CATAPULT® WebCart™
Marketing Starter Kit

You've deployed WebCart, but now what?

Table of Contents

Now that you've deployed WebCart for your store, how do you get customers to shop online? Are you struggling with customer adoption amidst your other marketing responsibilities? Let us simplify your workload and equip you with tips and resources to market your online presence.

In this document, you'll find the basic marketing assets you need to advertise your web store, as well as how to edit those assets with common design programs. You'll also find industry best practices for content creation.

The CATAPULT WebCart Marketing Starter Kit includes:

- Two (2) email templates for LoyaltyBot's Campaign Manager.

- Creative LoyaltyBot campaign ideas to encourage WebCart adoption.

- Three (3) social media templates with optimized content for high engagement.

- Three (3) print templates for store signage and customer mailer.

- One (1) consumer-focused how-to video describing account setup in WebCart.

- A comprehensive Resources & Specifications Quick Guide outlining industry best practices, suggested design tools, and technical design specifications and settings for your creative assets.

Design Resources

If you don't have access to professional design programs like Adobe Photoshop, Illustrator, or InDesign, you can opt to use other resources to develop your marketing assets. Here is a list of tools to design what you need, all of which are free or offer premium plans with extended features.

Editing

Canva

Canva is a drag-and-drop editor to design social media graphics, logos, and more. Choose from thousands of layouts. Use free stock images, illustrations, preset photo files, icons, shapes, and hundreds of fonts.

VISIT WEBSITE

Pixlr

Pixlr is a free photo editing tool that's easy to use and has a large library of effects. Access Pixlr's library of stickers, overlays, borders, icons, and decorative texts to add to your photos. Use Pixlr on your mobile device, too.

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Google Slides

Google Slides is a presentation program included as part of the free, web-based Google Docs Editors suite offered by Google.

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Images

Unsplash

Unsplash is a website dedicated to sharing stock photography under the Unsplash license. It hosts over 207,000 contributing photographers and generates more than 17 billion photo impressions per month on their growing library of over 2 million photos.

VISIT WEBSITE

Canva

Canva is a drag-and-drop editor to design social media graphics, logos, and more. Choose from thousands of layouts. Use free stock images, illustrations, preset photo files, icons, shapes, and hundreds of fonts.

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Fonts

Fontjoy

Need to find the perfect font combination for your next project? Fontjoy makes it easy for users to find great combinations of fonts. It displays font suggestions in live time to help you get a better sense of how they look paired together.

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Google Fonts

If you're looking for quality typography for your next design, check out Google Fonts. This directory of web fonts makes it easy for users to add a font to their website in seconds or download it to their computer to use later.

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DaFont

Dafont.com offers an extensive library for fonts that are high quality, easy to download, and clearly defined in terms of licensing.

VISIT WEBSITE

Color

Color Hexa

ColorHexa.com is a free color tool providing information about any color and generating matching color palettes for your designs (such as complementary, analogous, triadic, tetradic or monochromatic colors schemes).

VISIT WEBSITE

Coolors

Coolors is a tool for creating and collecting color palettes. It allows you to quickly generate matching colors and even pick the colors from a photo with the Image Picker to create a beautiful palette automatically.

VISIT WEBSITE

Video

Screencastify

Screencastify is a free screen recorder for Chrome. Install the extension to record, edit, share videos, and create video assignments in seconds.

VISIT WEBSITE

Loom

Record and share video messages of your screen, cam, or both. Faster than typing an email or meeting live. Free to use on Mac, Windows, Chrome, iOS, etc.

VISIT WEBSITE

Zoom

Zoom is a video conferencing software program with a free plan. Meeting files (including screen share) can be recorded and downloaded for editing.

VISIT WEBSITE

Lightworks

Lightworks is a free video editing software built by world-leading editors and used by over 5.5 million creatives worldwide. They offer a free plan for simple video clip cuts and edits that includes cloud storage.

VISIT WEBSITE

Assets & Specifications

The following items within the starter kit will require assets to be completed. The comprehensive table below outlines what is needed to complete the kit and the specifications for each asset.

