

Expert Content Strategy Guide

Self Serve Templates



Expert Content Templates

Print Flyers, Postcards, Greeting Cards, Brochures, Social Media

The Expert Content library includes self-service templates for admins to create-your-own content. Pre-filled Expert Content is built from these templates and can be configured based on the individual layout's options. Contact blocks, disclaimers, and branding elements are dynamic to the end user. Many templates include admin-level configuration options such as switching the brand logo on or off, logo positioning, swapping imagery within the dedicated space, replacing full background images, default text and/or default CTA text, and providing end users access to edit call-to-actions (CTA). All templates include additional or override disclaimer options to allow admins to enter dynamic disclaimers or include verbiage on a one-off basis.

Templates include:

- Various layouts for single sided print flyers
- Multiple sizing options for postcards in direct-mail, non-direct mail, and EDDM shipping
- Vertical and Horizontal Greeting Cards
- Social Media templates including Event, Testimonials, and upload-your-own design

Self Serve Print Flyers



1  **EXPERT**
CONTENT

2 **Waiting To Close?**
Follow these Dos and Don'ts to keep

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4 We both want your loan to close on time, with no hitches. Please keep this list handy while your home loan application is

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6 Contact us today to learn more.

 **Bradley Johnson**
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b.johnson@expertcontent.com

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Seattle, WA 98109
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 **EXPERT**
CONTENT

 Print disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cur quis tempore quis, exedita inavine sikuta exceptat, aliquid blanditris eos inventore ubam sapiente peno voluptatem ea sanct. Aut. Dicat rema mollit.

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Background color default is brand primary color
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA
- 7 – Upload image

Single and cobranded versions available

Self Serve Print Flyers

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – BG color default is brand primary color
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA
- 7 – Upload image
- 8 – Editable image block – QR code will populate from user profile

Headline Text

Subhead Text
Goes Here

4 Preheader messaging should go in this block and is formatted to company secondary color.

5 Body copy should go in this block and is company primary color.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic voluptatem laudantium numquam atque, corrupti vel optio. Blanditiis voluptates dicta at est dolorem, earum vero a accusamus fugit architecto obcaecati reprehenderit nobis minima necessitatibus quibusdam! Ipsam esse, officis aspernatur impedit ratione cum cumque ea corporis nihil, praesentium rerum voluptatibus! Ex labore tenetur odio aspernatur, rem. Praesentium optio, quo.



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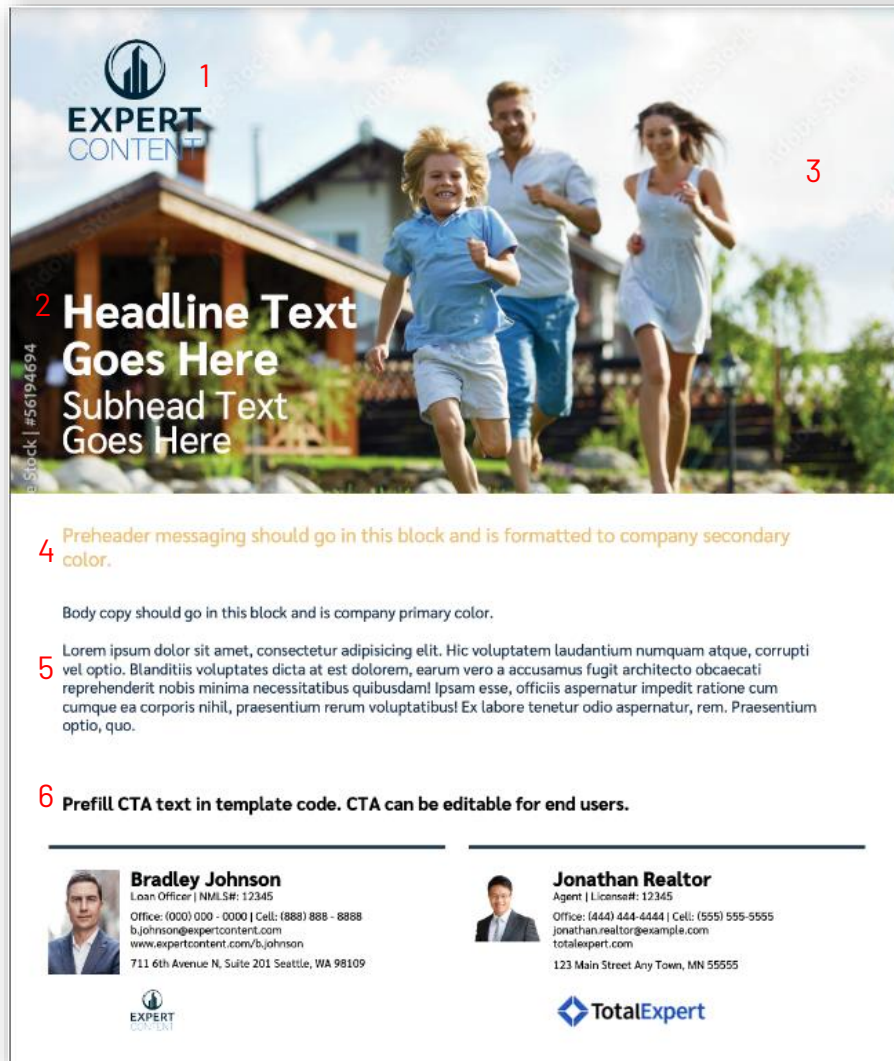


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Single and cobranded versions available

Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Upload image
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA

Single and cobranded versions available

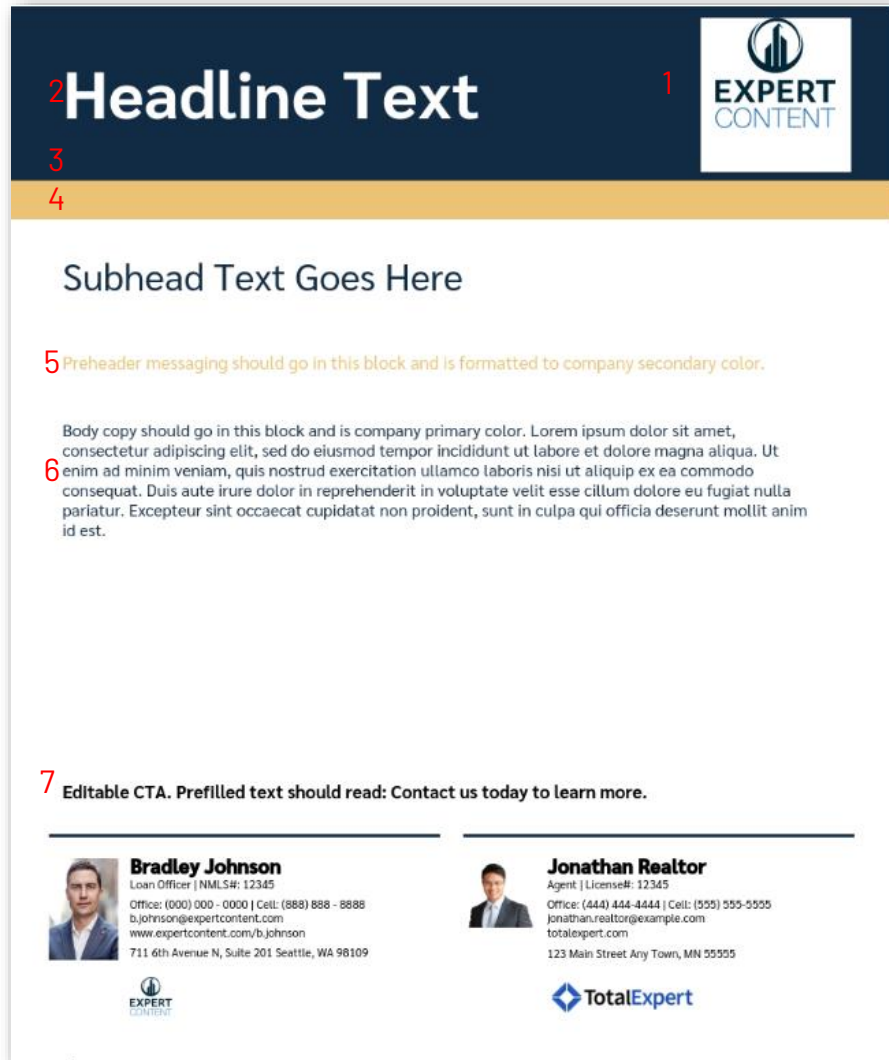
Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Upload image
- 4 – Font default color is brand secondary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA

