Getting Started with Marketing in a Box

This tutorial guides you through the steps in Marketing in a Box's *Digital Marketing Toolkit*.

Note: This is a community entry in the Series 40 Webinars - Contribute and Win Competition 2013Q1 with Marketing in a Box competition.

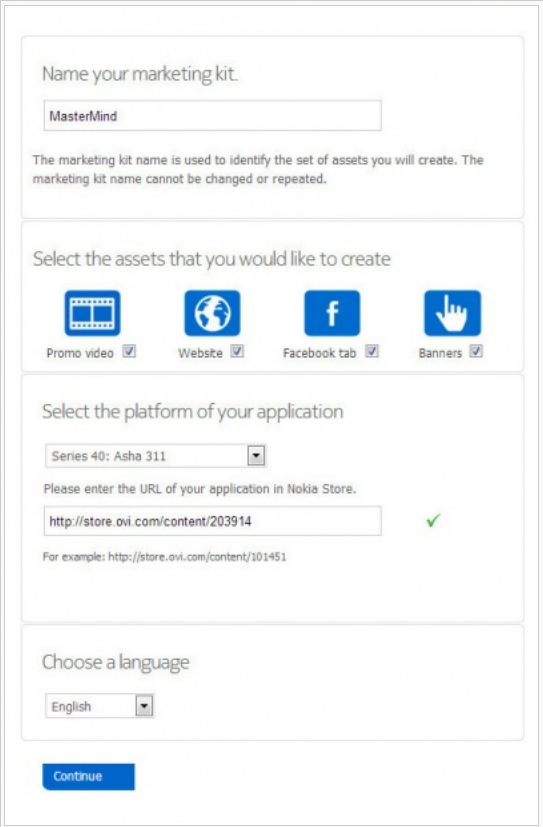
Introduction

With Marketing in a Box, promoting your app has never been easier. The *Digital Marketing Toolkit* helps you create professional quality marketing material, including videos, banners, Facebook pages and web pages.

This article guides you through the steps involved in building marketing assets using the kit.

Create marketing kit

To get started, visit the Marketing in a Box Digital Marketing Toolkit tab. Here you need to (1) name your marketing kit, (2) select the assets to create, (3) select the platform of your application, (4) key in the URL of your app in Nokia Store, and (5) choose a language.



Digital Marketing Toolkit login page

Step 1: General information

In step 1, you specify the app category, name, logo. Screenshots are already retrieved from Nokia Store- these can be changed if you want.

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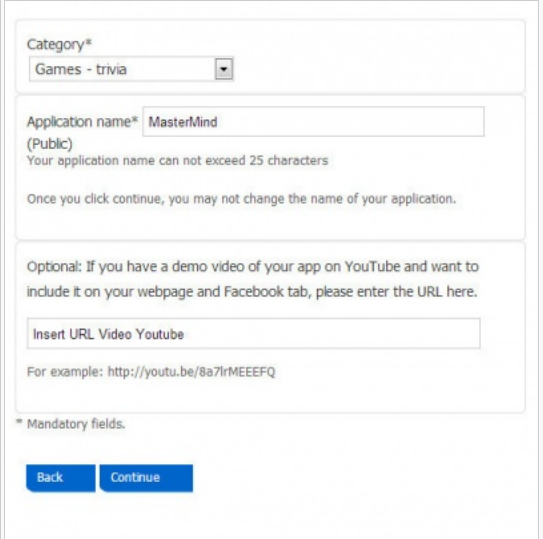
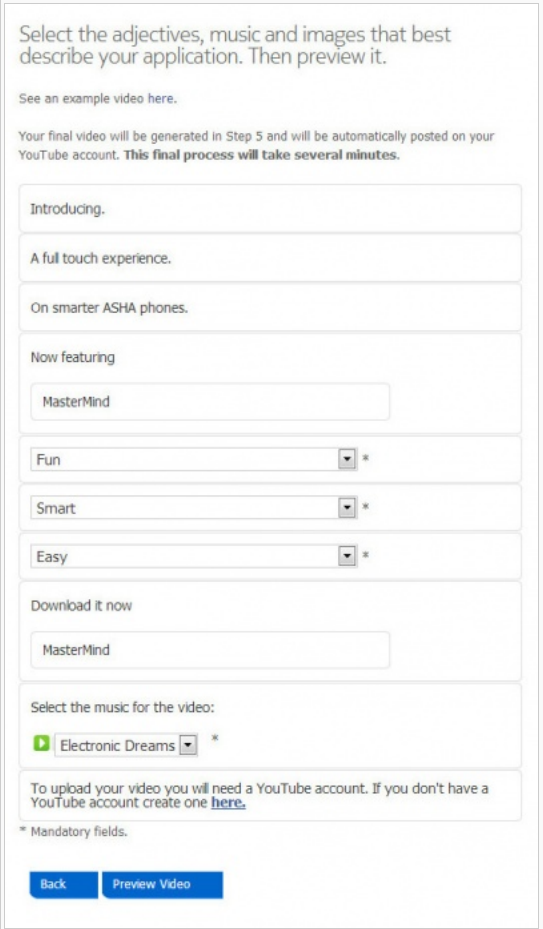


