

HOW TO

FILTERGRADE

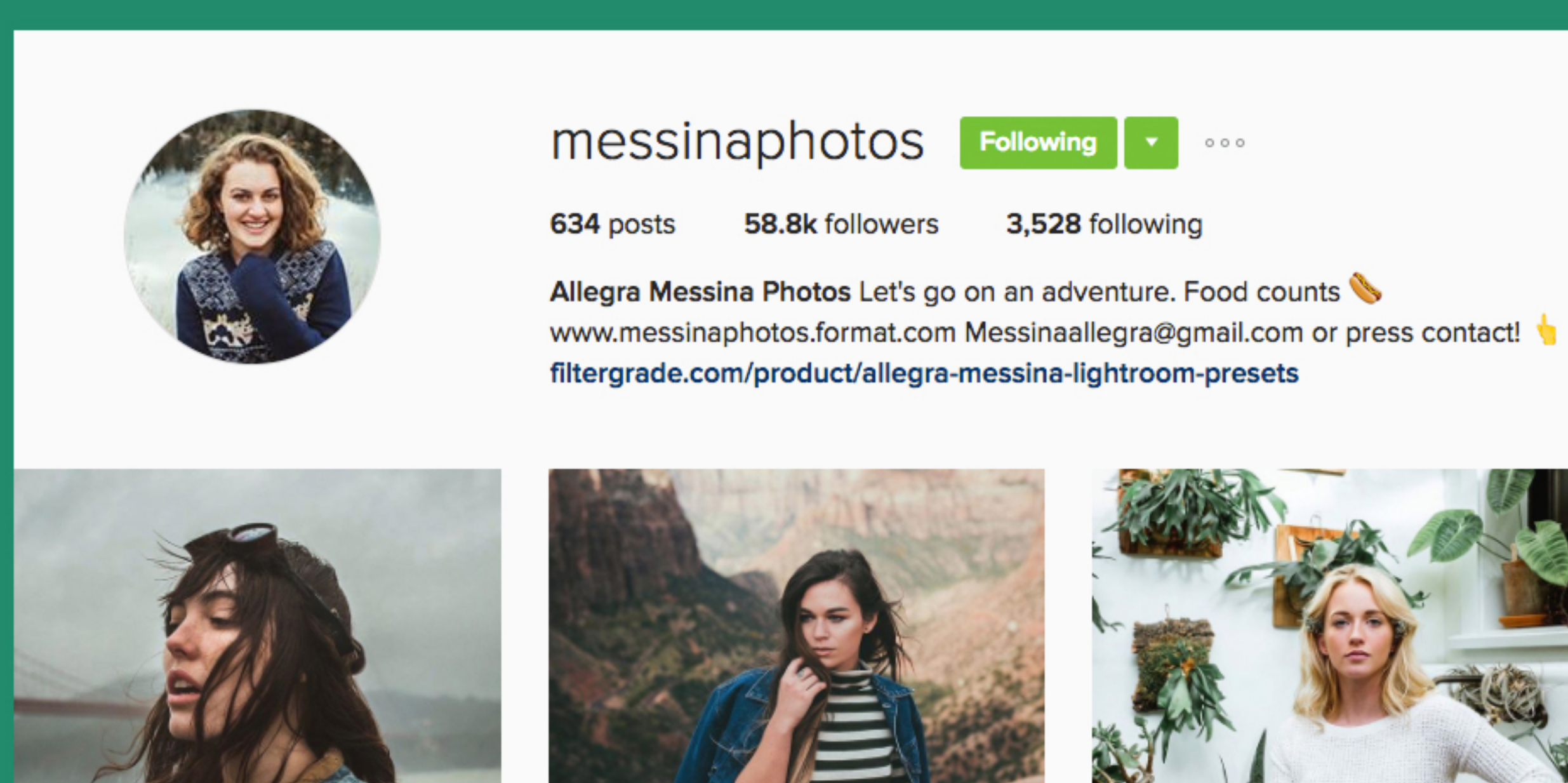
PROMOTE YOUR NEW PRODUCTS

SOCIAL MEDIA TIPS

Letting your fans know about your new product is the single best way to get sales/traffic right away. Here are some ideas to get you started:

- Post to your Instagram.
- Add the link to your Instagram Bio.
- Share before/after on your Instagram Story.
- Share before/after and previews on your Twitter.
- Post about the product on your Facebook.
- Retweet/promote your customers and their edits.
- Share previews on your Tumblr and/or Pinterest.

