

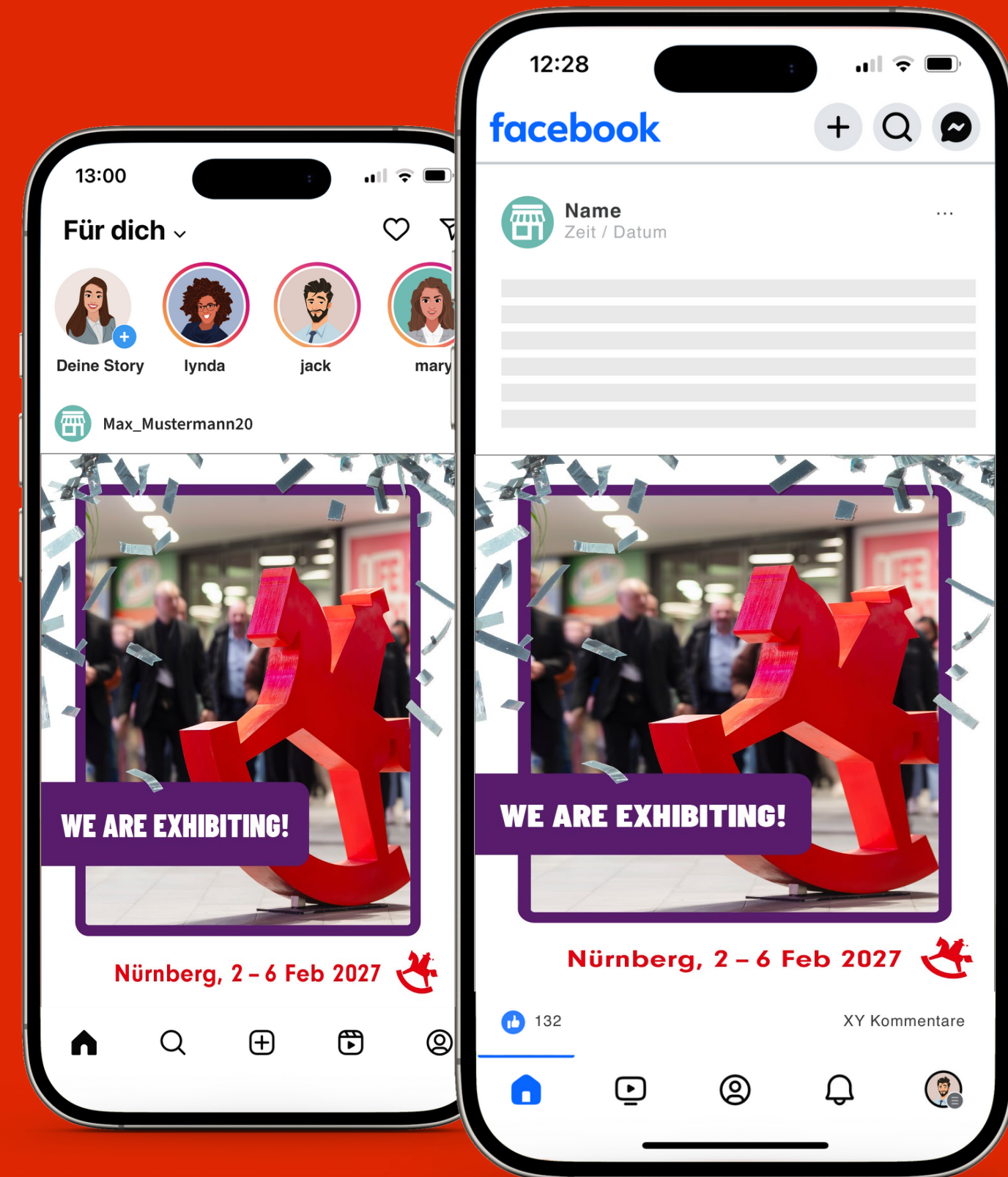
socialPALS@ Spielwarenmesse

Campaign period

25 November 2026 to 6 February 2027

Take part in the social media campaign for free!

Take this opportunity to expand your reach and attract more visitors to your stand!



