Creating One-Pager Documents

What is the purpose of the one-pager document editor?

Traditionally, standard PDFs are static – making them tough to edit and personalize. The one-pager document editor addresses these challenges by providing a more flexible design experience with the Drag & Drop Editor. Allowing even a novice user the ability to create visually appealing designs.

Use the one-pager document editor to:

- Refine the layout to align with your preferences.
- Incorporate personalized branding specifications seamlessly.
- Translate your document instantly into over 130 languages.
- Tailor content to suit specific audience segments.
- Build a library of layout designs to use as a starting point.

Upon completion, effortlessly generate your documents in PDF format, providing an excellent way to educate partners and their customers about your offering.

How do I create them?

Start by copying an existing layout to use as a design framework. Be sure to select a document that mirrors the type of document you want to create. (In other words, the document you create should maintain the same structure as the document you copied). Once copied, update the content and images within the canvas. Always test your pdf before publishing it to Marketing Center.
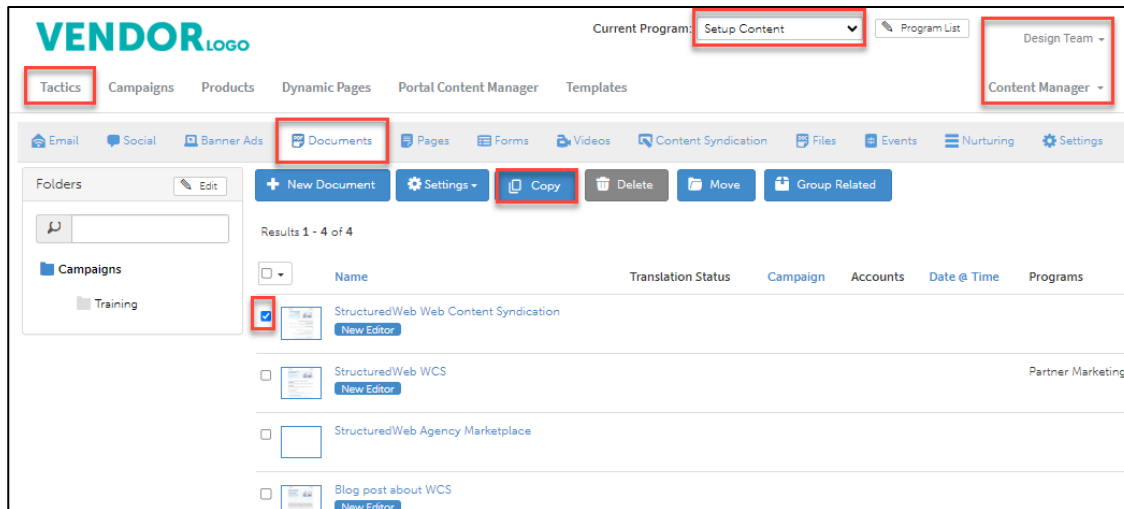
What will I do in this lesson?

By the end of this lesson, you will be able to do the following:

- [Copy an existing document](#)
- [Create document settings](#)
- [Delete body content](#)
- [Add banner](#)
- [Add body content & image](#)
- [Test document](#)
- [Publish document](#) (This step is for **reference only.** Publish emails for partner use. **Do not publish practice document content created during this onboarding program**.)
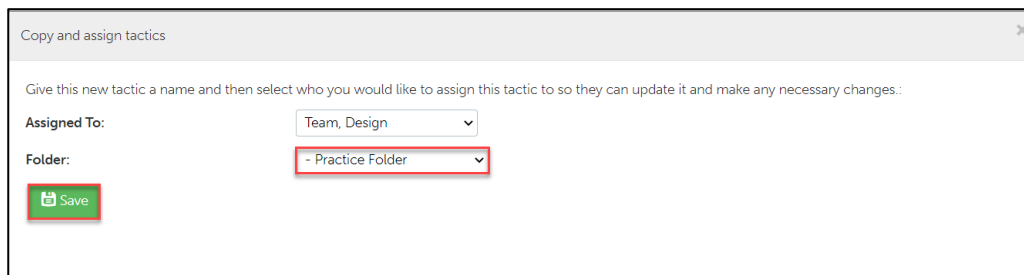
Steps

