

Stuttgart, Germany 2024

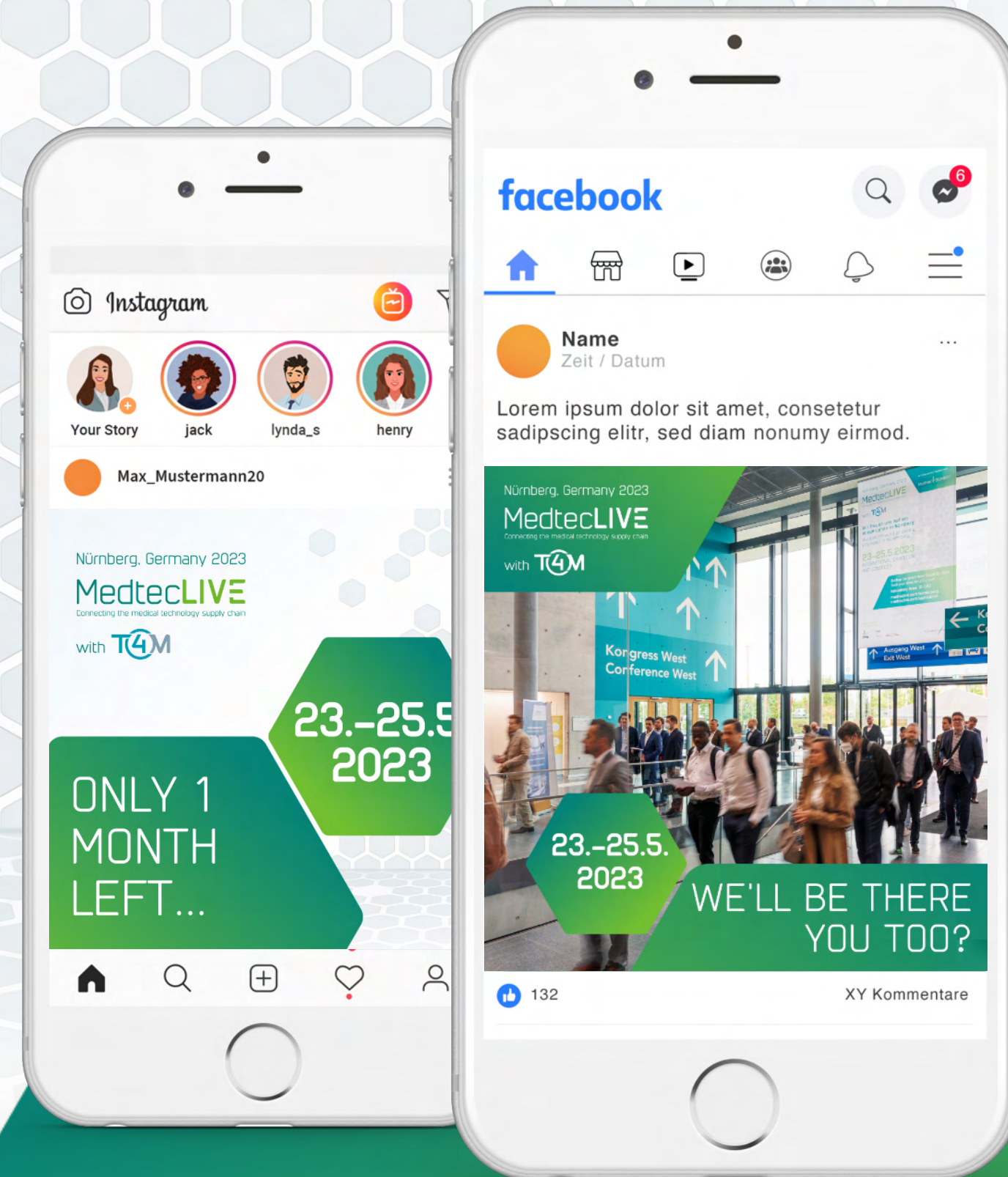
MedtecLIVE

socialPALS®

Our social media campaign for your success

Customised content for the optimal promotion of your trade fair presence at MedtecLIVE 2024 in Stuttgart

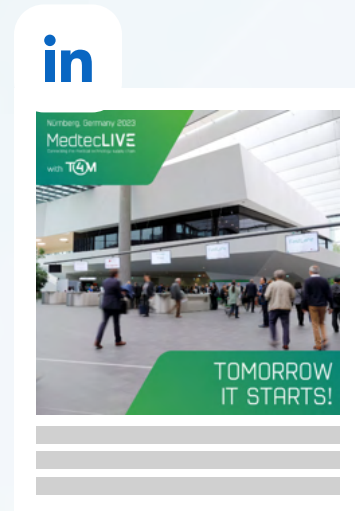
Campaign period:
15 April 2024 -
23 June 2024



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Would you like to maximise your presence at MedtecLIVE?


