Expert Content Strategy Guide

Self Serve Templates August 2025



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.

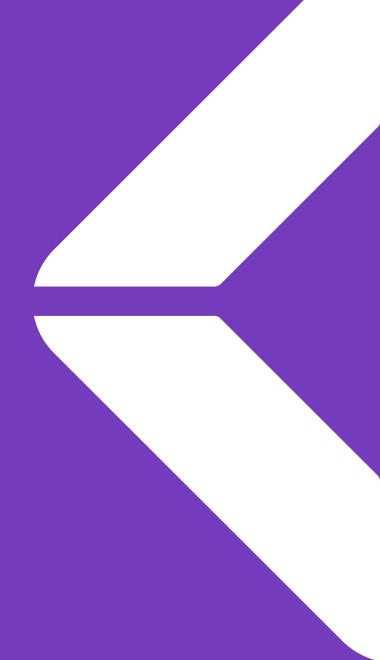
Many templates include some admin-level configuration options such as:

- Logos: on or off, logo positioning, logo variations (e.g. horizontal/stacked, color/black/white), QR codes
- Colors: font color, color blocks, background colors
- Imagery: replace imagery within a dedicated space, replacing full background images
- Text: replace text in dedicate space (e.g. CTA, header, subheader, paragraph)
- Editability: allow or disallow end user editability of specific elements
- Disclaimers: additional or override disclaimer options to allow admins to enter dynamic disclaimers or include verbiage on a one-off basis.

Template types include:

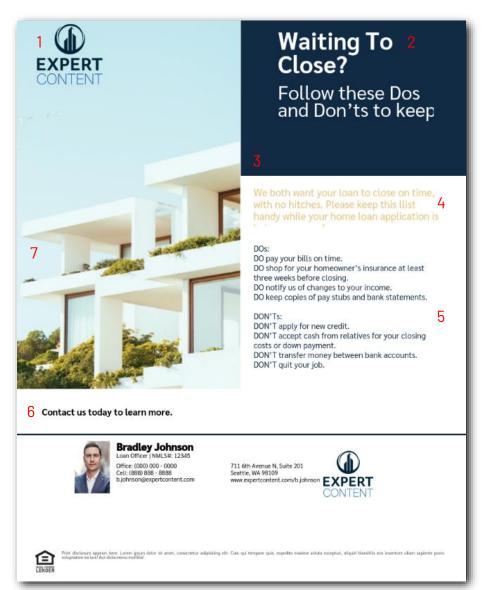
- Various configurable layouts for single-sided print flyers
- Various configurable layouts for postcards in specific sizing; additional "static" options in additional sizes
- Vertical and Horizontal Greeting Cards
- Bifold and trifold brochures
- Social Media templates including Event, Testimonials, and upload-your-own design

Print Flyers









- 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



Headline Text

Subhead Text Goes Here



Body copy should go in this block and is company primary

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, officiis aspernatur impedit ratione cum cumque ea corporis nihil, praesentium rerum voluptatibus! Ex labore tenetur odio aspernatur, rem. Praesentium optio, quo.



Prefill CTA text in template code. CTA can be editable for end users.



Bradley Johnson ffice: (000) 000 - 0000 I Cell: (888) 888 - 8888

6th Avenue N. Suite 201 Seattle, WA 98109







Jonathan Realtor Office: (444) 444-4444 | Cell: (555) 555-555



profile

Single and cobranded versions available

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
- 8 Editable image block QR code will populate from user





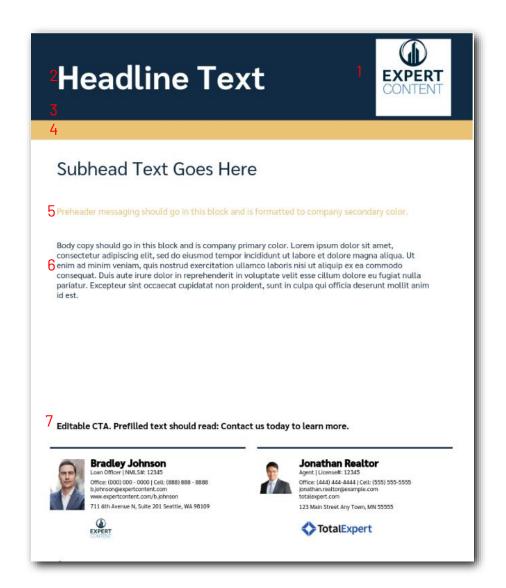
- 1 Ability to switch logo on/off, adjust logo background color
- 2 Fill to fit headline/sub-headline, change text color
- 3 Upload image
- 4 Font default color is brand secondary color
- 5 Font default color is brand primary color
- 6 Editable CTA





