



Customizable Template Guide

-  Facebook and Instagram post templates
-  Postcard template
-  Email template

Facebook Post Creative

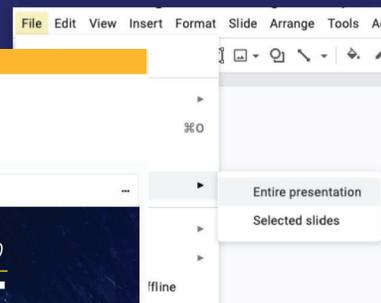
Google Slides Template

Get started creating your own content for Instagram with this customizable template. Instructions on how to use the guide are included within the slides template. [Click here](#) or copy and paste this link into your browser to view the guide: <http://bit.ly/3XdnMK0>



How to use this guide (1/4)

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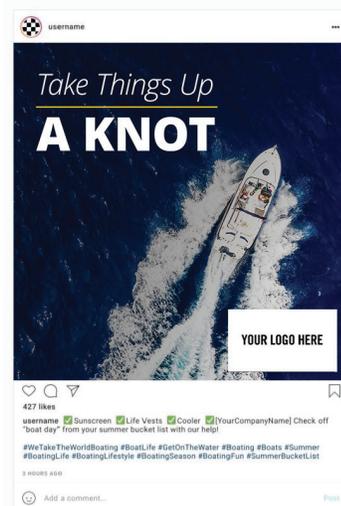


Post Copy Suggestion #1

✓ Sunscreen ✓ Life Vests
✓ Cooler ✓
[CompanyName]

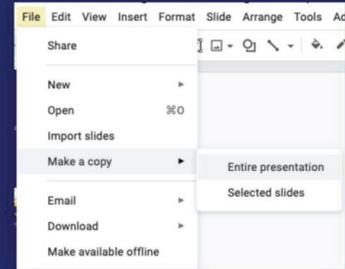
Check off "boat day" from your summer bucket list with our help!

#WeTakeTheWorldBoating
#BoatLife
#GetOnTheWater #Boating
#Boats #Summer
#BoatingLife
#BoatingLifestyle
#BoatingSeason
#BoatingFun
#SummerBucketList



How to use this guide (1/4)

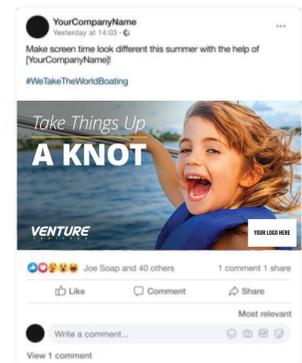
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Post Copy Suggestion #1

Make screen time look different this summer with the help of [YourCompanyName]!

#WeTakeTheWorldBoating



Instagram Post Creative

Google Slides Template

Get started creating your own content for Instagram with this customizable template. Instructions on how to use the guide are included within the slides template. [Click here](http://bit.ly/3GqJcMX) or copy and paste this link into your browser to view the guide: <http://bit.ly/3GqJcMX>

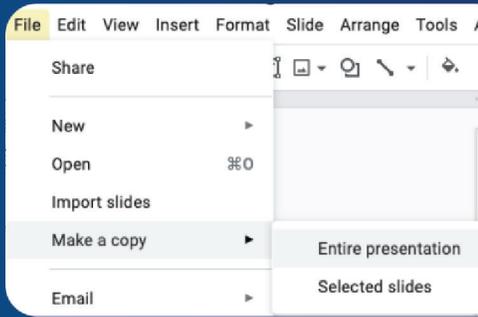
4x6 Postcard Template

Front cover options have been included in your Marketing Tool Kit download package in the Postcard Fronts folder as ready to go print files. Upload these PDFs directly to a print service as the front of card.

Google Slides Template

[Click here](#) to open the postcard back template or copy and paste this link into your browser: <https://bit.ly/39i8zR7> Some online printing services that offer postcard printing include [VistaPrint](#) and [GotPrint](#).

