

The fun and easy way to
do something like a pro

iCreate

iCreate editor

FOR DUMMIESTM

**Our Tips
and Tricks**
to create your
**Perfect
Campaign**

One solution for
all your
digital marketing
needs





Hi ,my name is Dana,
and I'm a designer at iCreate.

iCreate is you one solution for all your digital marketing needs. A Complete platform designed for advertisers and digital agencies to Create digital assets, analyze, manage, engage, personalize.

Part of creating a marketing campaign is having an amazing landing page, and that begins with our amazing editor. There you can create your digital assets, design them and take your first step in boosting forward your brand.

With all that said, I know that learning how to use a new platform is hard, so I compiled a few tips and trick to ease in your way into our editor.

With those tips and tricks, it will be that much easier for you to create your amazing campaign.

Have any more issues?
Feel free to contact us at:
support@icreate.marketing

I wish you good luck, and may you have many amazing campaigns in your future.

Dana,
iCreate design team.

What tips and trick I am giving you:

Preparing your campaign

4 / Project Font

5 / Build order

Building your campaign

6 / Text space

7 / Pane

8 / Tabs

9 / Float

10 / Anchors

11 / Rich text

Forms

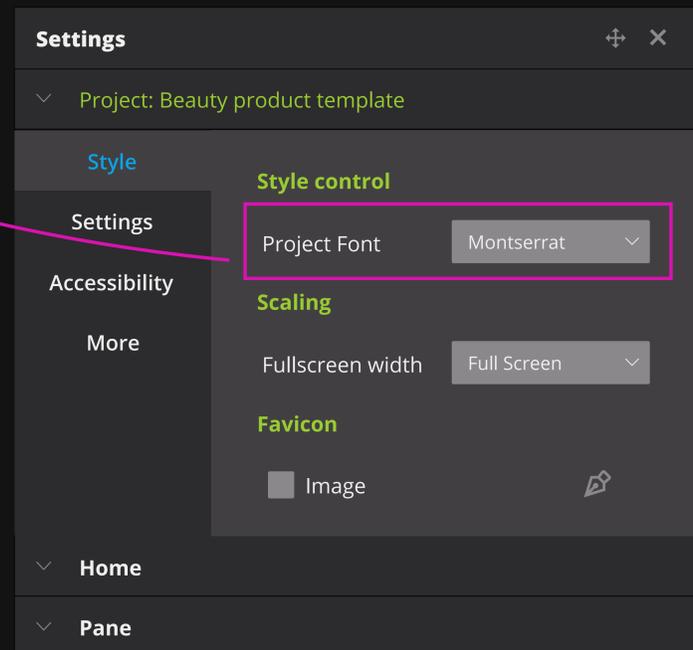
12 / Building forms in PANE

13 / Form field names

Project Font

When approaching a campaign, make sure to set your **campaign font**.

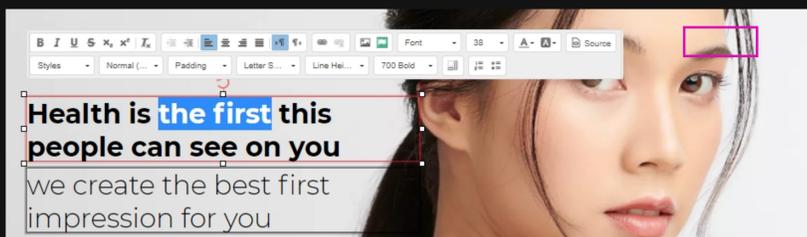
The **campaign font** controls automatically the fonts for your text boxes, buttons and form field. It will save you time in defining every text separately.



! Note

Campaign font will automatically take effect on texts, but it will change if you set a different font from the built-in text editor.

So always make sure to set your campaign font first thing.



★ Pro tip

In the iCreate editor you can upload and embed any web-font you have. The font you upload is under your brand, and will show on the font list in any digital asset you open under that same brand (without needing to upload the font for each campaign separately).

For more info about how to upload you font:

 https://hdpro.co.il/Documents/Upload_Font_ToBrand.pdf

Build order

Wish to have a faster campaign with better scores on google?
Know how to **build** it in the right **order**!

By building your campaign from the top to bottom, you ensure that the HTML behind the scenes is ordered correctly.

