Guide to using Connect to Support promotional email signature banners

Brief

The email signature banners are created to support your efforts in promoting the Connect to Support website. There are three types of banners and the only differences between the banners are the main text (in black) and the call-to-action (CTA) text button. A CTA is a specific text that tells the audience what actions you want them to take. Here are some common examples of a CTA: subscribe to a newsletter, sign up for an event, download our app, and book an appointment.

The first banner is a general message about the overall use of the CTS website; the second one is focused on the edit details feature; and the third one is focused on the booklet printing feature.

The main text and CTA text are <u>merely suggestions and are editable</u>. Feel free to change them in either the Canva or PowerPoint templates to what you think would attract your target audience (e.g. social workers).

For best practices on writing CTAs, check out this article.

<u>Please do not change the font and background colours in order to adhere to the CTS branding.</u>

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- How to edit and save the banner on PowerPoint
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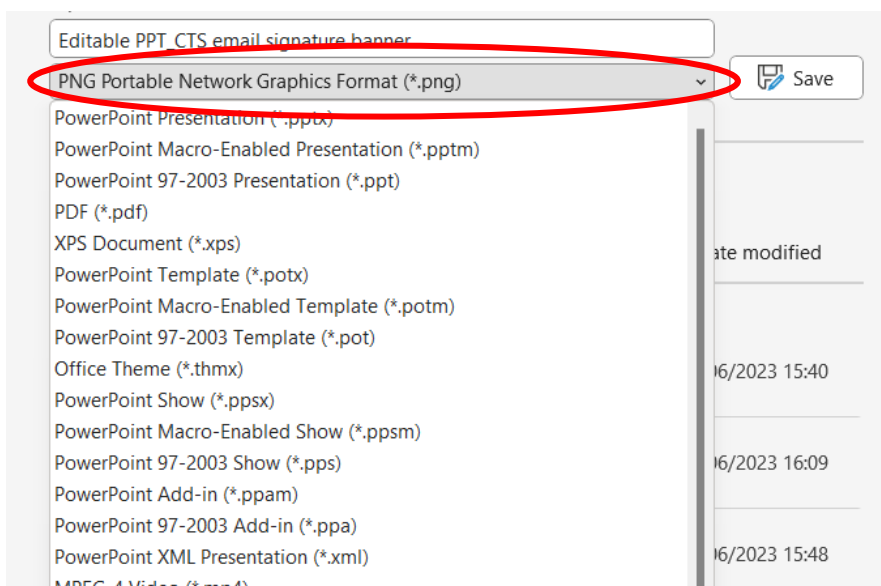- How to use the banners

If you have further questions, please contact Gena at gena@northfieldcommunity.org.

How to edit and save the banner using PowerPoint

1. Open the PowerPoint template sent to you via email. Select the banner that you would like to change in the panel on the left and edit the text.
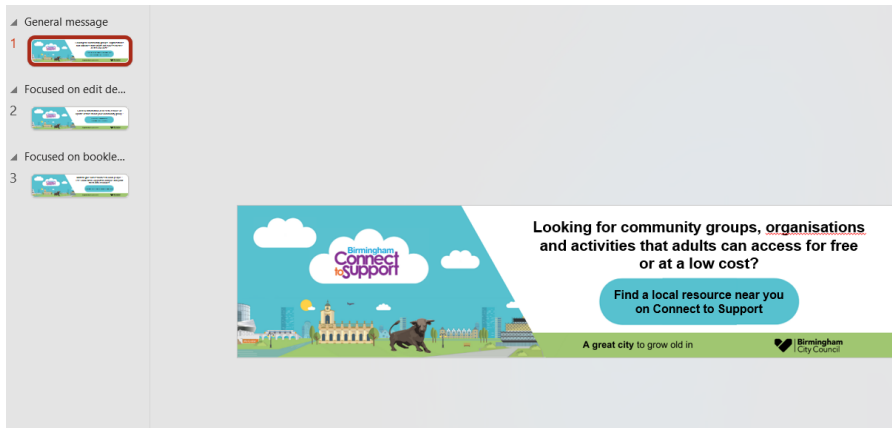

2. Once you are happy with your changes, keep the banner selected and go to File > Save As. Click on the file format drop-down menu and select either PNG or JPG.

