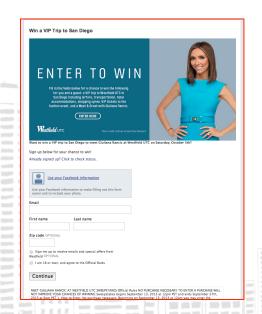


What's New?

Facebook has made a major change to how you can run promotions on your Facebook page.

You can now run promotions in your newsfeed **OR** on a 3rd party app (like OfferPop)







What's New

Summary

- 1) You no longer HAVE to use a third party app to run a promotion on your page (it's no longer mandatory).
- 2) Promotions can be run directly on a page, with entries gathered by liking or commenting on a post, or messaging the page directly.
- 3) You are **NOT** allowed to garner entries via shares of the post or having users tag themselves or others in a post.







Facebook Promotions Requirements Reminder

Reminder:

Any competition, contest or sweepstakes must adhere to Facebook's guidelines as well as the relevant country/state's local laws & regulations.

Facebook Guidelines:

Global Rules: https://www.facebook.com/facebookforbusiness/news/page-promotions-terms

Country Rules & Regulations:

US (California) Regulations: http://www.dca.ca.gov/publications/legal_guides/u-3.shtml

AU Regulations: http://www.olgr.nsw.gov.au/promos trade promos.asp

UK Regulation:

http://www.gamblingcommission.gov.uk/gf-faqs/competitions and prize draws/can i run a prize competition.aspx NZ Regulations:

http://www.dia.govt.nz/Services-Casino-and-Non-Casino-Gaming-The-Rules-for-Running-a-Gambling-Activity



Which Should You Run?

In-Newsfeed VS OfferPop App: Considerations

In - Newsfeed Benefits

OfferPop App Benefits

Increase Post Engagement

Promotions launched directly in the newsfeed can significantly increase engagement with that particular post. Increased engagement also supports increased reach.

Collect Important User Data

Hosting promotions within an app allows brands to collect customer emails, names, and other

Extend Reach

Page posts about promotions that are receiving high engagement will be displayed prominently in the newsfeed of those who like the page, broadening reach and overall post engagement.

Increase Likes & Followers

With an OfferPop promotion, the app can be "like gated" to only allow fans to participate.

Surprise and Delight

Implementing promotions through a newsfeed is much faster and easier and brands have the ability to be spontaneous, provided proper rules & regs are followed.

Facilitate Complex Promotions

An OfferPop app allows you to create a unique and engaging experience for consumers and supports video and photos media,

Additional Considerations

Promotion Type:	IN-NEWSFEED PROMOTIONS	IN APP (EG OFFERPOP) PROMOTIONS
Best for:	 Fast turnaround, short term promotions Qualitative fan feedback (polling fans for opinion) Engaging with fans on Facebook Simplicity 	 - Major campaigns such as "Fashion" or "Back to School" - Generating edm/newsletter sign-ups & other data collection - Building reach - Complex entry requirements
Benefits	 Drive engagement on page/in newsfeed Easy to run More responsive to trends due to speed of implementation Very mobile friendly 	- Get qualified opt-in information, including user email addresses - Get more fan (via fan-gating) - Cross Promote other channels (Instagram, Pinterest, etc) - Run 1 campaign across more than 1 social channel (web, instagram, twitter) - Easy export & management of the promotion Better designed, - Facilitates more complex competitions due to greater functionality
Disadvantages	 Cannot capture emails or user profile information Difficult and time-consuming to administer (no automated export of entries). Imagine having to scroll through hundreds of entries (and constantly clicking on 'see more' to do so!) Need to always include T&Cs which can look messy/long in a page post Cannot be used to generate fans (cannot fan gate) 	- Off newsfeed activity - Less FB advertising-friendly