GRANTING FOXTAIL MARKETING ACCESS

Foxtail Marketing is committed to providing you with high quality digital marketing campaigns that deliver results for your organization. In order for us to be able to effectively run your marketing initiatives, we must get access to the platforms and tools we will be utilizing in our marketing efforts.

*Please note that if we have not received this information within a timely manner, it may delay campaigns and predetermined schedules. Please coordinate with your Account Manager is you have any questions or concerns on the information below.

PLATFORMS & ACCOUNTS WE MAY NEED ACCESS TO:

- » Google Analytics
- » Google Search Console
- » LinkedIn Page
- » LinkedIn Ads Account
- » Twitter Page
- » Twitter Ad Account
- » Facebook Page
- » Facebook Business Manager
- » Marketing Automation Platform
- » Back-End Access To Your Website
- » CNAME Set Up

ACCOUNT ACCESS & LOGIN INFORMATION

GOOGLE ANALYTICS

Giving us access to Google Analytics allows us to better monitor and optimize your campaigns and website traffic. It's important that we have full account permissions so that we can create goals and filters, along with configuring important features.

Grant Foxtail Access to Analytics

- » Sign in to your Google Analytics account.
- » Select the Admin tab
- » Under the Account column select User Management.
- » Under Add permissions for analytics@foxtailmarketing.com
- » Please Note: We need permissions to Read, Collaborate, and Edit in order to do an effective Analytics audit.
- » Select Notify this user by email to send a notification to each user you're adding.
- » Click Add.

GOOGLE SEARCH CONSOLE

Gaining access to your Google Search Console account allows us to improve your onsite SEO, identify server and indexing errors, and helps us better monitor the health of your website. If you do not currently have a Google Search Console, please let your Account Managers know.

Granting Access to Foxtail:

- » Login to your Search Console
- » Choose a property in Search Console.
- » Click the gear icon , then select Users & Property Owners.
- » Click Add a new user.
- » Type in analytics@foxtailmarketing.com to give us access
- » Click Add.
- » The property will be added to the new user's Search Console account automatically.

SOCIAL ACCOUNT ACCESS & LOGIN INFORMATION

LINKEDIN PAGE

Gaining access to your LinkedIn page will allow us to post organic social posts, and allow us permissions to create ads as well. Prior to giving us access, you will need to **connect on LinkedIn with your account managers.**

Grant Foxtail Access to Your LinkedIn Page

- » Sign in to your Linkedin Account
- » Move your cursor over Interests at the top of your homepage and select Companies.
- » Click the Company Page you want to edit from the Manage your pages section on the right.
- » Click the blue Edit button in the upper right.
- » Scroll down the Overview page and find the Company Pages Admins section on the left. This is below the Company Description and Default Language fields.
- » Under Designated Admins, start typing your Account Managers names. You must be connected to the new admins through LinkedIn before you can add them.
- » Click Publish in the top right of the page.

LINKEDIN ADS ACCOUNT

Gaining access to your LinkedIn Ads Account allows us to create custom ads, as well as the ability to manage your monthly advertising budget.

- » Sign into your LinkedIn Account.
- » Move your cursor over Business Services at the top of your homepage and select Advertise.
- » Log in to Campaign Manager.
- » Locate and click into the account where you want to add the user.
- » Click the account name drop down and select Manage access.
- » Click Add user to account.
- » Enter the name of your Account Managers and select the correct name from the dropdown list.
- » Select Account Manager access underneath the role.
- » Click Add user to account.

TWITTER ACCOUNT

We will need access to both your Twitter Page and your Twitter Ads Account in order to tweet and promote any ads. If you do not have these but would like to utilize Twitter as an advertising platform, please contact your Account Manager.

Giving Us Access To Your Twitter

- » We simply need your UN & PW for this.