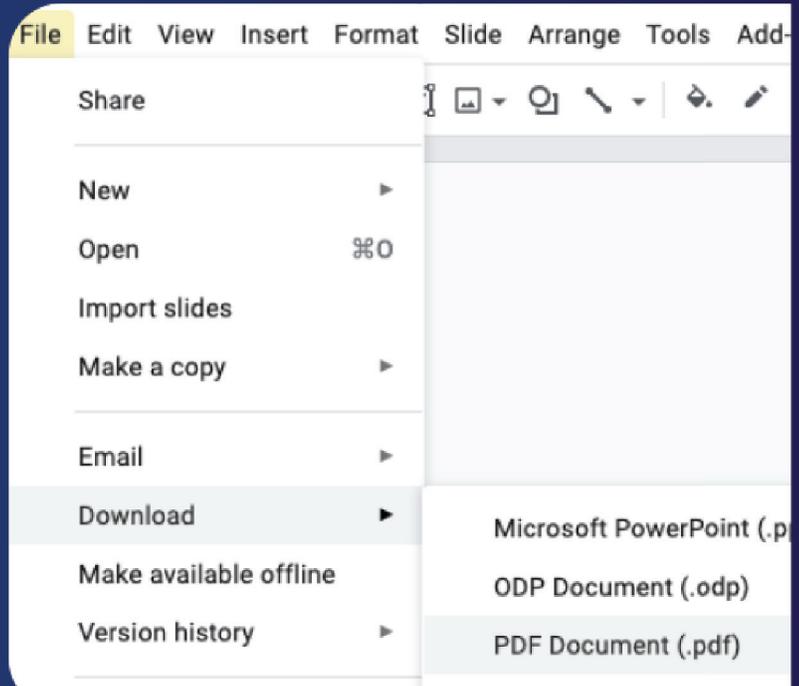




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🚩 Replace the placeholder text that has been highlighted in the example above.



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How to Use the Google Slide Postcard Template

1. Make a copy of the template by going to **File > Make a copy > Entire presentation**. Now you can start editing the copy to personalize the information for your company.
2. **IMPORTANT!** Do not resize or move the text boxes. Do not add any images or content in the empty space of the template. The blank area is reserved for mailing addresses, postage and barcodes used by the USPS.
3. Replace the placeholder text with your company's name and contact information.
4. Once you have added your information you can export the slide as a PDF by going to **File > Download > PDF Document (.pdf)**. Take your newly downloaded PDF and upload it as the back of the postcard to the printing service of your choice. Be sure to select a horizontal 4x6 postcard as the size when ordering.

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Email Template

[Click here](#) to add this template into your Mailchimp account or copy and paste this link into your browser: <https://bit.ly/3felHux>

🌀 If you don't use Mailchimp, you can use the copy featured on the next page and the image assets in the Email Assets folder of the Marketing Toolkit to create an email in your preferred email provider.

[View this email in your browser](#)



Dear *IFNAME!*,

Are you looking to make the most of your free time? Get out on the water, feel the breeze in your hair and take in the scenery with *IUSER:COMPANY!*

Whether you're looking for your first boat, or hoping to upgrade your current craft, we'll find the right vessel, paired with the right financing, to get you out on the water!

Hey there,

Are you looking to make the most of your free time? Get out on the water, feel the breeze in your hair and take in the scenery with **COMPANY NAME**.

Whether you're looking for your first boat, or hoping to upgrade your current craft, we'll find the right vessel, paired with the right financing, to get you out on the water!

Explore Our Boats

COMPANY NAME offers a wide range of boats to fit your unique needs.

Currently, we carry:

- Sailboats
- Pontoons
- Deck boats
- Runabouts
- Cruisers
- Express Cruisers
- And more!

Customize this list based on your offerings.

Take a look at our full offering [here](#).

Link this to the page on your website that features your products.

About **COMPANY NAME**

COMPANY NAME has been providing premium customer service for over XX years. We pride ourselves on getting to know each and every one of our customers, pairing individualized service with best-in-class products.

Link this to the about page of your website.

Get to Know Us

Ready to Get on the Water?

If you're looking to take the plunge, contact us today!

Link this to the contact page of your website.

Contact Us

[Footer/Signature]

Company Name | Address | Phone Number | email

You'll want to include a footer or signature in your email that includes your Company name, address, and contact information.