

England Hockey Marketing Portal User Guide



Introduction

The England Hockey Marketing Portal allows you to personalise & download a variety of print and digital marketing materials.

We hope you find the Marketing Portal is easy to use, but this user guide provides additional support if required.

If you have any queries or suggestions after using the Marketing Portal please contact us via clubs@englandhockey.co.uk.

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Marketing Portal User Guide

Registration and login onto the marketing portal

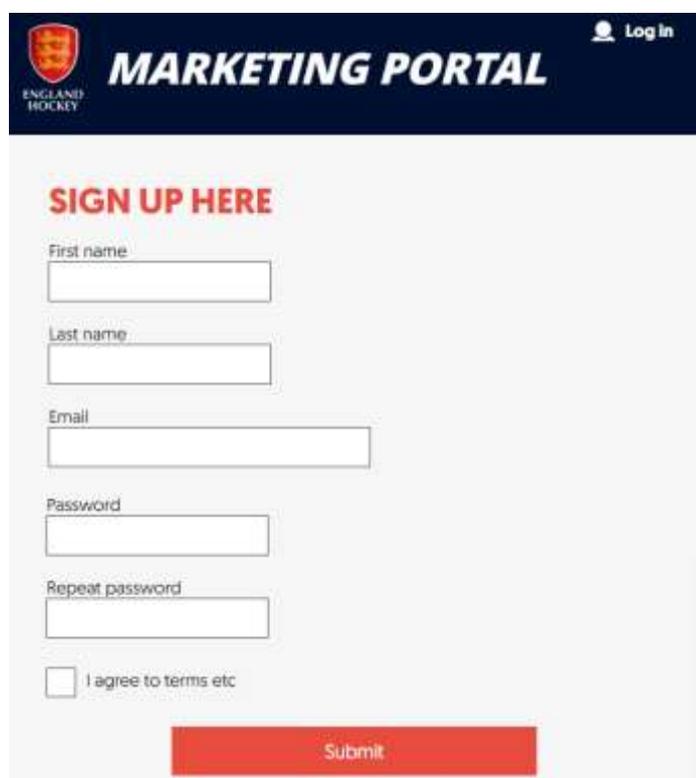


The image shows the login page of the Marketing Portal. At the top left is the England Hockey logo. The header text reads "MARKETING PORTAL" in white on a dark blue background, with a "Log in" link in the top right. Below the header, the word "Login" is displayed. The form consists of two input fields: "Email" and "Password". Below these fields is a red "Log in" button. At the bottom of the form, there are two links: "Forgotten password?" and "Register".

The first time you visit the Marketing Portal you will need to register.

Once registered every time you come back to the Marketing Portal you will be able to login using your email address and password.

To register, from the homepage click 'Register' to be taken through to the registration page.



The image shows the registration page of the Marketing Portal. At the top left is the England Hockey logo. The header text reads "MARKETING PORTAL" in white on a dark blue background, with a "Log in" link in the top right. Below the header, the text "SIGN UP HERE" is displayed in red. The form includes several input fields: "First name", "Last name", "Email", "Password", and "Repeat password". Below these fields is a checkbox labeled "I agree to terms etc". At the bottom of the form is a red "Submit" button.

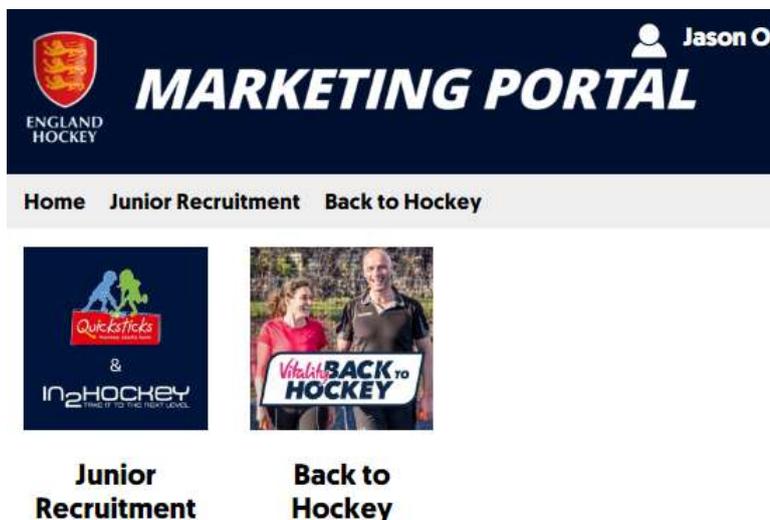
To register we require a few details in order to set you up with an account.

