

Marketing Tool Kit Details, Tips and More Resources

You can get started right now with all the advertising materials available right here in our digital marketing tool kit. We've provided additional details, tips and more resources listed in this document. For more information or questions about marketing, please contact us at networkpartnermarketing@bestfriends.org

Do not alter Best Friends promotional designs. We've expanded the editable sections with more space for you to personalize with your promotion details and your organization info and logo.

ITEM	DETAILS & INSTRUCTIONS
<p>Adobe Acrobat Reader Tip: Creating an image from PDFs</p>	<p>Personalize PDF (flyer or postcard) with your adoption details. Go to EDIT tab and select TAKE A SNAPSHOT. Select the area to be copied by dragging the cursor over the area. A message will pop up – “The selected area has been copied.” Open Microsoft Windows Paint program and select PASTE at the left top of window. Check image to verify content looks correct then go to the FILE tab and select SAVE AS (JPEG or PNG).</p> <p>You can also crop or resize the image. To resize, click RESIZE at the top of window then select Pixel to change. Be sure "Maintain Aspect Ratio" is checked. To crop the image, click SELECT and drag the cursor over the selected area to be cropped then click CROP.</p>
<p>Facebook Graphics</p>	<p>Promote your event by displaying your adoption promotion on your Facebook page. Download graphics to your personal folders, then upload to your Facebook page – cover, event or timeline.</p> <p>Instructions: Click on Dropbox link, then go to the ‘Facebook Graphic’ folder listed in the digital marketing tool kit. Select a graphic, click to open, then click the “Open” button located at the top right. The file will open in Windows Photo Viewer. At the top of viewer, click on ‘File’, then click on ‘Make a copy’ to save to your personal files. You can also click on ‘Open’ to open in a different program to view and save to your personal folder. Graphics now be available to upload to your Facebook page.</p>
<p>Flyers, Posters and Post Cards</p>	<p>We've also provided downloadable flyers, posters and postcards that can be edited in Adobe Acrobat. There will be a highlighted text field where you can personalize with your promotion details and contact information. Be sure to include your adoption specials/prices, dates, information about your organization including name, address, logo, web address, and phone number.</p> <p>Instructions: Click on Dropbox link, then go to the ‘Flyers, posters, Postcards’ folder listed in the digital marketing tool kit. Select a document, click to view, then click the “Open” button located at the top right. The file will open in Adobe Acrobat Reader or Adobe Acrobat Pro depending on which version you have. There will be a shaded area where you can personalize with your adoption details. Once finalized, save to your personal folder for future use.</p> <p>We recommend printing on heavyweight (coated glossy optional) type paper available at any office supply store. Or, you can provide the final design to a local print shop for high quality print options.</p> <p>Post flyers, posters and postcards in your community to help spread the word.</p> <p><u>Adobe Acrobat Reader DC</u> is a free software application. To add image of your logo, you must have Adobe Acrobat Pro.</p>
<p>Kennel Tags</p>	<p>We've also designed a downloadable version that can be easily edited in Adobe Acrobat. There will be a highlighted text field where you can personalize with your adoptable details. Be sure to include your adoptable name, fees and details.</p> <p>We have provided a single 3.5x4 version or 4-up on 8.5x11.</p> <p>Instructions: Click on Dropbox link, then go to the ‘Kennel Tags’ folder listed in the marketing tool kit. Select a document, click to view, then click the “Open” button located at the top right. The file will open in Adobe Acrobat Reader or Adobe Acrobat Pro depending on which version you have. There will be a shaded area where you can personalize with your adoption details.</p> <p>We recommend printing on heavyweight paper. Print, cut and place on kennels of your adoptable pets. You can provide the single up version to your local print shop for high quality print options.</p> <p><u>Adobe Acrobat Reader DC</u> is a free software application.</p>

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Local Media Tips	This document provides some helpful tips when working with your local media.
Photography and Video Tips	Want to learn tips and tricks that will help your group shoot videos and take photos of your adoptable animals, including black pets and special needs pets? Click here for some great resources.
Q&A Flyers	<p>Share the most frequent questions with answers to your staff and adopters about your adoptable pets with special needs. Download, print and share.</p> <p>Instructions: Click on Dropbox link, then go to the 'Q&A Flyers' folder listed in the digital marketing toolkit. Select a document, click to view, then click the "Open" button located at the top right. The file will open in Adobe Acrobat Reader or Adobe Acrobat Pro depending on which version you have. Save the document to your personal folder.</p> <p>We recommend printing on heavyweight (coated glossy optional) type paper available at any office supply store. Or, you can provide the final design to a local print shop for high quality print options.</p> <p><u>Adobe Acrobat Reader DC</u> is a free software application. To add image of your logo, you must have Adobe Acrobat Pro.</p>
Reduced Fee Adoption Promotions: Concerns and Responses	Learn about the value of reduced-fee adoption promotions. This document provides a summary of concerns, success rates, and testimonials related to reduced-fee adoptions. Click here to access and download document.
Social Media Information and Tips.	Get all of the information you need about promoting your adoptions through social media. This document includes a summary of social media information and tips.
Web Banners	Place these on your website and link to your adoption promotion page where adopters can learn more details about your promotion.