COPY EXISTING DOCUMENT

1   In **Content Manager**, from **Current Program**, select **Setup Content**.

2   From the **toolbar**, select **Tactics > Documents.** A list of existing documents appear.

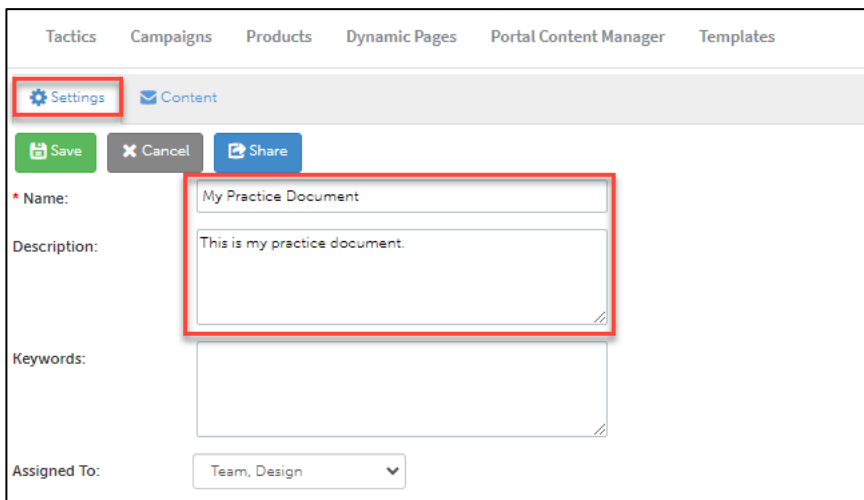**3**   Place a **checkmark** next to the document you want to copy. Then click **Copy**.

4   From the **folder** drop-down menu, select the **folder** to copy your document.

5   Click **Save.**

CREATE DOCUMENT SETTINGS

1   From the **Folders** panel, select the **folder** for which you copied the Document. Then select the **document**.

2   From the **toolbar**, select **Settings**.

3   In the **Name** field, type **My Practice Document**.

4   In the **Description** area, type. **This is my practice document.**

5   In **Enable testing mode**, click **No, disable testing mode, I am sending out this campaign**.

6   In **When would you like this to be available in the managed library**, click **Always**.

7   In **What program would you like to use the campaign in**?, click **Setup Content**.

8   In **Would you like to limit access based on account profile fields**, click **No.**

Enable testing mode: (Note: Make sure you copy all accounts)

- ○ Yes, I am still testing this message.
- ● No, disable test mode I am sending the campaign out.

When would you like this to be available in the managed library?

- ● Always
- ○ Only during the following period

Feature Campaign:

- ☐ Feature this campaign in the library

What programs would you like to use this campaign in:

- ☐ CMS-Live
- ☐ CMS-Setup
- ☐ Partner Marketing
- ☑ Setup Content

Would you like to limit access based on account profile fields:

- ● No
- ○ Yes

9 In **What attributes would you like to set for this asset?**, select **all attributes**.

What attributes would you like to set for this asset:

* Languages
- ☐ All
- ☑ English (United States)
- ☐ English (United Kingdom)
- ☐ Spanish

* Marketing Focus
- ☑ All
- ☐ Prospects
- ☐ Existing Customers
- ☐ Enterprise
- ☐ SMB

[💾 Save] [💾 Save & copy to accounts] [✖ Cancel]
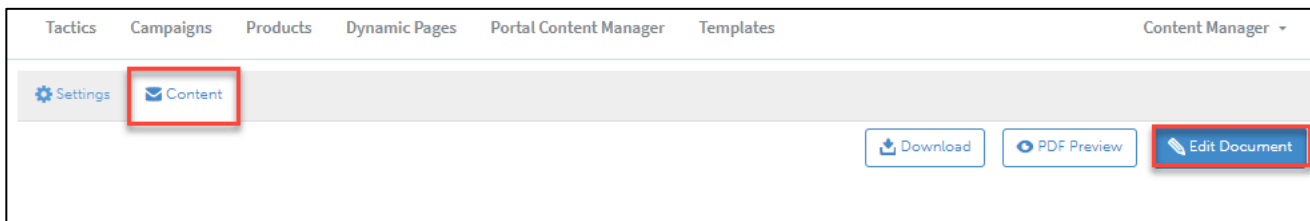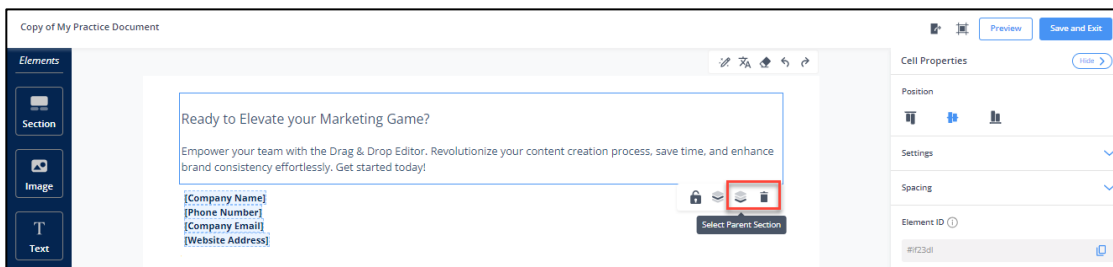
10 Click **Save**.