3. Click "Save" and you will be prompted to select whether you want to export one banner or all the banners.

   Select "All Slides" if you want to export all the banners, and click on "Just This One" if you want to export only the banner that you selected.

   Click on "Save" and you're done!
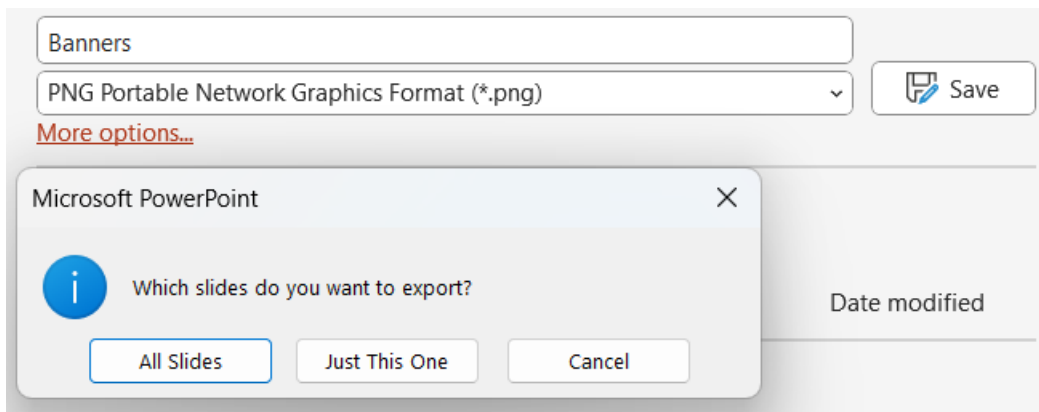
How to edit on Canva

