

So, you've found an ad that speaks to you – now it's time to bring it to life! Social media plays an important role in our daily lives, not only recreationally, but it creates an opportunity for our businesses, as well. Consumers can connect with brands and companies they love more than ever before, and better yet, are able to refer their friends easier, too.

The world of managing social media can be overwhelming, but we're here to help. In addition to the photos included in your download, we've put together suggested captions to remove the guesswork for you. Each campaign we've designed has multiple captions that are available for use. You'll notice some include specific actions requested of the readers – this is to help promote engagement for the post.

Why is engagement important on social media posts?

Popular social media platforms – like Facebook and Instagram – do not show their posts in chronological order but by engagement. Therefore, the more comments on a post, the more likely it is to be closer to the top of someone's feed. This will help make sure your content reaches as many of your followers as possible!

How to Use

1. Save one of our pre-designed photos
2. Upload to your platform of choice (Facebook, Instagram, LinkedIn, Twitter, etc.)
3. Copy and paste the suggested copy into the caption
4. Hit post!

“Sleep Tight” Co-Branding Marketing Campaign

Suggested copy for caption:

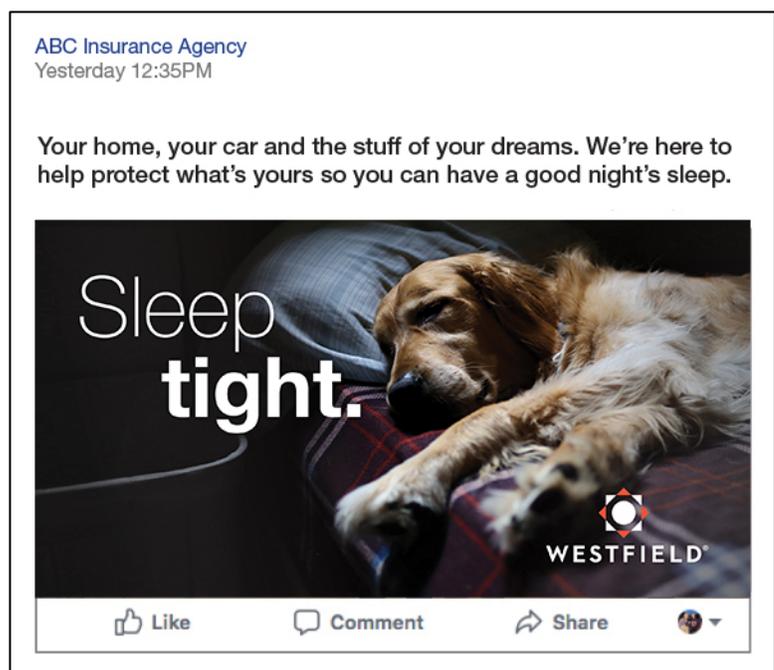
- Rest well knowing we're here to help protect what you've worked hard to build.
- Your home, your car and the stuff of your dreams. We're here to help protect what's yours so you can have a good night's sleep.
- We're here to help protect what's yours so you can have a good night's sleep. Using emoji's, comment below what you think this pup is dreaming about! #SleepTight #Westfield

Examples of what your post can look like:

Instagram



Facebook



If you have any questions, please reach out to WestfieldBrand@westfieldgrp.com.