General information

Step 2: Video

Choose the adjectives, music and images that best describe your application, and then preview the video (previewing may take a few minutes).



Information needed to create your video

Press continue to proceed after previewing.

Step 3: Website and Facebook tab

Enter information for the web page, including subtitle and body text for the first three paragraphs. You can also enter links to you social media presence.

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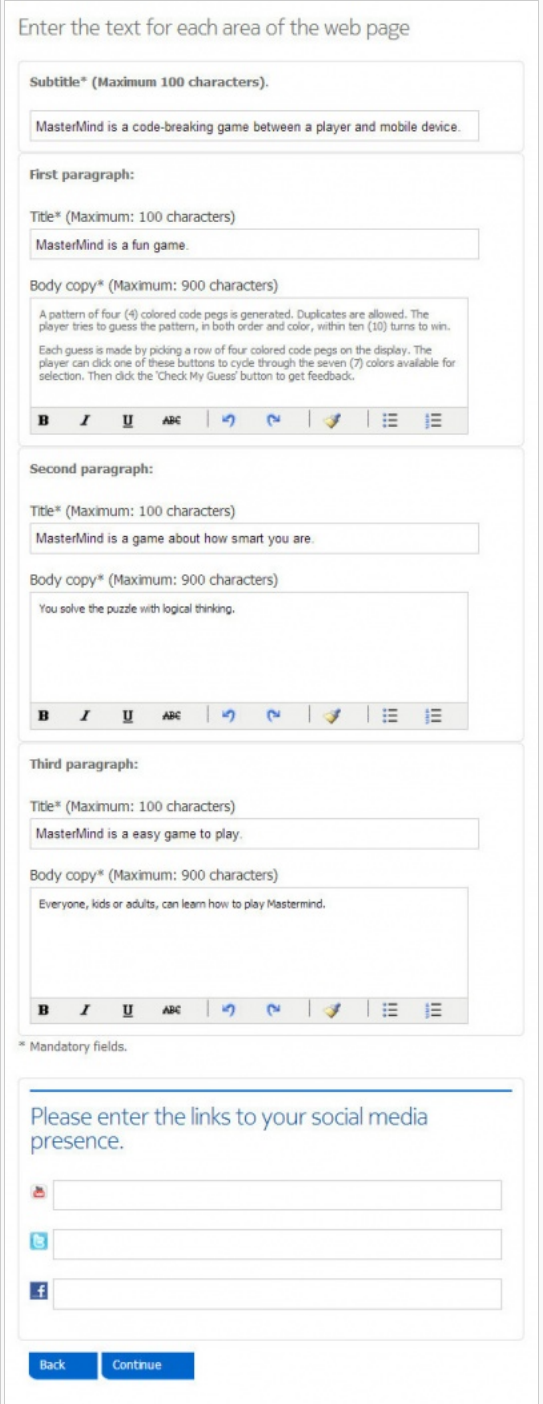

Website and Facebook content

On the same page, you can preview the website and Facebook templates.

