Setting up Marketing Assets

What is the purpose of marketing assets?

Setting up marketing assets is an essential first step in your marketing content build. Marketing assets are the core of the cobranding experience and enable your partners to incorporate their company information directly into the marketing tactics you provide.

How do I use them?

Marketing assets are merge fields that you set up and apply to individual marketing tactics, such as landing pages, emails, and banner ads. Marketing assets include standard fields, such as logos, company name, email address, and more. However, you have the flexibility to add custom marketing assets as you see fit.

(**Note:** by default, you find three marketing assets: Product Thumbnail, Product Short Description, and Product Long Description. **Do not change or delete these fields**.)
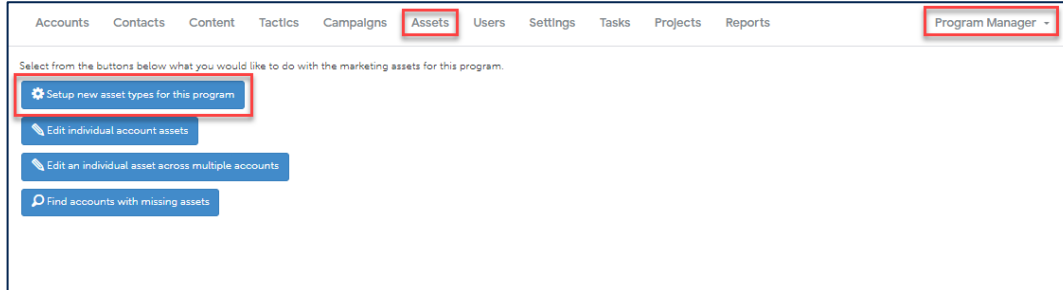
What will I do in this lesson?

By the end of this lesson, you will be able to create the following marketing assets:

- Standard Marketing Assets – Logo field
- Custom Marketing Asset – custom text field allowing channel partners to add their privacy policy link
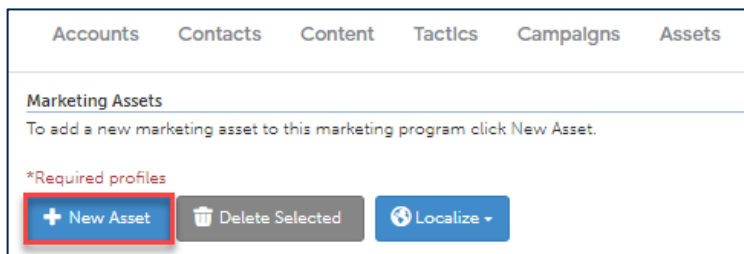
Steps

SETTING UP STANDARD MARKETING ASSET (LOGO)

1 In **Program Manager**, select **Assets**, then select **Setup new asset types for this program.**

2 Click **New Assets.** The Add Asset window opens.

3 From **What type of field would you like to add?** area, select **Image**.

4 In the **Field Name** text box, type **Company Logo**.

5 In the **Field Description** text box, type **Recommended size is: 170px x 40 px**

6 In **this marketing asset is a required** field, click **yes**.

7 In **this marketing asset is for the following programs**, select **Partner Marketing**. (Note: When you are ready to make the marketing asset live, share with Partner Marketing. When testing, share only with Setup Content.)

8 In **this marketing asset is used for** area, select **General Use – All**.

9 Click **Save**.

SETTING UP CUSTOM MARKETING ASSET (CUSTOM TEXT FIELD)

1 In **Program Manager**, from the toolbar, select **Assets**, then **select Setup new asset types for this program**.

2 Click **New Assets**. The Add Asset page opens.

3   From **What type of field would you like to add?** area, select **Text**.

4   In the **Field Name** text box, type **Privacy Policy Statement**

5   In the **Field Description** text box, type **Copy and paste a link to your privacy policy statement**.

6   In **this market asset is a required** field, click **No**.

7   In **this marketing asset is for the following programs**, select **Partner Marketing.**

8   In **this marketing asset is used for** area, select **General Use – All**

9   Click **Save**.