DELETE BODY CONTENT

1   **Note:** To ensure consistency across your content and save time, be sure to retain headers and footer. However, for best results, delete all body content and elements and start from scratch.
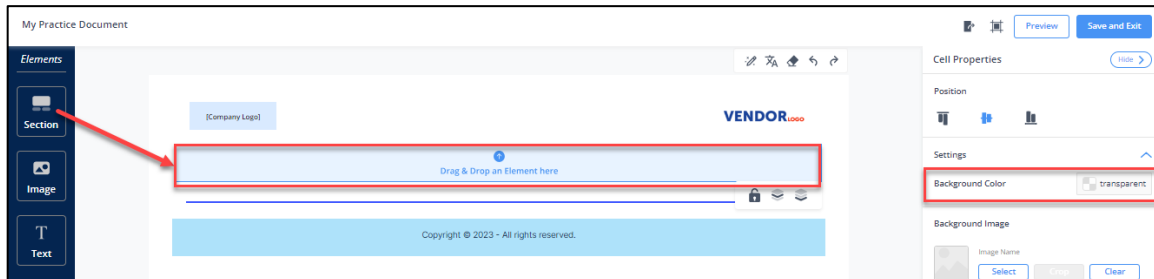
2   From the **Content** tab, click **Edit Document**.

3   In the **canvas**, for each **body section**, click the **Select Parent Section** icon.

4   Once selected, click the **Delete Element** icon.

5   Repeat **steps 2 & 3** until all body content is cleared. (Note: Only the header & footer remain)

ADD BANNER

1 From the **Elements** panel, drag & drop the **Section** element onto the canvas.

2 From the **Properties** panel, click the **Settings** drop-down**.** Then locate **Background Color.**

3 Click the **Background Color** option, then in the **Hex** box, type **4058ff**.

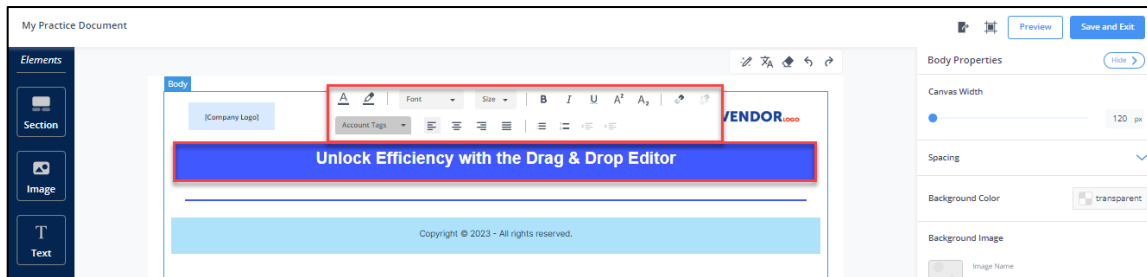**4** From the **Elements** panel, drag & drop the **Text** element into the section.

5   Double click inside the **Text** box, then copy & paste the following content into the text box: (For best results, copy content into a Notepad document to remove existing formatting.)