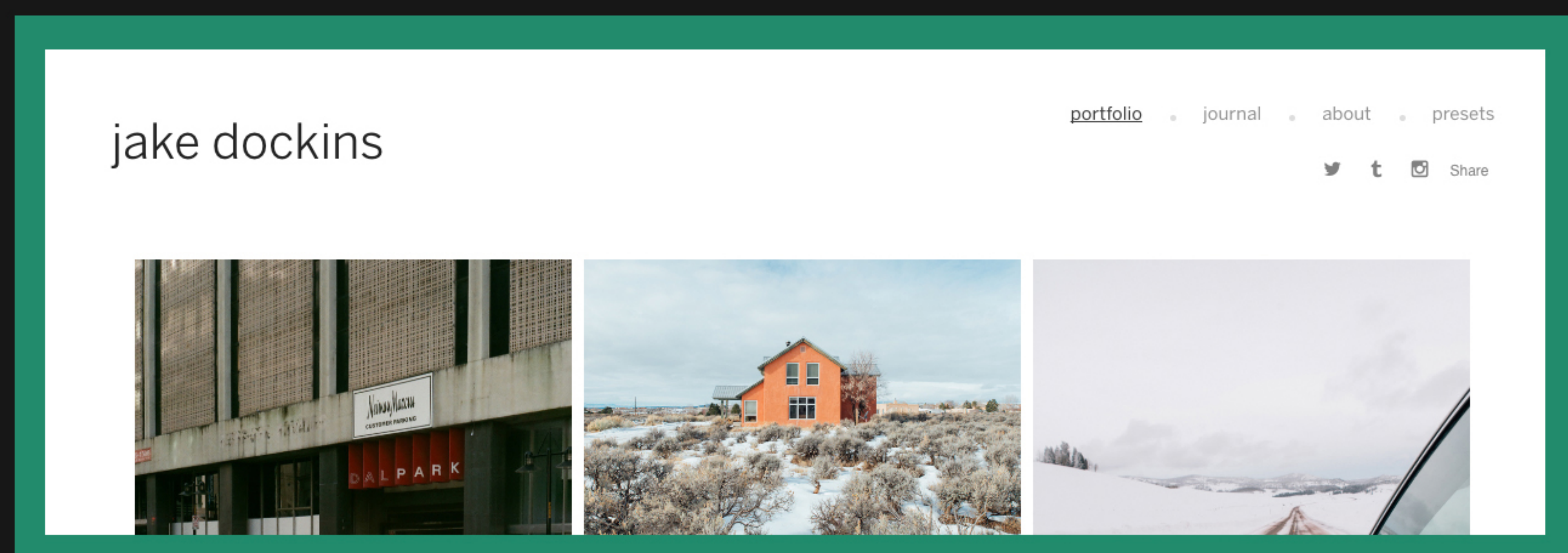