Step 4: Banners

Enter the application information such as country language, application URL. Category, price and icon are automatically populated.

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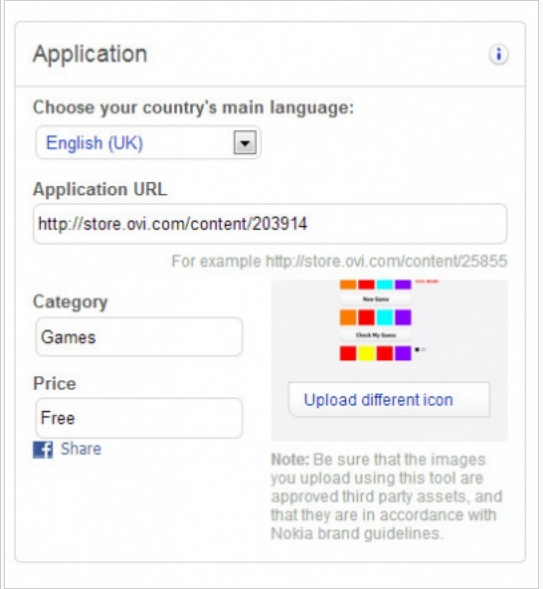
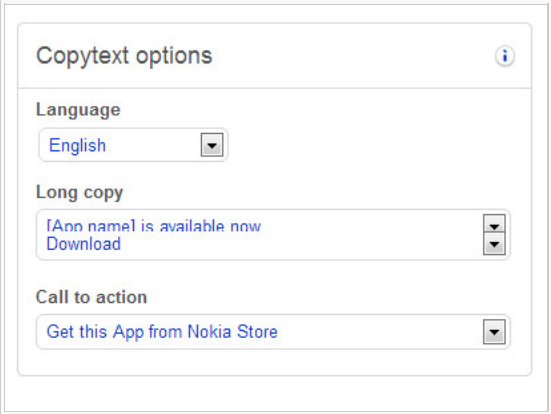


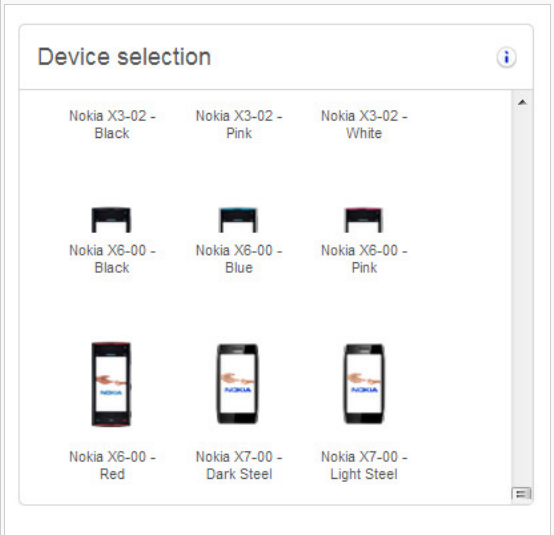
Application information

Enter the language selection, long copy text and call to action item.



Copytext options

Choose a phone platform for your application.



