



THE EXHIBITOR 101

Step by Step to the
Campaign Activation

Dear **Retailer,**

here you will find an overview from the first one-time registration at socialPALS up to the activation of the campaign and further functions of the platform.

The underlined text passages will lead you directly to the respective articles in our [Retailer Help Center](#).

In the [Retailer Help Center](#) you will also find many other helpful articles for the using the socialPALS platform. Under „Search for answers“ you can filter the articles with keywords.

We look forward to supporting you in the campaign!

socialPALS Team



Advice and answers in **7 languages**

One time **Registration and Enrollment**

You are **new to socialPALS?**

- ✓ Register on the **socialPALS Platform** via the invitation link from the campaign info or from the invitation email.
- ✓ Enter your email address in the registration form and enter a password. This is your log-in data for this and future campaigns.

- ✓ **Then you can start directly with the creation of your socialPALS account!**
 1. Enter your company data for this purpose.
 2. Sender a contact person for socialPALS and enter the corresponding contact data.
 3. Link your **LinkedIn Account**, your **Facebook Business Page** and your **Instagram Business Account** to the platform.
 4. Finally, upload your company logo.

Detailed instructions on how to create a socialPALS account can be found [here](#).

You already **have a socialPALS account?**

- ✓ Log in to the **Platform** with your log-in data and simply enter the invitation code for the campaign under „Add campaign“.
Then, you are already registered for the campaign.

Great! You have successfully registered for the campaign! And continue to the activation of the campaign.

How do I **activate** a campaign?

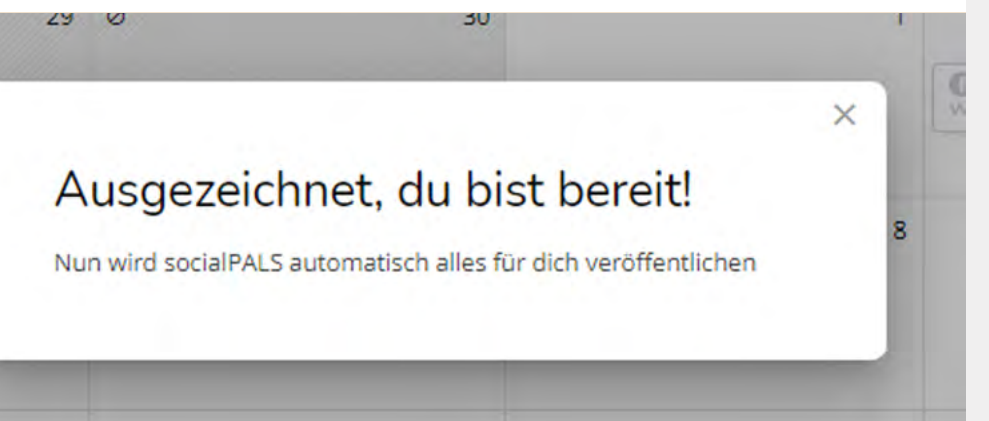
Launch the Content Calendar to activate the campaign.

Content Calendar provides you with automatic publishing of posts and ads on your social media channels.

- ✔ Click on the orange „**Start calendar**“ button on the campaign tile. You will now land in the content calendar that the brand has prepared for you.
- ✔ To activate it, click on **START CALENDAR**.
- ✔ Now confirm the steps shown to fully launch the calendar. The 4 steps include a preview of the postings, which you can then activate via the **PUBLISH** button.



Now you can sit back and relax. The platform will now do the work for you!



You want to take matters into your own hands and **plan the postings and advertisements yourself**? No problem! On the next page you'll find all the features of the Content Calendar and helpful links from the Retailer Help Center.

You want to **plan the calendar yourself?**

When designing your own content calendar, you can take advantage of the following features:

- ✔ Offered postings that are provided by MedtecLIVE can be adapted individually to you as the exhibitor.
You can set the text, the date of the playout, the time and the number of postings yourself. → [Brief Overview of the Content Calender](#)
- ✔ You can also easily move the postings in the campaign period via drag and drop.

Here you will find a selection of other helpful articles:

- [Schedule Posts Yourself without starting the Calendar](#)
- [Change Scheduled Posts in your Content Calender](#)
- [What can be Posted or Promoted on which Channels](#)

The number of suggested posts is not enough?

- ✔ You can expand the content calendar with more posts via the download area. The article [Post or Schedule a Post](#) can help you with this.

Do you have **any questions?** Then feel free to contact our Customer Success Team at any time!

Anna - INTERNATIONAL

anna.ponce@socialpals.de

+49 (0)8024 467 95 50

Blanka

blanka.gabric@socialpals.de

+49 (0)8024 901 62 98

Giorgiana - INTERNATIONAL

giorgiana.reitmayer@socialpals.de

+49 (0)8024 901 62 83

Joey-John - INTERNATIONAL

joey.rogers@socialpals.de

+49 (0)8024 901 62 87

Vanessa

vanessa.ackermann@socialpals.de

+49 (0)8024 901 62 99

Oshane

oshane.gordon@socialpals.de

+49 (0)8024 901 62 82

Sean

sean.erten@socialpals.de

+49 (0)8024 901 62 97

