

HOW TO MAKE SOCIAL MEDIA POSTS – FAST – USING AFTERPAY’S TEMPLATES

Our free and easy-to-use templates make promoting trade events, from Mother’s Day to Afterpay Day, quick and simple. No graphic design experience needed.

Want to drive more sales during trade events? Whether you’re preparing for Mother’s Day, Cyber Weekend, Afterpay Day or any other major sales event, our customisable templates can help.

That’s because one of the best ways to drive more sales during any trade event is to promote your offer or discount as widely as possible - ideally, across all your channels, including emails, social media and on your website. After all, if your customers don’t know about your promotion, you won’t see a sales uplift. But if the thought of making social media posts for every channel, along with emails and website banners, seems daunting, help is here.

We’ve produced easy-to-use templates that make creating social media posts and other assets fast and simple.

HOW TO CUSTOMISE THE TEMPLATES

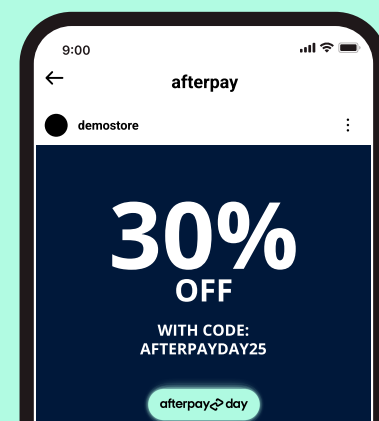
Virtually every aspect of these templates can be customised with your own images or words to reflect your brand. See these examples on the next page.

HEAD TO AFTERPAY’S TRADE PAGE

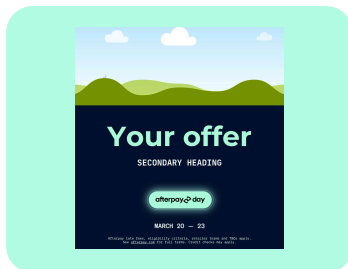
When on our trade page, click on 'Access marketing assets' for the desired trade moment to access the customisable Canva templates:

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If you already have a Canva account, you'll be asked to log in. Don't have a Canva account? Just follow the prompts to create a free account.

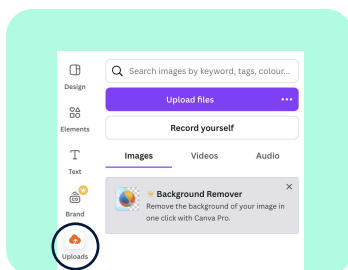
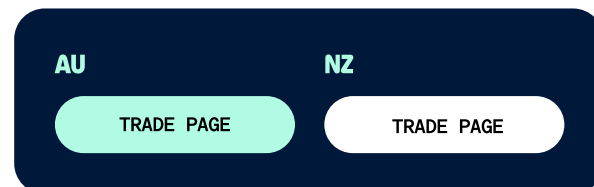


HOW TO CREATE IMPACTFUL ASSETS IN FOUR EASY STEPS...



STEP 1: SELECT A TEMPLATE

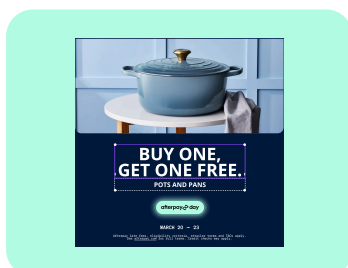
On the trade page, click on 'Access marketing assets' for the desired trade moment to access the customisable Canva templates:



STEP 2: ADD YOUR OWN IMAGES

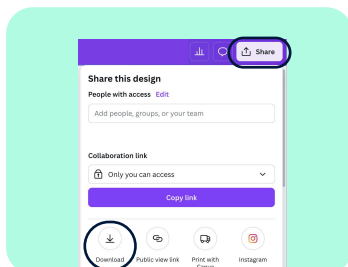
First, you'll need to upload your own image. Navigate to "Uploads" on the lefthand sidebar. When the new menu appears, click on "Upload files" to upload an image. (For example, a product image or a photo from an advertising campaign.)

Once uploaded, drag and drop the image into image frame (it has rolling hills and blue sky). If you need to crop or modify image position within the frame, simply double click on the image.



STEP 3: ADD YOUR OWN TEXT.

Click on the text you'd like to change, and a purple box will appear. Highlight the words you'd like to change and add your own copy.



STEP 4: DOWNLOAD YOUR ASSET

You might like to rename the file before you download it. (For example: *AfterpayDayInstagrampost.png*)

You can do this at the top right of the screen by clicking on the existing file name and adding your own copy.

Then, to download, click on "Share" on the top right of the page. Click "Download". (We recommend leaving the settings as they are.)

That's it!

WANT A FEW EXTRA PRO DESIGN TIPS?

Here's how to make your offer shine.

1 USE HIGH-QUALITY IMAGES

Ensure your images are high resolution and not blurry.

2 MAKE YOUR OFFER THE MAIN EVENT

Your customers' inboxes and social media feeds are busy places. Ensure your offer (ie 20% off everything) is clear and easy to read. It's important that your customers understand what your promotion involves at a glance.

3 INCLUDE YOUR CODE

Are you releasing a special discount code? (eg AFTERPAYDAY20) Make sure the code is included in your post or email.

4 LESS IS MORE

Ensure your text is as crisp and short as possible so your offer is clear. You can always provide more information in the caption of your social media post or online.

5 UPLOAD YOUR OWN LOGO

Feel free to add your own logo. Just upload it as you would any image and add it to your asset.

TRADE EXAMPLES

