MTW

Developmental Disability Provider DSP Recruitment Toolkit
Digital Marketing Ads and Images

VIBRANT V BRANDS

Contents

- How to use the Digital Marketing Ads and Images
- General Advertising Guidance
- Google Search Ads
- Social Media Ads
  - Facebook
  - Instagram
  - LinkedIn
  - YouTube
  - Snapchat
  - TikTok

How to Use the Digital Marketing Ads and Images

- This package of ads and images provides ready made ad images and copy text that can be used directly by providers "as is".

- All images maintain the look, feel and branding of the statewide #MoreThanWork recruitment campaign, but allow space and opportunity for providers to insert their agency's own logos and messaging.

- A short glossary of terms has been provided at the end of this document.

General Advertising Guidance for Digital Marketing

Ad Content

- You can directly copy/paste and use any of the text content from the .txt file in the toolkit. The text will be referenced here but should be copied from the .txt as extra hidden content is often copied over when doing so from within PWPT.

- For images, please see the related .zip file from the toolkit. Those images will be referenced here but should be uploaded from the actual files within the .zip file.

General Advertising Guidance for Digital Marketing

Your Digital Advertising Budget

- Suggestion: Start with a minimum budget of $5/day ($150/month) and increase based on need.
  - LinkedIn will need a $10/day ($300/month) minimum.
  - TikTok and Snapchat will need a $20/day minimum.
- You can choose to run ads on any one of the social media platforms, a few of them or all of them.
- Your overall budget will be determined by which platforms are selected and how the ads are set up.
- Your organization will be responsible for setting up the ads and the associated cost.

General Advertising Guidance for Digital Marketing

<u>3rd Party Destination Ads</u>

- 3rd Party Destination Ads will direct users to the home page of your agency website. If you have a Careers or equivalent page on your site, that would be the ideal URL location to use in the ads. In this use, your agency is the third party from Facebook's perspective and your ad is attempting to direct users away from Facebook.
- Be sure to select "Webclick Campaign" when making the ads where appropriate.

<u>Advertiser Verification</u>

- At some point soon after a new ad account is created you may be required to complete advertiser verification. This often occurs on Google and Facebook as these platforms require verification of all advertisers to ensure all ads are from legitimate sources.
- Once prompted, advertiser verification will need to be completed prior to a given date to avoid the ads being paused.
- The platforms often delete any documentation supplied to them once it has been verified.

General Advertising Guidance for Digital Marketing

<u>Geo Targeting</u>

- Geo Targeting is the strategic use of ads in select geographic areas.

- We suggest either a 10-mile radius around the towns in which your organization's office or program site is located or targeting counties in which your agency provides services.

- If your organization serves a very large area, we suggest limiting your targeting to specific locations. The wider the area, the more potential there is for competition from other organizations.

- Ad campaigns for the purpose of employment will be classified as "Special Ad Category" and will be limited in how they can target users. You'll need to declare how ads will be geographically targeted from within the platforms where applicable.

Digital Marketing Platforms

Google/YouTube
Google search ads, image ads, and YouTube video ads are created within Google Ads.
https://ads.google.com/home/
You **will not** need a User Profile but you **will** need a Google services compatible email address.

Facebook/Instagram
Facebook ads and Instagram ads are created within Facebook Ads Manager.
Most Facebook ads are also Instagram ads by default.
Instagram specific Campaigns can be created.
https://www.facebook.com/business/ads
You **will** need an existing User Profile or you can create a new one, as well as a Page for your agency.

LinkedIn
https://business.linkedin.com/marketing-solutions/ads
You **will** need an existing User Profile or you can create a new one, as well as a Page for your agency.

Snapchat
https://forbusiness.snapchat.com/
You **will not** need an existing User Profile.
You can create or connect an agency Page.

TikTok
https://ads.tiktok.com/i18n/home
You **will not** need an existing User Profile.
You can create or connect an agency Page.

Spam Management

Eventually, you as the Page or Ad Account Admin will receive a spam message. Most often these messages are received on Facebook Messenger.