     Unlock Efficiency with the Drag & Drop Editor
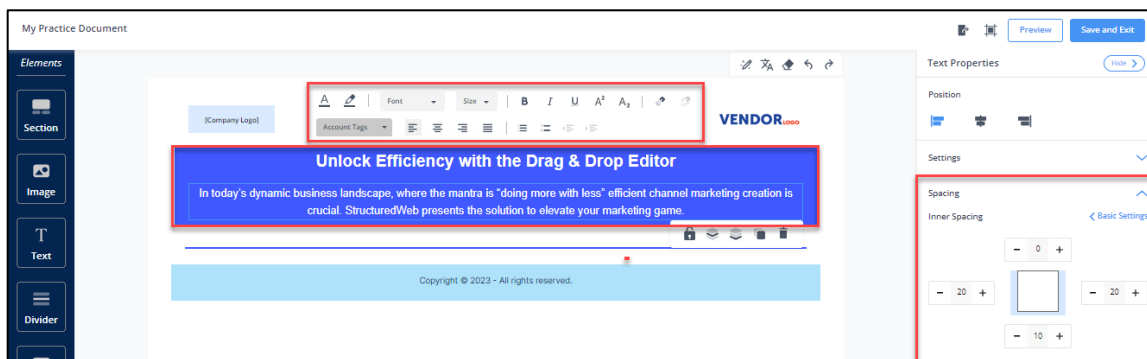
     Using the toolbar, do the following:

6
- Click the **Center** icon
- Click the **Bold** icon
- Click the **Text Color** icon and select **White**.
- Click the **Size** icon and select 24.

7   From the **Elements** panel, drag & drop a second **Text** element into the section.

8   Double click inside the **Text** box, then copy & paste the following content into the text box:
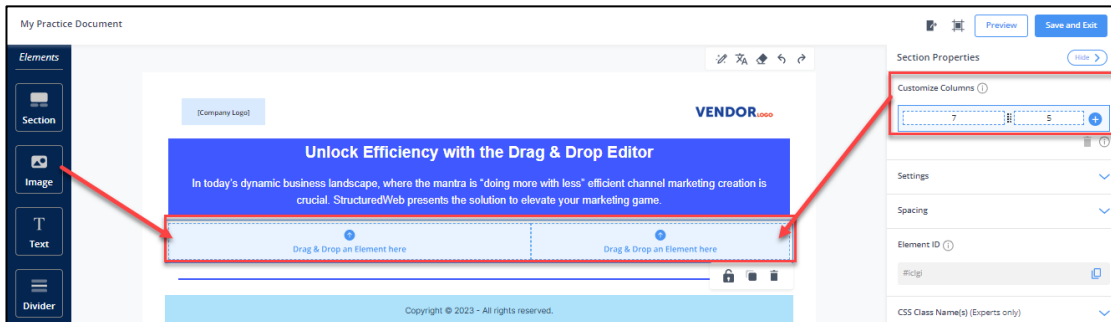
     In today's dynamic business landscape, where the mantra is "doing more with less" efficient channel marketing creation is crucial. StructuredWeb presents the solution to elevate your marketing game.

9   Using the **toolbar**, do the following:

- Click the **Center** icon
- Click the **Text Color** icon and select **White**.
- Click the **Size** icon and select 16.
- From the **Text Properties** panel, in **Spacing > Inner Spacing,** adjust the left & right size to 20.
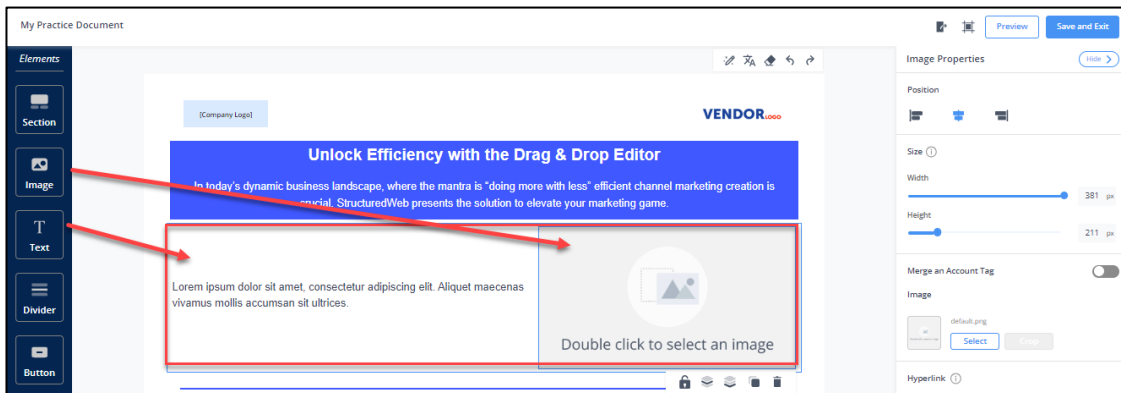
ADD BODY CONTENT AND IMAGE