1. Access the template by clicking on the link **HERE**

2. You will be brought to the screen below. Click on "Use template". You may be prompted to log in (if you're not logged in already) or sign up for a Canva account if you don't have one.
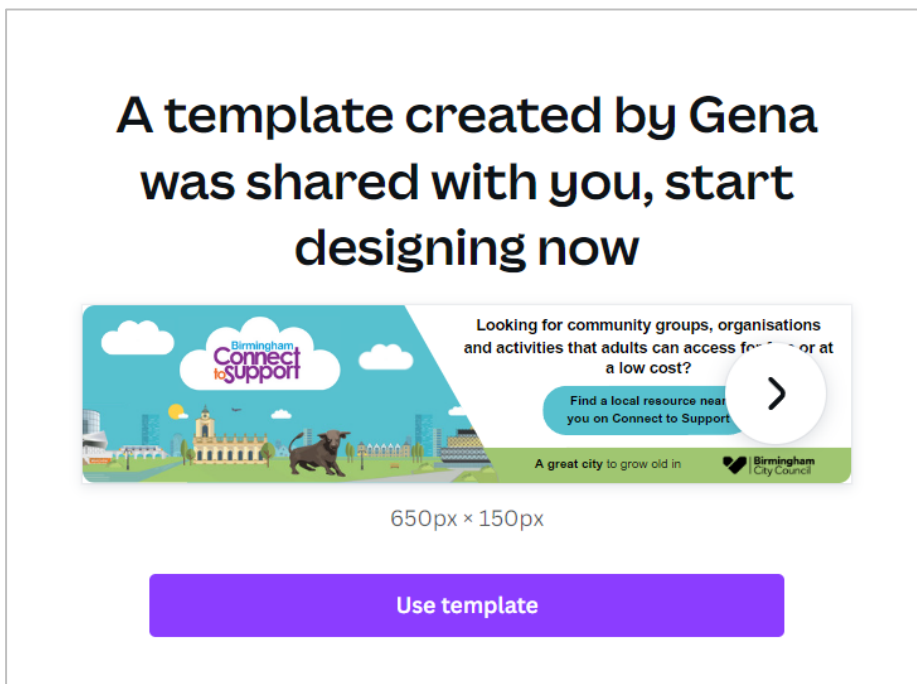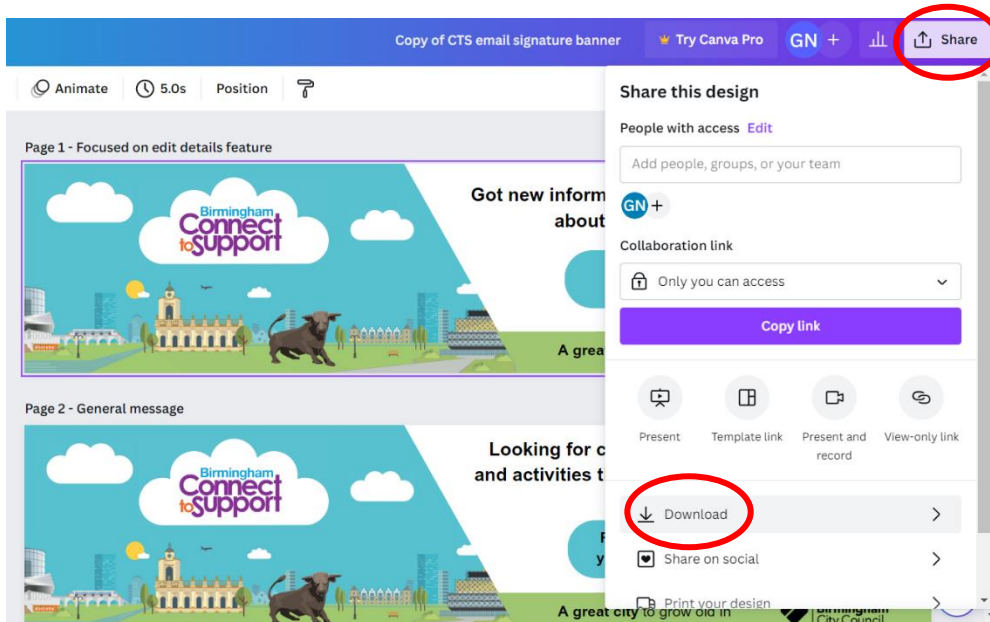