- Two (2) email templates
- Three (3) social media templates
- Three (3) print templates
- One (1) consumer-focused how-to video

Type	Use Case	Dimensions	File Size	File Format	Color Mode
Logo	All digital assets	Varies	Varies	Transparent .png	RGB
Logo	All printed assets	Varies	Varies	.eps or .pdf	CMYK
Image	Email Hero 1	600 x 300 pixels	800K max	.png, .jpg, or .gif	RGB
Image	Email Content 1	300 x 300 pixels	800K max	.png, .jpg, or .gif	RGB
Image	Email Hero 2	600 x 500 pixels	800K max	.png, .jpg, or .gif	RGB
Image	Social Media 1 - Facebook	1200 x 630 pixels		.png, .jpg, or .gif	RGB
Image	Social Media 2 - Instagram	1080 x 1080 pixels		.png, .jpg, or .gif	RGB
Image	Social Media 3 - Twitter	1200 x 675 pixels		.png, .jpg, or .gif	RGB
Image	Postcard Background	4.375 x 6.125 inches	Varies	.jpg or .pdf	CMYK
Image	A-Frame Sign Background	24.125 x 36.125 inches	Varies	.jpg or .pdf	CMYK
QR Code (Per Store)	Signage	Varies	Varies	.jpg or .png	CMYK/RGB
Video	Customer Boarding	1920 x 1080 pixels	Varies	.mp4	sRGB
Color Scheme	All digital assets				RGB or HEX
Color Scheme	All printed assets				CMYK

Marketing Starter Kit

Email Templates

1. General WebCart Awareness

The key to driving customers to your web store is making sure they know it exists! Send this email to your customers to increase WebCart adoption and drive e-Commerce engagement.

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2. WebCart-Specific LoyaltyBot Campaign

If you have LoyaltyBot®, now is a great time to combine the power of e-Commerce and Loyalty into one compelling campaign. Send this email to your customers to incentivize them to use your web store!

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5 Key Elements to Include in Your Email:

1. Logo
2. Hero Image
3. Text
4. Call-to-Action
5. Footer

VIDEO TUTORIAL

How to Edit Your Email in CATAPULT's HTML Editor

In this tutorial, you'll learn the current settings within CATAPULT's HTML Editor and how to use the interface to manipulate email layouts and elements.

VIEW IN OLC

ignite.20
THE VIRTUAL EXPERIENCE

A Recipe for Building Custom Email Templates in LoyaltyBot®

Katie Logan • *Marketing & Creative Manager, ECRS*

Additional Resources:

- **Campaign Monitor**: Best Practices for Image-Heavy Emails in 2019

- **Campaign Monitor**: 10 Tips to Optimize Your Calls to Action in Email

LoyaltyBot Campaign Ideas

If you have any of CATAPULT's loyalty solutions, you can drive traffic to your web store with loyalty incentives. Below are a few campaign ideas to get you started:

- **First Month is Free**

- **Tier the Picking Fee:** Order $50 or more to apply for free picking.

- **Keep the Fee, but Offset with Promotions:**

  - Get a free item with your online order.

  - Get $10 OFF or 5% OFF with your online order.

- **Leverage e-Punch Rewards:** Every 5th order placed will receive free picking.

- **Annual Picking Subscription:** Save $ or % on service fees by subscribing to our annual plan.

- **VIP Program:** VIP members receive free picking and exclusive discounts on certain items.

**LoyaltyBot®**
POWERED BY ECRS

Additional Resources:

- **ECRS Online Learning Center:** How to: Build Custom Email Templates in Campaign Manager

- **ECRS Online Learning Center:** How to Keep Loyal Customers with Campaign Manager & LoyaltyBot

- **ECRS Online Learning Center:** Maximizing Your CATAPULT WebCart Investment

- **Campaign Monitor:** Best Practices for Image-Heavy Emails in 2019

Social Media Templates

While it's easier to post the same content on all your social profiles than it is to plan individually, its not an ideal approach. Your audience on Twitter is likely not the same as your audience on Instagram or as on Facebook. Each platform's audience has different expectations. And it's not just limited to media. It includes what you write and how you write it, even when you post it. Below is a quick reference for what types of content should be posted on each social media platform.