- As the example, Facebook support will never reach out to you via Messenger **first**.
- If you seek support, they will use Messenger but any message you receive about a Page deletion, removal, policy issue, etc asking for you to click a link (especially one that does not list a Facebook site as the landing page within the url) is very likely spam and can be deleted or ignored.

- Facebook will almost never outright delete content without notice.
- Any communication they have regarding outstanding billing for example would be communicated over months via physical letters referencing the complication.

- Most of the platforms would adhere to this and you should be wary of random solicitations.
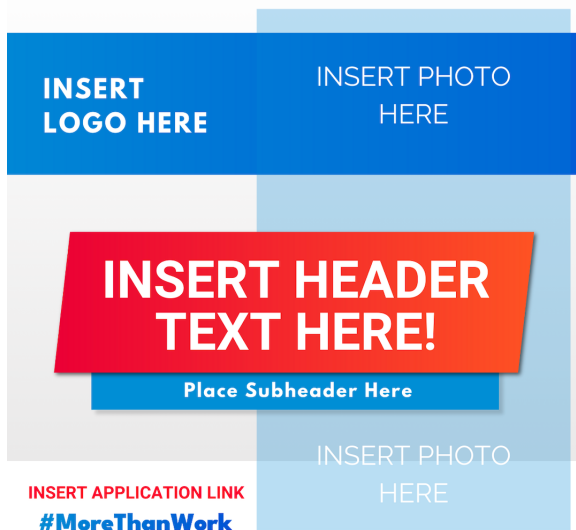
Images for Google Ads

Image Content

- These images should be used as Responsive Display Ads and any ad text needed can be pulled from the Google ad text in this document.

- **Two** of the templates provided in the toolkit can be used to create the images for Google ads.

- The images should be updated with your agency branding and image copy. Please refer to the best practices document of this toolkit.

Google Search Ads and Keywords

Ad Text Content

- The text provided in the next slides should be used as the ad copy for the Ad Headlines and Ad Text during ad creation on the Google platform.

- All provided Headlines should be used in the ads.

- We've provided 8 lines of Ad Text but only 4 can be used within a single ad. So, the lines of Ad Text should be split across two ads.

- This language has already been tested for 100% ad strength based on the Keywords on the following page, aside from City names.

- If you'd like to rewrite the copy, Headlines are a max of 30 characters and Ad Text would be a max of 90 characters, but you'll want to ensure that the new text receives a 100% Ad Strength within the interface before publishing to optimize the ads.

Example Ad

Sponsored

www.directsupportcareers.com/

Flexible full & part time jobs - Local career in human services

Start a new career today & step into the rewarding role of a Direct Support Professional. Find fulfilling work today & enhance the lives of people with developmental disabilities.

Google Search Ads and Keywords

Headline

- Careers in direct support
- Dynamic, hands-on environment
- Find professional growth
- Local career in human services
- Bright & fulfilling job path
- Rewarding local community jobs
- Step into a rewarding role
- Flexible full & part time jobs
- Flexible human services work
- Now hiring dedicated DSPs
- Impactful jobs in healthcare
- Nursing alternative careers
- Rewarding human services jobs
- No prior experience needed
- [city] Local Employment

Ad Text

- Start a new career today & step into the rewarding role of a Direct Support Professional
- Find fulfilling work today & enhance the lives of people with developmental disabilities
- Find growth in the Direct Support Professional career path & be the frontline of support
- Direct Support Professionals help make a tangible difference in people's lives every day
- Direct Support Professionals contribute to communities by helping people with disabilities
- Become a Direct Support Professional & spend your time helping others in the community
- Help members of the community thrive by becoming a Direct Support Professional today
- Make a significant difference in the lives of others through dedicated direct support

Google Search Ads and Keywords

Main Keywords - These should be added as they are, including the quotation marks.