Single and cobranded versions available

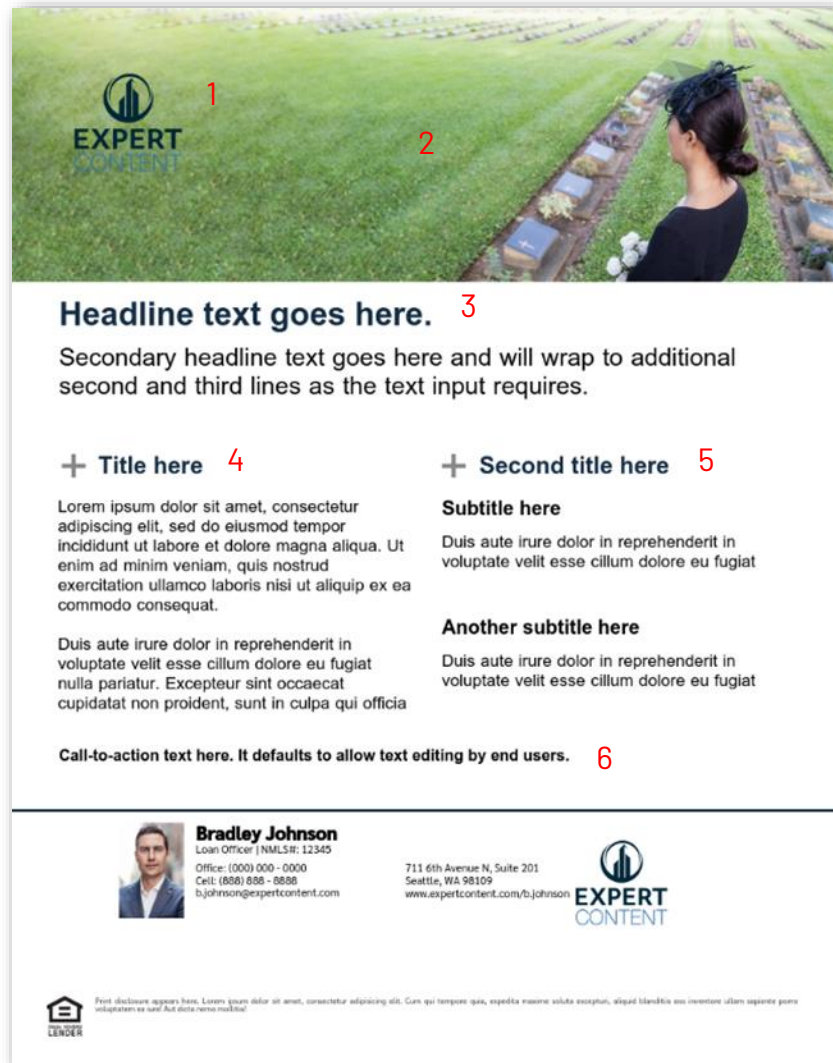
Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Default to brand primary color
- 4 – Default to brand secondary color
- 5 – Font default color is brand secondary color
- 6 – Font default color is brand primary color
- 7 – Editable CTA

Single and cobranded versions available

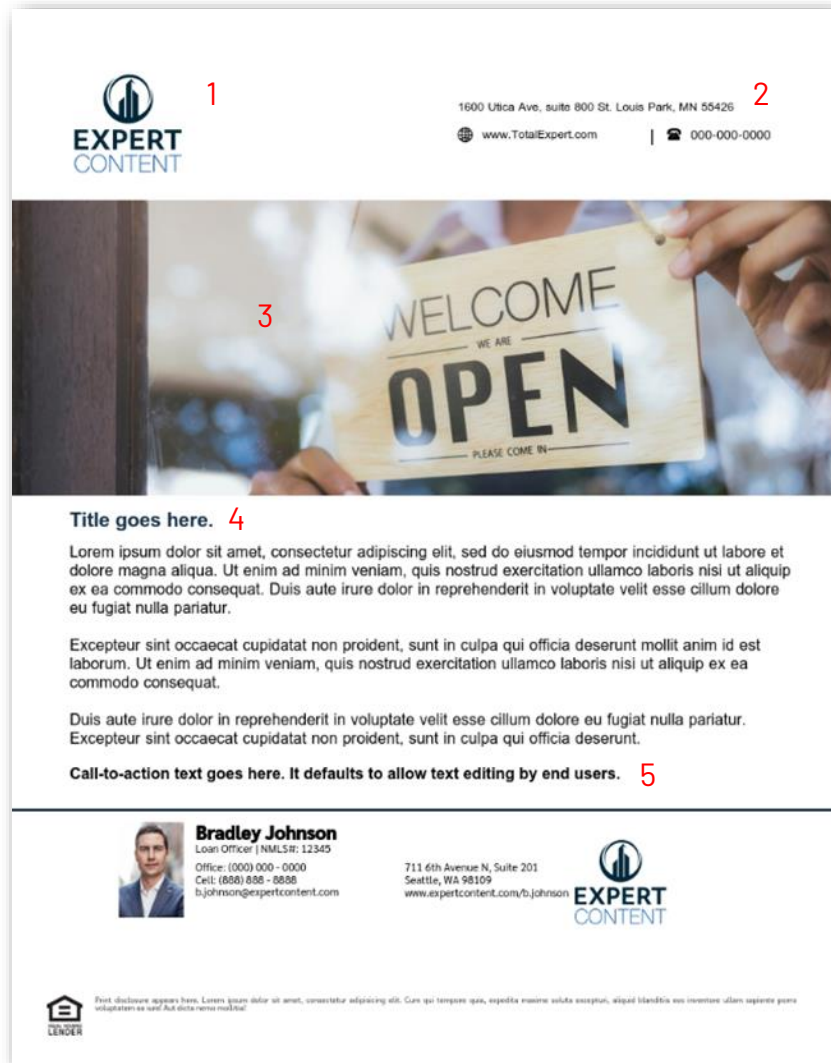
Self Serve Print Flyers



- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Upload image
- 3 – Fill to fit headline/sub-headline, change text color
- 4 – Font default color is brand primary color
- 5 – Font default color is brand primary color
- 6 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



1 – Ability to switch logo on/off, adjust logo background color

2 – Dynamic user information

3 – Upload image

4 – Fill to fit headline/sub-headline, change text color

5 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers



1 – Ability to switch logo on/off, adjust logo background color

2 – Upload image

3 – Fill to fit headline/sub-headline, change text color

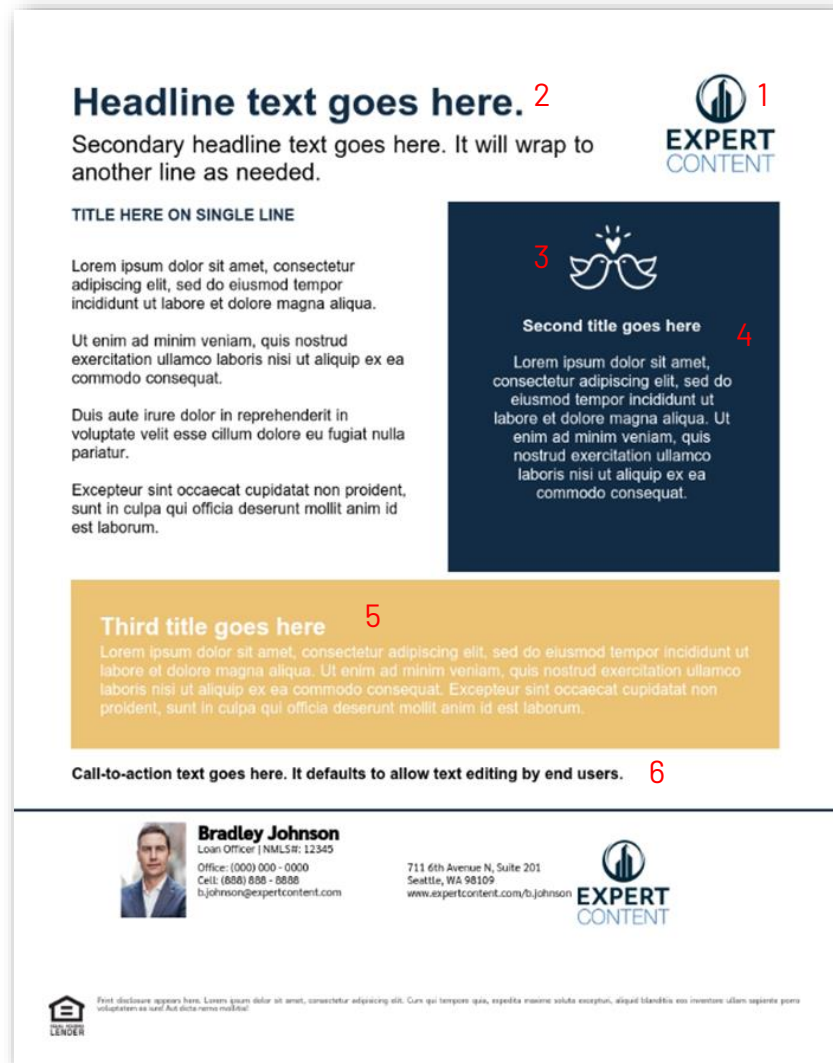
4 – Background color default is brand primary color, change text color

5 – Background color default is brand secondary color, change text color

6 – Editable CTA


Single and cobranded versions available


Self Serve Print Flyers



Headline text goes here. 2
Secondary headline text goes here. It will wrap to another line as needed.