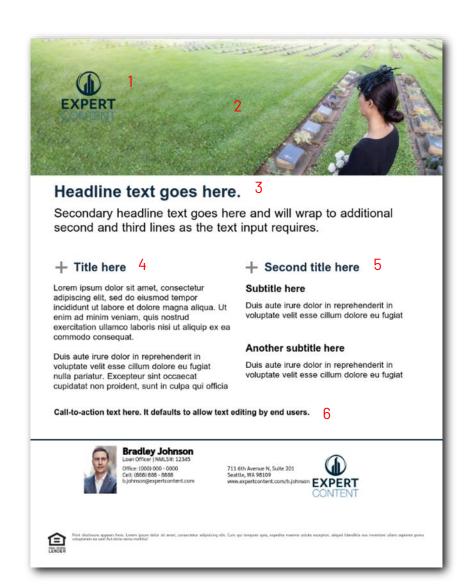
- 1 Ability to switch logo on/off, adjust logo background color
- 2 Fill to fit headline/sub-headline, change text color
- 3 Upload image
- 4 Font default color is brand secondary color
- 5 Font default color is brand primary color
- 6 Editable CTA





- 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 Fditable CTA





- 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





- 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





- 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



Headline text goes here. 2



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

TITLE HERE ON SINGLE LINE

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Second title goes here

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





Bradley Johnson Office: (000) 000 - 0000

711 6th Avenue N. Suite 201 www.expertcontent.com/b.johnso



(EN)

- 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



Headline text goes here.

3

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





TITLE HERE

Subtitle here

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Secondary title goes here.

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





Bradley Johnson Loan Officer | NMLS#: 12345 Office: (000) 000 - 0000 Cell: (888) 888 - 8888

711 6th Avenue N, Suite 201 Seattle, WA 98109 www.expertcontent.com/b.johnsc





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- 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

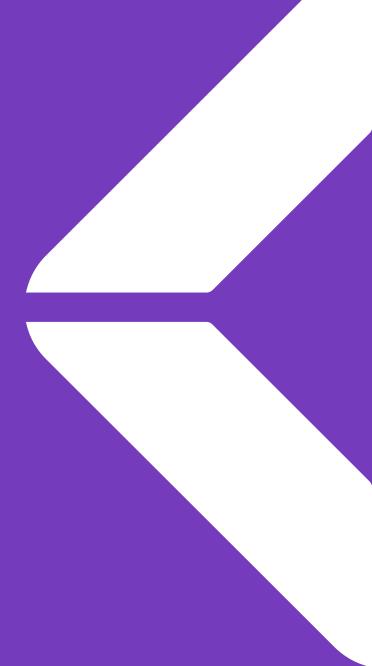






1 – Upload image, will replace entire background image of the full 8.5"x11" flyer

Postcards





Direct & Non-Direct Mail: 9"x6"

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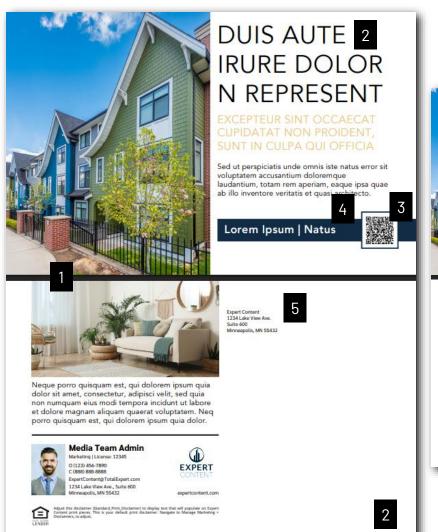




- 1 Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 Upload background image(s), editability option
- 3 QR code variation, switch on/off, editability option
- 4 Fill to fit text elements, change text color, editability option
- 5 Color block default is brand primary color; change color, turn all color blocks on/off
- 6 Return address default text, leave blank, editability option

Direct & Non-Direct Mail: 9"x6"