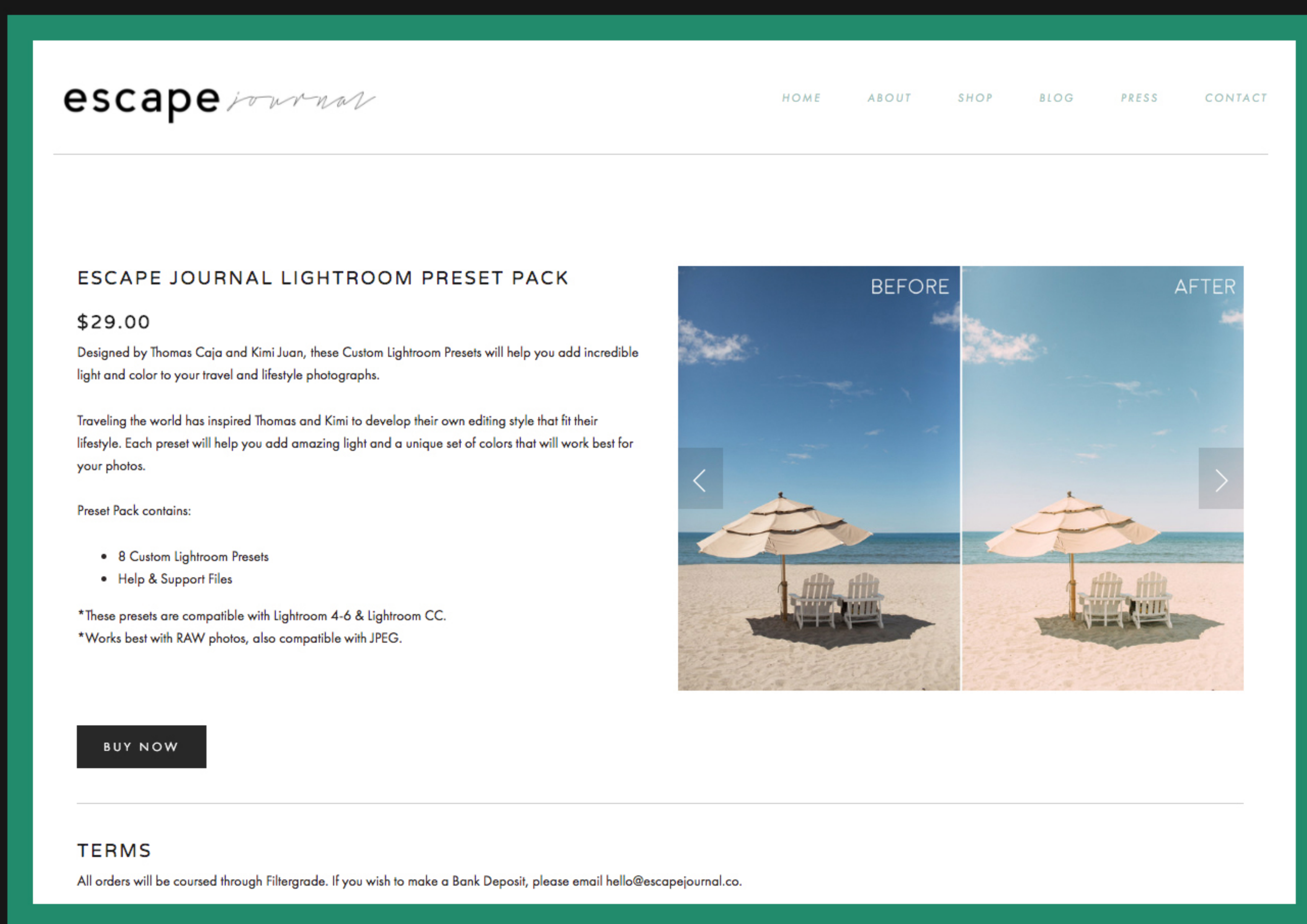
Social Media Examples