TITLE HERE ON SINGLE LINE

1 

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4 **Second title goes here**


5 **Third title goes here**

6 **Call-to-action text goes here. It defaults to allow text editing by end users.**

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 First disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cur in tempore qua, expedita evanescit soluta excepturi, aliquid blanditia eos inventore ullam repente porro voluptatem ea sunt. Aut dicta namque mollitia!

- 1 – Ability to switch logo on/off, adjust logo background color
- 2 – Fill to fit headline/sub-headline, change text color
- 3 – Upload icon image
- 4 – Background color default is brand primary color, change text color
- 5 – Background color default is brand secondary color, change text color
- 6 – Editable CTA

Single and cobranded versions available

Self Serve Print Flyers

Headline text goes here. 3
Secondary headline text can be entered here. It will wrap to a second line as needed.

 1 2

TITLE HERE 4
Subtitle here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat

Secondary title goes here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut.

Call-to-action goes here. It defaults to allow text editing by end users. 5



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Print disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cur qui tempore qua, expedita maxime soluta excepturi, atque blanditia eos inventore ullam sequente porro voluptatem ea laud? Aut dicta namque multum!

1 – Ability to switch logo on/off, adjust logo background color

2 – Upload image

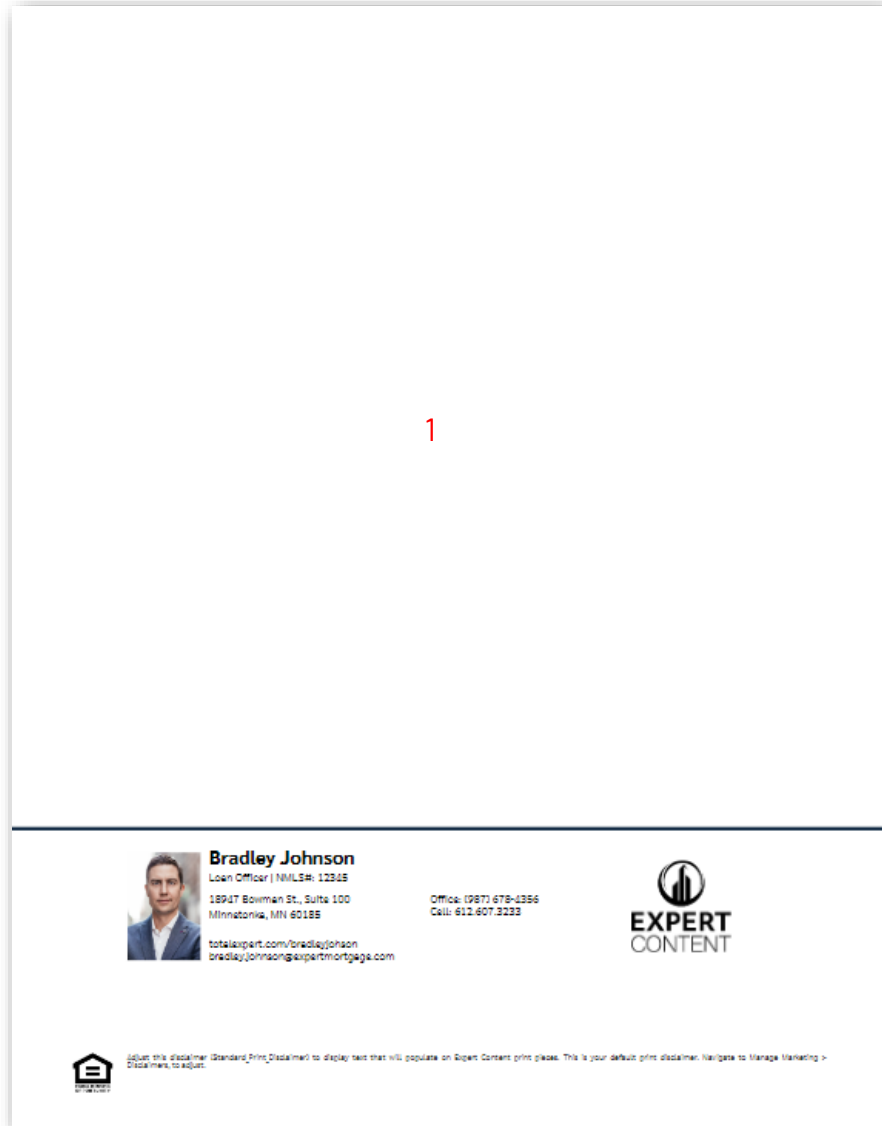
3 – Fill to fit headline/sub-headline, change text color

4 – Background color default is brand secondary color, change text color

5 – Editable CTA

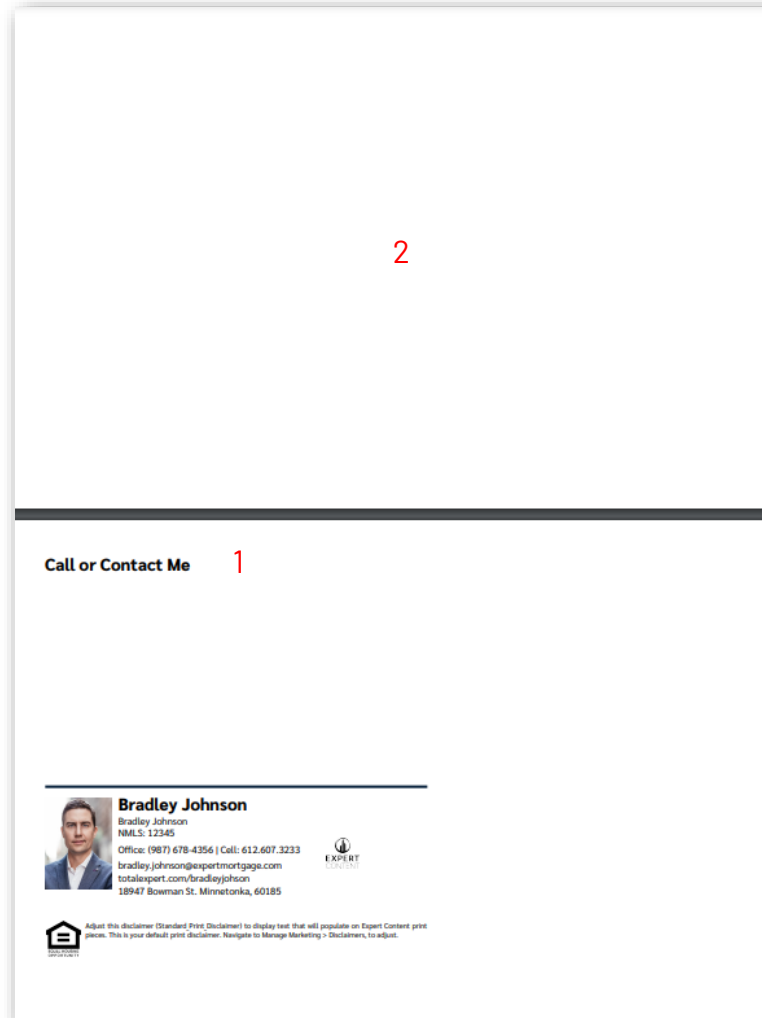
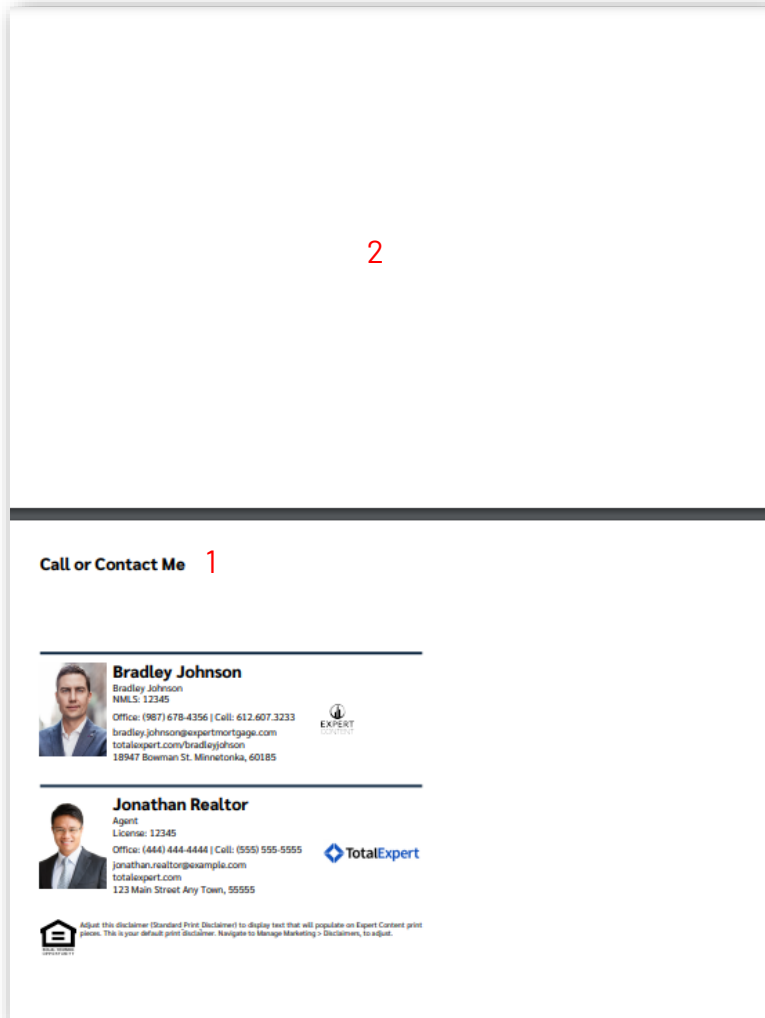
Single and cobranded versions available