- "direct support professional jobs"
- "direct support professional careers"
- "direct support professional employment"
- "direct support professional hiring"
- "direct support professional work"
- "direct support jobs"
- "direct support careers"
- "direct support employment"
- "direct support hiring"
- "direct support work"
- "dsp jobs"
- "dsp careers"
- "dsp employment"
- "dsp hiring"
- "dsp work"
- "human services jobs"
- "human services careers"
- "human services employment"
- "human services hiring"
- "human services work"

- "part time jobs"
- "part time careers"
- "part time employment"
- "part time work"
- "part time hiring"
- "flexible jobs"
- "flexible careers"
- "flexible employment"
- "flexible work"
- "healthcare jobs"
- "healthcare careers"
- "healthcare employment"
- "healthcare work"
- "healthcare hiring"
- "nursing jobs"
- "nursing careers"
- "nursing employment"
- "nursing work"
- "nursing hiring"

Google Search Ads and Keywords

Location Keywords

"[location of agency] jobs"   "[location of agency] employment"
"[location of agency] careers"   "[location of agency] work"
"[location of agency] hiring"

While most of the Keywords are intended to be used as is, you'll need to replace [location of agency] brackets with the appropriate location.
Ex. "Albany jobs"

Negative Keywords

- A separate list of undesirable keywords can be added within the account. These would typically be prominent swear words or terms that are only tangentially related to your ads. Ex. Ads using "Albany jobs" as a Keyword could list "Georgia" as a Negative Keyword since there is a city by that name in that state, but it is only tangentially related and is not representative of the audience you'd want to include. A search would likely already be omitted due to the Geo Targeting in place, but it would be good to add regardless.
- Any search query using a defined Negative Keyword will be ineligible to show an ad from the related Campaign/Group.

Images for Facebook Ads

- These images should be used as Display ads and any ad text needed can be pulled from the Facebook ad text page.

- **Three** of the templates provided in the Toolkit can be used to create the images for Facebook ads.

- The image examples should be updated with your own branding and image copy. Please refer to the best practices document.

facebook # Facebook Ads
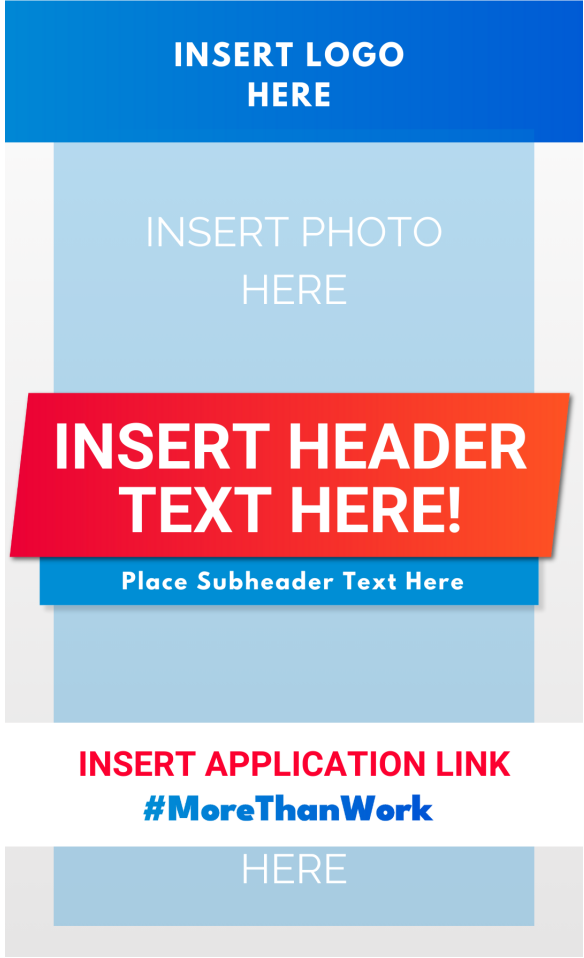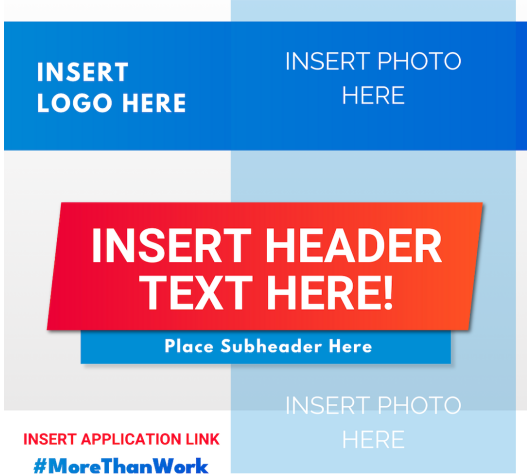
Ad Text Content
- Each couplet of text provided should be used as the ad copy for Facebook Ads.