1 From the **Elements** panel, drag & drop the **Section** element onto the canvas.

2 From the **Properties** panel, in **Customize Columns**, click the **+** icon. Then adjust the column size to a **7:5 split.**

3 Drag & drop the **Text** element into the left column, and the **Image** element into the right column.

4 Double click **inside** the text box, then copy & paste the following content into the text box:
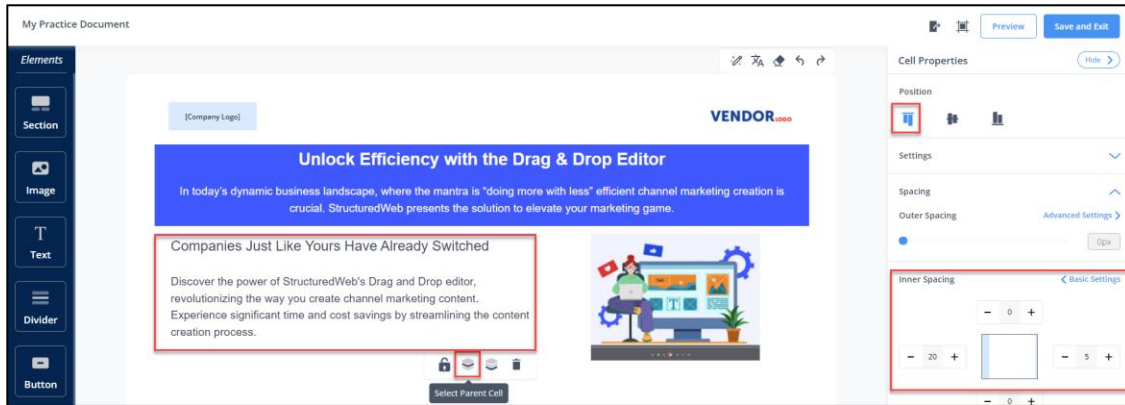
Companies Just Like Yours Have Already Switched

Discover the power of StructuredWeb's Drag and Drop Editor, revolutionizing the way you create channel marketing content. Experience significant time and cost savings by streamlining the content creation process.

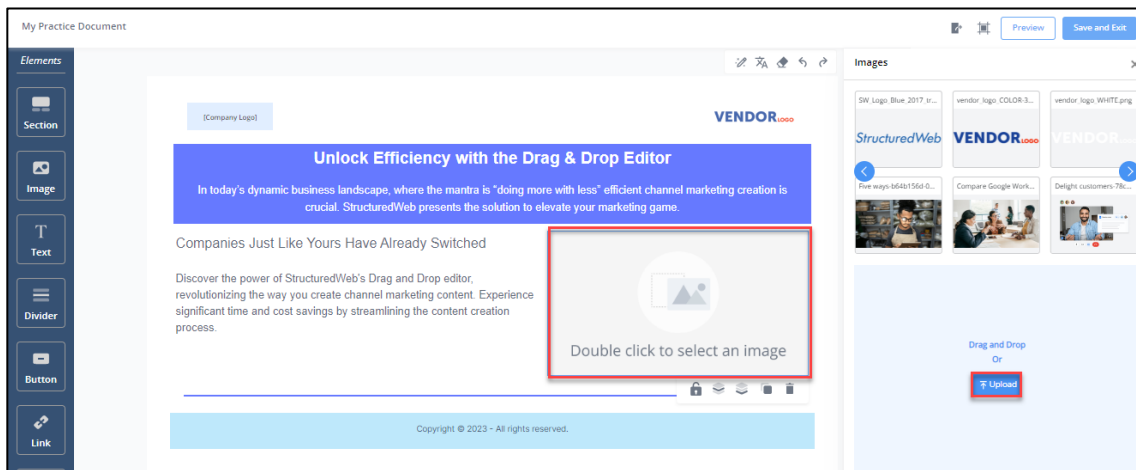**5** Highlight **the first row.** Then, from the **toolbar**, click **Size** icon and select **20.**