About the campaign

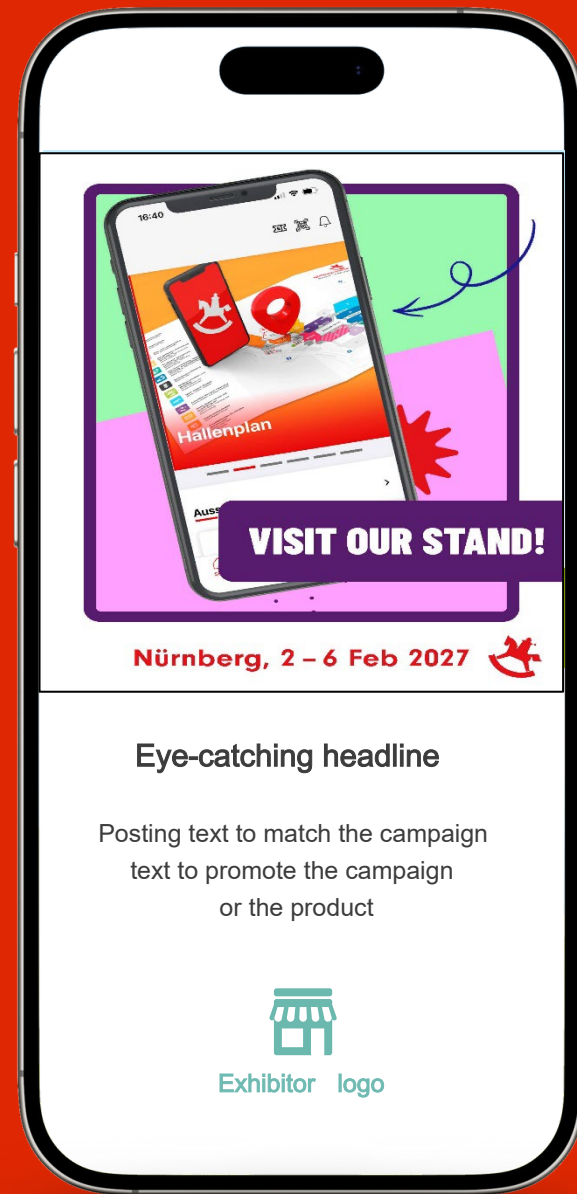
Would you like to maximise your presence at **Spielwarenmesse**? We can help! Sign up now on the socialPALS platform and secure a **free, comprehensive social media campaign** that will take your communication around your trade fair participation to a whole new level.

We provide you with a complete social media campaign for **LinkedIn, Facebook and Instagram**. Activate your existing network whilst drawing the attention of new potential customers to your exhibition stand – **for greater visibility and reach**.



You can reach your target group via:

-  **Facebook** – (Content calendar)
-  **Instagram** – (Content calendar)
-  **LinkedIn** – (Content Calendar)



One-time registration (takes approx. 10 minutes)



Campaign material provided by **Spielwarenmesse**



Take part in the campaign with just one click



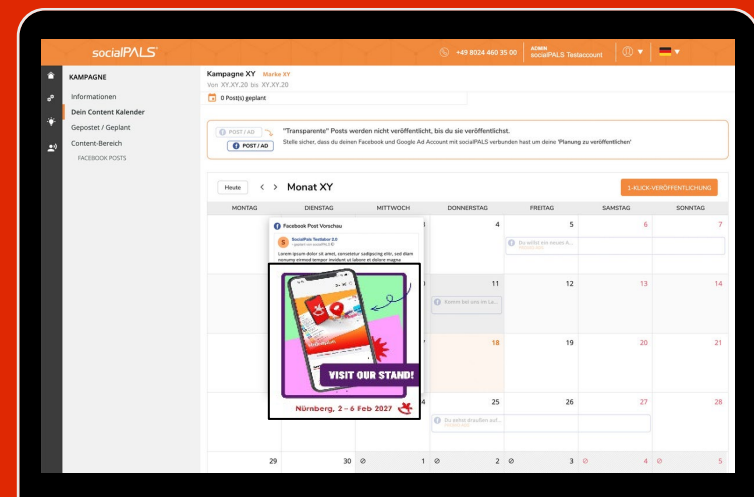
Personalised socialPALS support

Minimal effort – maximum impact!

