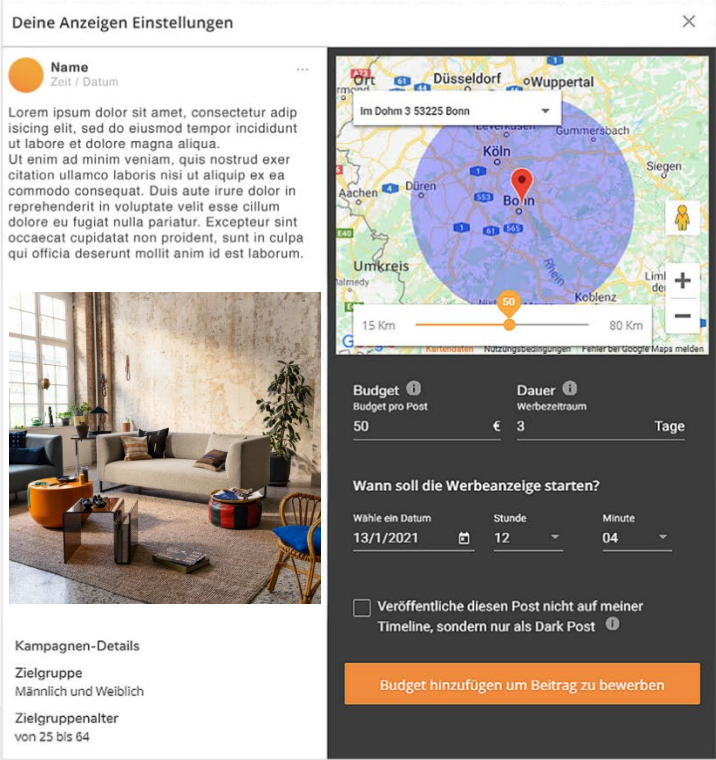
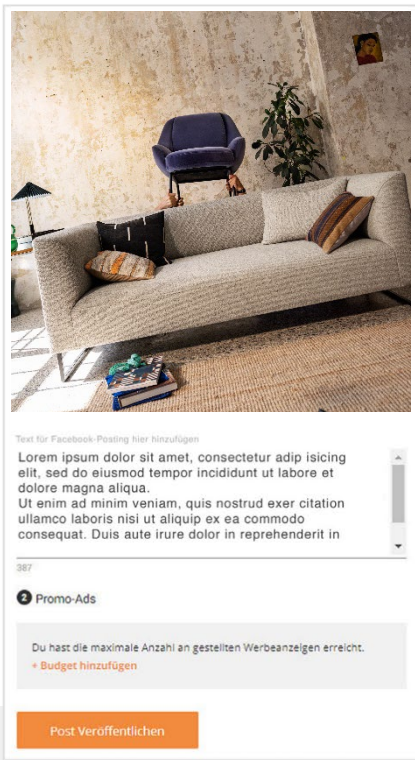
Professional ads including your logo will be shown on devices of interested customers within local reach to your store.

You will receive an individual campaign website, tailored with your logo, Google maps location for your store, and an option to include a link to your online shop.

Use Additional Ad Budget as a Retailer

Now you can **increase** the visibility of your relevant campaign content by individually allocating additional advertising budget to Facebook/Instagram and Google display ads. **Maximize** reach and reach even more people in your target group. **Focus** the advertising specifically on your needs, e.g. stocks or inclinations of your target group and thus **increase** customer frequency and sales (stationary as well as online).

And how does it work?



Simply select the desired motif/advertising channel combination in the **download area** and click on **“Add budget”**.



Set **individual parameters** (budget*, start, duration and radius) of the ad

*Advertising budget + 10% management fee



Payment can be made by **credit card** securely and easily using the 3D Secure method.



The ad is **automatically published** at the scheduled time.

The **success metrics** appear on the socialPALS dashboard afterwards.

Step by Step Guide on Creating a socialPALS Account

Register once as retailer on the socialPALS platform:

It only take 4 steps to set up a free socialPALS account.

The image is a composite graphic illustrating the registration process for a socialPALS account. It features four screenshots of the registration forms, a central support section, and a final illustration of a user's dashboard.

Step 1: Unternehmensdaten eintragen (U)
This form collects company information. Fields include: Unternehmen * (with a sub-field for 'Unternehmensname inkl. Firmierung'), Steuernummer *, Währung *, Einzelhandelsname *, Adresse *, PLZ *, Stadt *, Land *, Branche, and a checkbox for 'In welcher Sprache kommunizierst du mit deinen Facebook Fans?'. A 'Zusätzliche Angaben zur Adresse' field is also present.

Step 2: Kontaktperson angeben (V)
This form collects contact information. Fields include: Titel *, Vorname *, Nachname *, E-Mail *, Vorwahl *, and Telefon (inkl. Vorwahl) *. There is also a section for 'Kundendaten' with a checkbox for 'Ich bin der Ansprechpartner für Kundendaten' and a radio button for 'Schicke die Kundendaten an:'. Navigation buttons 'Zurück' and 'Weiter' are at the bottom.

Step 3: Infos eintragen, mit Facebook verbinden* (W)
This form includes 'Google Integration' (with a checkbox for 'Google Ads nutzen'), 'Facebook-Integration' (with a checkbox for 'Mit Facebook verbinden'), 'Social Media Links' (for Website, Twitter Username, Instagram Username, Blog URL, and Address), and 'Mailing' (with a checkbox for 'Mailingliste einrichten').

Step 4: Logo hochladen (X)
This form is for uploading a logo. It includes a 'Logo' section with a '1:1 Verhältnis' and '4:1 Verhältnis' option, a 'Drag & Drop' area, and a 'Nicht unterstützte Logoformate' section with a warning about unsupported formats.

socialPALS Kundensupport
A central section featuring a 'LIVE CHAT' icon, 'E-MAIL', and 'TELEFO' (partially visible) options, with a large 'N' below them. An illustration of a woman with a lightbulb idea is positioned next to this section.

Final Illustration
An illustration of a person's hands typing on a laptop. Above the laptop are four icons representing social media platforms: Facebook, Instagram, Google Ads, and Email. Dashed lines connect these icons to the laptop screen, which displays a dashboard with campaign data.

*You will need to access with your Facebook account to connect your company Facebook page

Once registration is complete you can start your campaign(s) with just a click.

Immediately you will see your campaign in your personal dashboard.

Why socialPALS?

These brands already rely on socialPALS and have one thing in common: **they all have a stationary dealer network.**



Your go-to person for questions around the platform

Sign up directly to participate at our campaigns. Our partner socialPALS was assigned to execute the campaign.

Please note, that socialPALS is making an effort to spend 100% of your ad budget.

Due to the guidelines of Meta (Facebook & Instagram) and Google Display, minor deviations can occur.

That's why you will receive a final invoice resp. credit advice on the actual spend ad budget after the campaign ends.

Thank you very much for your interest! Any questions? Just let us know!

Our core hours are Monday to Saturday from 8 am to 6 pm. You can contact us via E-Mail info@socialpals.de or phone **+49 (0)8024 901 62 81**

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