- The News Feed Description will not display in every instance.

- Any brackets should be replaced with the location your organization serves.

- If you'd like to rewrite the copy, Headlines are a max of 25 characters (which is different from Google Ads) and Ad Text is a max of 90 characters.

News Feed Description
Learn more & apply!

Interests
- Application for employment (careers)
- Career (employment)
- Career development (careers)
- Employment (careers)
- Employment agency (careers)
- Employment website (careers)
- Entry-level job (careers)
- Job (careers)
- Job fair (expo)
- Job hunting (careers)
- Job interview (careers)
- Part-time (careers)
- Self-employment (careers)
- Shift work (business & finance)

Required Interests (also must match)
- Charitable organization (social causes)
- Nonprofit organization (social cause)

facebook   # Example Ad

facebook # Facebook Ads

Ad Text

- Direct support careers
- Start a new career today & step into the rewarding role of a Direct Support Professional

- Find professional growth
- Find growth in the Direct Support Professional career path & be the frontline of support

- Human services employment
- Find fulfilling work today & enhance the lives of people with developmental disabilities

- Now hiring dedicated DSPs
- Direct Support Professionals help make a tangible difference in people's lives every day

- Jobs in [city]
- Become a Direct Support Professional & spend your time helping others in the community

- Rewarding healthcare jobs
- Direct Support Professionals contribute to communities by helping people with disabilities

- Full & part time jobs
- Help members of the community thrive by becoming a Direct Support Professional today

- Start a new career today
- Make a significant difference in the lives of others through dedicated direct support

📷 Instagram Ads

Ad Text Content
- Facebook ads will also be Instagram ads by default since they are web click ads. If you'd like to run an Instagram specific Campaign, use these lines of Ad Text and use one line per ad variation.

- You'll need to select the related options to make a campaign Instagram specific.

- If you rewrite the copy, Headlines are not needed and Ad Text is a max of 90 characters.

Ad Text
- Start a new career today & step into the rewarding role of a Direct Support Professional

- Find growth in the Direct Support Professional career path & be the frontline of support

- Find fulfilling work today & enhance the lives of people with developmental disabilities

- Direct Support Professionals help make a tangible difference in people's lives every day

- Become a Direct Support Professional & spend your time helping others in the community

- Direct Support Professionals contribute to communities by helping people with disabilities

- Help members of the community thrive by becoming a Direct Support Professional today

- Make a significant difference in the lives of others through dedicated direct support

Example Ad

Images for LinkedIn Ads

- These images should be used as Responsive Display ads and any ad text needed can be pulled from the LinkedIn ad text page.

- **One** of the templates provided can be used to create the images for these ads.

- The images should be updated with your own branding and image copy. Please refer to the best practices document.

in LinkedIn Ads

Ad Text Content

- The ad will not display correctly within preview mode as the interface has changed. You will need to save the ad to the Campaign, then select View to see how it will appear.

- If you rewrite the copy, the Ad Text is a max of 90 characters for each line.

  - Ad Text 1 – under the image

  - Ad Text 2 – above the image

Ad Description (not an ad text variation)
Apply today!

