

INNOVATION LINE

Customized Digital Media

Digital media you can use for social media, emails, and more.

Getting Started: We have an entire library of premade posts that any distributor is free to use. Including a 6-month Social Media Pack that has both visual and prewritten content ready to post. In addition to these resources and our custom videos, catalogs, flyers and virtuals, distributors can also request custom digital media. Examples below:

Social Media Posts:



Social media posts are images create to inspire and promote awareness, our digital media team will help create the post and provide suggestions on the written content to include when posting these to your social media channels.

Instagram Carousel Posts:



Carousel posts are a series of images that allow viewers to scroll seamlessly through, like a long billboard.

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Animations



Animations (created through GIF's or MP4's) Can create looped images that help tell a story. Like the example above goes from being “turned off” to “turned on” – although you can not see it animated here, it would animate if placed into an email or posted on a social platform. This can help tell a quick story about a product or attract attention as it stands out next to static images.

You can also request custom videos, along with requests to add your contact information to any of our existing videos. Click on “read instructions” in our video section for more details.

Requesting Your Own: To request custom digital media, all you need to do is let us know what you would like to feature and where. These can be requested through your local sales reps or customer service reps. Digital Media requests can take 24-72 hours depending on the complexity of the request and the following questions will need to be answered when submitting this type of request:

1. What product do you want to feature?
2. Is there a theme?
3. Do the products need to have specific imprints? (this may require artwork)
4. What platform is this being posted onto? (email, Facebook, Instagram, etc)
5. Animated? Carousel? Standard Post? Short Vid?

If you have any questions about the above, please email our Digital Media Manager:

paul@innovation-line.com