

HOW TO USE

YOUR MARKET+SHIFT CAMPAIGN TOOLKIT

Follow these simple instructions to have a successful campaign:

ADD YOUR LOGO



- Open each file in the corresponding application (For example, PDFs should be opened in Adobe Acrobat Reader or Professional. PPTX should be opened in PowerPoint. OFT should be opened in Outlook).
- Locate the placeholder image or text marked "Your Logo Here". Replace it with your company's logo.
- For image placeholders, right-click on the image, select "Change Picture," and choose your logo file.

CUSTOMIZE WITH YOUR CONTENT



- Look for text boxes marked with instructions like "Insert your logo here" or "Customize this section".
- Delete the placeholder text and replace it with your organization's address and website.

REVIEW AND SAVE



- Carefully review each customized file to ensure all placeholders have been replaced and that your content is accurate and free of typos.
- Save your changes.
- Consider using a consistent naming convention for easy identification later.

DEPLOY YOUR MARKETING MATERIALS



- Ensure your logo's resolution is high enough for print materials if you plan to use the sales flyer in printed form.
- Keep your target audience in mind when customizing content.
- If the kit includes an email, be sure to send test emails to yourself to ensure formatting looks correct in various email clients before launching your campaign.
- By following these steps, you'll be able to leverage your toolkit to its fullest potential, enhancing your marketing and sales efforts with professionally designed, customized materials.

HAPPY MARKETING!

We want you to have a successful campaign! Please do not hesitate to reach out to us with any questions. Email us at: MarketSHIFT@dandh.com.