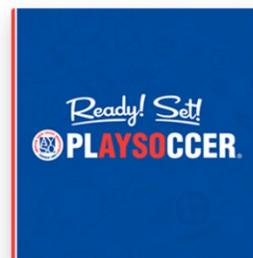


QUICK REFERENCE GUIDE

AYSO MARKETING TOOLKIT

READY! SET! PLAY SOCCER - FALL SOCCER REGISTRATION

A new section has been added to the Marketing Toolkit site to assist in reengagement campaigns. **FALL SOCCER Registration** items have also been added in the same section of the site catalog.



The **Ready! Set! PLAYSOCCER** bundle includes 10 digital files for use in emails or social media marketing: Eight social media posts and two flyers. Select from multiple photo options. Two flyers are also included for use as email attachments with customized event details.

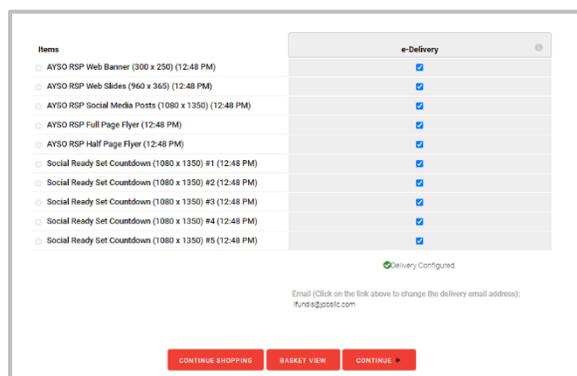
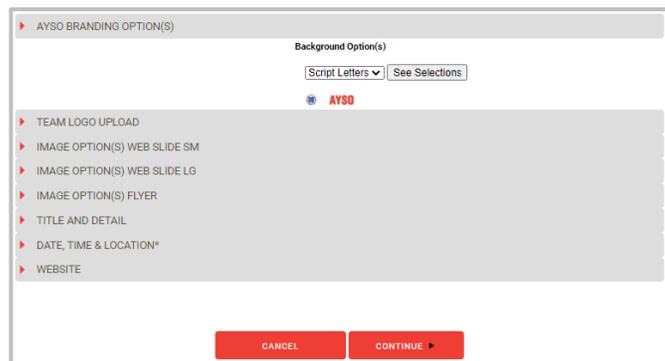
URL: www.aysomarketing.org

- 1) Log in to the site.
- 2) From the home page, click on the Ready! Set! PlaySoccer image.



To order the *Ready Set Play Digital Bundle*

- 1) Click **ADD** below the *Ready Set Play Digital Bundle*
- 2) Click on each of the labeled drawers to expand and select the customization. The only required customization is the Date, Time & Location.
- 3) Click on **+PRODUCTS** to review the proof. Click **CHECKOUT** to continue.
- 4) At the bottom of the list, if you want the files to be emailed to an alternative email address, change it here.
- 5) Click **CONTINUE** to the billing page. Because the items are orders as a bundle, you'll see a discount below the regular price, and a total discounted price.



- Complete the credit card information and click on **SEND ORDER**. As the order is accepted, you will see a message with a reference order number to retain for any follow up inquiries.

The items in this bundle are for social media or email use only. Other Ready! Set! Play! Items can be printed and shipped to you or a high resolution file can be ordered to take to your local printer. **Fall Soccer Registration** items can also be ordered in this manner.

Order items individually

- Click **ADD** below any of the items shown.



- Options for customizing will show on the left side of the page, and a preview of the item on the right side.
- Click on the first option to customize and make a selection or follow the prompts. Note that the preview image on the right will update as you make selections to customize.
 - Click on each of the options and follow the same process to select colors, add logos, event and contact details.

- Click on +PRODUCTS to review and accept the proof.
- Continue to add additional items in the same manner. When all items have been selected, click on **CHECKOUT**. This will take you to the shipping page.

- The available delivery options are shown. Select to ship the product to yourself or another location, or select to receive print ready pdf files via email. If you want the item(s) shipped, complete the address information. If you want files emailed to you, confirm or update the email address. If you are ordering postcards, you will also see the option to upload a mailing list.
- Click **CONTINUE** to move to the billing page. Complete the credit card information and click on **SEND ORDER**. As the order is accepted, you will see a message with a reference order number to retain for any follow up inquiries.