



“SPECIAL OFFER” CAMPAIGN

With proper planning, a limited time offer or special menu item can generate increased traffic and sales dollars, while creating excitement with your customers during this recovery period. Explore materials to help you prepare and execute the perfect special offer.

TIMING: This campaign can be posted anytime you want to promote a special or limited time offer. Leverage polling features through social platforms to create additional excitement with your customers by letting them weigh-in on what your next LTO should be!

FACEBOOK POSTING INSTRUCTIONS - PHOTO:

ON DESKTOP

1. Click **Share a photo or video** or **Photo/Video** at the top of your Page's timeline.
2. Click **Upload Photos/Video** and select a photo(s) from your computer.
3. Add an optional **update** where it says “Say something about this photo...” (note: this is the post copy that your followers will see). We recommend using our **Suggested Post Copy** or customizing your own.
4. Click **Publish**.

ON MOBILE

1. Go to your Page and tap **Create a Post**.
2. Tap **Photo/Video**.
3. Choose a video from your phone, then tap **Next**.
4. Enter an optional update (we recommend using our **Suggested Post Copy**), then tap **Share**.

FACEBOOK POSTING INSTRUCTIONS – STORY POLLING FEATURE:

ON MOBILE (NOT AVAILABLE ON DESKTOP)

1. Open Facebook on an iOS or Android device.
2. Go to your Business Page and tap **+** on your profile picture to select **Create Story**.
3. Scroll across the story options on the top until you locate and tap **Poll**.
4. Replace “**Ask a question...**” with the question you’d like to ask your customers, you can also tap on “**Yes**” and “**No**” to replace the options with your preferred text (e.g. LTO Title 1 & LTO Title 2), click **Done**.
5. Select a background color or background image from your Gallery, tap the **X** to close the background options box.
6. Tap **Share Now** to publish your story to your page.


INSTAGRAM POSTING INSTRUCTIONS:

1. To upload a photo or video to Instagram, **start by tapping the “+” symbol** at the bottom of the screen.
2. To upload a photo or video from your phone's library, tap **Library** (iOS) or **Gallery** (Android) at the bottom of the screen and select the photo or video you'd like to share.
3. Tap the **Expand** icon in the bottom left corner (the two diagonal arrows) to make sure the image or video is the largest size possible.
4. Press **Next** to move into the editing phase. These concepts have already been edited and color-corrected, but if you'd like to apply a filter or edit the photo you can do so now. Press **Next** again when finished with this section.
5. Add a **caption** in the section that says “Write a caption...” (note: the caption is the post copy that your followers will see). We recommend using our **Suggested Post Copy** or customizing your own.
6. Press **Share** when you're ready to publish.



INSTAGRAM POSTING INSTRUCTIONS – STORY POLLING FEATURE:

ON MOBILE (NOT AVAILABLE ON DESKTOP)

1. Open Instagram on an iOS or Android device.
2. Tap **+** on your profile picture to create **Your Story**.
3. Take a picture/video or swipe up to select one from your Gallery.
4. Tap the **Sticker** icon  at the top of the screen.
5. Tap to select the **Poll** sticker icon.
6. Replace “**Ask a question...**” with the question you’d like to ask your customers, you can also tap on “**Yes**” and “**No**” to replace the options with your preferred text (e.g. LTO Title 1 & LTO Title 2), click **Done**.
7. Click **Send To** and **Share** to publish on **Your Story**.

PAID SOCIAL ON FACEBOOK

Putting paid support behind your posts not only allows you to reach people who don’t follow you (i.e. potential customers), it also allows you to reach *all* of your followers. Organic reach, the percentage of your audience that will see each post, has severely declined. This means that even a small amount (\$25) of paid investment can go a long way.

If you’re interested in paid social, we recommend boosting—quickly putting money behind an existing post.

TO BOOST YOUR POSTS, FOLLOW THE INSTRUCTIONS BELOW:

ON DESKTOP

1. Navigate to your company page on Facebook.
2. Find the post that you’d like to put money behind and press **Boost Post**.
3. Select an **Objective**. We’d recommend **Link clicks** if you have a specific web page you’d like to drive traffic to, otherwise select **Post engagements**.
4. We’d recommend adding an optional **Post Button**. **Shop Now**, **Learn More**, **Book Now**, **Get Directions**, or **Send Message** are good options.
5. Select your target **Audience**. If you only want to target your fans, select **People who like your page**. We’d recommend either selecting **People who like your page and their friends**, or **People in your local area**. You can also build a custom audience (choosing demographic, geographic location, and interests) by selecting **Create new audience** in the bottom right corner of this section.
6. Choose your ad **Duration** and **Budget**.
7. Select the ad account that you’d like to use for this. Note: you’ll either need to use your personal ad account, or an ad account associated with your business page. The option you select needs to have a payment method associated with it.
8. Press **Boost**.