6 Select the **Parent Cell** section. Using the **Properties** panel, do the following:

- In **Position**, click the **top position** icon.
- In **Spacing > Inner Spacing,** adjust the left space to **20** & right space to **5.**
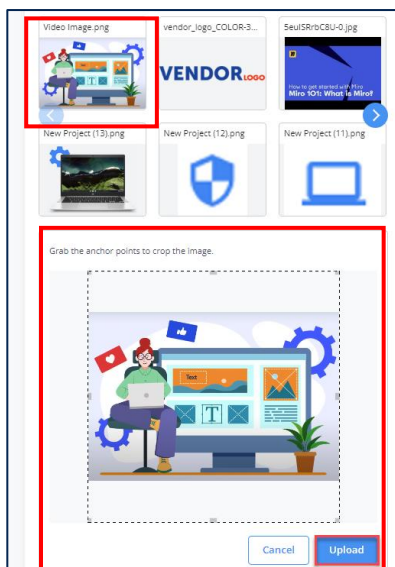

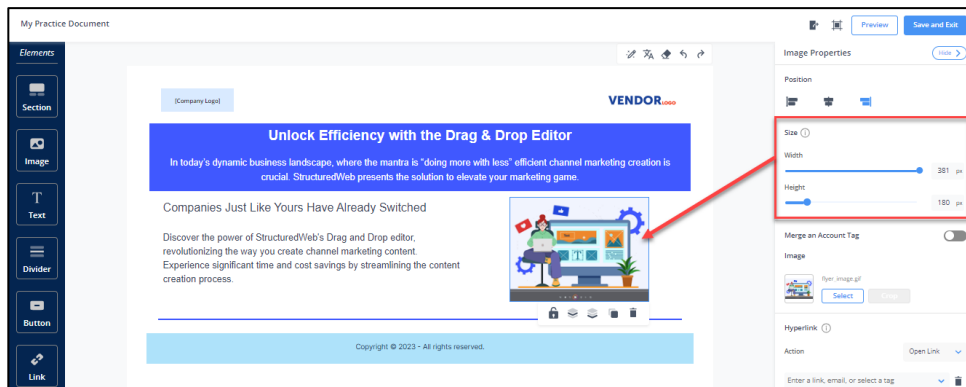**7** Double-click the **Image** element. Then click **Upload**.

8 Select **VideoImage.png**. Then click **Upload**.

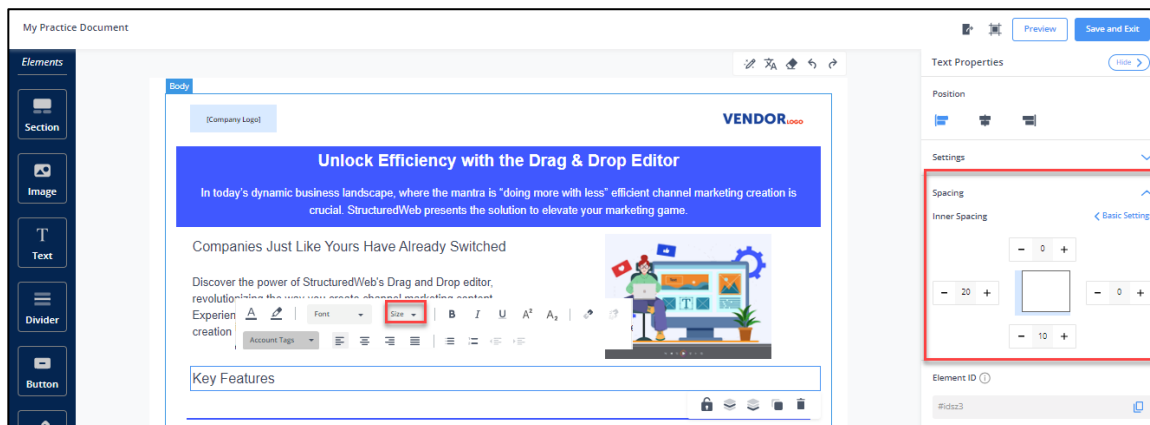**9** From the **Images** library, click the **VideoImage.png** tile.

10 On the canvas, click the **image**, then from **Image Properties**, increase the **height** to **180px**. (click the slider or type inside the box).