Self Serve Print Flyers



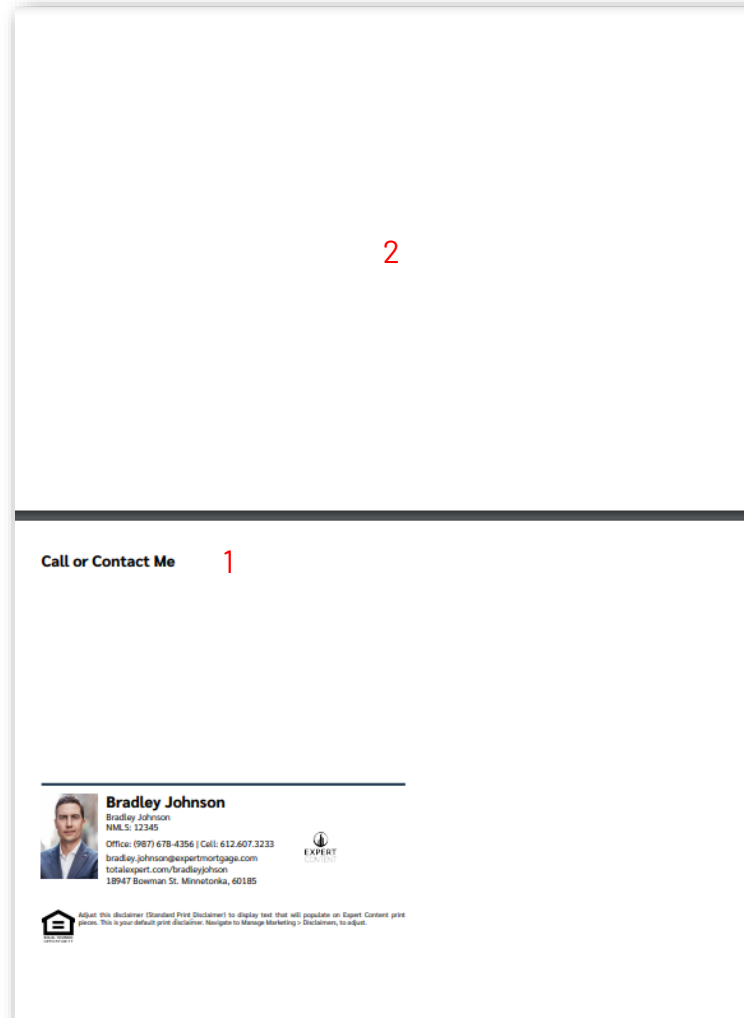
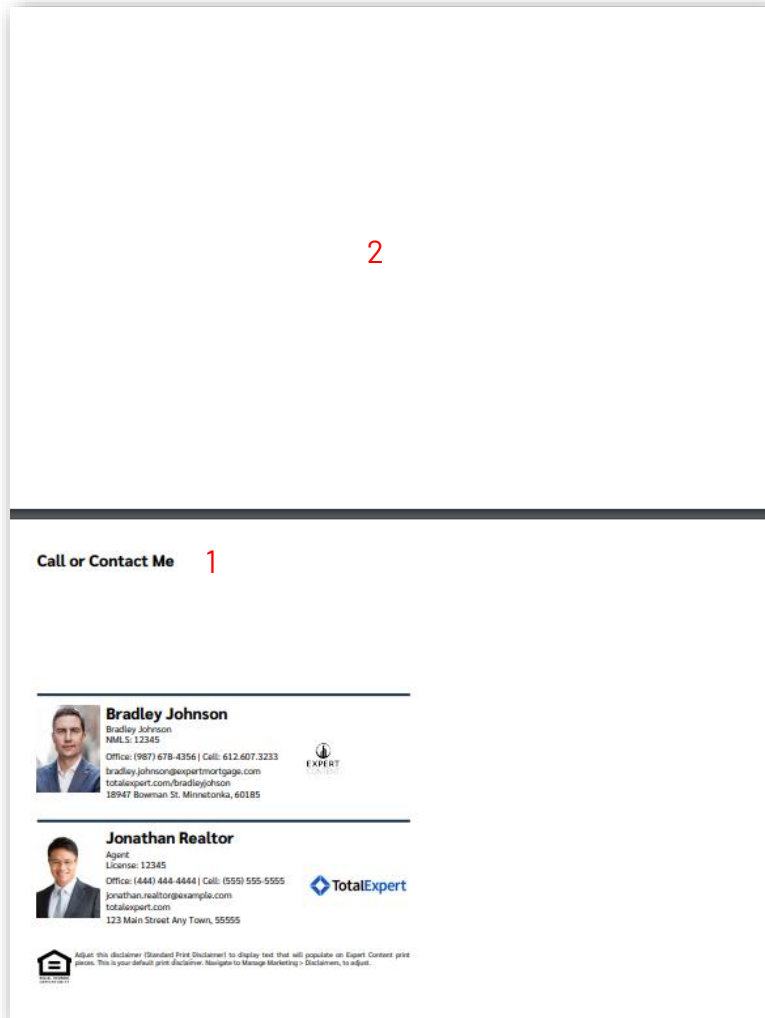
1 – Upload image, will replace entire background image of the full 8.5"x11" flyer

Direct & Non-Direct Mail Postcards: 8.5" x 5.5"



- 1 – Editable CTA
- 2 – Upload image

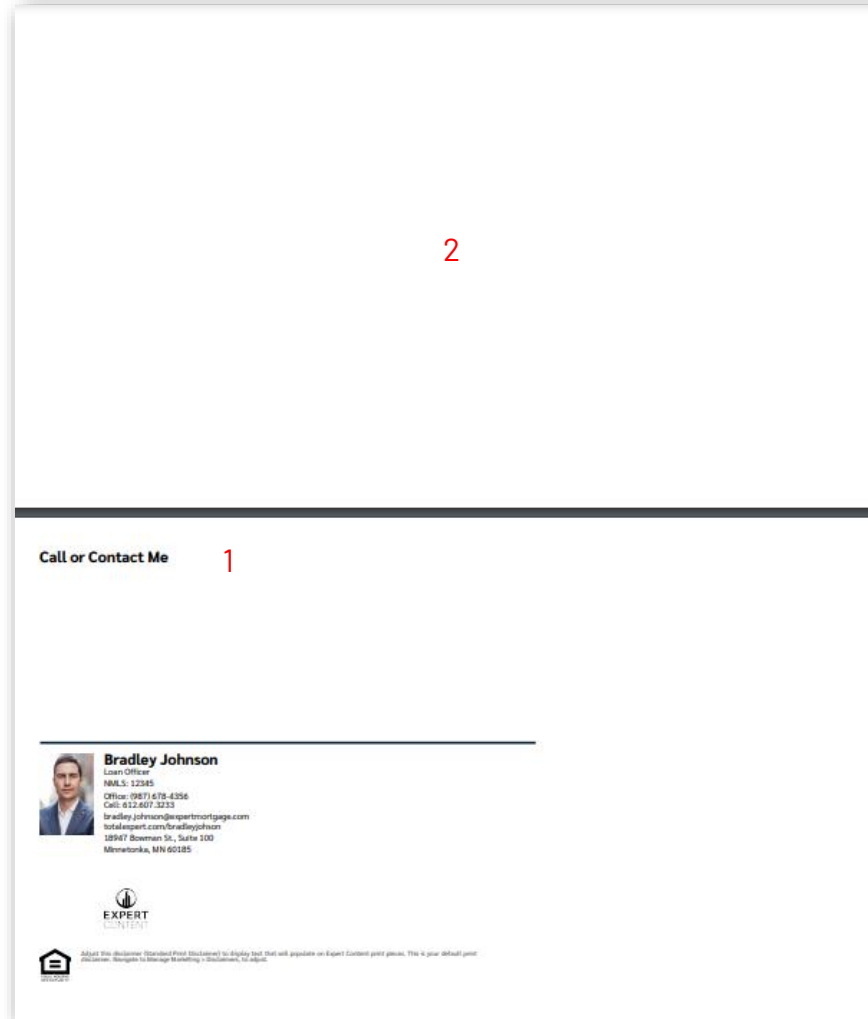
Direct & Non-Direct Mail Postcards: 9"x6"



