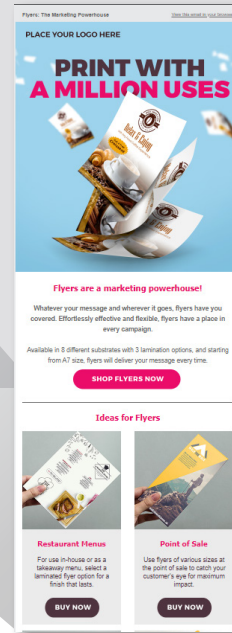


Tradeprint ProTools make marketing effortless and painless – We understand first-hand how complex marketing can be and that your to-do list is long. We want to make it just a bit easier for you, so use our flyer, posters and email downloads to give your marketing a boost!



Poster and Flyer Templates



Email Templates

What the white label downloads can do for you

Downloadable Posters and Flyers

Our white label flyers and posters are perfect to display in your shop or storefront! The high-quality, print-ready files are an easy way to advertise your range to customers. They're also great to use at point of sale or include in product packaging.

If you want something quick, print out our print-ready PDFs! For each product we provide two files, as a print-ready PDF, or editable InDesign files. If you want to customise even further or build your own files, we've included links to the fonts and images we used. What you do with these tools is up to you – There is no limit to your creativity!

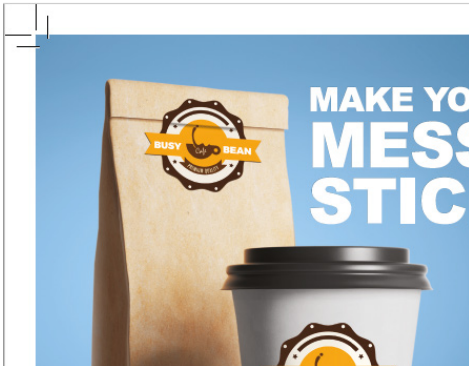
How to edit Poster and Flyer Templates (InDesign)



1. We have provided the latest Adobe InDesign files and IDML files, which are compatible with earlier versions of InDesign. We have packaged these with links to the images used, which you can change or replace, and the fonts used, so these files are completely customisable.

2. Open the file. You will find all text elements are editable and can be moved or deleted.

3. Select and amend all that you want to change. Check that all is correct and promotes your service to your satisfaction, then save and print.



How to edit Poster and Flyer Templates (PDF)

1. The PDF files are ready to print as they are. If you would prefer to change these rather than the InDesign masters, we recommend you open them in Adobe Illustrator and change any elements you wish to. Check that all is as you desire, save and print.

What the white label downloads can do for you

Downloadable email templates

Email marketing is repeatedly the top revenue channel for retailers of all types! By downloading our Mailchimp email templates, you are using an email crafted by marketing professionals. We strongly recommend that you add your logo, edit the prices, and edit all links. If you don't want something in the email, you can delete it! Should you prefer to use another email platform, we have included the HTML and images in the package.

Here are our top tips for creating impactful emails:

1. Keep the message simple.
Don't try to do too much with each email. Focus on one message and theme.
2. Use colour!
People receive dozens of emails every day so make smart use of colour to grab their attention - but also remember to stay on-brand!
3. Think about your subject line
Be friendly, clear, professional, and tell the customer why they should open the email. But don't be gimmicky or use click-bait, and don't be mysterious. The aim is not just to get them to open your email, but to create a lasting relationship with your customer built on trust, so think long term!
4. Use your common sense.
As a recipient of dozens of emails, think about what makes you open and read an email...and apply it here! A good example is, Do you want to read a long email? Probably not, so make sure your email is interesting and easy to read.
5. Before sending, always double-check the following:

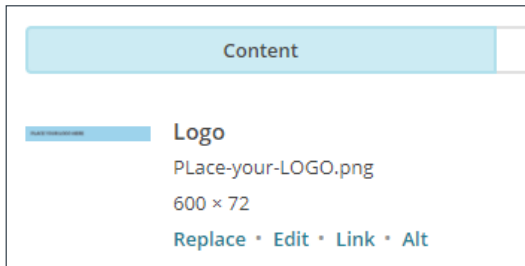
- a. Does the email match your brand image and colours?
- b. Did you add your logo?
- c. Did you check all the prices?
- d. Did you make sure all the links work and point to where you want?
- e. Did you test the email?

How to edit the Mailchimp email templates

1. Click the link in the HTML file to download
2. If you have Mailchimp, the template will automatically open in Mailchimp Templates
3. Edit the template as you would any other email:
4. VERY IMPORTANT – Add your own logo!
 - a. Hover over and click the logo placeholder



- b. On the right, find the “replace” button.

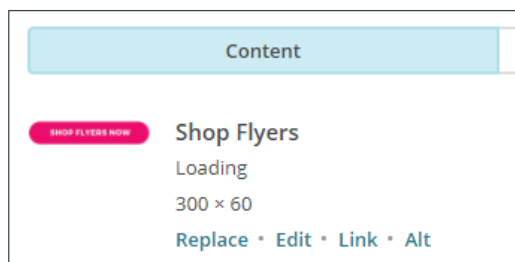


- c. Upload your logo
 - d. Click “alt” and re-name your image to something relevant. This will be visible if your customers have image display switched off when receiving any emails.
 - e. Click “link.” We recommend you link your logo image to your website.
5. Edit the colours and copy as you wish (remember to set your own prices!)
 6. Change links or pictures as you wish
 - a. Add a link:

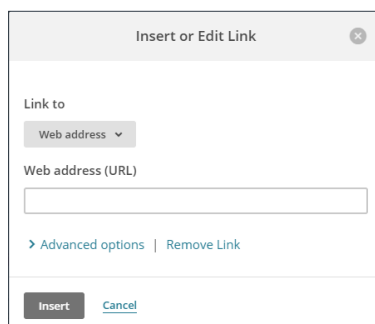
- i. Hover over and click the call to action button you want to edit:



- ii. On the right, find the “link” button:

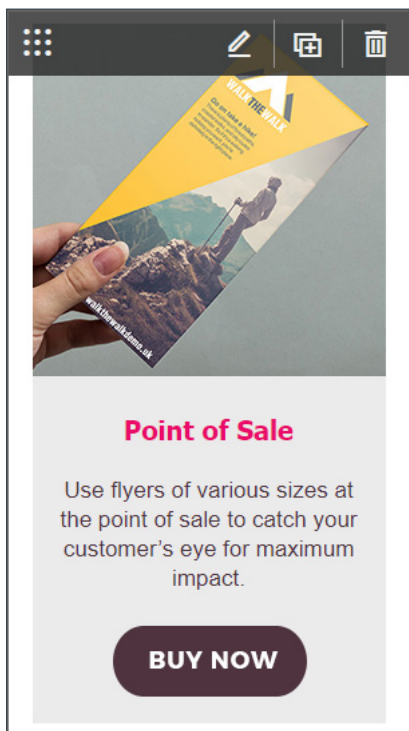


- iii. Click “link” and paste your desired URL. Save!



b. Add or change a picture:

i. Hover over and click the picture you want to change



ii. On the right, find the options to “replace,” “edit,” or “link”



iii. If you change the image, make sure to click “alt” and re-name your image to something relevant. If you upload new images, the alt tag will then change to whatever name you gave the image during the process of saving it offline

iv. Once you are happy with your picture, click “link.” We recommend using the same link as the call to action button in the same section. Analysis shows that customers expect to be able to click through email images!

7. Proof and test email. We recommend you send to at least one other person for fresh eyes.
8. Save and exit! Now you are ready to set your subject line, choose your recipient and send the email!