Interests/Member Skills

- Nonprofit Organizations
- Nonprofit Volunteering
- Fundraising
- Charity Work
- Charity Events
- Charities
- Volunteering
- Volunteer Training
- Volunteer Engagement
- Community Outreach
- Community Engagement
- Community Health
- Community Service
- Personal Care Assistance
- Personal Care Services

![in] **Example Ad**

LinkedIn Ads

Ad Text
- Start a new career today & step into the rewarding role of a Direct Support Professional
- Find fulfilling work today & enhance the lives of people with developmental disabilities

- Find growth in the Direct Support Professional career path & be the frontline of support
- Direct Support Professionals help make a tangible difference in people's lives every day

- Direct Support Professionals contribute to communities by helping people with disabilities
- Become a Direct Support Professional & spend your time helping others in the community

- Help members of the community thrive by becoming a Direct Support Professional today
- Make a significant difference in the lives of others through dedicated direct support

- Direct Support Professionals help make a tangible difference in people's lives every day
- Start a new career today & step into the rewarding role of a Direct Support Professional

- Become a Direct Support Professional & spend your time helping others in the community
- Direct Support Professionals contribute to communities by helping people with disabilities

- Find fulfilling work today & enhance the lives of people with developmental disabilities
- Help members of the community thrive by becoming a Direct Support Professional today

- Make a significant difference in the lives of others through dedicated direct support
- Find growth in the Direct Support Professional career path & be the frontline of support

YouTube Ads

Audience

- Job Finders
- Jobs
- Job Classifieds
- Employment Opportunities
- Employment
- Careers for the Future
- Jobs in the USA
- Best Jobs
- Career Planning Services
- Job Opportunities
- Job Vacancies
- Temporary & Seasonal Jobs
- Career Consulting Services
- Health & Medical Jobs
- Employment

Topics

- Career Resources & Planning
- Recruitment & Staffing
- Health & Medical Jobs

Video Keywords
- none

You Tube YouTube Ads

Ad Text Content ~~Info~~

- The provided Audience and Topic targeting should be applied to video Campaigns.

- You'll want to select skippable ads.

- We suggest avoiding video Keywords as these significantly limit the targeting of the video ad.

- You may opt to serve video ads via another Campaign setting besides Cost Per View, but these have been outlined with CPV Campaigns in mind.

- You can use any of the videos on the next page as the source for your ad or any additional video from the MTW channel but please check to be sure the link is live prior to use.

Videos for YouTube Ads

Video Ad Links (These are listed within the .txt document for an easier copy/paste.)

- Channel *for reference*
  https://www.youtube.com/channel/UCWX_A99t6wn9Q5zemgbaiQw

- Direct Support Professionals 30s | Careers
  https://www.youtube.com/watch?v=MroAi59WY3Q

- Direct Support Professionals | Careers
  https://www.youtube.com/watch?v=81QkeaF--VI

- Hailee | Direct Support Professional Careers
  https://www.youtube.com/watch?v=gYz_2yt5QF4

- Ghiaz Badruddin - Direct Support Professional Careers
  https://www.youtube.com/watch?v=I6uiApKKHxM

- Yvonne | Direct Support Professional Careers
  https://www.youtube.com/watch?v=TQYT_VzuoCg

- Jeanie | Direct Support Professional Careers
  https://www.youtube.com/watch?v=Mm2DRAtS8VQ

- Terrence | Direct Support Professional Careers
  https://www.youtube.com/watch?v=Cb8y30S2RzY

Sample Ad

Snapchat Ads

INSERT LOGO HERE

INSERT PHOTO HERE

INSERT HEADER TEXT HERE!

Place Subheader Text Here

INSERT APPLICATION LINK
#MoreThanWork
HERE

Interest Targeting
- Advocates and Activists

Ad Text and Image Content
- These images should be used as Responsive Display ads and any ad text needed can be pulled from the previous Google ad text page within this outline.

- **One** of the templates provided can be used to create the videos for these ads.

- The examples should be updated with your agency's branding and image copy. Please refer to the best practices document. Each line provided is a separate line of ad text.

