

Generic ad:

This campaign is about promoting booking online services, and how that when you book through Inventshift.

Campaign example: 'Find services, make a difference.'

'In need of a caterer for your next party? When you use Inventshift, 5% of every booking creates social impact.'

Find out more

#makeadifference
#votewithyourwallet

Aim:

This is a brand awareness advert to highlight the services of Inventshift, and introduce the brand to your targeted countries.

Target Audience:

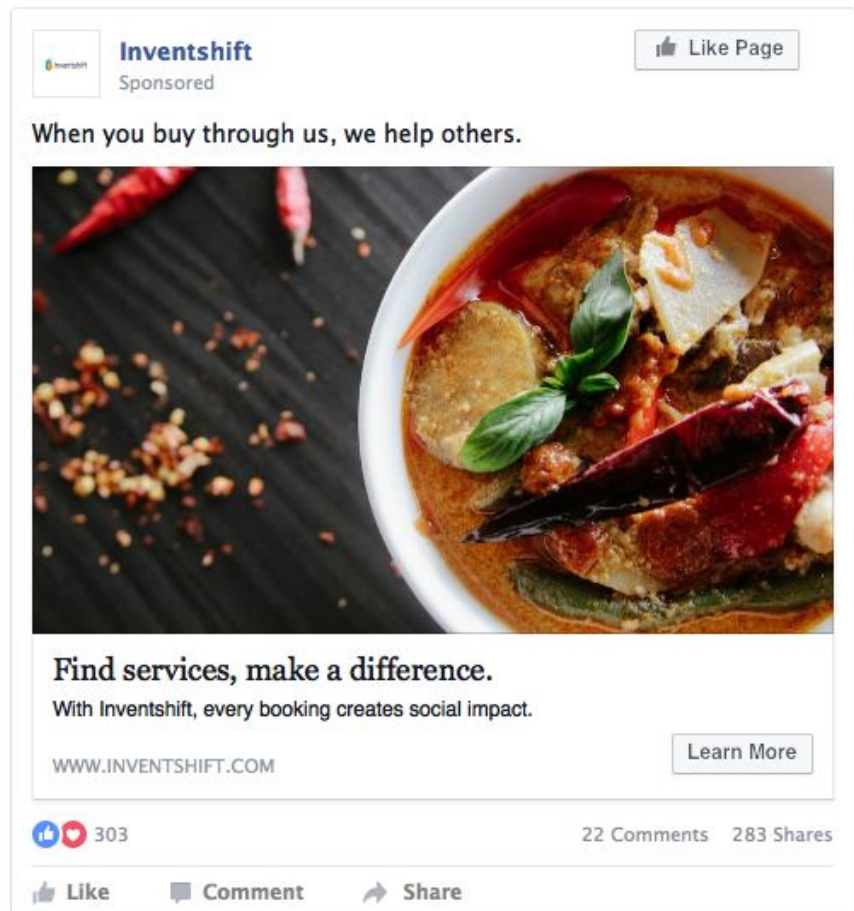
Location targeting: Australia, United Kingdom, Finland.

Detailed targeting:

- Those who are interested in social enterprise/social entrepreneur
- Those who are interested in philanthropy
- Those who are interested in CSR
- Those who are interested in impact, change and innovation


Connections targeting:

- Connected to other social enterprises (Ashoka, Toms, Project Rokit)
- Those who already like your page, and their connections




The image shows a Facebook sponsored post for Inventshift. At the top left is the Inventshift logo with the word 'Sponsored' below it. At the top right is a 'Like Page' button. The main text reads 'When you buy through us, we help others.' Below this is a photograph of a bowl of food, possibly a curry or soup, garnished with fresh basil and a chili pepper. Under the photo, the headline says 'Find services, make a difference.' followed by the sub-headline 'With Inventshift, every booking creates social impact.' and the website URL 'WWW.INVENTSHIFT.COM'. A 'Learn More' button is located at the bottom right of the post content. Below the post content, there are engagement metrics: '303' likes, '22 Comments', and '283 Shares'. At the very bottom are icons and text for 'Like', 'Comment', and 'Share'.

Variations (image and message):

**Inventshift**
Sponsored

Like Page


Use your spending power wisely with Inventshift:






Browse and book thousands of services
Doing good has never been easier.

WWW.INVENTSHIFT.COM

Learn More

 20 562 Comments 311 Shares

 Like  Comment  Share



Inventshift

Sponsored

Like Page

Put your money where your values are. Browse thousands of businesses.



Services with purpose.

Order coffee carts and more:

WWW.INVENTSHIFT.COM

[Learn More](#)

303

22 Comments 283 Shares

Like

Comment

Share