1 – Editable CTA

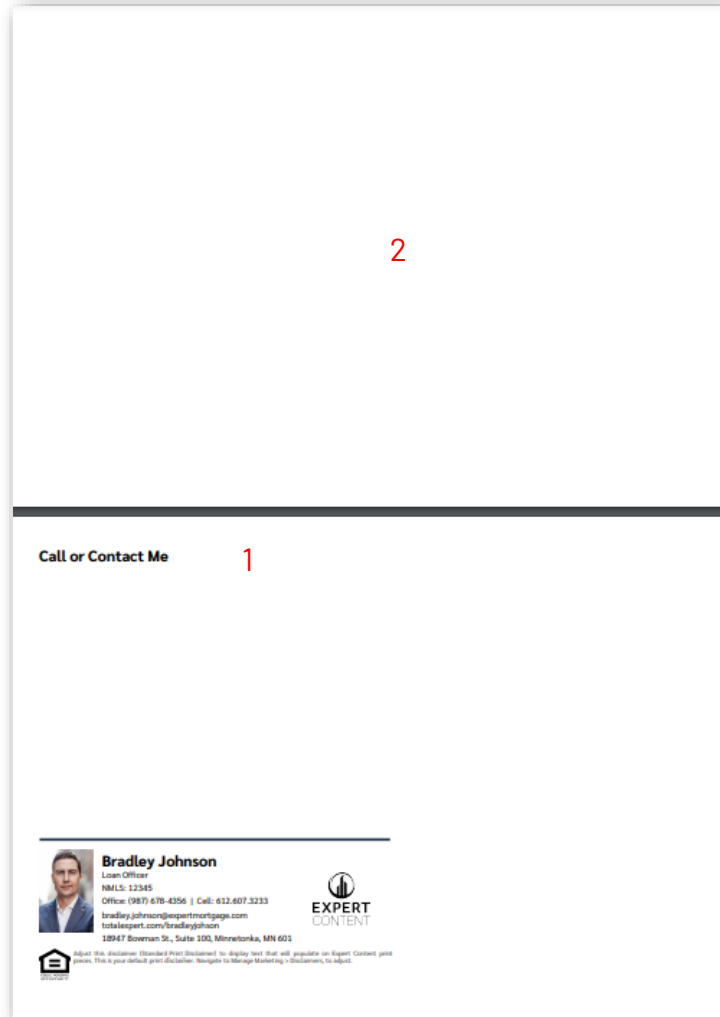
2 – Upload image

EDDM Postcards: 11"x6.25"



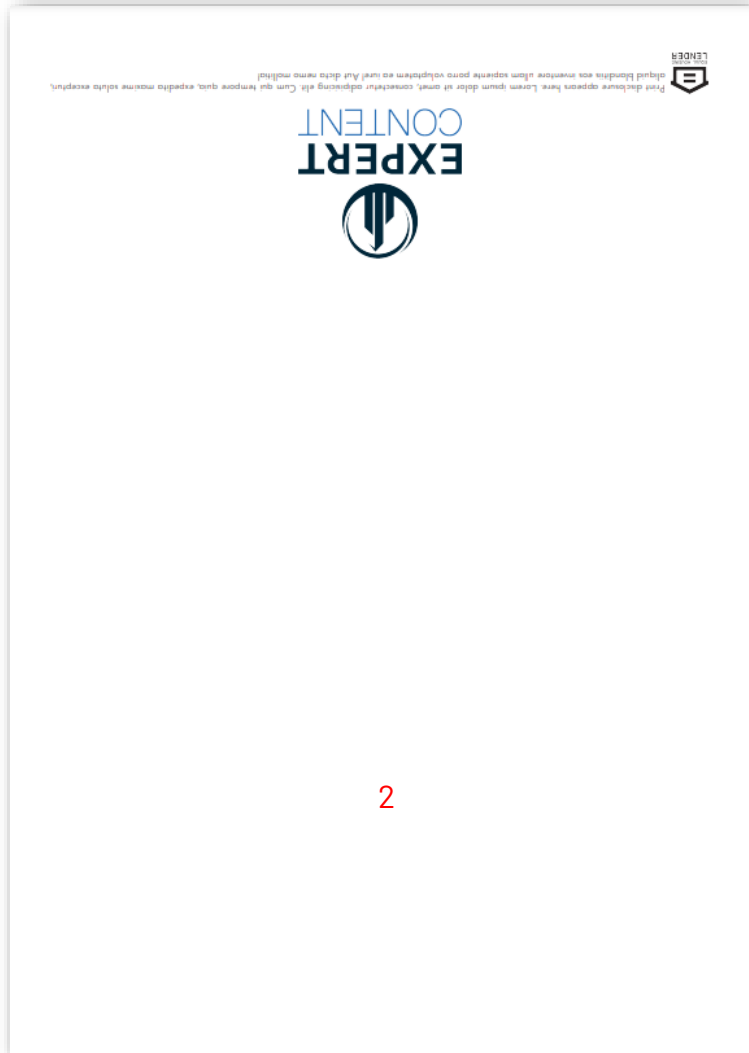
- 1 - Editable CTA
- 2 - Upload image

EDDM Postcards: 9"x6.25"

