

SOCIAL MEDIA ONLINE FOLLOW-UP

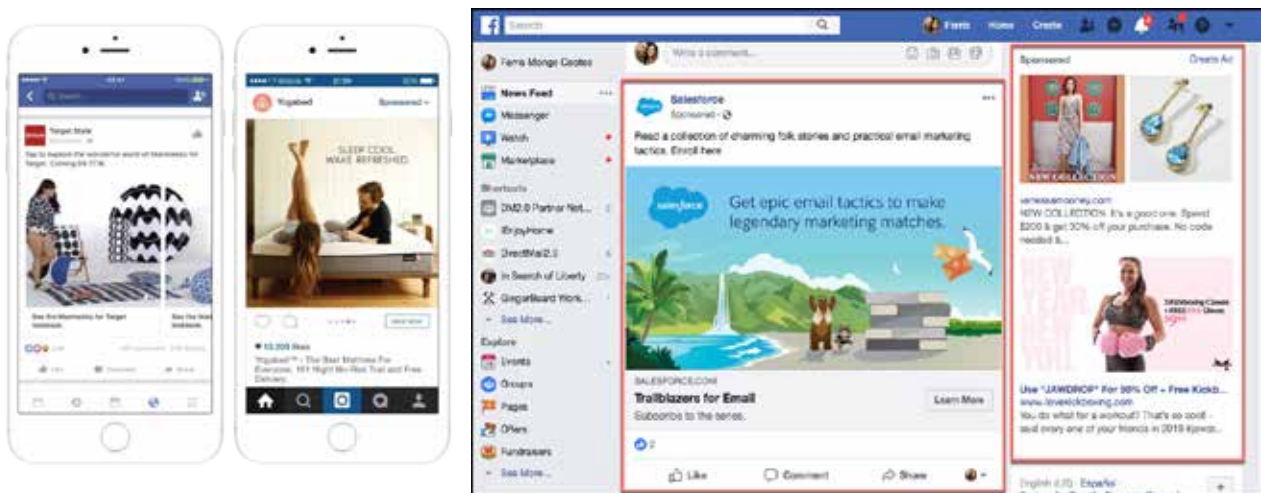
Now, **Social Media Follow-up** has been integrated into **SmartMail** to offer you the opportunity to not only keep your follow-up ads in front of your prospects across the **Google Display Network** but also through **Facebook** and **Instagram** newsfeed.

Anyone who visits your website or landing page during your campaign will automatically see your advertising when they scroll through their newsfeed. The number of impressions and clicks can be tracked in real time using your personalized **SmartMail Dashboard**.

- Did you know that Facebook & Instagram have over 3 billion active users every month?
- 70% of people access social media daily
- 43% visit multiple times per day, spending 3-4 hrs per day on Facebook & Instagram alone!
- 84% access social media via their mobile device
- The fastest growing profile demographic on **Facebook** is age 65 and up
- See the number of unique visitors to your website who have been recognized as active Facebook and Instagram users
- See the number of times your ad has been viewed by the people on your follow-up list
- Check the number of times that your ad has been clicked or tapped on
- See who is engaging with your ads by age and gender

How does it work?

1. Website visitors will receive a cookie on their **Facebook** and **Instagram** profile
2. Prospects will see your ad on their newsfeed on any device once logged-in
3. Re-engage website visitors by reaching them with multiple impressions on their **Social Media** newsfeeds



Being constantly present in a person's online experience is the key to success with online marketing.