



Follow-Up with Facebook & Instagram

Increase conversions by pairing your direct mail campaign with Facebook and Instagram. Keep your brand in front of your prospects while they're scrolling through their news feeds on Facebook and Instagram.

Why use Online Follow-Up?

3 Billion active users on Facebook and Instagram

4 Hours average user spends on Facebook & Instagram combined daily

Being constantly present in a person's online experience is the key to success with online marketing. Keeping your brand familiar in the mind of your leads through Social Media Follow-Up is the perfect tool for brand recognition.

How it works:

- Your website gets assigned a **unique tracking code** (also known as Pixel) for Facebook and Instagram. This code is completely invisible and has no impact on how the website looks or how it acts.
- A visitor of the website gets a unique "cookie" assigned to their browser once Facebook and Instagram identifies them as an active user. *(NOTE: Their data is confidential and their information is not accessible, this ensures online privacy for every user)*
- When the user logs into Facebook or Instagram, they will be shown impressions of your ad **right in their news feed**, where they're more likely to interact and view the ad.