**socialPALS takes the work off your hands
and supports you with your social media
campaign**

Your communication package at a glance

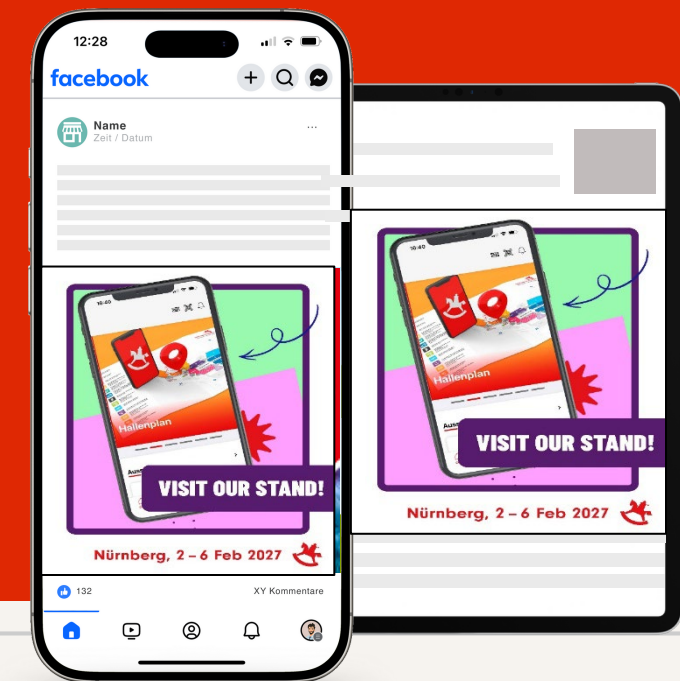
With the socialPALS campaign, you can reach interested customers and trade visitors right in your community!



1. Content calendar

Step 1:

socialPALS sets up the campaign for you. You can approve the finished content calendar with a single click – or reschedule and customise it in just a few clicks.



2. Social Media Posts

Step 2:

Your brand messages are automatically published on your social media profiles (LinkedIn, Facebook, Instagram) at the scheduled time.