WEBSITE TIPS

Sharing additional information and previews on your website/blog is a great way to drive long term sales and traffic to your products. Here are a few ideas to get you started:

- Announce your new partnership with FilterGrade in a blog post or update.
- Share exclusive previews and examples with your newest photos.
- Add a link to your website header/menu.
- Offer to give away 1 free filter on your site.
- Write a tutorial or show how your effects work.

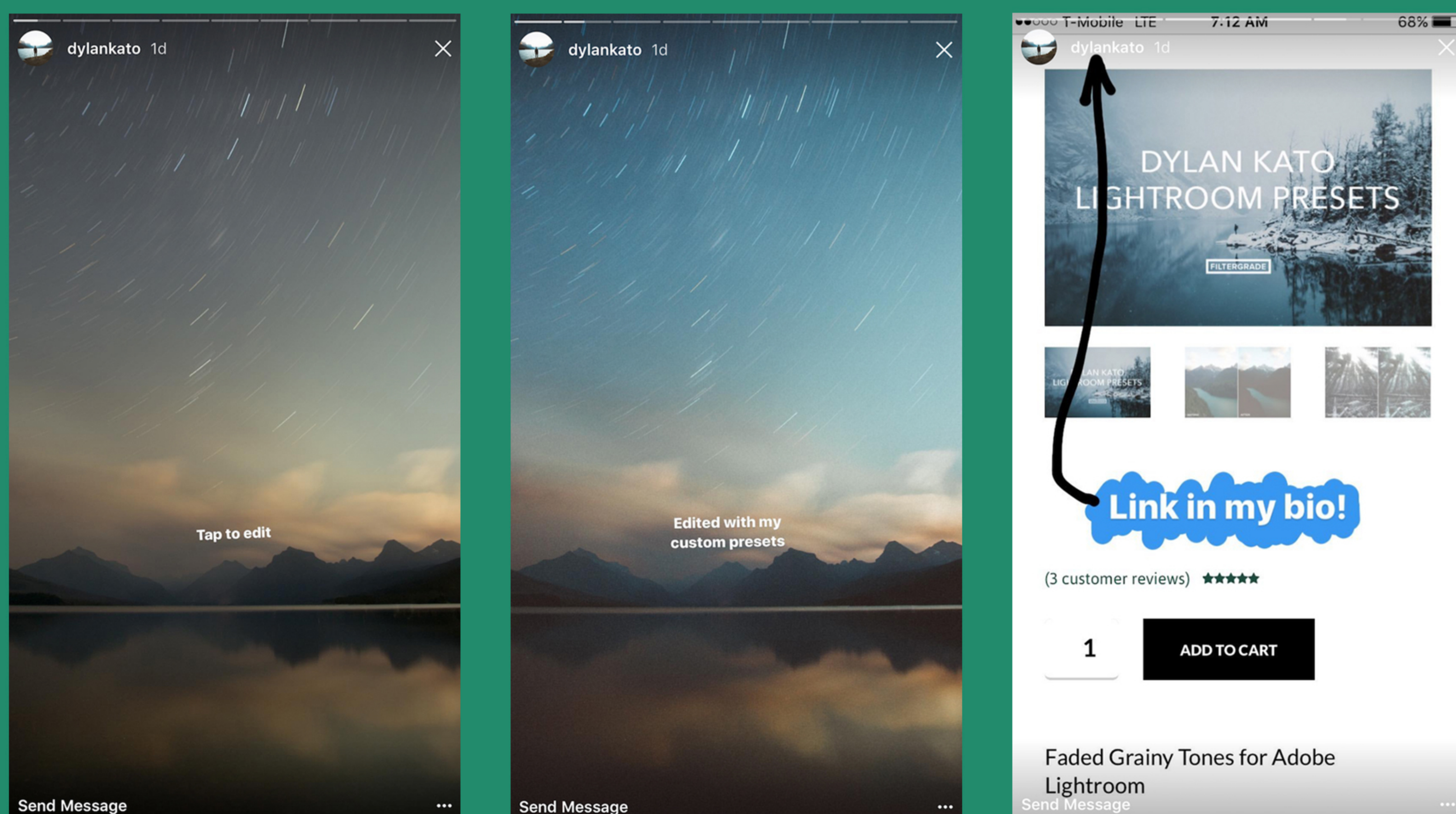


VIDEO TIPS

Using video is a great way to show more examples and previews of your products. You can show before/after, video demos, or full tutorials! Here are a few ideas to get you started:

- Showcase video tutorials and updates on your Instagram Story and/or Snapchat Story.
- Upload a Youtube video about your product.
- Talk about your new filters on Instagram Live.
- Feature your customer's edits on your Instagram Story and/or Snapchat Story.
- Share gifs of your edits on Twitter/Tumblr.