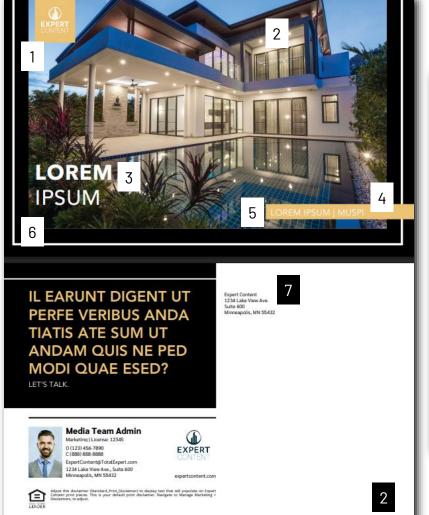






- 1 Upload image(s), editability option
- 2 Fill to fit text elements, change text color, editability option
- 3 QR code variation, switch on/off, editability option
- 4 Color block default is brand primary color; change color, turn all color blocks on/off
- 5 Return address default text, leave blank, editability option

Direct & Non-Direct Mail: 9"x6"





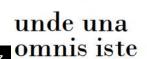


- 1 Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 Upload image(s), editability option
- 3 Fill to fit text elements, change text color, editability option
- 4 Front color blocks default to secondary; change color
- 5 Turn color blocks on/off (removes front secondary color blocks and back black block)
- 6 Background color defaults to black; change color. Border color defaults to white; change color.
- 7 Return address default text, leave blank, editability option

Lorem Ipsum Natus | Expert Content

Direct & Non-Direct Mail: 9"x6"





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Bradley Johnson Loan Officer | License: 1234 0 (000) 000 - 0000 1 6th Avenue N. Suite 201



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Lorem Ipsum Natus | Expert Content

- 1 Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 Upload image(s), editability option
- 3 Fill to fit text elements, change text color, editability option
- 4 QR code variation, switch on/off, editability option
- 5 Return address default text, leave blank, editability option

Direct & Non-Direct Mail: 9"x6"







I'm Bradley Johnson — Lorem ipsum dolor sit amet,

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About me.

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Bradley Johnson oan Officer | License: 1234





Expert Content

Suite 201



- 1 Switch logo on/off, adjust logo background color, use logo variations from branding, editability option
- 2 Upload image(s), editability option
- 3 Fill to fit text elements, change text color, editability option
- 4 Front color blocks default to secondary; change color, turn color blocks on/off
- 5 Return address default text, leave blank, editability option

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Direct & Non-Direct Mail Postcards: 8.5"x5.5"



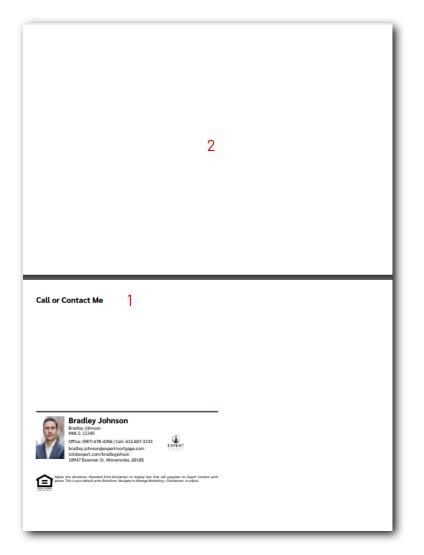


1 - Editable CTA



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



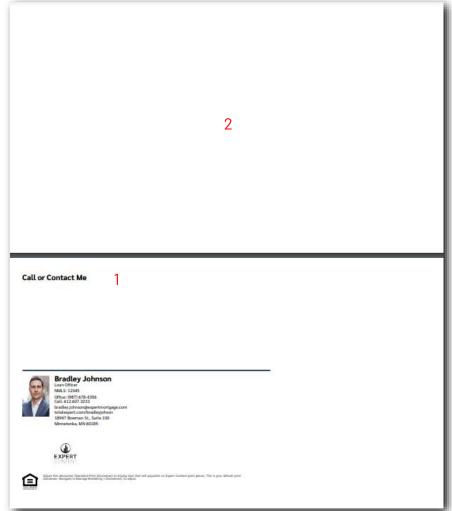


1 - Editable CTA

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EDDM Postcards: 11"x6.25"



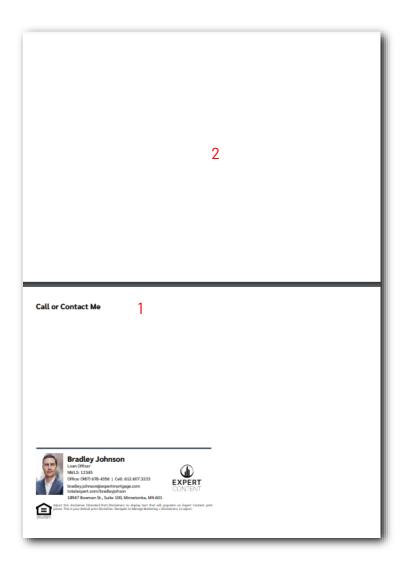


1 - Editable CTA

EDDM Postcards: 9"x6.25"