For the purposes of this starter kit, you'll learn how to create relevant content using the most common forms of sharing on Facebook, Instagram, and Twitter.

Instagram	Twitter	LinkedIn	Facebook	Pinterest
A visual-first network, Instagram favors photos and videos. Use imagery like text graphics, educational content, inspirational messages, memes, and screenshots of tweets	Started with text-only, but has evolved to include link previews, videos, photos and gifs. Links work well on this platform and if you can time it right, jump in on the current memes and trends.	A more professional-oriented network, LinkedIn is great for building thought leadership. Sharing posts and links from company leaders is good, but add your own commentary to it.	Facebook has all of the content types available to it so it's a little difficult to narrow down what works best. Video often wins, as well as informative or attention-grabbing links.	Pinterest is used often as a way to collect ideas and content that is informational, educational or inspirational. Overlaying content with a headline will make the Pin stand out.
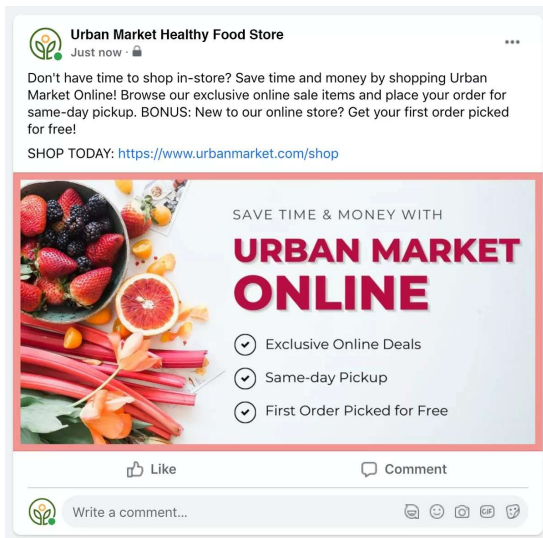
facebook

Facebook is the world's largest social network and can be an excellent marketing tool for businesses to connect with consumers. One thing to remember when posting content is there will be differences in how things will display on your personal or business timeline and how they'll display in a user's feed.

For this example, we are using a "Shared Image", one of the most common forms of sharing on Facebook. This image is sized at 1200 x 630 pixels, but will appear in a feed at a max width of 470 pixels and appear on a page at a max width of 504 pixels.

VIEW SAMPLE POST

twitter

With over 300 million monthly active users, Twitter is one of the social media networks that your customers will most often use to discuss your brand. Users can attach photos to tweets, but depending on whether you're attaching one photo, multiple photos, or sharing a link, the way photos crop and display will vary slightly.

For this example, we'll create a tweet sharing a single image, sized at 1200 x 576 pixels.

VIEW SAMPLE POST

ECRS | www.ecrs.com | 800.211.1172
277 Howard Street • Boone, NC 28607

Instagram

Instagram is one of the most popular photo-sharing social networks. It's the best place to showcase your visual creativity, even down to making a compelling grid out of the way your photos' thumbnails display in sequence.

For this example, we'll start with an image sized at 1080 x 1080 pixels which will appear at different sizes based on where it is viewed. Thumbnails appear on a page at 161 x 161 pixels and images in a feed appear at 510 x 510 pixels.