- If you'd like to rewrite the copy, Ad Text is a max of 35 characters for each line.
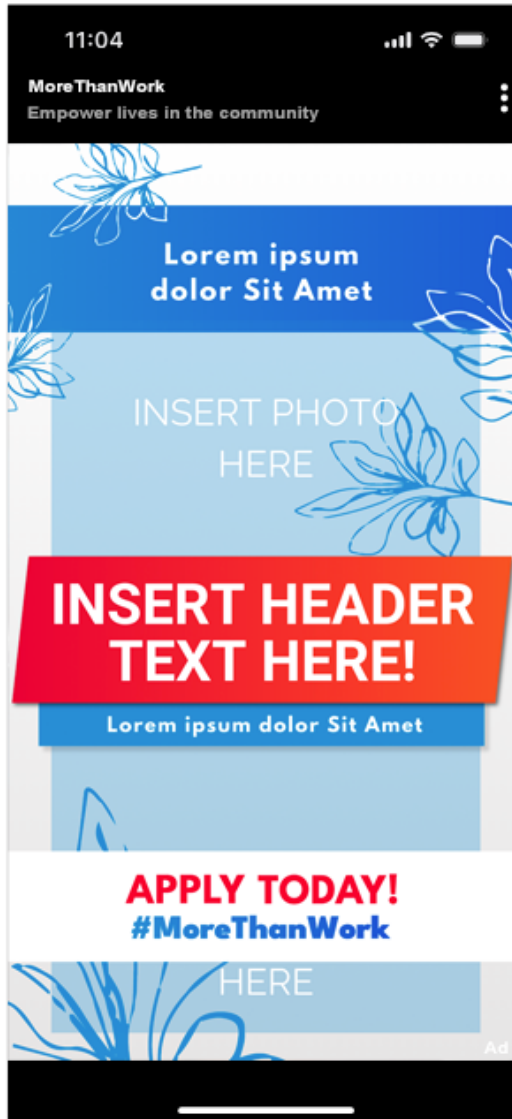
Ad Text
- Empower lives in the community

- Step into a rewarding role

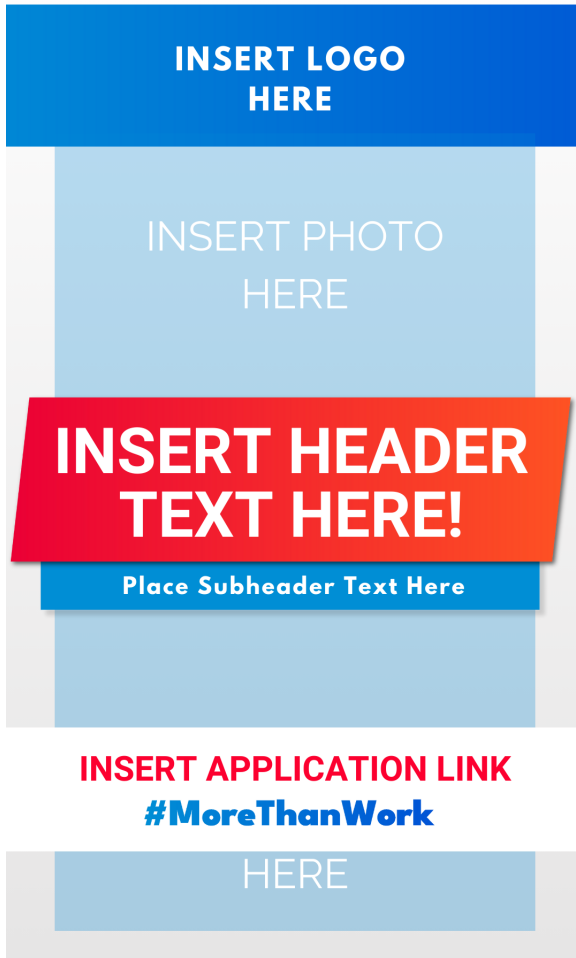- Be at the frontline of support

- Help people with disabilities

29

TikTok Ads

INSERT LOGO HERE

INSERT PHOTO HERE

INSERT HEADER TEXT HERE!