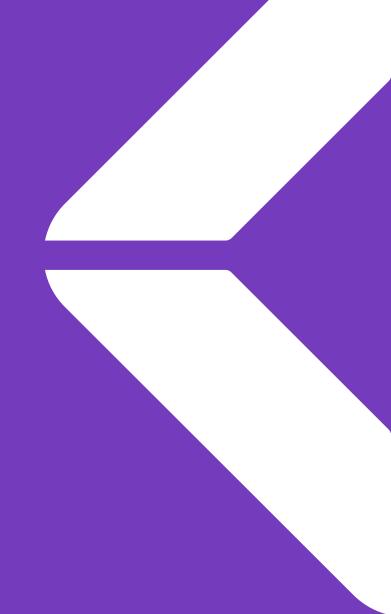






1 - Editable CTA

Greeting Cards





Horizontal Greeting Cards





2 – Upload image

1 - Editable greeting

Happy Holidays

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CONTENT
711 6th Avenue N
Suite 201 | Scottle, WA 98109

2

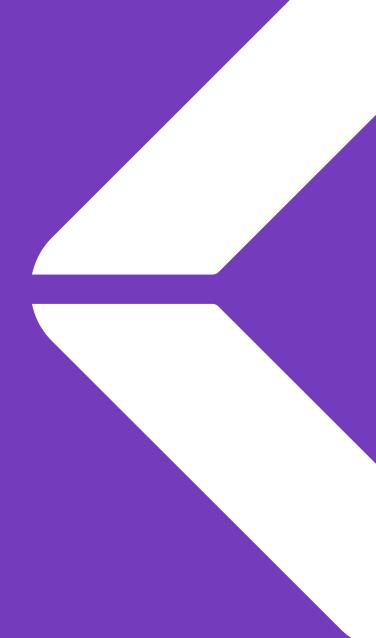






Inside

Brochures





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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 cobranded versions of this template with the contact block place on the back when printed and folded.

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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.



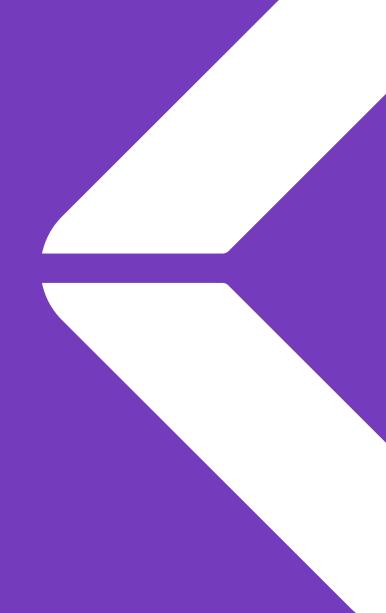
Trifold Brochures - cobranded



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









- 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





- 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





- 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

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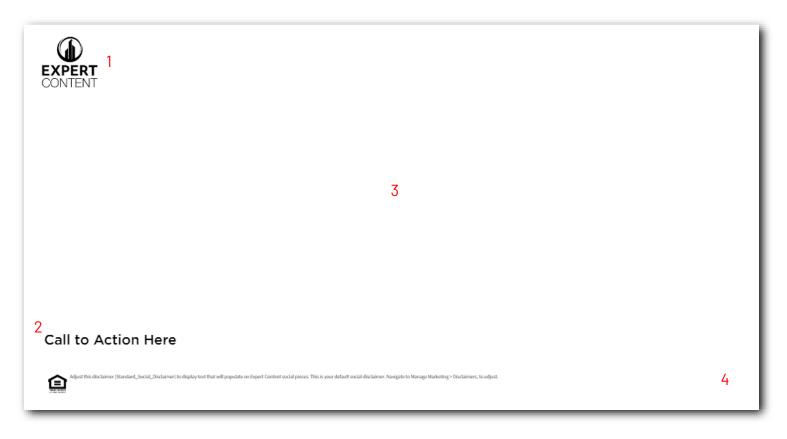




- 1 Ability to switch logo on/off,
- 2 Editable CTA/text
- 3 Upload image
- 4 Transparent, none, white, black disclaimer block



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

Insert Image Here

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Email disclosure appears here. Lovers is posum delor set arese, connectestar adjusting ettis, sed do elevaned tempor incident en labore magna alliqua. Ut enim ad minim veriam, quis nostrud exercitation villamon laboris mis ut alliquip ex ea cummodo consequat. Duds autre invended in software delor in neprebembent in software to explain the propriet in software the propriet in software