VIEW SAMPLE POST
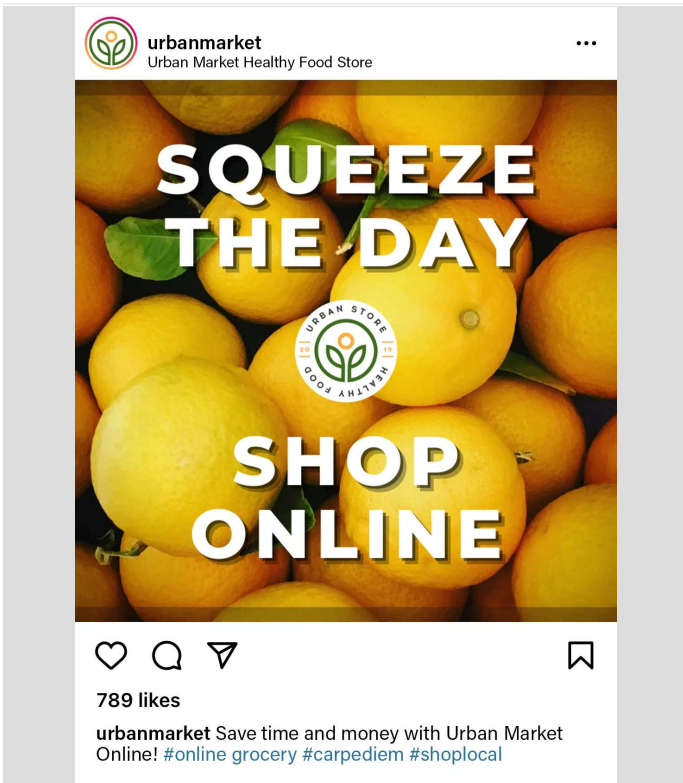
Additional Resources:

- **Sprout Social:** Always Up-to-Date Guide to Social Media Image Sizes

- **Hootsuite:** How to Write a Compelling CTA for Social Media

- **Hootsuite:** 14 Social Media Best Practices You Should Follow in 2020

- **Sprout Social:** What to Post on Each Social Media Platform

Print Templates

Print marketing and physical signage at your store can not only improve the overall shopping experience, but can provide another avenue for advertising. However, designing for print can be more complicated than designing for web, so its important to understand the basic print requirements for your final product before you start.

Print Tips

- Always start with the right canvas size. Its harder to resize your work once you've created a design.

- If your image goes to the edge, you'll need to factor in a "bleed". This is usually between 1/16" - 1/8" extra space around the edge. When you require a bleed, printers often ask for you to include "crop marks" so they know where to cut. (See tick marks on the corners of the postcard.)

- Use high-quality images. 300 DPI is a normal requirement for printed imagery. Anything less than than may produce a blurry or pixelated image.

- Use CMYK color mode, not RGB. If you design in RGB, the printer will interpret those colors poorly and your prints could turn out dark and muddy.

- When incorporating vector logos, use .eps or .pdf files so you retain line and shape clarity.

- Save as .pdf for print to preserve image quality.

1. Postcard

According to a recent survey, 83% of purchases are influenced directly by relevant direct mail. And with the rise in use of digital, direct mail will become even more popular as people become burdened by emails. When paired with other mediums in the same campaign, you can expect positive results.

For this example, we'll look at an effective 4.25 x 6" postcard design to send directly to consumers for advertising your web store.

1. Logo
2. Imagery
3. Headline
4. Text
5. Call-to-Action
6. Offer
7. QR Code
8. Postal Regulations

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2. A-Frame Sign

With portable sandwich board signage, you can effectively communicate to your audience from anywhere! A-frame signs take a few seconds to set up and can be moved to any location in the store. Make sure to use a durable option for both indoor and outdoor marketing. You can even select a-frame bases with interchangeable signs for longevity.

For this example, we'll be designing for a 24 x 36" a-frame sign.

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3. Parking Sign

Often times, you can tell whether a store supports e-Commerce by looking at their parking lot. Many stores will designate a block of parking spots near the front door for pickup locations. They'll even number each spot and paint the concrete to make them stand out so shoppers know where to go to complete the online order.

For this example, we'll design an 18 x 12" parking sign.
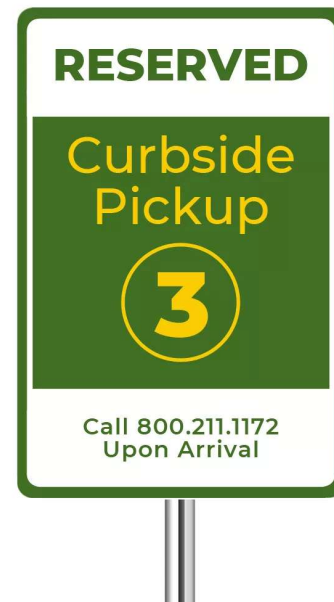
VIEW LARGER