Place Subheader Text Here

INSERT APPLICATION LINK
#MoreThanWork
HERE

## Interest Targeting
- Charity & Public Welfare

Ad Text and Image Content
- These images should be used as Responsive Display ads. Any ad text needed can be pulled from the previous Google ad text page.

- **One** of the templates provided can be used to create the videos for these ads.

- The examples should be updated with your agency's branding and image copy. Please refer to the best practices document.

- Each line provided is a separate line of ad text.

- If you rewrite the copy, Ad Text is a max of 50 characters for each line.

Ad Text
- Transform lives with hands-on job experience

- Help members of the community thrive

- Direct support professionals serve the community

- Find growth as a Direct Support Professional

TikTok Example Ad
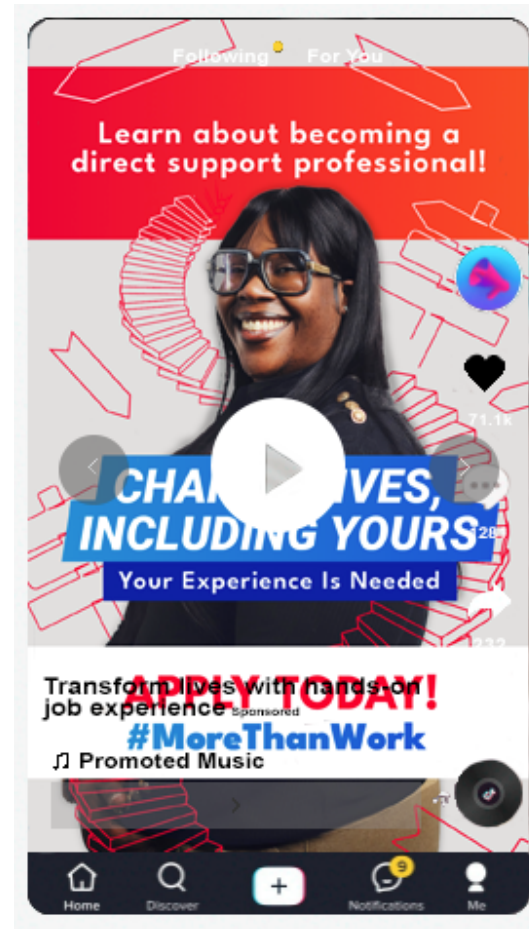
Glossary

Headline – A short line of copy typically used to quickly summarize the purpose of the Ad

Ad Text – The main body of the ad copy which typically provides additional context on the Ad

News Feed Description – Additional copy which provides a bit more information regarding the link the ad is directing users to or a quick Call To Action, often only available to read via a specific view of the Ad

Keywords – Terms the advertiser Bids on that are matched with Search Queries from Users which allow an eligible Ad to be shown

Bids – The individual amount set to serve an Ad within the Auction prior to a Click which would then lead to Cost, accounts typically use Automated Bidding with the intent of serving based on increasing Clicks or Conversions

Query – The term or arrangement of words a User searches verbatim

Conversion – An action measure-able via code installed on a website or various other factors established by an account admin and web developer as needed

Image Text – Text that is embedded within an image rather than copy being used for a text field within the ad's setup options

Interests – Certain ad platforms serve ads based on Interests rather than Keywords. Keywords can be set to anything the advertiser whishes, while Interests are based on a predetermined list set by the platform from which an advertisers can select various choices. Interests cover topics that a User may have shown an interest in before.

Special Ad Category Ads – Some ads (or all in the case of the subject of this Toolkit i.e. Employment) are required to be marked as Special Ad Category Ads. This setting will need to be applied and will alter what targeting options are available to the advertiser per policy although all settings outlined have been checked prior.

Responsive Display Ads vs. Display Ads – Google specifically allows for advertisers to provide Headlines, Ad Text, and Images for a certain type of ad. These ads will pull relevant selections from the provided content and show them to Users as an Image Ad consisting of a mix of assets. These are different from Responsive Text Ads and standard Image Ads.