We do have some standard website terms and conditions you are required to agree to, but this is nothing scary. If you are happy with them, tick the box to provide your agreement.

You are also able to Opt In to further communication from England Hockey, to be kept up to date with the latest hockey news and club support.

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Marketing materials for different ways to play hockey

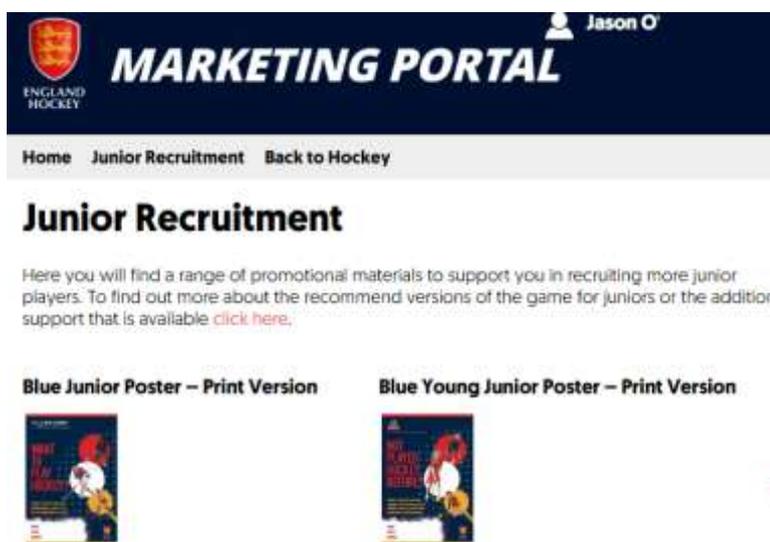


Once you have logged into the Marketing Portal you will see an overview of the different programmes we have marketing materials available for.

We will continue to add materials for more and more programmes over time.

You can click on the image or name of a programme you are interested in to get started.

You can return to this page at any time by clicking 'Home' in the grey banner at the top of the page. Also to quickly switch between programmes you can click the name of the programme in the grey banner



After you have selected the programme you are interested in, the next page you will see is one that shows every item that is available for that programme.

We have used Junior Recruitment here as an example.

The following page provides further information on the different types of materials available and when you might use them.

Once you know the item you want, simply click the title or image. You will then be able to download the item or in many cases personalise it and then download it!

The different marketing materials available

For each programme you will see a choice of different marketing materials you can create. Many look similar; however they are sized appropriately for where you might use them. This is so they display correctly. Below is a quick overview of the different files and where is best to use them;

Posters – Print Version

Use this file when you will be sending your poster to a printer to produce physical copies. The file has an extra edge that the printers require and will be cut off during the printing process so the image covers the full page.

Posters – Digital Version

A file for when you want to put the poster online, share on social media or to send it to members or potential players. This file doesn't have the extra trim required for print, so also great for printing at home.

A5 Flyer – Print Version

This file is for when you want to want a printer to create a smaller flyer to hand out. The file has an extra edge that the printers require and will be cut off during the printing process so the image covers the full page.

Facebook Cover

This is to be used on your Facebook account. On Facebook a cover photo is the larger photo at the top of your profile, above your profile picture. Like your profile picture, cover photos are public, which means anyone visiting your profile, will be able to see them.

Twitter Cover

This is to be used on your twitter account. The Twitter cover photo is different from your Twitter profile picture, which appears inline when you send a tweet. Your profile picture is an icon; the header photo is a background image.

Web Advert

Have you ever noticed on a website when there is a box to the side of a page with an advertisement? It often shows a product from a site you have recently visited. The images are standard industry sizes, which is what this Web Advert is. So if you are looking to do this type of promotion please use this file. The Web Advert is also known as an MPU (stands for Mid Page Unit), in case you come across this term or are asked to provide it.

Social Post

When you are posting on Facebook, Twitter or Instagram, this file will look best in your news feed. When posting don't forget to include some text providing more details about your activity, advising how people can get in touch and asking people to share your post so that it more people will see it.

Web Banner

If you want an image to sit at the top of your clubs website or on a specific page promoting the activity, use this web banner as it's been designed specifically for this purpose.

Pitchside Banner

Used to decorate your pitch and created to fit a common size and shape of pitchside fences. The file has an extra edge that the printers require and will be cut off during the printing process so the image covers the full page. Due to the size of pitchside banners, the file you will download will be larger than all of the other items, so don't panic if it takes slightly longer to download.