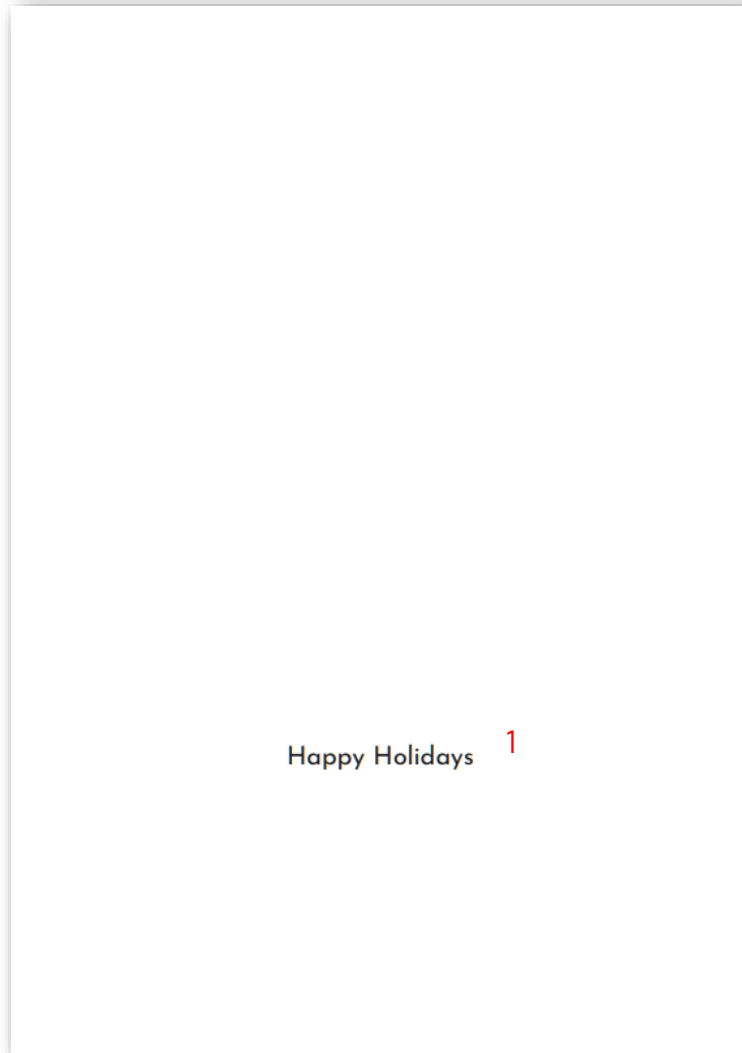


- 1 - Editable CTA
- 2 - Upload image

Horizontal Greeting Cards



Outside



Inside

- 1 – Editable greeting
- 2 – Upload image



Envelope

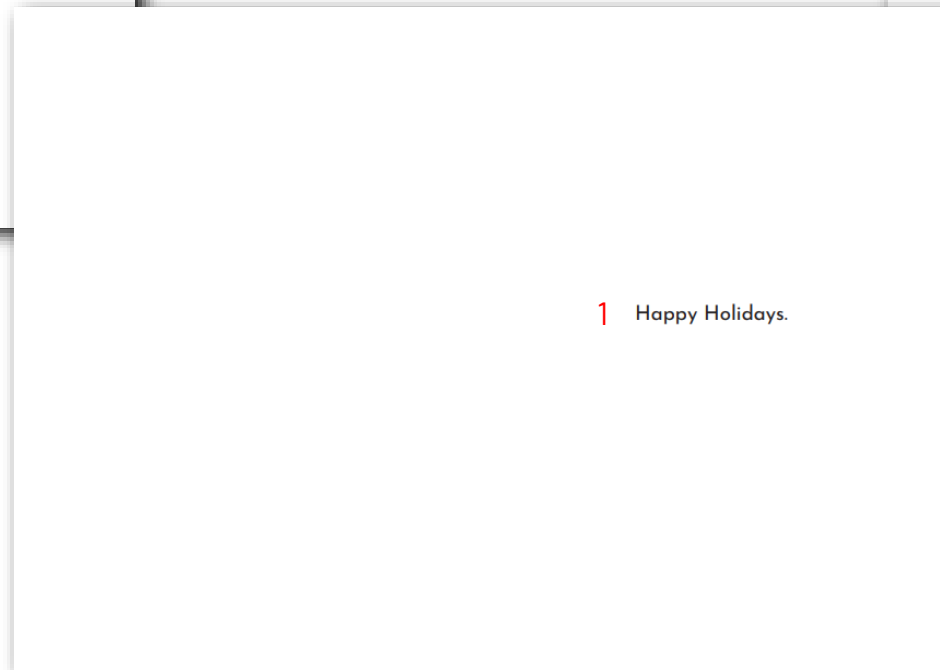
Vertical Greeting Cards



Outside



Envelope

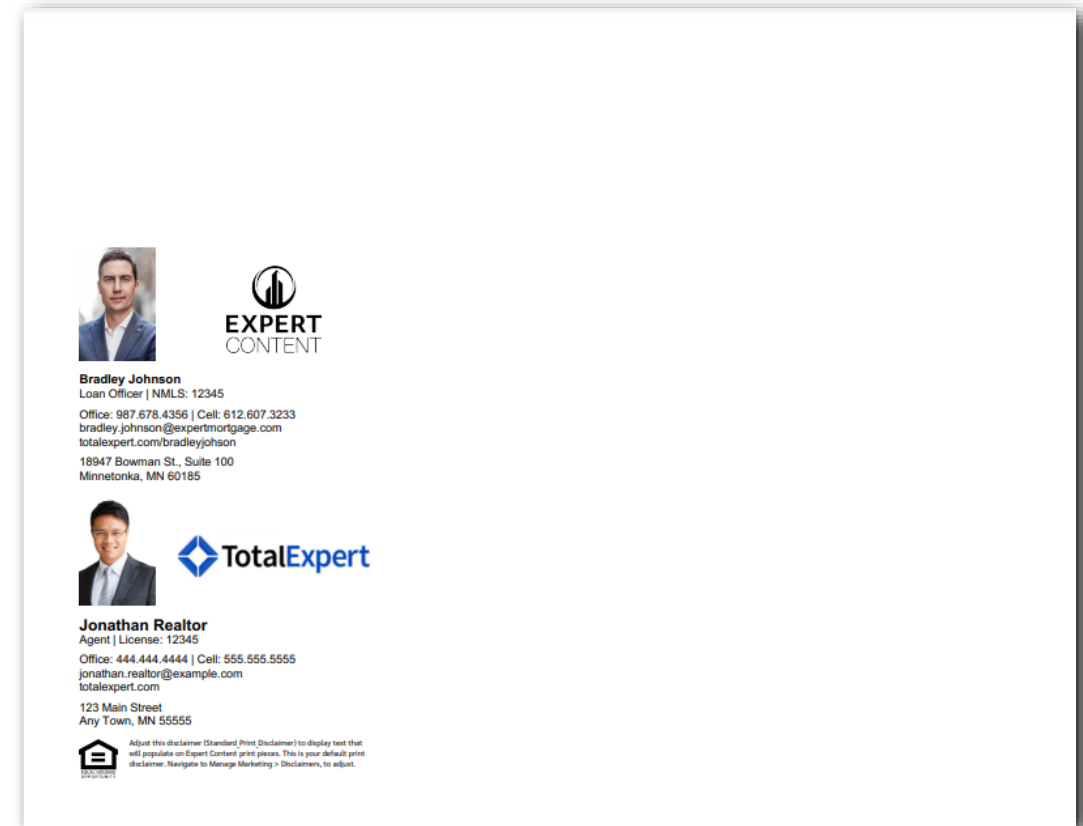
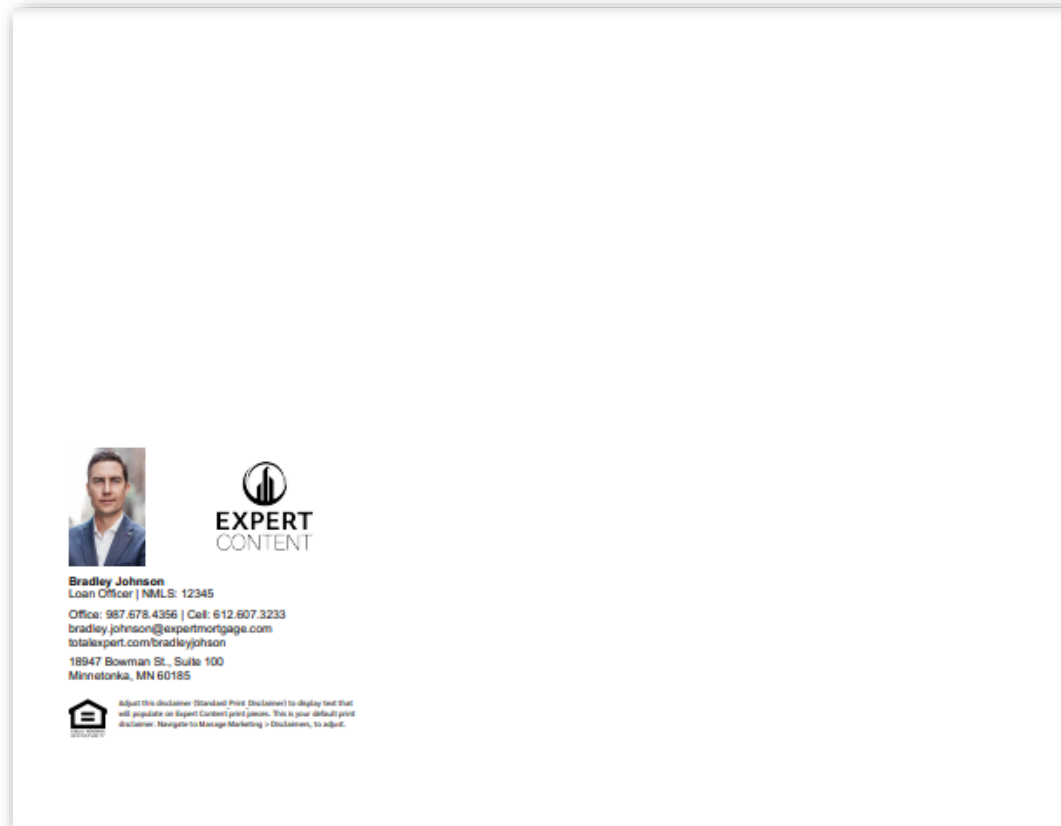


