

NAPA GOLD

NAPA Gold Solution SOP

Gold Fund Products & Service Implementation

Client claims funds via NAPA Member Site (member.napaaautocare.com)

- Open Member Site > Gold Program > Gold Marketing Funds > Click Here to Redeem this Offer (Under Correct Option) > Fill out form (form is set up for new customers, they can enter any date in the preferred contact date)
- Funds claimed are then sent to our internal Accounting Department
 - Accounting will chatter the corresponding AC that Gold Funds were received for the following product.
 - If there is not a Subscription Product Created, AC must create the product within 1 business day.
- Services Begin
 - Annual Facebook Ads: Create Ad Case
 - Subject: NAPA Gold – Annual
 - Ad End Date: 1 year, minus a day from Ad Start Date
 - Ad Goal: Consideration
 - Ad Objective: Video Views
 - Description: NAPA Gold Ad – Annual
 - Ad Graphics: Stock Photos
 - Budget/Suggested Cost: NAPA Gold Ad Spend Full Budget
 - Suggested Wording – [Option #] (example: Annual 3)
 - Compliance Type: NAPA GOLD
 - Seasonal Facebook Ads: Create Ad Case
 - Subject: NAPA Gold – Seasonal [Season]
 - Ad End Date: 3 months from ad start date.
 - Ad Goal: Consideration
 - Ad Objective: Video Views
 - Description: NAPA Gold Ad – Seasonal
 - Ad Graphics: Stock Photos
 - Budget/Suggested Cost: NAPA Gold Ad Spend 3 Month Budget
 - Suggested Wording – [Option #] (example: Seasonal 3)
 - Compliance Type: NAPA GOLD
 - Reputation Management
 - Verify Services are added to the portal.
 - Review Responding Begins when Product is Live

Unique solution ID: #1338

Author: Jade Cattoor

Last update: 2024-12-02 21:43