Additional Resources:

- **Sprout Social:** How to use QR codes effectively in 2021
- **Print Resource - Uprinting:** Deluxe Signicade® A-Frame Signs
- **Print Resource - Smartpress:** Postcards
- **Print Resource - Cheap Parking Signs:** Custom Parking Signs

Consumer Video Script

Having a customer boarding video hosted on your website isn't a bad idea, especially one intended for current customers looking to associate to an existing account. A screen recording can be recorded with the script below using a variety of resources and uploaded to your website. We suggest including this on your FAQ page as well as with any other pertinent online shopping details.

- *Hello and welcome to **Urban Market's** online store. In this video, you'll learn how to claim your online account if you are already a customer at our store.*

- *To get started, visit our website at **shop.urbanmarket.com** and click Login/Register in the upper right corner.*

- *Once the page loads, click the hyperlink beneath the login button called "Setup Online Account."*

- *From there, you'll choose your Reset Method, enter your information, and click Submit.*

- *When prompted, enter your Verification Code and create a password for your account. Then click Continue.*

- *Congratulations, you have now claimed your **Urban Market** online account.*

- *To view your account information, click your name in the upper right corner and explore the options in the sidebar. From this page, you can access and update your profile information, view past orders, see previously purchased items, view and manage lists, view rewards and wallet, and even log out.*

- *Thank you and enjoy!*

Principles of Design

It may seem excessive to include design principles. After all, we're just creating an email and a few social posts, right? WRONG. What many don't realize is that the human eye is attracted to the effective execution of these elements even if they don't know what they mean. And that goes for all visual elements: website banner ads, email layouts, hero images, etc.

There are seven fundamental principles of design that a designer should follow to create an effective and attractive composition. Since you likely don't have a graphic designer of your own to execute this campaign, let's do a quick review (*Source: 99designs*):

1

Emphasis

Ask yourself: what is the first piece of information my audience needs to know? Make a mental outline and let your brain organize the information. Then lay out your design in a way that communicates that order. The same idea applies when writing a paper; you must create an outline.

2

Balance & Alignment

Every element you place on a page has a weight. The weight can come from color, size, or texture. Just like you wouldn't put all your furniture in one corner of a room, you can't crowd all your heavy elements in one area of your composition. Without balance, your audience will feel as if their eye is sliding off the page. You can achieve this through the use of symmetry, but you can also achieve a bold and interesting design through the use of asymmetry.

3

Contrast

Contrast creates space and difference between elements in your design. Your background needs to be significantly different from the color of your elements so they work harmoniously together and are readable.

4

Repetition

Repetition unifies and strengthens a design. Often times when a certain element is only used once, it seems like an error. However, when it is used three times, you've created a motif
 and are back in control of your design. One simply way to think of repetition is the use of a logo or pattern across all branded products, like website, business cards, social posts, etc. Repetition is closely related to Brand Identity.

5

Proportion

Proportion is the visual size and weight of elements in a composition and how they relate to each other. It often helps to approach your design in sections, instead of as a whole.

Grouping related items can give them importance at a smaller size—think of a box at the bottom of your poster for ticket information or a sidebar on a website for a search bar. Proportion can be achieved only if all elements of your design are well-sized and thoughtfully placed. Once you master alignment, balance, and contrast, proportion should emerge organically.

6

Movement

Movement is controlling the elements in a composition so that the eye is led to move from one to the next and the information is properly communicated to your audience. Movement creates the story or the narrative of your work: a band is playing, it's at this location, it's at this time, here's how you get tickets.

If you look at your design and feel your eye get "stuck" anywhere on it—an element is too big, too bold, slightly off-center, not a complimentary color—go back and adjust until everything is in harmony.

7

White Space

All of the other elements deal with what you add to your design. White space (or negative space) is the only one that specifically deals with what you don't add. White space is exactly that—the empty page around the elements in your composition. For beginning designers it can be a perilous zone. Often simply giving a composition more room to breathe can upgrade it from mediocre to successful.