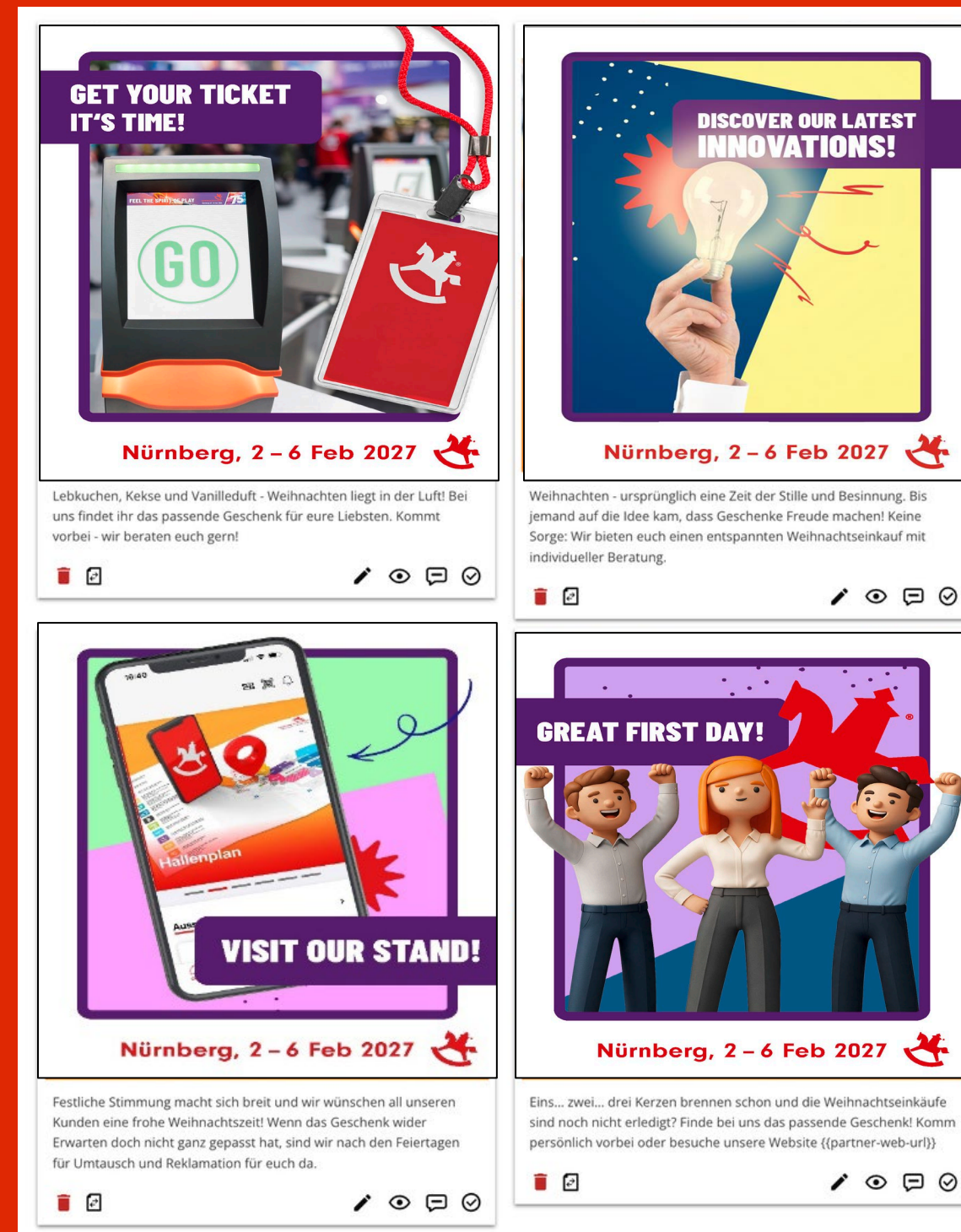
The posts

Ready-made content for your channels

The campaign includes **ready-made posts** for Facebook, Instagram and LinkedIn.

The posts will be published via your own **social media channels**.

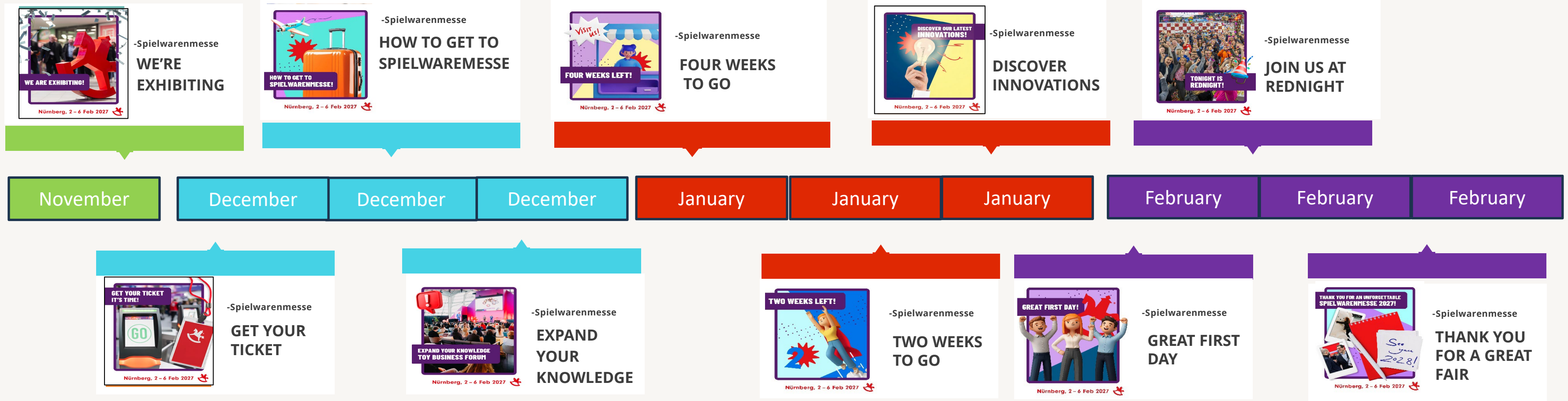
You can **adapt** the **text** to suit your style **and personalise it**. The images are provided by Spielwarenmesse and cannot be replaced.



Facebook / Instagram /
LinkedIn

Campaign Overview Spielwarenmesse 2027

(The posts are shown as examples)



Create an account and join now!