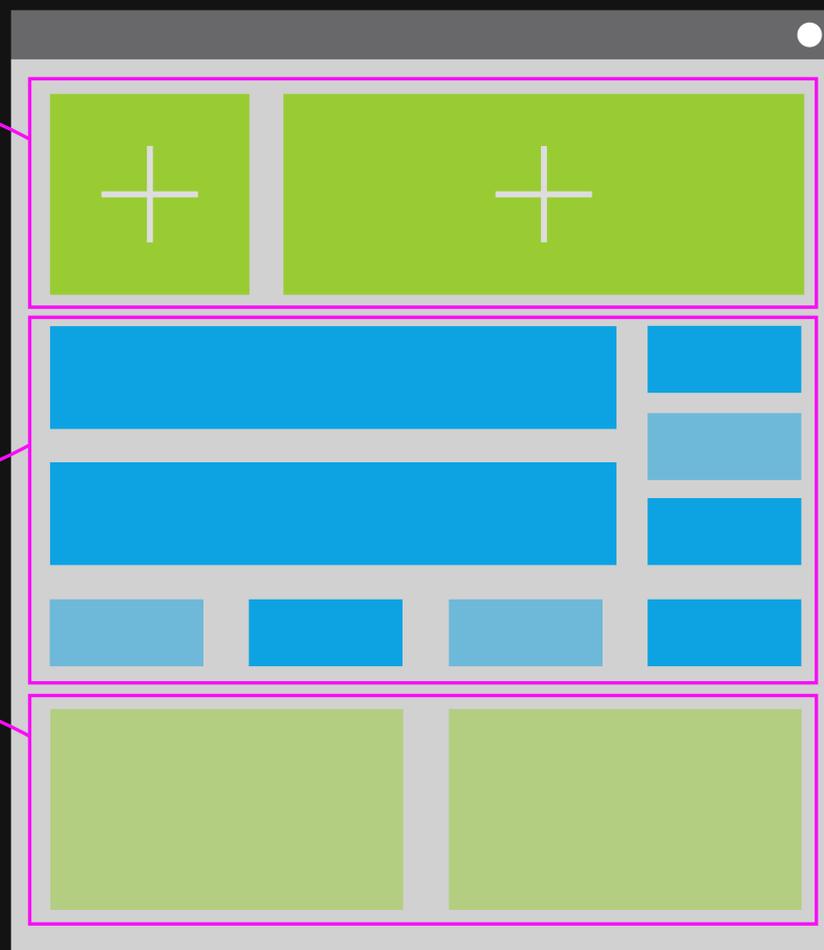
Each campaign you approach, make sure you have in mind the right order to build it in.

If this is your designed campaign:

Make sure to drag those items first

Then you can insert the features that go here in their order

And lastly the features that go in the bottom of the page



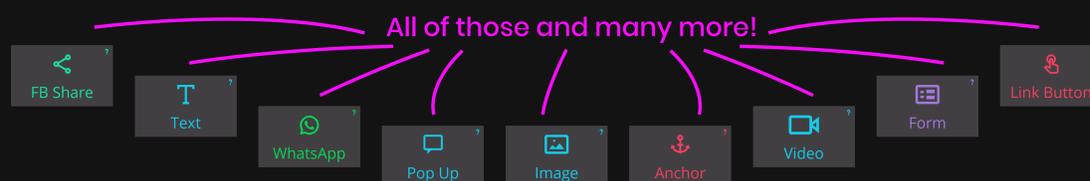
Build your campaign from top to bottom

Pro tip

Pro designers, want to know how I build my campaigns in a fast and easy way?

To make sure my design is on point, I always design it first in any design program (Adobe / Figma etc.). When I'm happy with the design, I upload to the iCreate editor a background image of the finished design (with text and all).

Now I can start adding the features I need from our Drag & Drop top menu; including texts, images, videos, forms and all you need for you amazing campaign.



Text space

This is a way to avoid disrupting your text setting.

When inserting a text feature (applies also to form fields and buttons), make sure to **enlarge** the **text area**.