Inside

1 – Editable greeting

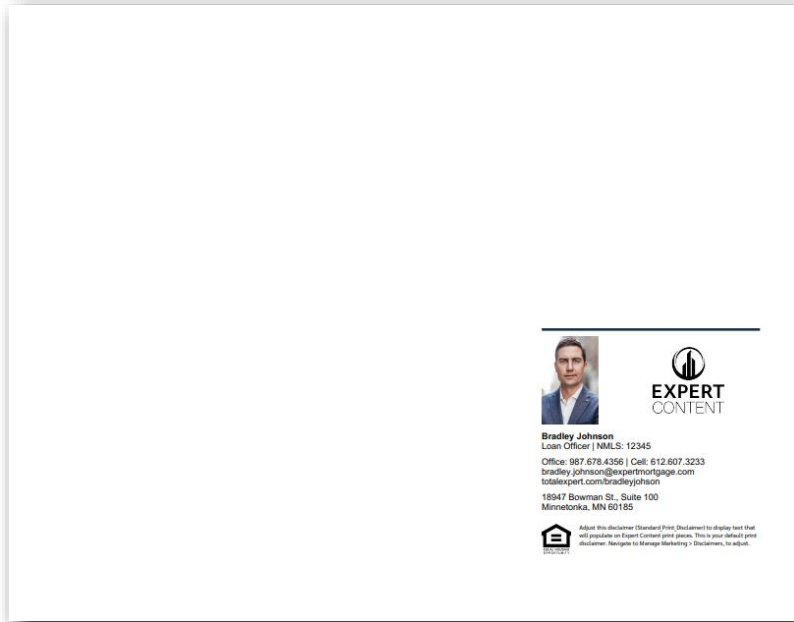
2 – Upload image

Bifold Brochures

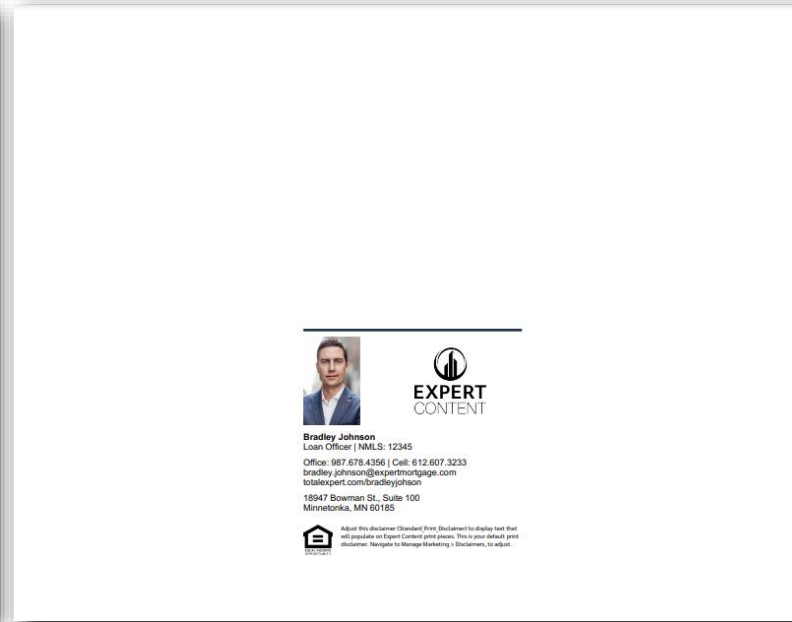


Bifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in half. There are single and co-branded versions of this template with the contact block place on the back when printed and folded.

Trifold Brochures – single branded



Trifold Option A



Trifold Option B



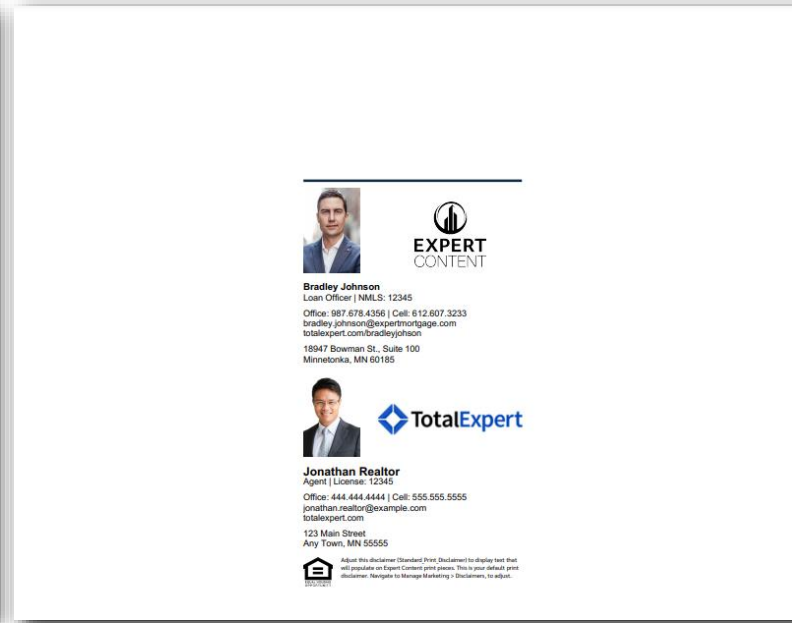
Trifold Option C

Trifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in thirds. Three single branded templates are provided where the contact block is placed on different sections of the folded brochure.

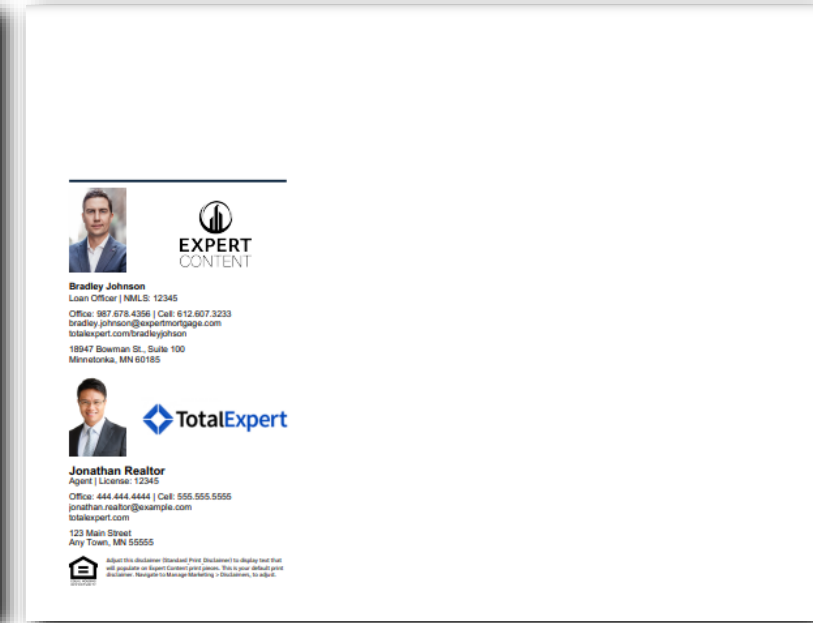
Trifold Brochures – cobranded



Trifold Option A



Trifold Option B



Trifold Option C

Trifold Brochures include only the dynamic contact block. Admins upload two background images with finished artwork for the front and back, with space left for the contact area. Once printed, they will be folded in thirds. Three cobranded templates are provided where the contact block is placed on different sections of the folded brochure.

Social Media Self Serve



- 1 - Ability to switch logo on/off, adjust logo background color
- 2 - Fully editable CTA and headline
- 3 - Color blocks are brand secondary color
- 4 - Editable fields
- 5 - Upload image
- 6 - Transparent, none, white, black disclaimer block

Social Media Self Serve



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4 ***What our customers are saying***

5 "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

6 Adjust this disclaimer (Standard_Social_Disclaimer) to display text that will populate on Expert Content social pieces. This is your default social disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

