



GET STARTED WITH YOUR MARKETING

To make it easy for you as an ID® retailer to use our content, we've prepared some tips and tricks for size formats and posts on your media platforms.

Three reasons for using the content we share:

1. We maintain our focus on the campaign across all the ID® media platforms, which also strengthens the effect of your posts since the end customers see the message more frequently.
2. It's free and can be downloaded online whenever you need it.
3. Time is money – make things easier for yourself by using the material in your sales and marketing work.

CAMPAIGN SHEETS

There are campaign leaflets available for all products on id.dk/en.

What is a Campaign sheet?

A campaign leaflet is an interactive PDF with an overview of selected products, where you as an ID® retailer can quickly and simply insert your own logo, text and prices. The campaign leaflets make it easier for you to show the end customers selected products without having to create the material from scratch.

Not sure how to download/fill in the campaign leaflets?

Watch our video guide and learn/refresh your memory of how to insert your own logo, text and prices into the campaign leaflet. Watch the video guide [here](#).

NEWSLETTERS

In general, we recommend using an email marketing system when you send out newsletters, as this gives you many options for tracking and measuring the performance of the individual newsletters. Remember that you must always have permission from the individual recipient before you send them newsletters.

The content we share in newsletters can be, for example, in the form of texts, images, GIFs or videos. We always create the content for newsletters in the standard format: 650 pixels wide.

When you insert GIFs in an email marketing system, these are simply inserted into an image block.

SOCIAL MEDIA

We share content on the following social media platforms: Facebook, Instagram, Instagram Story and LinkedIn. The size format of the posts varies from platform to platform. We always write the size format at the end of the file name when we name our posts. Below you can see the formats we recommend you use when you post on the different platforms.

Facebook: 1080x1350
Instagram: 1080x1440
Instagram Story: 1080x1920
LinkedIn: 1080x1350

We recommend that you always remember to tag us in your posts on Facebook, Instagram, and LinkedIn when the post relates to ID® Identity. Tagging is done by using @ before the name. This gives you the opportunity to reach more people and thereby increase your reach. Tag us at:

Facebook: ID Identity
Instagram: ididentity_official
LinkedIn: ID® Identity | Quality Wear for a 1000 jobs

On Instagram, it's also always a good idea to use the hashtags #ididentity and #id in your posts.

WEB BANNERS

Webshops and websites have many different size formats for web banners. We've chosen to mainly use the format 1920x640 pixels, which allows you to crop pictures and videos to the size that suits your webshop/website.

We always design our web banners without text, as most platforms give you the option of adding a text overlay on banners.

PRINT YOUR OWN MATERIAL

We also offer promotional material you can print yourself. We prepare the files for printing with 5 mm cropping and cutting marks.

All printable material is of course designed using CMYK colours, which are suitable for printing. You can always see the print file's format by looking at the filename.