Headers

 Don't

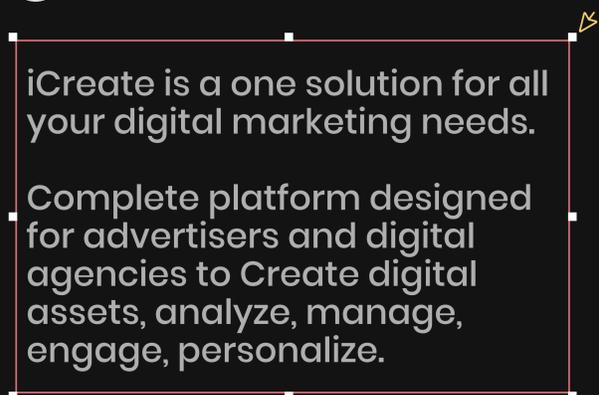


 Do

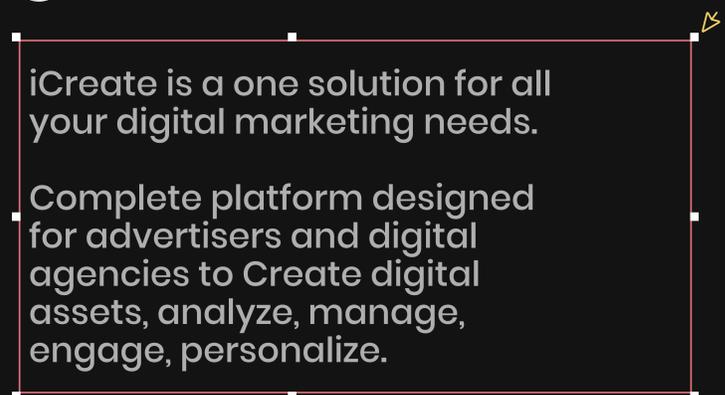


Paragraphs

 Don't



 Do

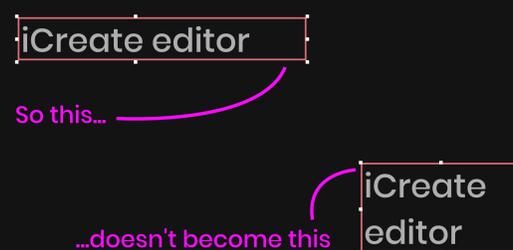


Note

Why is it important?

Every browser interprets the text a little differently. So to make sure the text stays exactly the way you planned it, you should give it a little extra room.

It's especially important for to make sure IOS users have the right experience.



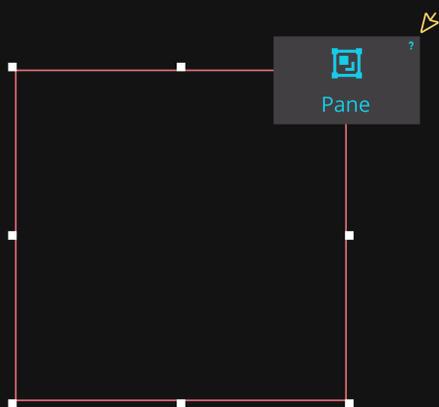
Pane

Our **PANE** is a way for you to create groups for easier designing.

The element **PANE** is basically our way to group elements. Once the elements are in the **PANE**, it's easier to move them around, copy them and adding them to your library.

How to use it?

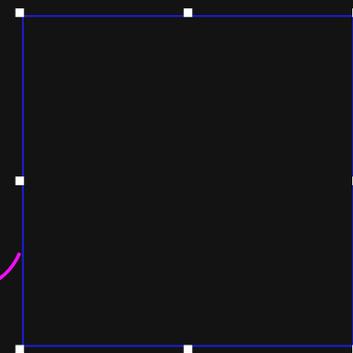
1. Drag the **PANE** element



2. **This step is very important.**

Make sure to **double click** the **PANE**, and only when it has the blue border, then you are in editing mode and can start adding features.

The blue means editing mode



Pro tip

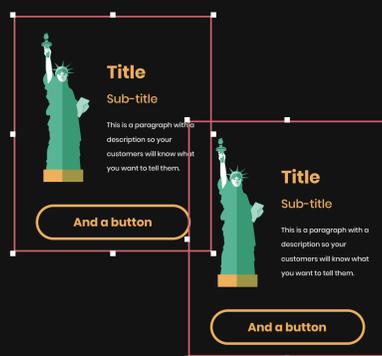
This is a Pro-Tip to help you save time and effort

When creating a landing page/mini-site with a bunch of different products or items, the PANE feature will help you.

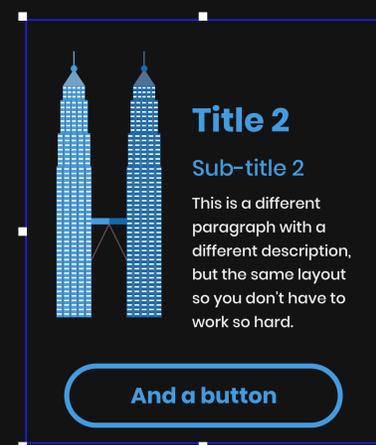
1. Create the first item in a PANE



2. Copy PANE



2. Now you can edit the new PANE with a different product without it affecting the other items.



Note

What can you do with the PANE?

