

FOR MINTED ARTISTS

Minted Multipurpose Flat-Lay Templates

Minted created these flat lay templates with the primary intention of featuring Minted cards. You may not use these flat lays in conjunction with any other marketplace, competitor, or retailer.

HOW TO INSERT YOUR CARD AND ENVELOPE DESIGNS INTO THE TEMPLATES

** You may place your artwork in .ai, .jpg, or PDF format. If you are showcasing a design that includes multiple alternate greetings, please ensure you only have one greeting visible in your file before placing in the flat lay image.*



ADD YOUR MINTED CARD DESIGN

1. Open artist library .psd file in Adobe Photoshop.
2. In the Layers Palette (Window menu —> Layers), select the layer for the front named "Open Smart Object to place your design."
3. Right click on the smart object layer and select "Edit Contents", or double click on the layer icon to open the smart object.
4. Under the File menu, choose "Place Linked..." and select your card design from your computer. You can also drag and drop your design file from your desktop, or copy from another file already open in Photoshop. Once placed, make sure you move your design above the "YOUR DESIGN ABOVE THIS LAYER" layer.
5. Save and close the window. Your design should now be applied to the card!



ADD YOUR MINTED ENVELOPE DESIGN

1. In the Layers Palette (Window menu —> Layers), select the layer for the envelope named "Open Smart Object to place your design."
2. Right click on the smart object layer and select "Edit Contents", or double click on the layer icon to open the smart object.
3. Under the File menu, choose "Place Linked..." and select your design from your computer. You can also drag and drop your design file from your desktop, or copy from another file already open in Photoshop.
4. Save and close the window. Your design should now be applied to the envelope!

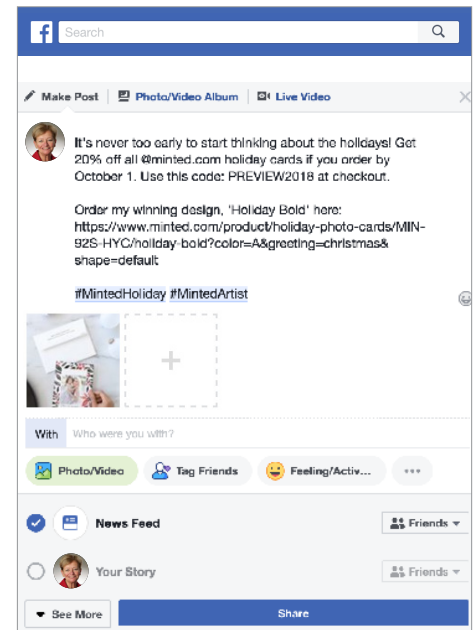
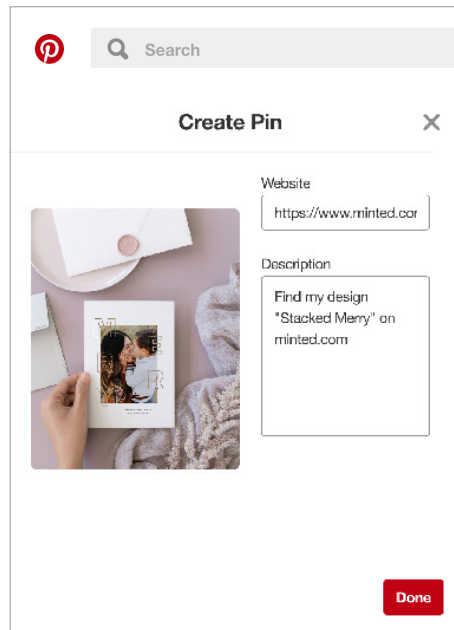
** The above steps can also be used if your flat-lay includes an A2 card.*

HOW TO SAVE YOUR FILES FOR SOCIAL MEDIA

Once you have placed your design files in your preferred flat lay image, you'll want to save the image out in the format that will work best for social media.

1. Under the "File" menu, choose "Save As..."
2. Change the file format to "JPEG" and click Save.
3. Set quality to 10 and click OK.

PREPARE TO POST



POSTING ON INSTAGRAM

You can now post content to Instagram using the desktop version, so you can save the file and post directly from your computer!

However, if you'd prefer to post from your phone, you could email, AirDrop, or text the file to yourself.

POSTING ON PINTEREST

1. Click "Create" at the top of the Pinterest page.
2. Upload your image to the page.
3. Add a title + description for your pin, and use the Minted URL that links to the product page in the "link" section.
4. Click "Publish" when you're ready to post.

POSTING ON FACEBOOK, TWITTER, OR LINKEDIN

Use the upload process similar to the Pinterest process, applying the "6 Tips for Social Sharing & Caption Writing."

6 TIPS FOR SOCIAL SHARING & CAPTION WRITING

So your flat lay imagery is ready to go. Now what? Minted's Social Media Manager shares a few surefire strategies for producing engaging captions for flat lay posts and more.

1. TELL THE STORY BEHIND THE DESIGN.

People love learning about interesting details about how your design came to be. Give your followers details about how you created your card, like the creative process, materials you used, the story behind the title, the colors you chose, etc.

2. TAG RELEVANT HANDLES IN BOTH THE CAPTION AND THE PHOTO.

Tag [@minted](#), [@mintedweddings](#) and anyone else you'd like to credit in your posts. This often increases engagement and leads to more people discovering your post.

3. INCLUDE RELEVANT HASHTAGS SO PEOPLE CAN DISCOVER YOUR CONTENT.

More isn't always merrier. We recommend limiting hashtags to a max of three, and please include [#MintedArtist](#).

4. LINK TO YOUR CARD PRODUCT DETAILS PAGE.

Include a call to action such as ("View here" or "shop now") and link to your card product details page (PDP) within your caption. On Instagram, you won't be able to include a clickable URL in the caption, so we recommend posting the link in your profile bio; then, within your caption, write, "Head to the link in my bio to shop!"

5. INCORPORATE A MINTED PROMOTIONAL COUPON.

Include a message about Minted discounts and coupon codes, which you can find [here](#). After all, who doesn't like to save money? Be sure to state that the coupon code last for a limited time, and include the deadline date.

6. GET PERSONAL.

People follow you on social media because they want to know more about YOU. In addition to the flat lay imagery posts, consider creating content that tells even more of your story as a creative. What's a typical day in your life? What inspires your work? Give your followers a glimpse into who you are as an artist, and be authentically you.

BRINGING IT ALL TOGETHER - SAMPLE SOCIAL MEDIA CAPTIONS

Inspired by my favorite pine trees, I hand-painted this holiday card design for @Minted. Get [percentage]% off my card or any Minted holiday cards when you use this code [enter code] at checkout. Click the link in my profile to shop my card. #MintedHoliday #MintedArtist

Get 25% off save the dates at [minted.com](#) if you order by [XX date]. Use [enter code] at checkout. Order my card at [insert URL]. #MintedWeddings #MintedArtist

Ends [XX date] night! Get [percentage]% off my @minted holiday cards with this code: [enter code]. Order my holiday card here: [insert URL] #MintedHoliday #MintedArtist

A FINAL NOTE

If a blogger or media brand/publisher contacts you to ask if they can feature your flat lay imagery on their site, please contact artists@minted.com to let us know. The Artist Relations team will relay the message to Minted's PR team to assist you.