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Adding text to an item

For items like posters you are able to add text in order to provide information like where and when the activity is taking place and contact details so potential attendees can get in touch.

Home Back to Hockey Junior Recruitment

Back to Hockey - Posters digital

Mens Poster - Digital Version



Fun and social sessions for beginners and returning players

WHEN: Type your text here

WHERE: Type your text here

CONTACT: Type your text here

Fun and social sessions for beginners and returning players

WHEN: Thursday 27 July 7-8pm

WHERE: The Club, Hockey Road, SL7 1RR

CONTACT: info@hockey.co.uk or 07712 34567

WWW.ENGLANDHOCKEY.CO.UK/BACKTOHOCKEY

  @englandhockey #BacktoHockey

 OFFICIAL ENGLAND PARTNER 

Once you have selected the item you want to download or personalise, if you are able to add text you will see on the image wording to say 'Type your text here'.

All you need to do is click that wording and begin typing. As you begin to type the old text will disappear.

Once you have entered your text (and logo if you wish) you are able to download your item.

Here is an example of how the fields might look.

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Adding a logo to an item

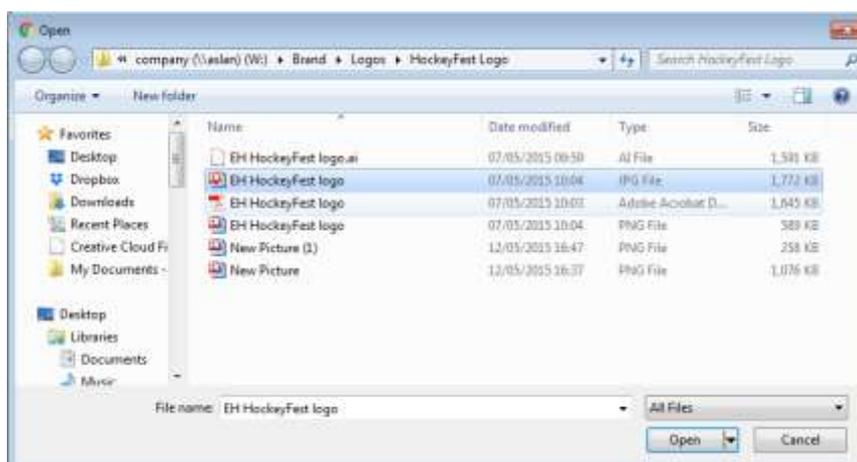
On many of the items you are able to add your club's logo. For best results Logo files should be square with a white or transparent background.

The first time you want to use your logo, you will need to upload it, but after this it will automatically be ready and available for you to use within the upload your own logo box. Details on how to add a logo are below.



Once you have selected the item you want to download or personalise, if you are able to add a logo you will see on the image wording 'Upload your own logo' box.

To add a logo select the 'Choose File' button and find your desired logo in your computer folders.



Once found select and then click the 'open' button and the logo will be added to the Marketing Portal. You will see in our example we've added three different examples of logos.

When you are back on the portal you simply need to click the logo and it will appear on the item.

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Downloading your item

You are able to download any of the marketing items without adding any text and/or logo's, or you can add in specific text or logo's to personalise them before you download them.

To download - you will notice a 'Download your artwork' section with two or three orange buttons, depending on the type of item. All you need to do is select the type of file you want to download your item as, and the item will be downloaded to your computer ready for use directly from there. Below is an overview of what type of file (PDF, JPG or PNG) is best to use.



Home Back to Hockey Junior Recruitment

Back to Hockey - Posters for print

Mens pitchside banner - Print Version

BACK IN THE GAME

WWW.ENGLANDHOCKEY.EDU/BACKTOHOCKEY @englandhockey #BacktoHockey

Fun and social sessions for beginners and returning players

Download your artwork

Download PDF

Download JPG

Download PNG

PDF Downloads

PDF files—short for portable document format files—are one of the most commonly used file types. PDF files are primarily meant for viewing, which makes them more shareable and helps them to look the same on any device.

You would want to download the item as a PDF if you want to send it to a printer or to include it as an attachment to emails.

JPG Download

A JPG is a popular format for images as they can keep the image quality, whilst being a smaller file size, meaning they will load more quickly.

JPG is a great option for anything you want to display on your webpage, social media, or to send around on messaging services like WhatsApp.

PNG Download

We would only really recommend a PNG file if you are asked for it from a printer. They might prefer this file for printing the pitchside banner, because a PNG file holds its quality much better for large items, but in turn produces a larger file size.