A PANE can hold anything you wish; texts, videos, galleries and tabs, forms, pop-ups and more.

Tabs

Tabs and **Gallery** are a way for you to showcase your products or images in a simple way.

Tab buttons

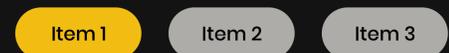
"**Tab buttons**" are a way for the user to shift between different tabs, that you can design in any way you like. Here are some examples:



they can be circles (or any shape)



they can be images with an opacity version



they can have texts and colors on them

Tab panel

"**Tab panel**" is where you design what the tab contains. Tab panel can contain whatever you like; texts, videos, galleries and tabs, forms, pop-ups and more.



Just like a PANE, **double click** a tab panel to make sure you enter editing mode (blue border)

! Note

Wish to delete a tab panel?

If you want to delete one panel, and not the whole Tabs / Gallery, make sure to select the **tab button** and delete it (and **NOT** the panel itself).

★ Pro tip

Selected state

Unlike other buttons (Pop up or link buttons), the Tab / Gallery buttons have a third style state: **Selected state**.

Don't forget to design that one too!

Float

Float, or **Sticky**, is to enables objects to follow your user during scrolling.

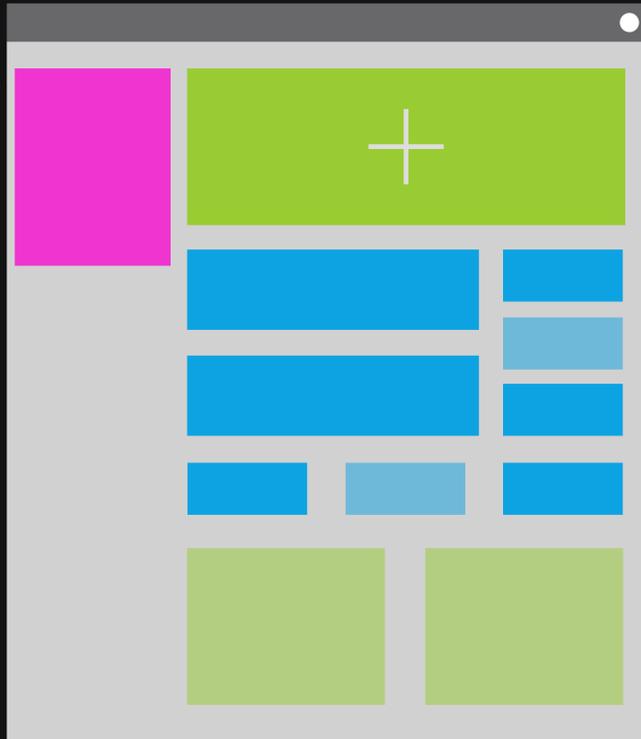
Types of floating

1. In place

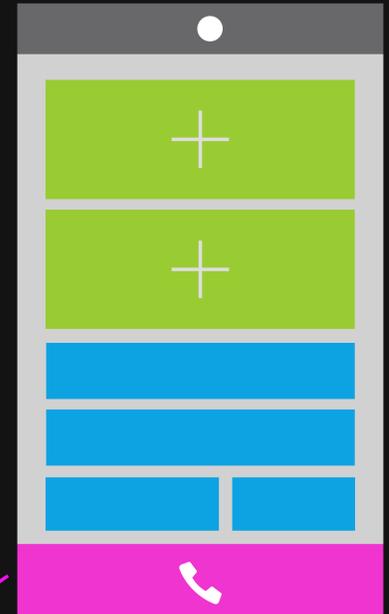
The object will stick to the exact location it is according to the L (left) and T (top) of it (see style settings).

For example:

The pink object will follow the user when he scrolls down. It is useful for desktop floating forms.



2. Bottom



Any object will stick to the bottom of the users screen.