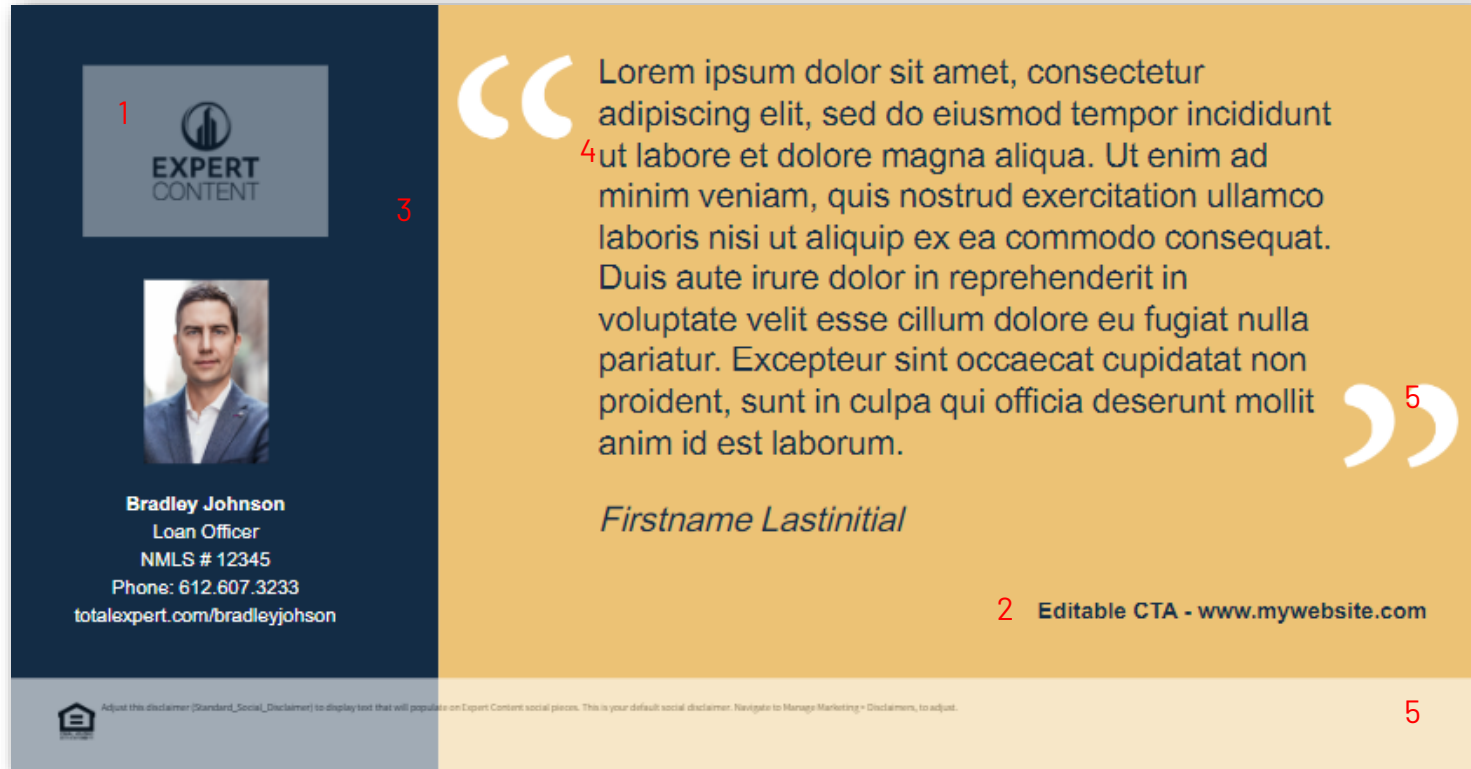
2 **Editable CTA - www.mywebsite.com**


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Firstname Lastinitial


- 1 - Ability to switch logo on/off, adjust logo background color
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- 3 - Color blocks are brand secondary color
- 4 - Editable fields
- 5 - Upload image
- 6 - Transparent, none, white, black disclaimer block

Social Media Self Serve




1  EXPERT CONTENT

3



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4 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

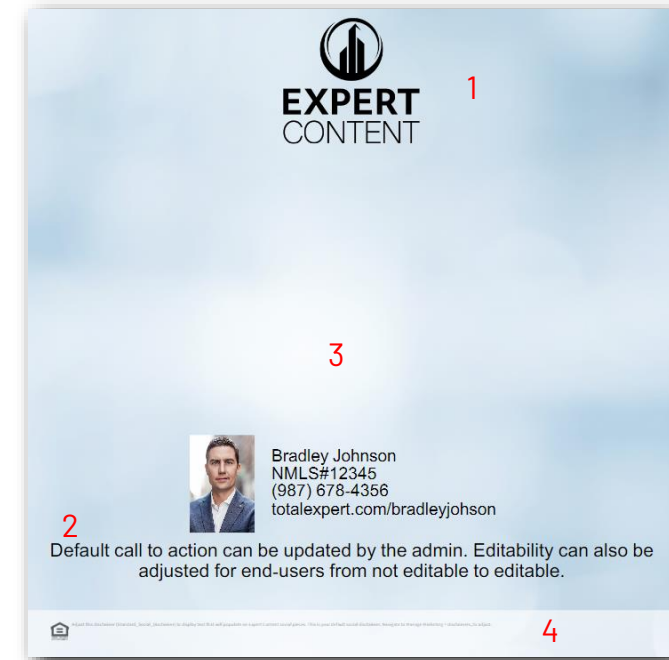
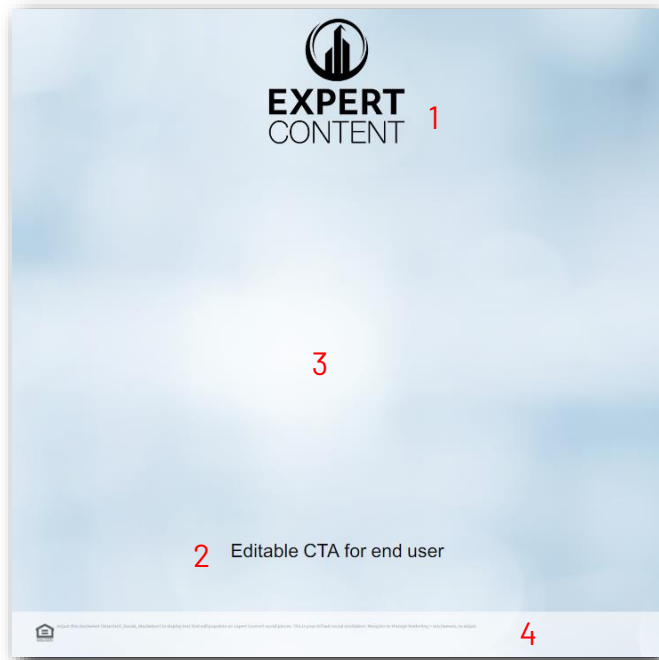
5 

2 Editable CTA - www.mywebsite.com

5 Adjust this disclaimer {Standard_Social_Disclaimer} to display text that will populate on Expert Content social pieces. This is your default social disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

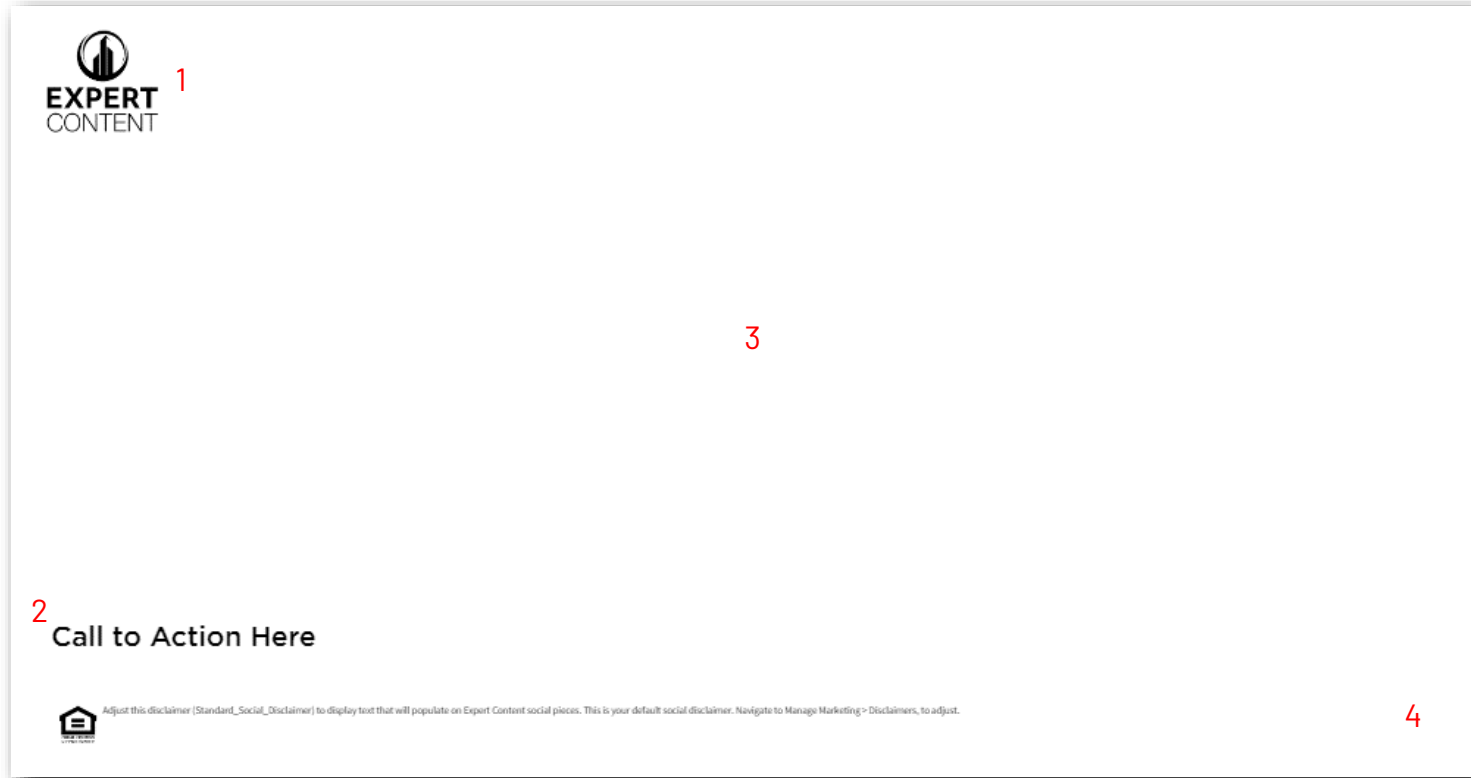
- 1 - Ability to switch logo on/off, adjust logo background color
- 2 - Fully editable CTA
- 3 - Color blocks are brand colors
- 4 - Editable fields
- 5 - Transparent, none, white, black disclaimer block

Social Media Self Serve



- 1 – Ability to switch logo on/off,
- 2 – Editable CTA/text
- 3 – Upload image
- 4 – Transparent, none, white, black disclaimer block

Self Serve Social Media



1 - Ability to switch logo on/off, logo positioning

2 - Fully editable CTA

3 - Upload image

4 - Transparent, none, white, black disclaimer block

Self Serve Social Media



1 – Upload image