



## 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?

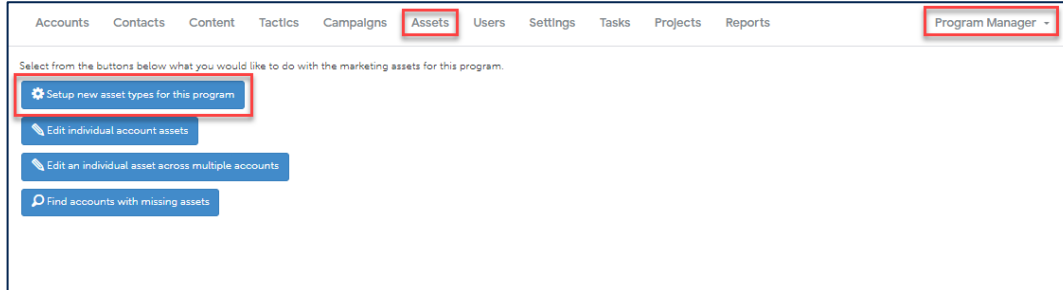
By the end of this lesson, you will be able to create the following marketing assets:

- [Standard Marketing Assets](#) – Logo field
- [Custom Marketing Asset](#) – custom text field allowing channel partners to add their privacy policy link

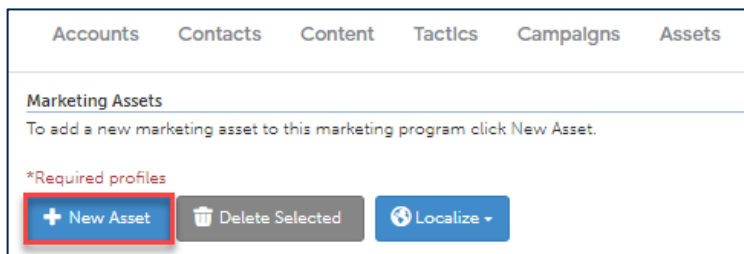
## Steps

### 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**.

A screenshot of the 'Add Asset' form. The form has a title bar 'Add Asset'. Below the title bar, there is a section titled 'What type of field would you like to add?'. This section contains several radio button options: 'Single selection' (with a sub-field 'Hair Color' set to 'Brown'), 'Date' (with a sub-field 'Enter your birthday:' set to '12/25/1999'), 'Text' (with a sub-field 'Enter your account number:' set to '0123-4567-89'), 'Number' (with a sub-field 'Enter your budget for this purchase:' set to '1234.56'), 'Text Area' (with a sub-field 'Enter any additional comments here:' containing the text 'I am looking for more information on...'), and 'HTML Editor' (with a sub-field 'Enter any additional comments here:' containing the text 'I am looking for more information on...'). At the bottom, the 'Image' option is selected and highlighted with a red box. To the right of the 'Image' option, there is a sub-field 'Campaign logo:' with a 'Choose File' button and the text 'No file chosen'.

- 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**.

Add Asset

\*Field Type: Image [Change field type](#)

\*Field Name: Company Logo

\*Field Description: Recommended size is: 170 px by 40 px

\*This marketing asset is required:  
☒ Yes  
☐ No

\*This marketing asset is for the following programs:  
☐ CMS-Live  
☐ CMS-Setup  
☒ Partner Marketing  
☒ Setup Content

\*This marketing asset is used for:  
☒ General Use - All  
☐ Direct Mail only  
☐ Email only  
☐ Pay Per Click only  
☐ Telemarketing only

[Save](#)

- 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**.

Accounts Contacts Content Tactics Campaigns **Assets** Users Settings Tasks Projects Reports **Program Manager**

Select from the buttons below what you would like to do with the marketing assets for this program.

[Setup new asset types for this program](#)

[Edit individual account assets](#)

[Edit an individual asset across multiple accounts](#)

[Find accounts with missing assets](#)

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

Accounts Contacts Content Tactics Campaigns **Assets**

**Marketing Assets**

To add a new marketing asset to this marketing program click New Asset.

\*Required profiles

[+ New Asset](#) [Delete Selected](#) [Localize](#)

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

Add Asset

What type of field would you like to add?

☐ Single selection      Hair Color:

☐ Single selection      Hair Color: ☒ Black  
☐ Brown  
☐ Red

☐ Multiple selection      Favorite Food:   
Pasta  
Steak

☐ Multiple selection      Favorite Food: ☒ Pizza  
☐ Pasta  
☒ Steak

☐ Date      Enter your birthday:

☒ Text      Enter your account number:

- 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**.

Add Asset

\*Field Type: Text area

\*Field Name:

\*Field Description:

- 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**

\*This marketing asset is required:

☐ Yes  
☒ No

\*This marketing asset is for the following programs:

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

\*This marketing asset is used for:

☒ General Use - All  
☐ Direct Mail only  
☐ Email only  
☐ Pay Per Click only  
☐ Telemarketing only

- 9 Click **Save**.