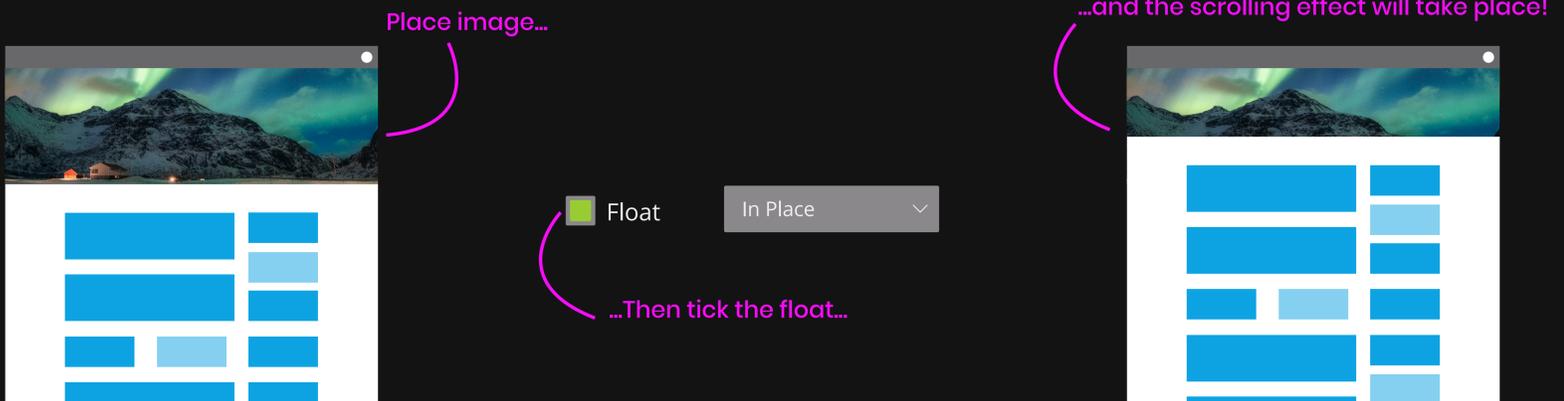
For example:

It is useful in mobiles to have an easy to access "call button" or a pop up with the form in it.

Pro tip

Complex scrolling

With floating you can create a cool scrolling effect, where the first fold stays fixed and the rest of the website scrolls over it. Place your image at the top and arrange it to "send back". Then tick the "float" button to "in place", and let the magic happen!



Complex scrolling: Pro-Pro-Tip!

If you want to place also text on the image, just put everything (images and texts) in a PANE, and follow the same instructions above.

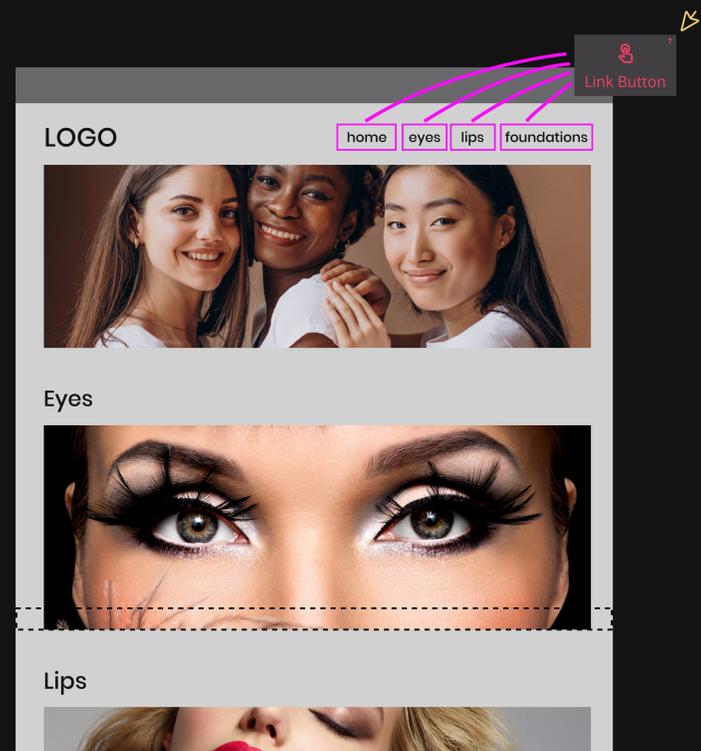
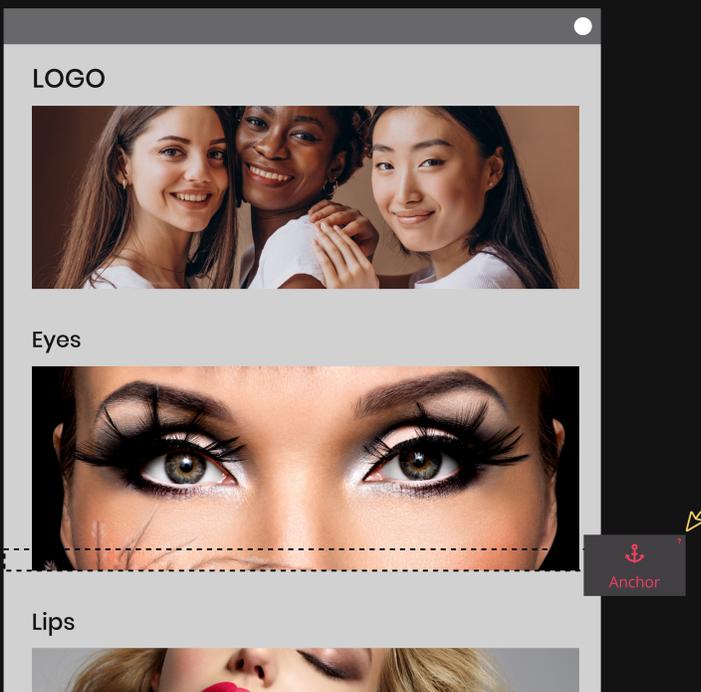
Anchors