11 Drag & drop a **Section** element onto the canvas.

12 Drag & drop a **Text** element into the section.

13 Double click **inside** the text box, then copy & paste the following content into the text box:

Key Features

14 From the toolbar, click the **Size** icon and select **20**.

15 From the **Properties** panel, In **Spacing > Inner Spacing,** adjust the left space to **20**.
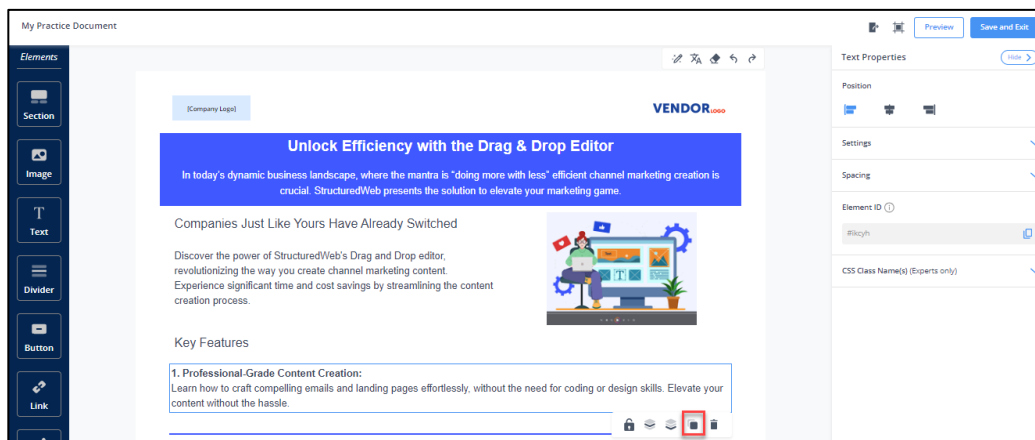
16   Drag & drop a second **Text** element into the section.

17   Double click **inside** the text box, then copy & paste the following content into the text box:

1. Professional-Grade Content Creation:
Learn how to craft compelling emails and landing pages effortlessly, without the need for coding or design skills. Elevate your content without the hassle.

Hint: Use the toolbar to bold the heading and the Properties Panel to adjust the left spacing to 20.

18   Click inside the **section** then click the **Copy Element** icon.

19   Double click **inside** the text box, then copy & paste the following content into the text box:

2. Enhanced Brand Consistency
Maintain brand consistency seamlessly across all your marketing materials. Elevate your brand presence effortlessly with StructuredWeb.

20   Click inside the **section** then click the **Copy Element** icon. (See Step 18)

21   Double click **inside** the text box, then copy & paste the following content into the text box:
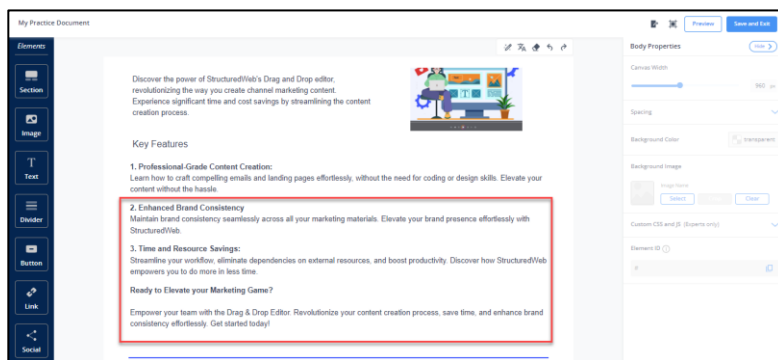
3. Time and Resource Savings:
Streamline your workflow, eliminate dependencies on external resources, and boost productivity. Discover how StructuredWeb empowers you to do more in less time.

22   Click inside the **section** then click the **Copy Element** icon. (See Step 18)

23   Double click **inside** the text box, then copy & paste the following content into the text box:

Ready to Elevate your Marketing Game?