Let us help you do just that! Register now on the socialPALS platform and secure a comprehensive social media campaign that will take your trade fair participation communication to a new level.

We will create a holistic social media campaign for you on LinkedIn, Facebook and Instagram to mobilise your network for the upcoming MedtecLIVE and put your trade fair stand in the spotlight. With our support, your trade fair participation is guaranteed to be a complete success!

What are you waiting for? Register today at <https://app.socialpals.de/invite/medteclive-en> and let's achieve great results together!

Reach your local target group via:

 Facebook - (content calendar)

 Instagram - (content calendar)

 LinkedIn - (content calendar)

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Create an account and join in!

🕒 Participation of new customers

Register now and create an exhibitor account. Quick and easy at:

<https://app.socialpals.de/invite/medteclive-en>



Register now and take part!

👤 Platform user participation

Users who are already registered can log in to the platform with their account: <https://app.socialpals.de>

Then enter the invitation code and confirm the content calendar.

Invitation code: [MedtecLIVE2024-en](#)

Any questions?
Please contact us!

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www.socialpals.de

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+49 (0) 8024-9016298

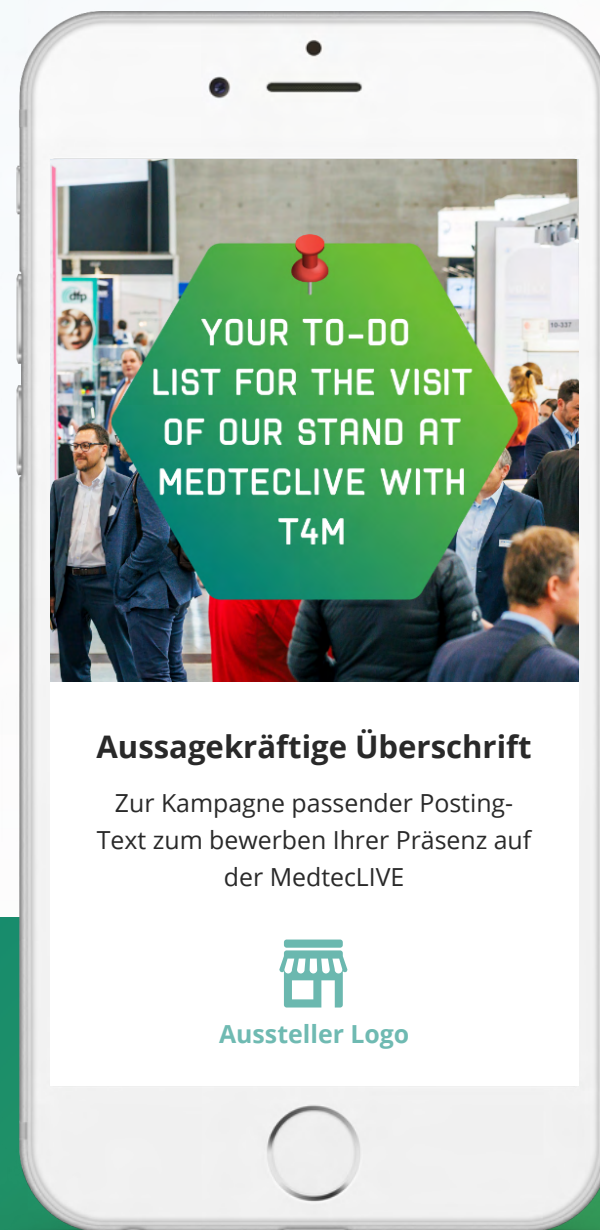
Customer Service Team
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+49 (0) 8024-9016281

MedtecLIVE Team
medteclive@nuernbergmesse.de
+49 9 11 86 06-85 44

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Your advantages:



One-time registration (duration: approx. 10 minutes)