Anchors are basically in-page links.

If you want to create a one-pager, it's easy with **anchors**. Place anchors, add a link button and set it to the right **anchor**.

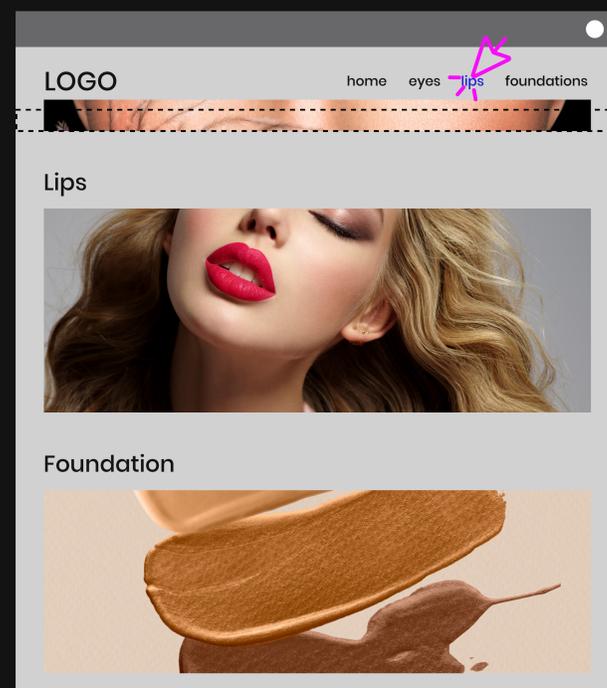
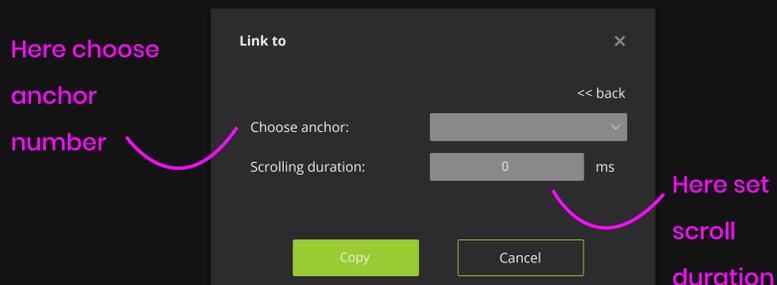
1. Place your anchors (they are invisible to the users, only you can see them while editing)

2. Place your link buttons where you need them



3. Set the link button to "Anchor", select from the list the correct anchor number and define the duration of the scrolling effect

4. On click the user will be referred to the right anchor



Rich text

Rich text are used when having buttons.

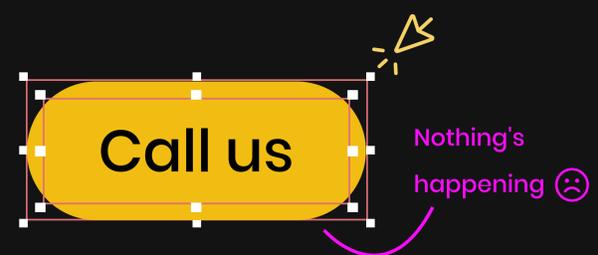
When using buttons (link, pop up, submit etc....), it's important to use the Rich text function in the buttons settings.

Why is it **SO** important?

