

We exist to store, share and measurably post, email, download marketing and training collateral by the independent reseller channel to their end users – your buyers.

What does good look like? Quick and easy to use, clear and relevant for the people they're sending to.

We offer 3 modules – Self-Serve, Create Your Own and Managed Services

Let's go ....

### Assets for the Self-Serve (library) module

- HTML for emails and landing pages
  - o We'd prefer coded – see [icm coding page](#).
  - o We'll accept flat designs.
  - o We're happy to make amends.
  - o Links to resellers web stores
  - o Personalisation – to who, from who, products, pricing and more
  - o Feedback forms, surveys
  - o PDF downloads
  - o Video in landing pages
  - o Triggered / automated and sequenced emails e.g. new account, 1<sup>st</sup> order placed, birthday, abandoned basket, doesn't order x from us, hasn't ordered y product in z months, hasn't ordered for x days.
- PDF's
  - o To personalise for the reseller community, allow a 210 x 60 space for their personalisation. If appropriate pricing and end dates can be left blank and completed by the reseller.
  - o A4, multiple page formats
  - o We use [PDFLib](#) in conjunction with Adobe Acrobat Pro to create dynamic fields in PDFs. Request more info.
- Social media images 1200px x 675px with accompanying text
- Social media (suggested) content for LinkedIn and Facebook
- Social media video (MP4) for social media – max length for TikTok video is 34 seconds, for a video on social media xx seconds
- Web Banners in the following sizes (some or all can be supplied):
  - 1920px x 448px
  - 450px x 250px
  - 474px x 300px

640px 480px

768px x 400px

- PowerPoint slide decks
- MS Word & Excel

**Assets for the Create Your Own module drag and drop library.**

- The optimum width for our emails is 600px wide so images to work within that constraint please.
- Snippets are little html articles that can be dragged in to construct a newsletter or supplement an email – 600px max please.

**Assets for Managed Campaigns module (Including any from the Self-Serve list too)**

- High-Res Product Images
- Completed Product list from excel sheet - [here](#)
- Hero images
- Lifestyle images
- Promotional copy for campaign content
- Existing landing pages for inspiration
- Videos