Select device platform

Select sreenshots you want to use

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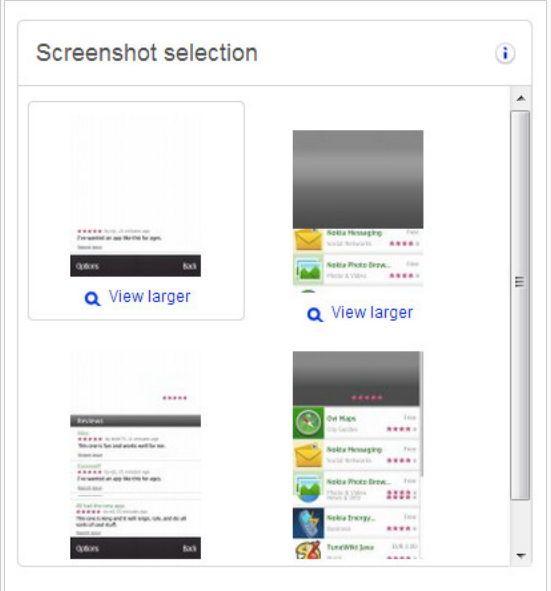
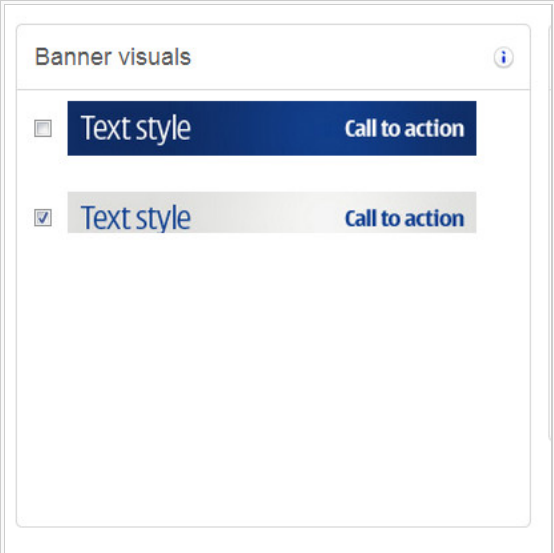


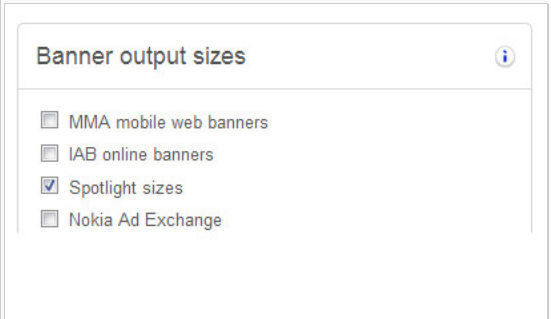
Screenshot selection

Choose banner visuals



Banner visuals selections

Choose banner output sizes



Select banner output sizes

After you have made all the selections, press the "Regenerate banners" button to generate your banners.