Granting Access to Twitter Ad Account

- » Go to ads.twitter.com
- » Login to your Twitter Account.
- » Add billing information.
- » After adding billing information, click on your account name near the top right of the screen (directly left of your profile picture).
- » Click on "Edit Access To Account" in the menu that appears.
- » Click on "Add More Users" .
- » Enter Foxtail Marketing's Twitter handle (@followfoxtail) in this field
- » Select "Account Administrator" for the access level.
- » This will allow your account manager to give access to the campaign managers assigned to your account.
- » Make sure to click the box next to "Allow User to create new Promoted-only Tweets for use in campaigns".
- » This needs to be done for us to create promoted content for your account.
- » Click Save.

FACEBOOK PAGE & AD ACCOUNT

Gaining access to your Facebook will allow us to post organic social posts, create ads, and allow us to do tracking for all of our social media campaigns. We will need access to both your Facebook Page and your Facebook Ads account through your Business Manager. If you do not have a Facebook Business Manager please contact your Account Managers for more details.

Adding Foxtail Marketing as a "Partner" to your Business Manager

- » You must be an admin in the Business Manager to grant partner access.

» To assign an asset to Foxtail Marketing, you'll need our Business Manager ID. Foxtail Marketing's Business ID is: 872959096096234. You'll need this number to add us as a partner.

To add Foxtail Marketing to be **Page Manager** in your Business Manager:

» Go to Business Manager.
» On the left side of the page, click Business Settings and then click the Pages tab.
» Click the Page you'd like to manage, then click Assign Partner.
» Enter Foxtail Marketing's Business ID into the prompted field.
» If prompted, give Foxtail Marketing full administrative access to your page. This will allow our Lead Campaign Manager to make assignments as needed to their team.

To add Foxtail Marketing to be **Ad Account Manager** in your Business Manager:

» Go to Business Manager.
» On the left side of the page, click Business Settings and then click the Ad Accounts tab.
» Click the Ad Account you'd like to manage, then click Assign Partner.
» Enter Foxtail Marketing's Business ID into the prompted field.
» If prompted, give Foxtail Marketing full administrative access to your Ad Account. This will allow our Lead Campaign Manager to make assignments as needed to their team.

ADWORDS ACCOUNT ACCESS & LOGIN INFORMATION

GOOGLE ADWORDS ACCESS

Give Foxtail your AdWords Customer Id *(We typically collect this in the survey)*

» Login to your AdWords Account.
» Your Customer ID will be located near the top right of the Campaign screen.
» Send that number to your Foxtail Account Manager.

Access Invitation from Foxtail

» You'll receive an email prompting you that an account requested permission to link your AdWords account.

» Login to your AdWords Account
» Click the "gear" near the top right-hand corner
» Select Account Settings
» Near the left side of the screen click the "Account Access" tab
» You'll see Foxtail Marketing requesting a link click "Accept Request"

MISCELLANEOUS ACCESS & LOGIN INFORMATION

BACK OFFICE ACCESS TO YOUR WEBSITE

Gaining Back End Access to your Website allows us to place ad tracking codes on your site that provide us with information on the performance of the various marketing initiatives we implement for your campaign. In addition to that, this also allows us to allows us to implement SEO changes to improve conversions on your website, setup tracking, and much more!

Because every back-end system is different please make **send us a UN & PW that gives us access to your CMS or gives us FTP access to your custom website.**

MARKETING AUTOMATION ACCESS

Gaining access to your marketing automation software allows us to develop custom email nurtures that are designed to help potential customers work their way further down the sales funnel. Email marketing is a highly effective marketing method, and we are dedicated to producing email nurtures with high open and conversion rates.

Because every marketing automation system is different, please **send us a UN & PW that gives us access to your system.**

CNAME

Setting up a CNAME allows us to build custom landing pages in Unbounce with your company's subdomain, as opposed to a user-generated URL. This helps professionalize the look and feel of the landing pages that will be associated with the content we use to promote your organization's products and/or services.

Because this can vary across different domain providers, please **send us your UN & PW for your domain providers** so this can be set up. If you don't feel comfortable sending us this information, the CNAME set up must be done by your developers.