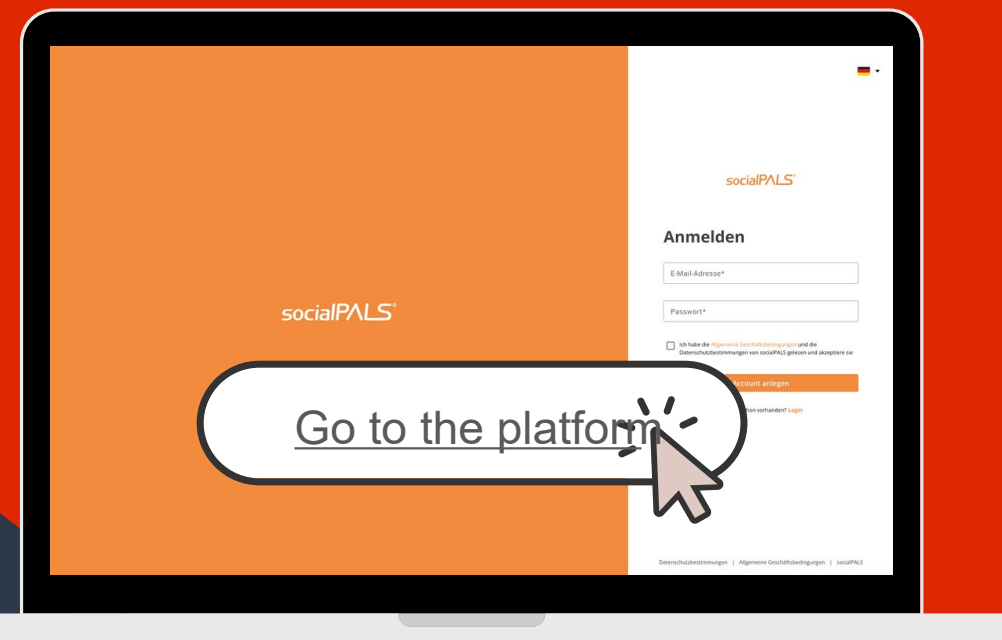


Registration for new users

Register now and create an exhibitor account – quick and easy at:

app.socialpals.de/invite/spielwarenmesse-2027-english

You'll find the explanation and the procedures on the next page.



Sign up now and take part!



Already registered? Log in at:

Users who have already registered can log in to the platform using their account:

<https://app.socialpals.de>



Then enter the invitation code and confirm the content calendar.

Invitation code:

[spielwarenmesse-2027](#)

**Any questions?
Get in touch!**

socialPALS GmbH
info@socialpals.de
www.socialpals.de

Contact: Sean Erten
sean.erten@socialpals.de
+49 (0) 8024-9016297

Customer Service Team
info@socialpals.de
+49 (0) 8024-9016281

Further contacts
can be found in our
Retailer Help Centre.

Get your free socialPALS account in just 10 minutes

As a new customer, you simply register once on the socialPALS platform and create your own personal, free account in just four steps.



Once you've registered, you'll see the campaign on your dashboard and can customise and launch it with a single click.

Registration on the socialPALS platform

1. Enter company details

Unternehmensinformationen

Unternehmen * Steuernummer * Währung *

Einzelhandelsname *
Offizieller Name des Geschäfts (limitiert auf 25 Zeichen)

Adresse * Hausnummer *

PLZ * Stadt *

Land * Branche

In welcher Sprache kommunizierst du mit deinen Facebook Fans?

Deutsch

Zusätzliche Angaben zur Adresse

3. Enter details, 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 veröffentliche 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

Andere

Mailing

https:// Link zur Datenschutzerklärung

☐ Möchtest du den Teilnehmern der Kampagnen deinen Newsletter anbieten?

2. Specify a 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:

4. Upload your 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



socialPALS Customer Support

- Live Chat
- Email
- Phone

FAQ – Frequently Asked Questions

Can you edit the text of posts and, for example, add more hashtags?

You can edit the posts within the platform. If you normally use a different tone of voice on your social media channels, this can easily be adjusted. You can also add further hashtags or remove the suggested ones.

Why can't you link to your own landing page?

You can customise the text and the URL to the campaign landing page or your website yourself for organic posts.

Why can't I replace or add images?

Unfortunately, it is not possible to change the images in the posts within the campaign.

Can you change the date of individual posts?

Yes. During the campaign period, you can reschedule posts or change their order before they go live using drag and drop.

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

Under 'Published/Scheduled', you can easily view the performance (e.g. impressions, likes, reach) of your posts.

How can you contact socialPALS Support for quick help and assistance with using the platform?

You can contact socialPALS Support on [+49 \(0\)8024 9016281](tel:+49080249016281). The team can assist you with any queries you may have regarding the platform.