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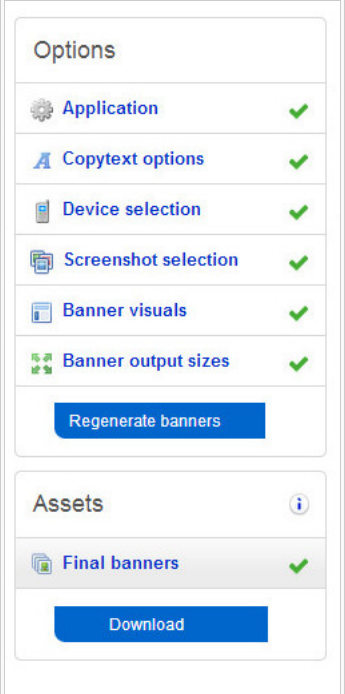
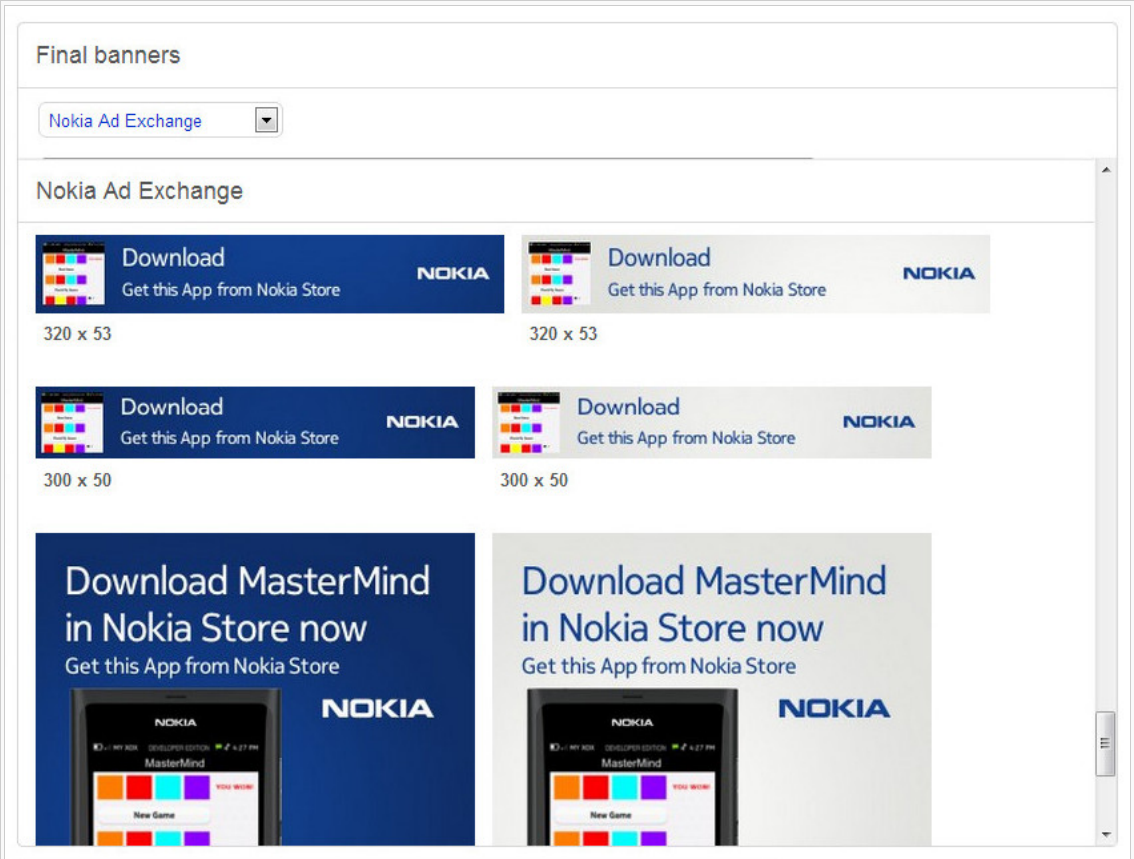


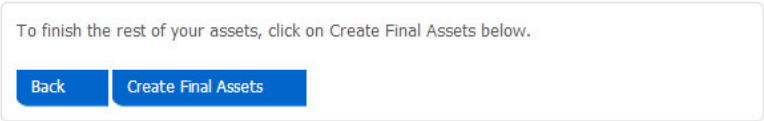
Regenerate banners

You can view samples of the banners after the banner generation. You can download the banners by pressing the "Download" button.



View banner samples

The last step is to press the "Create Final Assets" button to



Step 5: Final assets

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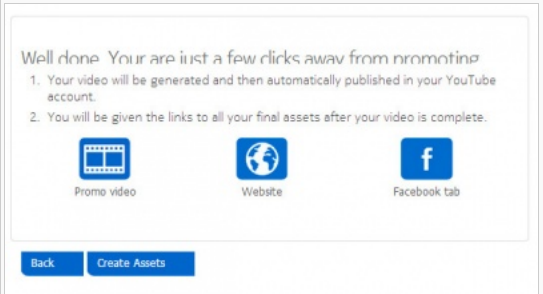
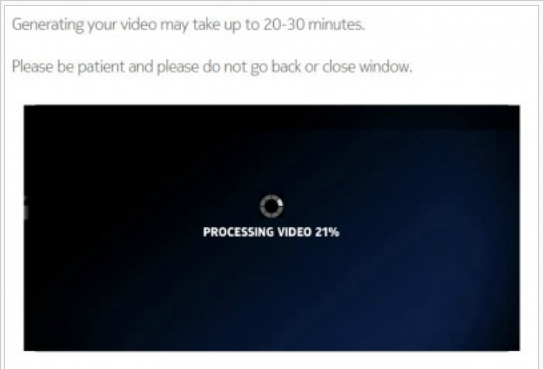
This is the last step when the system will start the video processing when the "Create Assets" button is pressed.



