



Digital Marketing Kit

INSTRUCTIONS

Rinnai

Social Kit

For use across social media

Cover Banner 820x312



News Feed 1 1200x600



Stories 1080x1920



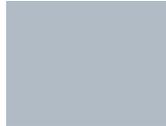
News Feed 2 1080x1080



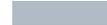
Digital Ad Kit

For paid ad placements on the web

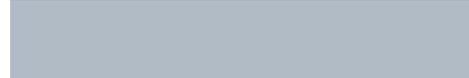
300x250



300x50 (mobile)



728x90



160x600



300x600



Facebook

Facebook Business Cover Photos:

1. Log into Facebook
2. Click on the “Edit” or “Add a Cover” button on the bottom-right corner of the cover image frame. Locate the Facebook Ad you would like to use; such as a Rinnai Ad. If a cover photo already exists in the frame, you’ll see options to reposition the image or remove it. Remove the image.
3. Select the image you would like to use, the image will then appear in the photo frame. You can drag it around, using your mouse, so that it positioned correctly.
4. Hit the “Save” button when you’re done.

Uploading Photo/Video to Your Facebook Business Page:

1. Click on the Photo/Video button underneath the “Create a Post” template to add the Facebook Promo Ad to your page.
2. A separate window should open showing the ad you uploaded. Write a few sentences, pertaining to the image, promoting your services.
3. Use hashtags (#), such as:
#rinnai, #rinnaiamerica, #rinnaitanklesswaterheater, #rinnaiboiler, #rinnaihomeheating
4. Click the “Post” button when ready to add it to your business page.



Instagram

How to Post on Instagram:

1. Tap the + icon at the bottom of your screen.
2. Choose the image you would like to use; such as a Rinnai Ad.
3. Type a caption to promote your services.
4. Use hashtags (#), such as:
#rinnai, #rinnaiamerica, #rinnaitanklesswaterheater, #rinnaiboiler, #rinnaihomeheating

Note: Instagram allows for filters to adjust the look and feel of the image. Please do not alter the Rinnai branded image.



LinkedIn

LinkedIn business account:

1. Sign into your Page Admin Center.
2. You'll be routed to the Page tab by default.
3. Click Start A Post and enter your text
4. Click the Document icon to upload an image from your computer.
5. Click Add Hashtag and enter your text next to the symbol. (optional)
6. Use hashtags (#), such as:
#rinnai, #rinnaiamerica, #rinnaitanklesswaterheater, #rinnaiboiler, #rinnaihomeheating
7. Click Post.

LinkedIn personal account:

- 1: Visit Your LinkedIn "Home"
To start, visit your "Home" section, which is different than your profile page. Click "home."
2. Click "Start a Post"
3. Write a short sentence about your service offerings.
4. Click the camera icon towards the bottom of the window.
5. Select an image from your computer.
6. Add relevant hashtags.
7. Click "Post"

Digital Ad

Digital Banner Ads are placed in high-traffic locations on webpages to creating brand awareness and generating click-throughs, purchases, and leads. These high-visibility locations include the front, bottom, or the side of a webpage; places where the eyes of browsers usually wander. We've included the creative banners you'll need to get started. Now that you have your Ad, you will need to find a company where you buy adspace. There are many professional channels to choose from:

1. Google Display
2. Bing Ads
3. Social Media Networks
4. Facebook
5. Twitter
6. Instagram
7. Carbon Ads
8. BuySellAds

Resources

Helpful links to watch:

1. Seth Godin - THIS is Marketing
https://www.youtube.com/watch?v=BPK_gzeH_yk&t=276s
2. Adam Erhart - Introduction to Marketing 101
<https://www.youtube.com/watch?v=8Sj2tbh-ozE>
3. SelfLearn Understanding Marketing Basics and Fundamentals
<https://www.youtube.com/watch?v=A2t-yhFaUC0>
4. Ahres - Digital Marketing for Beginners: 7 Strategies That Work
<https://www.youtube.com/watch?v=wZZnxXyES80>
5. Brian Tracy - 4 Principles of Marketing Strategy
<https://www.youtube.com/watch?v=hZLMv5aexto>