Campaign material provided by MedtecLIVE



Campaign participation with just one click



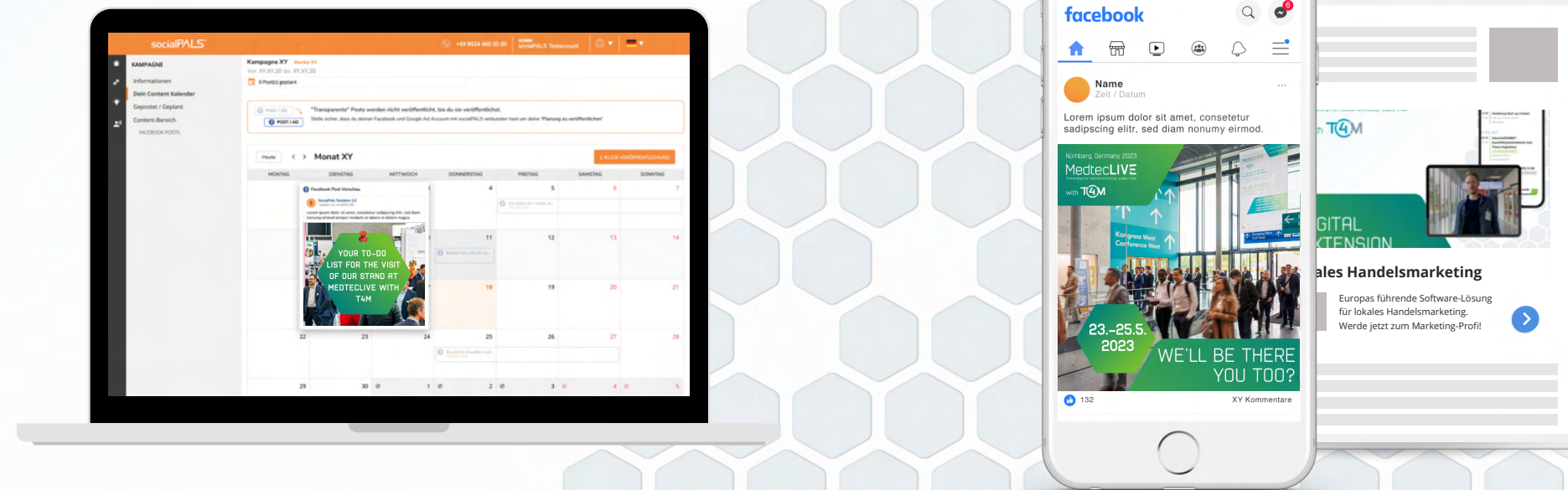
Personal socialPALS support

Little effort – lots of success!

socialPALS does the work for exhibitors
and turns them into marketing
professionals.

Your communication package at a glance

With a socialPALS campaign, you can reach many interested end customers directly in your local area!



1. Content calendar

You can confirm the finished content calendar with just one click or reschedule or customise it with just a few clicks.

2. Social media posts

The brand messages including your stand number and individual ticket code will automatically appear on your social media profiles at the scheduled time. (Currently: LinkedIn, Facebook and Instagram)

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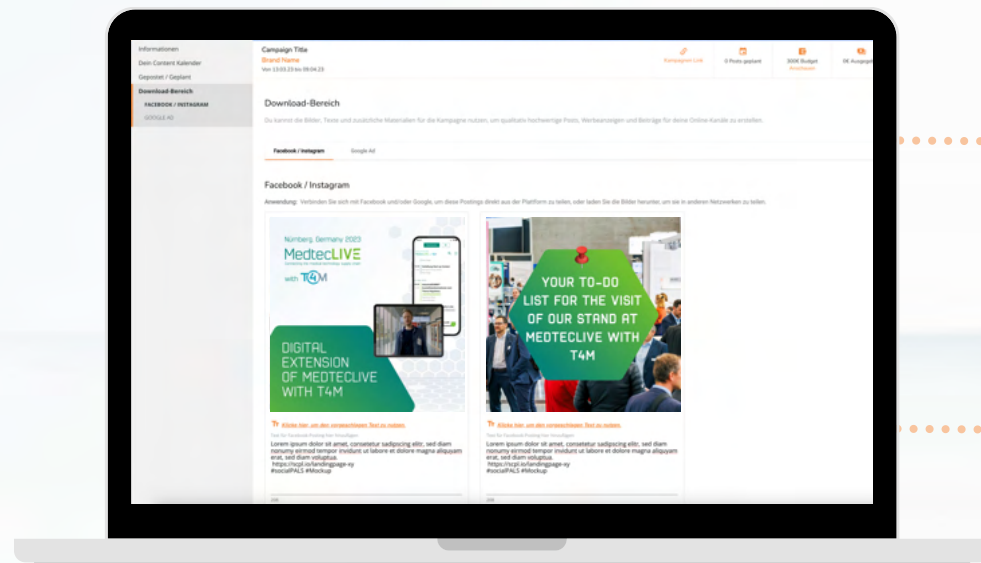
Get your socialPALS account in just 10 minutes

