



**INTEGRATED
MARKETING SOLUTIONS**
CAMPAIGN LAUNCH GUIDE

rapid
press

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rapidpress.com/IMS

March 2026

INTEGRATED MARKETING SOLUTIONS

Integrated Marketing Solutions is a marketing-based solution that is designed to seamlessly track the effectiveness of your direct mail campaign while enhancing results through cross-channel marketing on the Google Display Network, Facebook, Instagram, and the USPS Informed Delivery Program.

This guide will assist in the successful launch of **your** campaign! Fill in the information below and submit this form to your CSR or mailing representative.

BASIC JOB INFO

Campaign Name:

Requested Mailing Date*:

Total Pieces Being Mailed:

*Note that we need all IMS elements in-hand at least **5 working days** before your intended mailing date

WEBSITE INFO

Facebook URL:

Website URL:

Destination URL:

CALL TRACKING

Number to Transfer to*:

I prefer a (choose one):

Toll Free Area Code (888, 877, 800, etc)

Local Area Code

*Multiple call tracking numbers can be set up for a single mailing upon request, at no additional charge.



IMS ADVERTISING SPECS

GOOGLE/INFORMED DELIVERY

(note that IMS can only use the 3 specific sizes below):

- 300 x 250, 160 x 600, 728 x 90
- JPEG, PNG, GIF
- 150kb or less
- No all white or all black backgrounds (an outline must differentiate the ad from the web page)
- Animation must be limited to 30 seconds or less
- Can't say "Click Here"
- Avoid excess exposed skin including shoulders
- **Must** have company name and/or logo or they will be rejected by Google
- Unless specified, we will use your Google ad for Informed Delivery

FACEBOOK/INSTAGRAM

(note that IMS can only use the specific size below):

- Ad ratio: 1:1 (1.9:1 also accepted)
- Ad Size: Min = 600 x 600,
- Recommended = 1080 x 1080 (1200 x 628 also accepted)
- File types accepted: JPEG, JPG, PNG, GIF, MOV*, MP4*
- Max File Upload: 150MB, contact
- support for anything larger.

*Contact your CSR or mailing representative for current video specs/restrictions

FACEBOOK/INSTAGRAM AD COPY

Headline (25 characters*):

Primary Text (90 characters*):

Description (30 characters*):

*Note that character length **includes** spaces and punctuation

The image shows a Facebook ad for a house. The ad is titled "Your Trusted Advisors Sponsored" and features a photo of a large, modern house. The ad copy includes a headline, primary text, and a description. Annotations with orange arrows point to specific parts of the ad:

- PRIMARY BODY TEXT:** Points to the text "OPEN HOUSE! New in Phoenix, AZ + MOVE IN READY! Saturday August 10th @ 12 PM | \$365,000".
- HEADLINE:** Points to the text "YOU WON'T BE DISAPPOINTED!!".
- DESCRIPTION:** Points to the text "2314 Main St. Phoenix, AZ".

Additional text on the right side of the ad includes:

- HEADLINE:** Making your headline too long could cause leads to lose focus, and so miss out on ad clicks. Instead, aim for a headline around five words, making it clean, concise, and focused. Include the remaining important information in the post text or link description.
- DESCRIPTION:** Description will show dynamically in news feed. This means the description will only show in your ad if it's likely to appeal to the person seeing it. They should only get essential information in the headline & body text.

<- Example FB Ad



IMS CHECKLIST

Use this handy checklist to make sure **your** IMS campaign goes off without a hitch!

1) List/Art Prep

- Have mailing list
- Sent mailing list to Rapid Press
- Have artwork
- Sent artwork to Rapid Press

2) Ad Prep

- Have Google ad(s)
- Sent Google ads to Rapid Press
- Have Facebook/Instagram ad or video
- Have Facebook/Instagram ad copy
- Sent FB/Instagram ad and copy to Rapid Press

3) Website and Facebook Prep

- Have received GTM and LeadMatch codes from Rapid Press
- Have placed GTM code on landing page and homepage
- Have placed LeadMatch pixel on landing page and homepage
- Have accepted Facebook Advertiser's Request
- Rapid Press has indicated codes are placed correctly

4) Call Tracking Setup

- Have informed Rapid Press if I prefer a local or toll-free area code
- Have informed Rapid Press of the ring-through number
- Have placed a test call to the campaign phone number

5) Dashboard Test

- Have successfully logged in to my IMS dashboard!

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