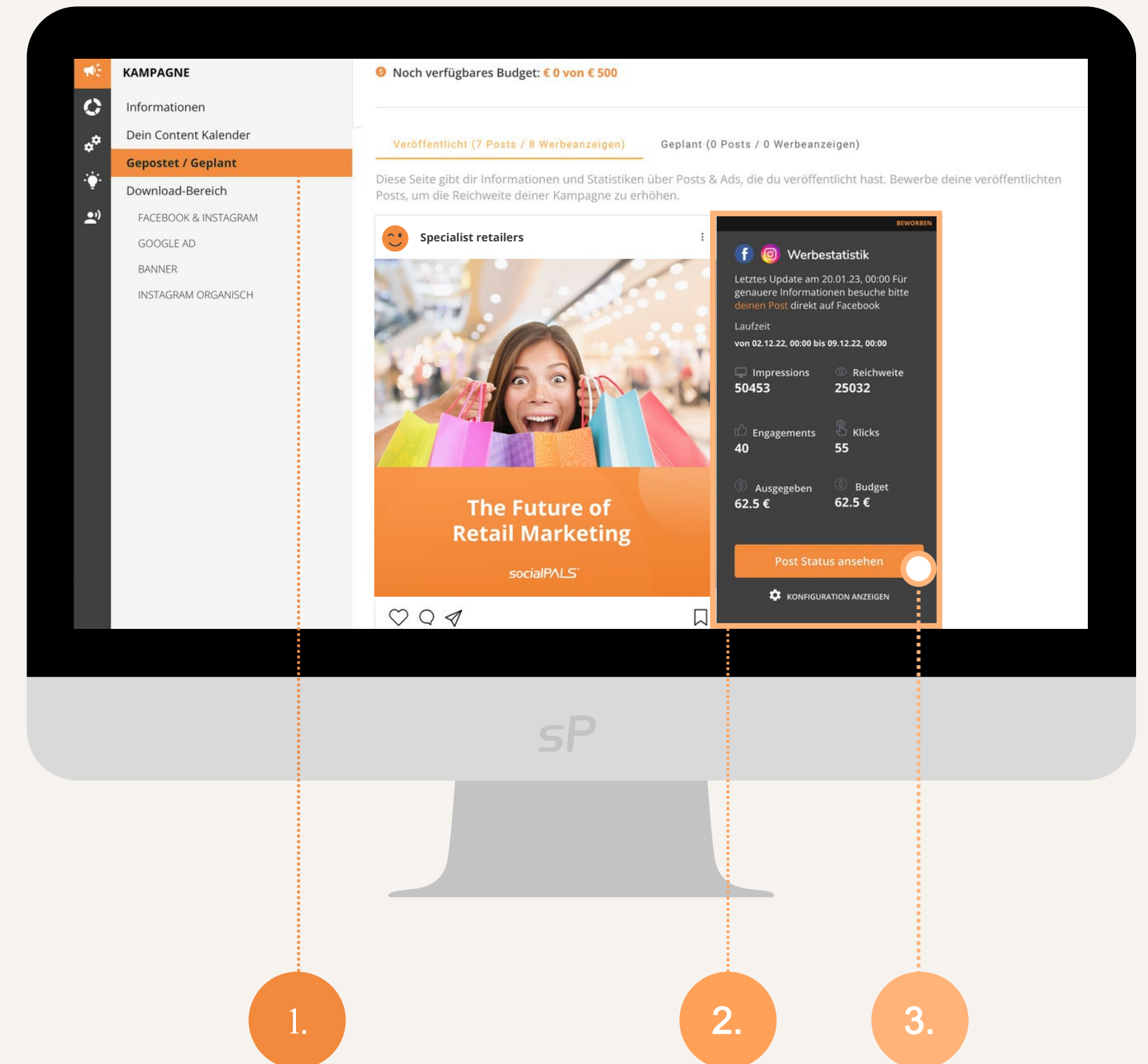


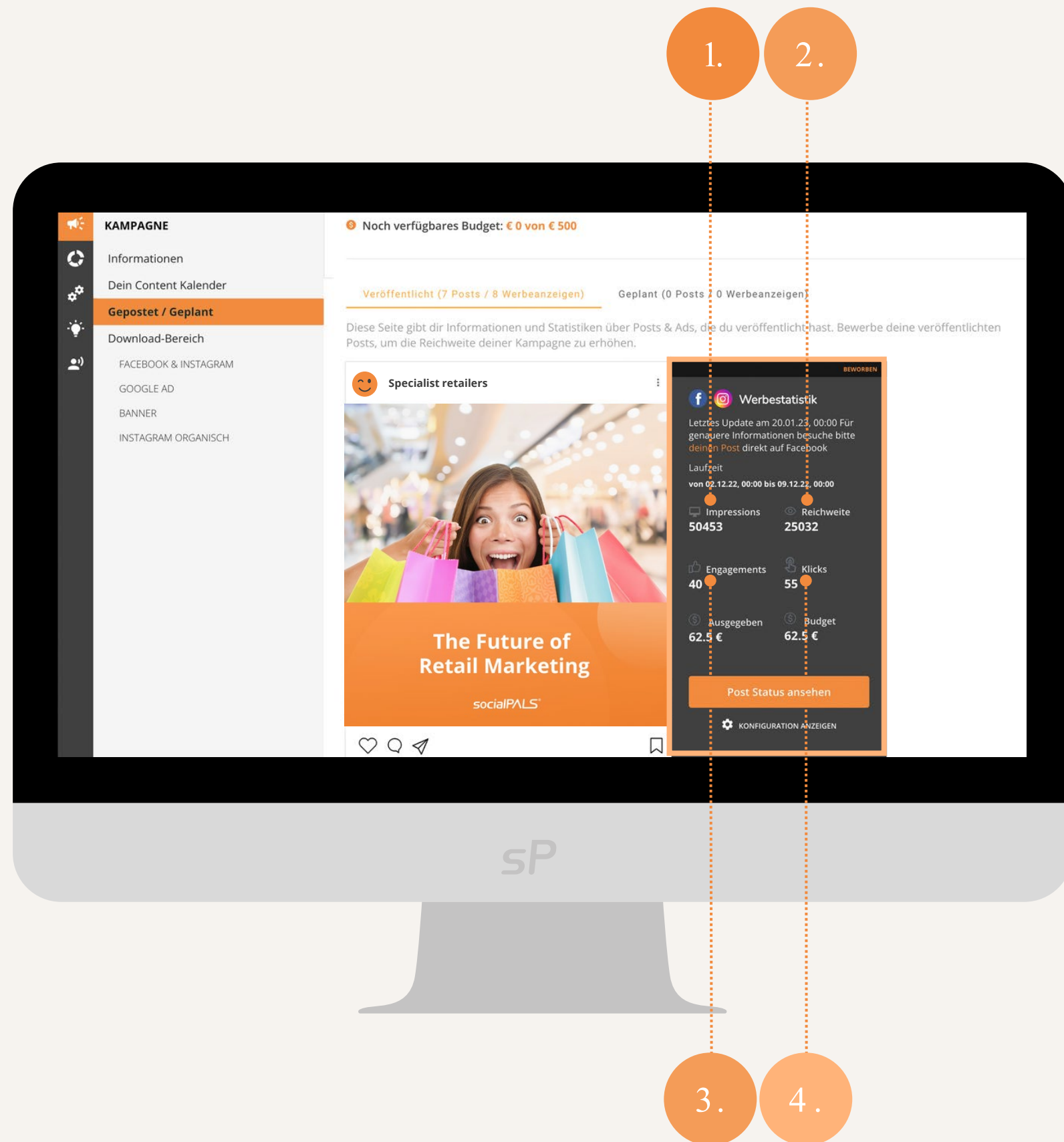
Greater reach for your marketing

Reporting – how to view your results

1. Click on 'Posted / Scheduled' in the main menu on the left and select the campaign.
2. In the overview, you will see all the posts for the selected campaign.
An explanation of the KPIs can be found on the next page.
3. On the right, you'll find the results for each post (KPIs: impressions, reach, engagement, clicks).

If you have any further questions, socialPALS Support will be happy to help.





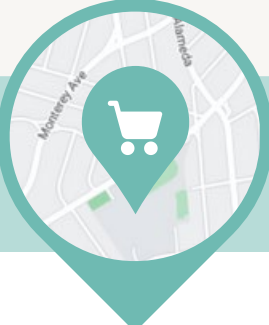
Platform metrics

KPIs:

1. Impressions	The number of times a post or advert has been viewed.
2. Reach	The number of unique users who have seen your post in their feed.
3. Engagement	Interactions with your posts (e.g. likes, shares, comments).
4. Clicks	The number of clicks on posts or adverts.

The success story: socialPALS is growing

The socialPALS portfolio now ranges from major international corporations to regional SMEs.
The platform, including the Help Centre, and our personalised support are now available in six languages.



28,500+

retailers



270+

Brands



18

Sectors













*Due to confidentiality agreements, not all clients/brands can be featured.