You register once on the socialPALS platform and create your personal and free account in just four steps. Participants in past campaigns enter the invitation code and simply confirm the content calendar.

Registration on the socialPALS platform

The registration process is divided into four steps:

- 1. enter company data**
Unternehmensinformationen
Unternehmen* Steuernummer* Währung*
Unternehmensname inkl. Firmierung
Einzelfirmenname*
(Offizieller Name des Geschäfts (limitiert auf 25 Zeichen))
Adresse* Hausnummer*
PLZ* Stadt*
Land* Branche
In welcher Sprache kommunizieren Sie mit Ihren Facebook-Fans?
Deutsch
Zusätzliche Angaben zur Adresse
- 2. specify contact person**
Kontaktinformationen
Titel* Vorname*
Nachname*
E-Mail*
Vorwahl* Telefon (inkl. Vorwahl)*
Vorwahl* Telefon (inkl. Vorwahl)*
Kundendaten
(für Newsletter, Gewinnspiele und Produkttests.)
 Ich bin der Ansprechpartner für Kundendaten
 Schicke die Kundendaten an: _____
- 3. enter information, link accounts**
Google Integration
Google Ads
socialPALS erstellt einen Account für dich, sodass du Google Ads nutzen kannst.
Beginne Google Ads zu nutzen
Facebook-Integration
Verknüpfe deine Accounts
Bearbeite und verifiziere Instagram und Facebook Posts direkt über die socialPALS Plattform!
Ich habe keine Facebook Seite
LinkedIn Verbindung
Verbinden Sie Ihr LinkedIn Konto
Verwalten und veröffentlichen Sie Posts und Werbeanzeigen für LinkedIn direkt auf der
Social Media Links
Gehe auf dein Socialmedia Profile und füge die Links in die unten genannten Felder ein.
https:// Webseite
Twitter Username
Instagram Username
https:// Blog URL
Adresse
Mailing
https:// Link zur Datenschutzerklärung
 Möchtest du den Teilnehmern der Kampagnen deinen Newsletter anbieten?
- 4. upload logo**
Logo
Bitte stelle sicher, dass dein Logo auf dem neuesten Stand ist. Wenn Du dein Logo ändern möchtest, lade es hier hoch.
1:1 Verhältnis 4:1 Verhältnis
Drag & Drop, oder hier klicken, um dein Logo hochzuladen.
Die folgenden Dateitypen werden bis maximal 10MB unterstützt: PNG, JPG
Nicht unterstützte Logoformate



Nach unserer E-Mail-Registrierung sehen Sie die Kampagnen in Ihrem persönlichen Dashboard und können sie mit nur einem Klick starten.



socialPALS customer support

- Live chat
- E-Mail
- Telephone

FAQ – Frequently asked questions

Why is it not possible to exchange or add images?

Unfortunately, images cannot be exchanged via socialPALS. The images are predefined by the brand - however, you can find further post suggestions within the content area and schedule them additionally.

Is it possible to change the date of individual posts?

You can change the order of the suggested posts in the content calendar before the campaign starts - within the campaign period. To do this, you can move the posts "by drag and drop" and also deactivate posts.

Where can I find the socialPALS performance analysis of the various posts?

Under "Published/Planned" you can easily view the performance (e.g. impressions, likes, reach) of your posts and adverts.

How can I contact socialPALS support for quick help and support when using the platform?

The socialPALS support team can be contacted on +49 (0)8024 9016281. The team can help you with any questions you may have about the platform.

Is it possible to change the texts of the posts and, for example, add more hashtags?

You can change the postings within the platform. If you maintain a different customer approach on your social media channels by default, this can be easily customised. You can also add more hashtags or remove the suggested hashtags.