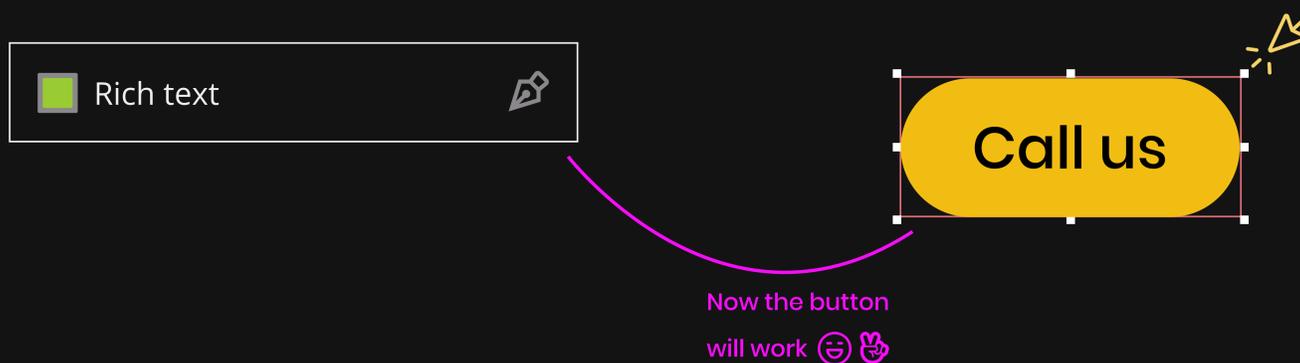
1. Say you place a buttons, and on that you place your text...



2. In the published site you'll notice the button isn't clickable. It's because the layer of the text is above the button's and disables it.



Rich text allows you to have text on your button without disabling its function



! Note

Why do I use Rich text over all my landing pages and mini-sites?

When creating landing pages and mini-sites, I tend to always use rich text as much as I can, for a couple of reasons:

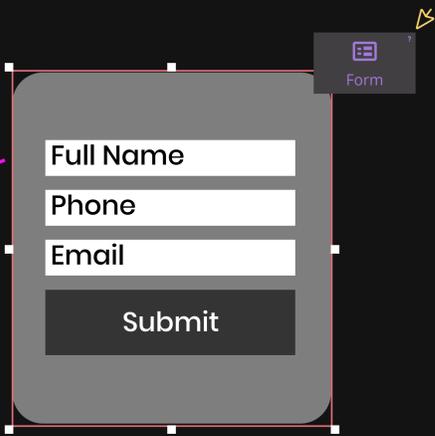
1. It allows the accessibility function to read the texts, and allows Google and search engines to scan your site.

2. It allows you to create fast changes on your site (sale updates, price updates etc....).

Building forms in PANE

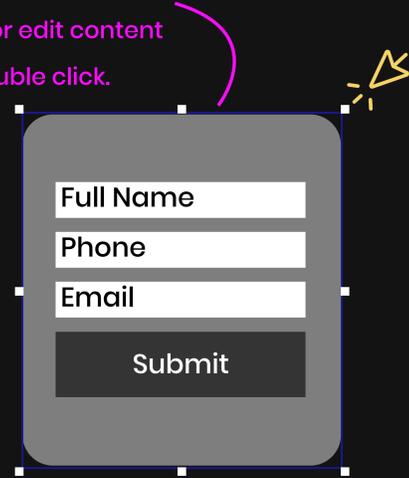
To make sur your lead contact information arrives to your CRM intact, make sure to always enclose your forms in a PANE.

The form object is already in a PANE, so no need to put it in one



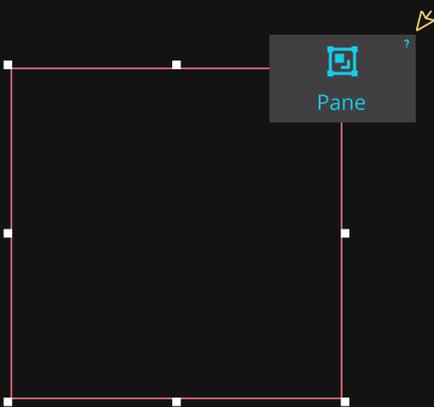
DON'T FORGET:

The form will act like a regular PANE, so to add or edit content make sure to double click.