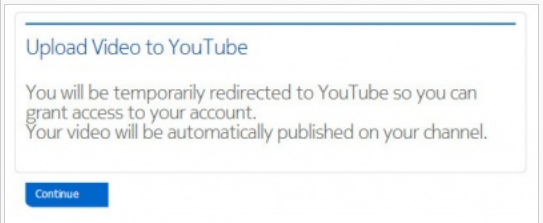
Create final assets prompt

Processing of video in progress. This will take a while to complete.



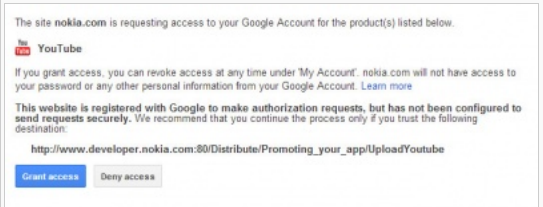
Generate video

After the video is generated, it will be automatically published to your YouTube account.



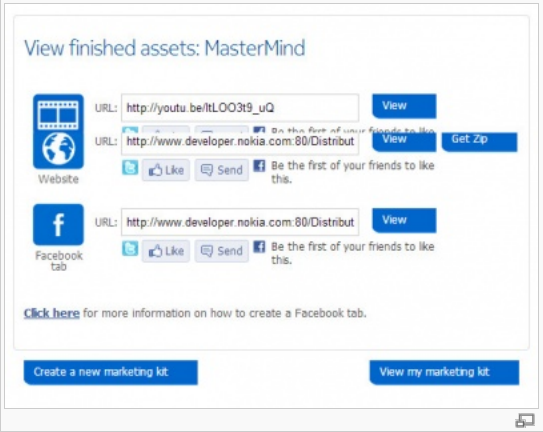
Publish video to youtube

During the video upload, you permission is required to access your account and upload video to YouTube.



Confirm permission to upload video

Once the process is complete, you will be presented with URLs of your video, website and Facebook tab. You can download a copy of the website for further customization.



You can always revisit your previously created marketing kits (shown below). You can view, edit and delete a marketing kit.

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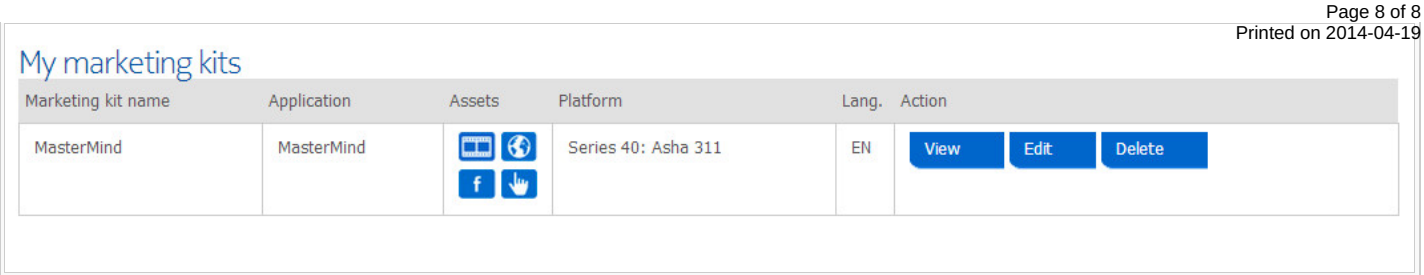

Review your marketing kits

Toolkit limitations

The toolkit is excellent, but there are some issues to be aware of:

- When you edit an existing marketing kit, it will always start from step 1 (General Information). There is no way to go directly to other steps. If you forget to download the banner at step 4, you will need to edit the kit and start from step 1.
- Since the website and Facebook tab are generated based on the sample temples, all the websites and Facebook tabs will look similar.

Hopefully these issues will be addressed in future releases (for example provision for new Facebook templates with different layouts and patterns).

Summary

The Digital Marketing Toolkit is a useful marketing tool and it is not difficult to learn and use.

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