

Check List: Social Media Advertising

Boosted Facebook Post

Before Ad Placement

- Included the PPM blog and link to PPM website
- Included CTA in the post copy.

Before submitting for reimbursement

- Insights Performance Report showing amount paid
- Link to ad preview

Submit Reimbursements

PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/

Carousel Ads on Facebook or Instagram

Before Ad Placement

- Included the PPM graphic and link to PPM website
- Included CTA in the post copy.

Before submitting for reimbursement

- Insights Performance Report showing amount paid
- Link to ad preview

Submit Reimbursements

PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/