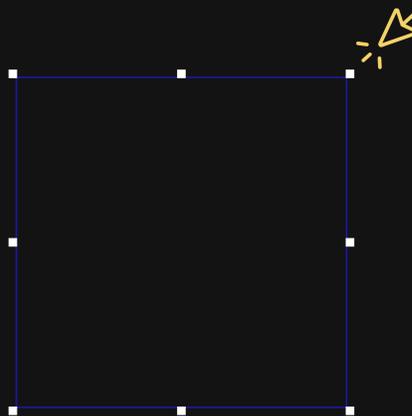


You can also build a form from scratch, it's super easy!

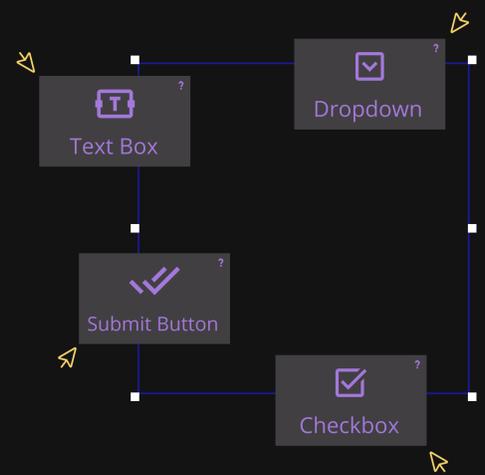
1. Drag a PANE object



2. Double click to edit



3. Now you can add whatever you need for your form



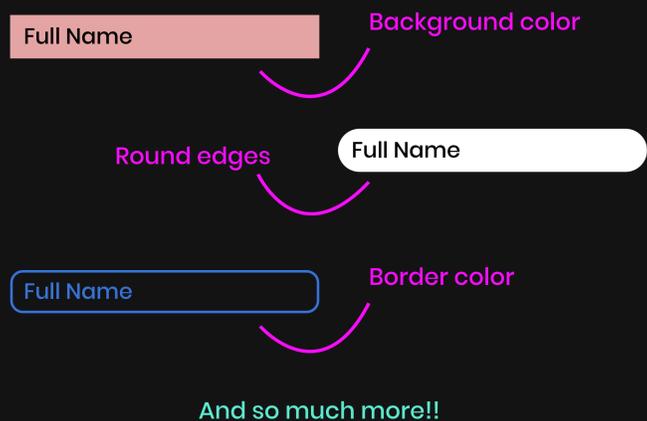
Pro tip

Stylizing your form

To create special and unique forms, you can use simple text objects behind your form objects to style your form.



Free style them:



And so much more!!

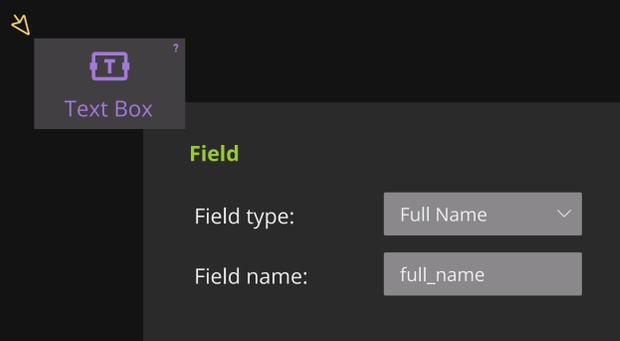
Form field names

Getting your contact lead just right is important for you to help advance your brand.

Having your **form field names** right will help you get the contact lead right in your CRM, and will help avoid any mistakes.

Basic form field names

The basic form text-field come with the name in their pre-set, and in no need of changing.



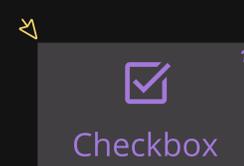
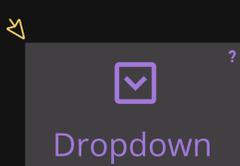
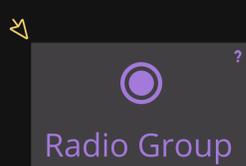
Those form fields have a pre-set name, and don't need changing:

- ✓ Full name
- ✓ First name
- ✓ Last name
- ✓ Phone
- ✓ Email
- ✓ City (can be changed **IF** needed)
- ✓ Address (can be changed **IF** needed)
- ✓ Notes

Unique form field names

For fields that are unique, need to have a unique name you give them so you can easily recognize them in your CRM.

When using any of the following form fields, make sure to give them a unique name



! Note

Text form field; Other

The only text field type that needs a unique name is the **OTHER**.

So, when setting a text form field type to **OTHER**, make sure to also give it a unique name

