

Materials Specifications

Requirements

Your custom social media lead generation campaign will deliver the leads you're looking for, with the information you're looking to obtain. The below is required to complete your campaign:

- One (1) to three (3) images or videos
- Three (3) headlines
- One (1) to three (3) captions
- One (1) to three (3) link descriptions
- Link to your website
- Survey headline
- Survey description
- Survey questions

What You Need to Know:

- **All information may be publicly displayed**
- **Image size:** 1200 px x 628 px (standard social image), 1200 px x 1200 px (square image), and/or 1080 px x 1920 px (for stories and special feeds)
- **Image format:** JPG or PNG
- **Video size:** 1200 px x 628 px (standard social video), 1200 px x 1200 px (square video), and/or 1080 px x 1920 px (for stories and special feeds)
- **Video format:** MOV or MP4 files, maximum 4GB
- **Headlines:** You MUST send three (3) headlines; maximum 30 characters, anything longer may get cut off
- **Captions:** 50 - 300 characters; this can cut off with a "see more" option in story and mobile placements between 75-120 characters, so be sure to have the most important info up front
- **Link descriptions:** Maximum 30 characters; displays under the link and headline as a subheadline on certain placements
- **URL:** Only full links will be accepted, do not send Bitly or shortened links; you may send UTM tracking code(s) to be added onto the full links
- **Survey headline:** Maximum 60 characters
- **Survey description:** Maximum 100 characters OR five (5) bullet points totaling a maximum of 80 characters
- **Default survey questions:** First and last name, company, job title, work phone, and work email,
- **Advertiser-supplied questions:** Submit any mix of up to five (5) single-selection multiple choice questions (user instructed to select only one response), yes/no, OR open-ended questions (user fills in the blank)

Submission Guide

Submit all creative via this form

Delivering Creative

Contact production@bizbash.com with questions regarding these specs or delivery of materials. Contact your BizBash sales representative with any questions regarding your purchase.

Additional Terms & Conditions

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