

How to improve Vivinavi Ad

Golden Rules

1. Frequently update information!
2. Provide necessary details and organize them clearly!
3. Utilize image, video, homepage, and SNS!

1. Frequently update information!

You can change your ad at any time, whether it is Town Guide, Find Job, or Hot List. We recommend you to quickly update your data such as when you have any changes to job listings or when your event details are finalized.

2. Provide necessary details and organize them clearly!

Checklist

- Did you upload image or video?**
(Ex. store in/exterior, staff picture, instruction video, product/service image, tool image)
→Please add new image/video if you are already listing them. Templates with many image boxes are recommended.
→Hot List with image and Town Guide with Logo will be randomly listed on top page.
→It is better to type out contents when you are uploading document or flyer as image file.
- Did you use important keywords in your title?**
(Ad tiles such as "Short Message" or "PR Comment" sections and summaries are important.)
- Did you write specific information such as time, date, price, quantity, and limits?**
(Ex. Hours of operation, nearby landmarks, parking, price chart, limited edition)
- Please use Hot List if you signed up for Town Guide.**
→If you use Hot List, your ad will be more visible on Vivinavi.

Clarify 5W1H to organize information!

When	Hours, holidays, happy hours, event date, established date, hiring season	Who	Target demographic, Staff background, potential candidates	Why	Benefits of product/service, features, reasons of hiring
Where	Location of store and parking, event venue, target area, work location	What	Product/service details, hiring positions	How	Process of booking, application, purchase, procedure, company history

3. Utilize image, video, homepage, and SNS!

Let's publish images/videos that you took on your phone/tablet. If your homepage, external sites, or SNS have image or video, you can upload them on Vivinavi, too. If you do not have any, let's take new image/video. Please link your blog and Town Guide with RSS feed if you have a blog. RSS feed from your blog can automatically update your Town Guide.

Recommended

You can save image, video, or doc for your ad in Seed. If you send files to seed@vivinavi.com from the registered email address, the files will be automatically saved in Seed!



Please contact us anytime. We are happy to help you!

 **Customer Support Center** (Contact for Paid Service)

USA 310-326-2900 (Open: Mon - Fri) **Japan 0438-40-4428** (Open: Tue - Sat)

Hours **9:00~17:00** PST/JST (Except Holidays)