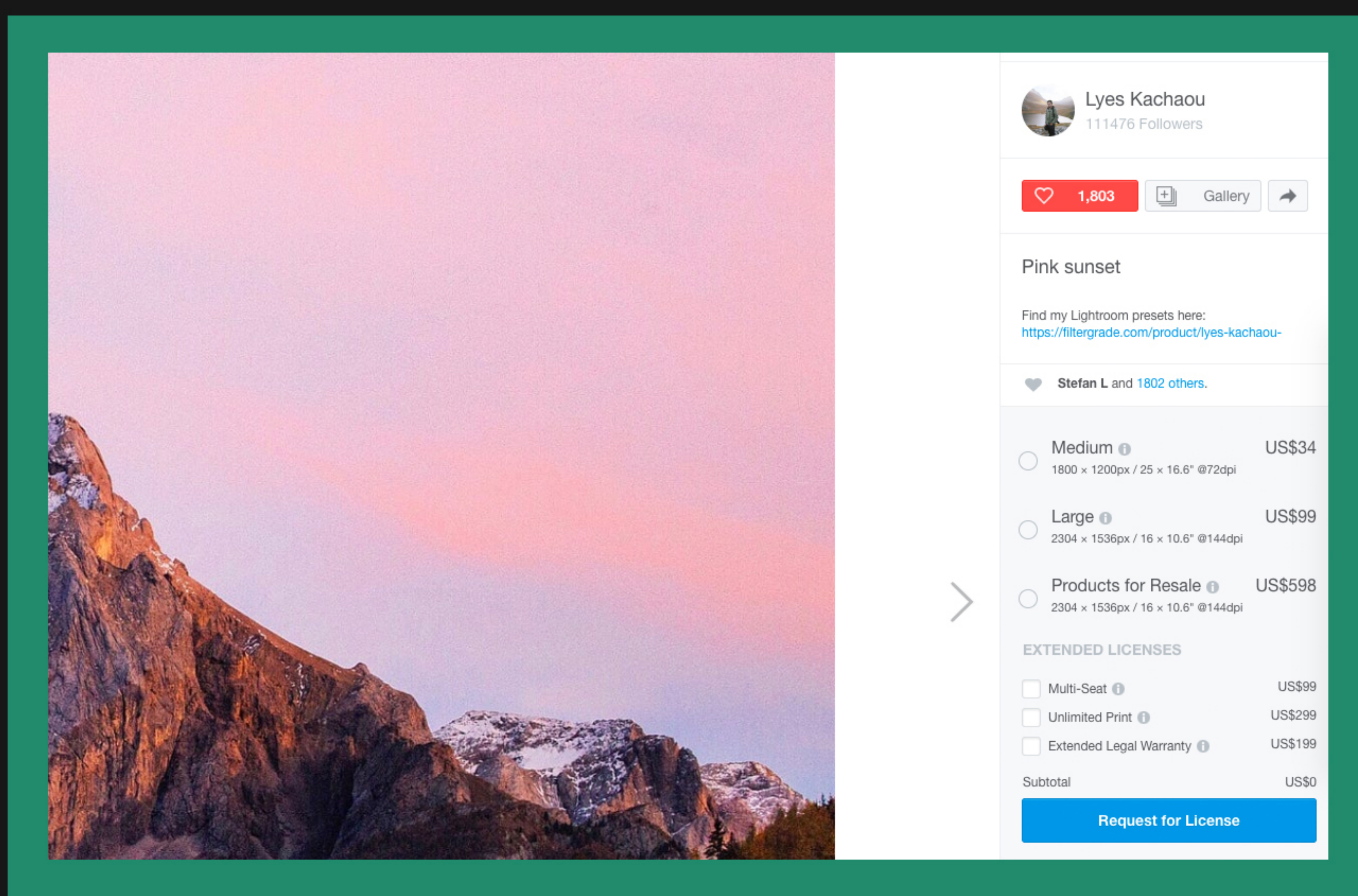
Instagram Stories Example



ADDITIONAL TIPS

If you're looking for a few more ways to promote your products, here are some strategies our top partners have used to drive more traffic/sales to their products:

- Share a photo or special edit on 500px to announce your partnership with FilterGrade.
- Add 'Partner at FilterGrade' to your LinkedIn.
- Create a hashtag for your customers to use when sharing their edits. Past examples: #claymossedits, #messinapresets, #maddywelkedit, etc.
- Help your fans out with tips and advice for using your products through comments, DMs, etc.



500px
Update
Example

Have a question? Need more ideas? We'd love to help you out. Just email **mike@filtergrade.com** and we'll help you get started. Thanks! :)