3. After logging in, you will see the three banners. Hover over the text that you want to change and double click on it to edit.
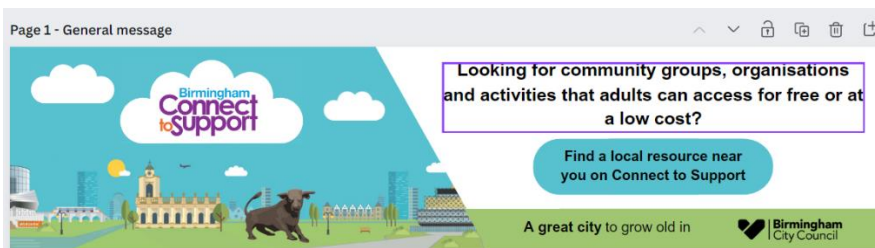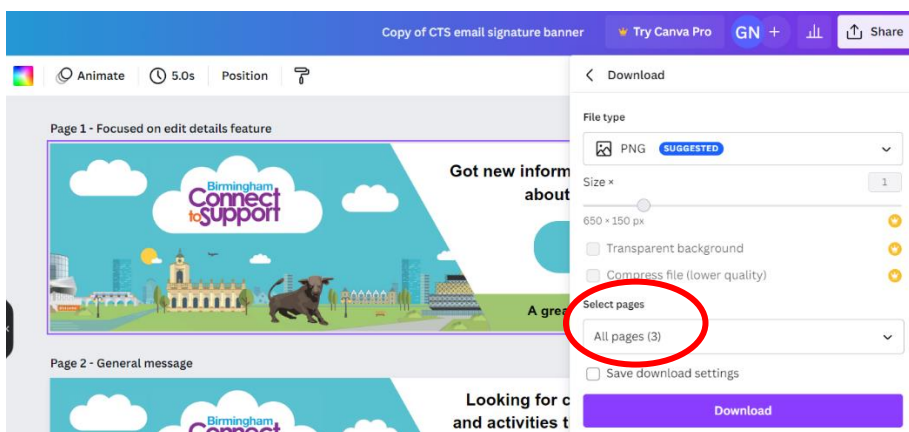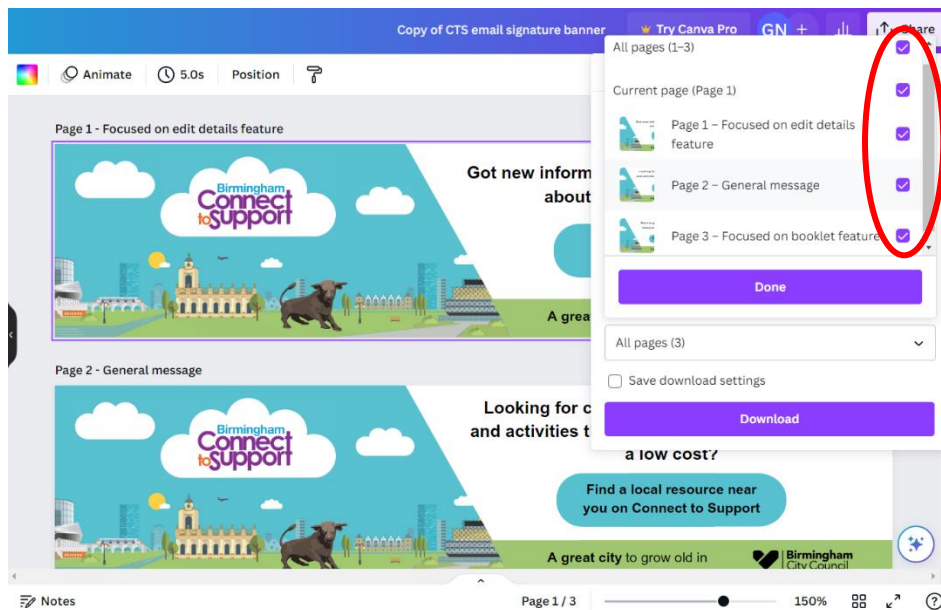
How to download the banners on Canva

1. Click on "Share", located on the top-right corner of the browser. Then, click on "Download".

2. If you'd like to download all three banners, go ahead and click on the purple Download button. If you only want to download selected banners, click on "Select pages".

3. Here, select the page number that corresponds to the banner you want to download and click "Done". Then, click the purple Download button to download the banners.

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Community Partnership

Commissioned by:

Birmingham
City Council

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How to use the banners

1. To insert the banner to your email signature in Outlook, click on "New Email" as though you want to compose a new email. Go to "Insert" and click on "Signature", then click on "Signatures" at the bottom of the drop-down menu.
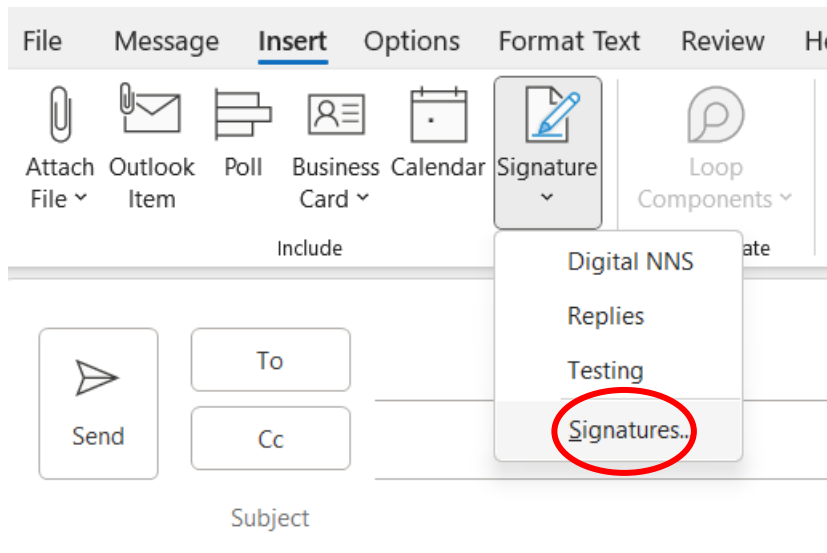
2. Select the signature that you want to edit. Then, click on the area in your signature where you want to place the banner. After that, click on the tiny insert picture icon located next to "Business Card".
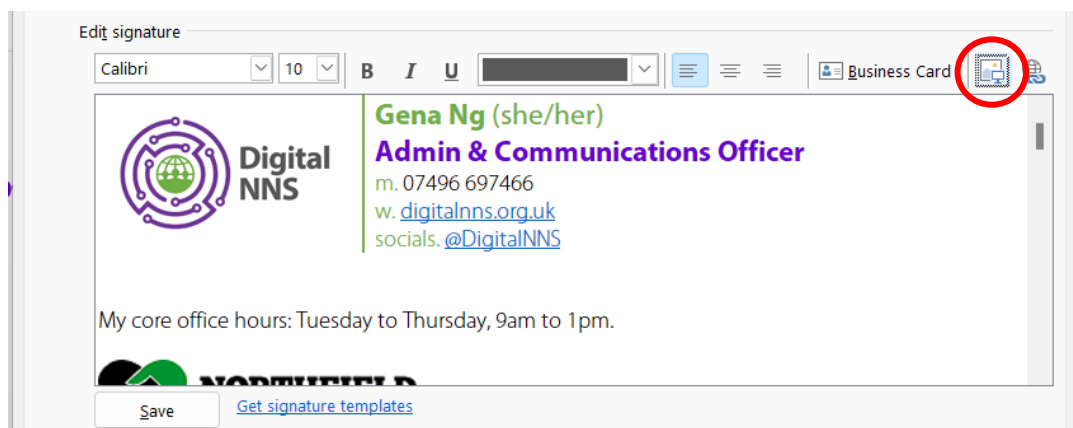
3. The banner should now appear in your signature. Now, select the banner and click on the "Insert Link" icon. Enter the link to the Community Directory on the Connect to Support website in the "Address" field and click "OK".
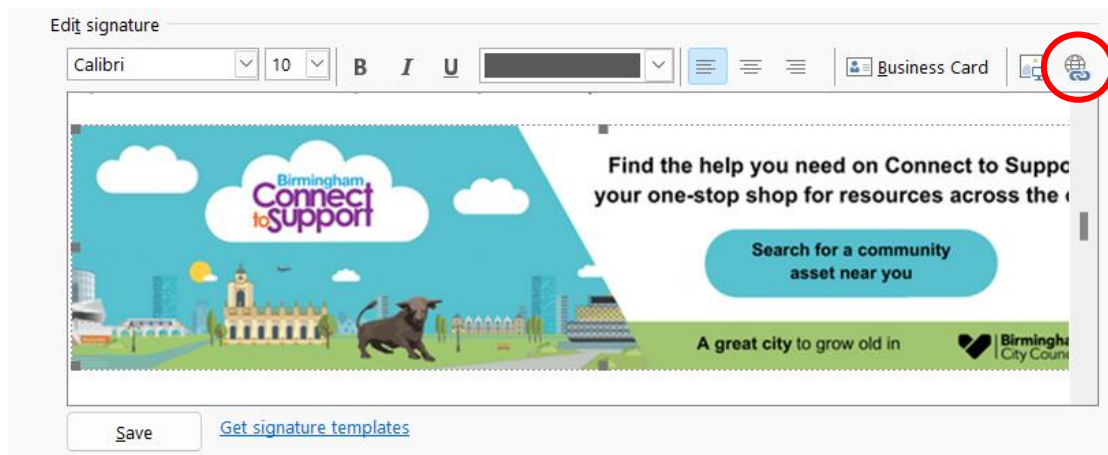
4. Save your signature and it's all done!

5. Alternatively, you can set up your email signature in a Microsoft Word document and copy and paste it into Outlook.