

## How-To

### Converting from .pdf to .png or .jpeg

**Step 1:** Download the marketing pieces you'd like to use, saving each to your computer desktop. Note that each marketing piece is currently saved in .pdf format and gives you a few options from which to choose

**Step 2:** Open the pdf

**Step 3:** Click "File," then "Export to," then "Image"

**Step 4:** Select jpeg or png as the file type. Your computer will now split the original pdf and save each of the pages as a separate jpeg or png image file for you to use

**Step 5:** Select one of these new image files when posting to your social media account or email service

**NOTE:** *The original pdf should be fine to use for printing the stickers*

### Creating a QR Code and Adding it to a Marketing Piece

**Step 1:** copy the URL for your marketplace page

**Step 2:** Click on the QR Code Generator button in the Resource section

**Step 3:** Paste the URL into the lefthand box – the QR code will automatically be generated.

**Step 4:** Click the "Download jpeg" button on the righthand side – ignore the pop up unless you want to create an account for yourself. The QR will download to your computer regardless.

**Step 5:** Find the downloaded file and name it

**Step 6:** Open image editing software and place the QR code jpeg atop the png file of the marketing piece you'd like to use. Save as a new file. If you do not have image editing software, or would rather use an online tool, go to Step 7.

**Step 7:** Open any online tool that allows you to lay one image over another. Pine Tools works well and can be accessed [HERE](https://pinetools.com/overlay-images) (<https://pinetools.com/overlay-images>).

**Step 8:** In the "Main Image" box on the left, upload the png of the marketing piece you'd like to use. Click on the "+" tool above the image (not the one with arrows). Then click in the middle of the gray box on the image so that the crossing lines are centered in the box – this is where your secondary image will be placed.

**Step 9:** In the "Secondary Image" box on the right, upload the jpeg of the QR code you'd like to use. Click on the + or – magnifying tool above the image to size the QR code so that it will fit properly on the marketing piece.

**Step 10:** Click on the green "Process" button on the bottom of the page.

**Step 11:** If you are happy with your output image, click on the png or jpeg buttons at the top of that box. Your new file will be downloaded onto your computer. If not, just start the process over. It can take a little practice, but now you have your own customized marketing piece!

\*Use the same process for adding your logo to a piece.

### **Instagram (posting to your feed from your computer):**

**Step 1:** Go to Instagram.com and sign into your account

**Step 2:** Click on the "+" symbol in the top right corner (same button used when posting from your mobile device). A "Create New Post" window will pop up

**Step 3:** Drag one of your new image files to the popup window or click "Select from Computer" to browse and pick a file

**Step 4:** Click on the frame icon or magnifying glass icon to edit the frame or change the image ratio, then click "Next" when you're done

**Step 5:** Use the adjustment tabs to tweak things like brightness, contrast or to add an effects filter, then click "Next" when you're done

**Step 6:** Write a caption. Be sure to include "Click Link in Bio" to the caption text

**Step 7:** Go to your Instagram Profile, click on "Edit Profile" and then add your marketplace URL under "Website." This spot is clickable in Instagram and will take the user to your Marketplace to shop. Pro Tip: type reference text in the "Bio" section when editing your profile. This copy will appear just above the URL you entered. EX: "Click below to shop our Marketplace"

### **Facebook (posting from your computer):**

**Step 1:** Go to Facebook.com and sign into your account

**Step 2:** Click on "Status" from your home page

**Step 3:** Copy and paste the URL of your marketplace page into the text area

**Step 4:** Click area below your text that says, "+ Upload Image"

**Step 5:** Browse and pick the file you'd like to use from the saved Facebook images

**Step 6:** Add any additional text above the URL, edit out any text from below your image

**Step 7:** Click "Post"

**Pinterest (pinning from your computer):**

**Step 1:** Go to [pinterest.com](https://pinterest.com) and log in to your account

**Step 2:** Click on the "+" symbol on the bottom right of the page

**Step 3:** Upload one of the Pinterest images from your computer

**Step 4:** Title your "Pin" and add a description

**Step 5:** Add the URL for your marketplace page

**Step 6:** Choose the board to which you'll add your pin, or create a new board

**Step 7:** Click "Save"