Empower your team with the Drag & Drop Editor. Revolutionize your content creation process, save time, and enhance brand consistency effortlessly. Get started today!
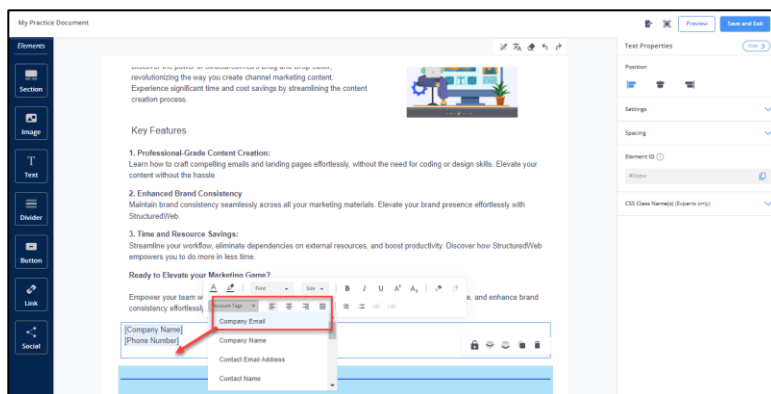

24   Drag & drop a **Section** element onto the canvas.

25   Drag & drop a **Text** element into the section.

26   Double click **inside** the text box, then from the **Account** tag drop down menu, select the following account tags
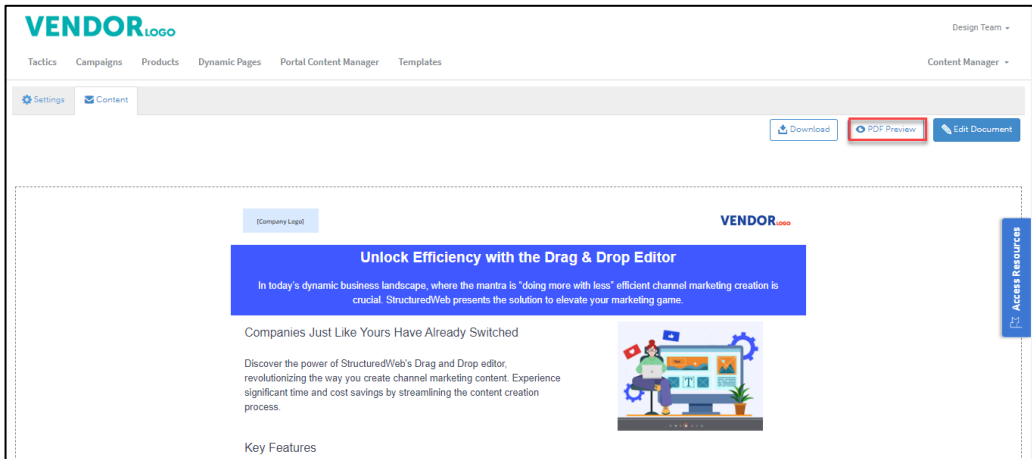
Company Name
Phone Number
Company Email

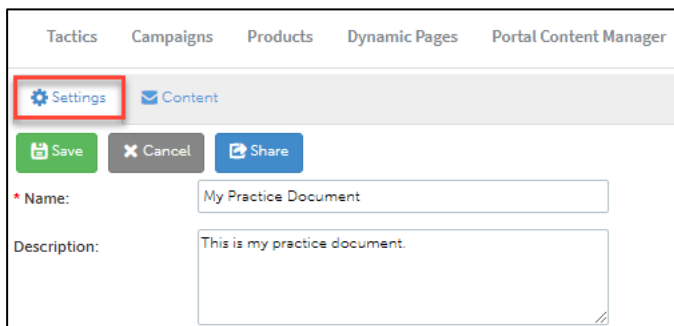**27**   Click **Save and Exit**

TEST DOCUMENT

1 From the **Document** setup page, click **PDF Preview**. The document opens in a new tab.

2 Review the **PDF**. Then return to the **Document Drag & Drop Editor** to make any adjustments.

PUBLISH DOCUMENT (THIS STEP IS FOR REFERENCE ONLY)

1 Return to **Content Manager > Tactic > Email > My Practice Document.**

2 From the **Document** toolbar, click **Settings**.

3 From **What programs would you like to use this campaign in**, select the **appropriate program.** (in most cases, this will be Partner Marketing).

What programs would you like to use this campaign in:

- ☐ CMS-Live
- ☐ CMS-Setup
- ☑ Partner Marketing
- ☑ Setup Content

Would you like to limit access based on account profile fields:

- ⦿ No
- ◯ Yes

4 Click **Save**.