

Promo Kit

UPDATED MAY 2021

Promoting and selling
your product or service
on Spouse-ly





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Brand Guidelines

Your seller profile allows you to add a logo and branded banner. If none are added, the ones you see to the left will be used.

01

Banner Image

Horizontal image or graphic expanding upon your brand

1380px x 400px, 72DPI minimum

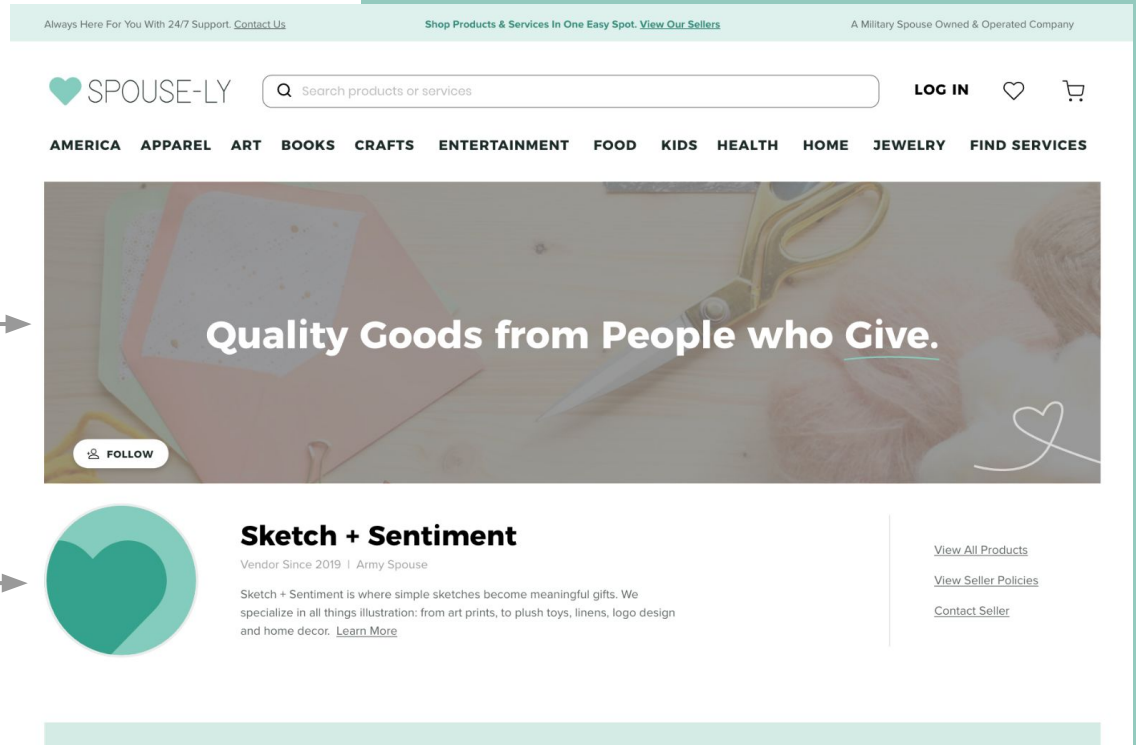


02

Profile Image

Centered logo or image in a square, minimum 600px x 600px

Will be cropped into a circle for your Seller page, so leave space on each side of the image



Brand Guidelines

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03

Brief Summary

No more than two sentences, include your primary products, location, and tagline or mission if applicable.

The screenshot shows a seller profile on the Spouse-Ly platform. At the top, there are three navigation links: "Always Here For You With 24/7 Support. [Contact Us](#)", "Shop Products & Services In One Easy Spot. [View Our Sellers](#)", and "A Military Spouse Owned & Operated Company". The main header features the "SPOUSE-LY" logo with a heart icon, a search bar with the placeholder "Search products or services", and links for "LOG IN", a heart icon, and a shopping cart icon. Below the header is a horizontal menu with categories: AMERICA, APPAREL, ART, BOOKS, CRAFTS, ENTERTAINMENT, FOOD, KIDS, HEALTH, HOME, JEWELRY, and FIND SERVICES. The main banner area has a background image of a desk with a pencil, scissors, and paper. The text "Quality Goods from People who Give." is centered in white. A "FOLLOW" button is located in the bottom left of the banner. Below the banner is a circular profile picture of a teal heart. To the right of the profile picture, the seller name "Sketch + Sentiment" is displayed in bold, followed by "Vendor Since 2019 | Army Spouse". A short description follows: "Sketch + Sentiment is where simple sketches become meaningful gifts. We specialize in all things illustration: from art prints, to plush toys, linens, logo design and home decor. [Learn More](#)". On the far right, there are three links: "View All Products", "View Seller Policies", and "Contact Seller".



Brand Guidelines

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04

Full Description

5-10 sentences describing your primary products, where you are based, what makes your shop unique, and your experience as a military spouse if you'd like to share.

05

Personal Images

You can also upload images as part of this description. All images should be 72DPI minimum.

LEARN MORE

About Sketch + Sentiment

SELLER SINCE
2019

AFFILIATION
Army Spouse

[Featured Families Story](#)

[Contact Us](#)

Sharing a piece of home with loved ones overseas.

After being a Navy Wife for 8 years, I was finally faced with my first deployment. I spent months learning all I could about deployment life and prepared myself, my family, and my home the best I could before my hubby left.

One thing I didn't prepare was my care packages! I knew going into the deployment I would need to send the first care package out pretty quickly since mail can take a long time to get our service members but a week after my hubby left, I was scrambling to come up with a theme for the box and to fill it up with goodies.

Although the first care package was super rushed, I quickly learned that I loved creating cute and fun boxes for my hubby to open. I knew they would brighten his day and he would get a kick out of the silly sayings.

[Read More](#)



Image Caption



CONTINUED

Seller Page Policies

04

Brand Policies

SHIPPING

Should include expected lead time for ship out day, if expedited shipping is available, if only ship within continental U.S., etc.

REFUNDS

Include guidelines like must be unworn or in original packaging. Remember to include a return period, such as only accepted 30 days after purchase.

CANCELLATIONS / RETURNS

Include statements like orders can not be cancelled but that can be returned within 30 days (or) cancellations will be accepted within 24hrs of purchase.



Product Image Guidelines

1. Square images are recommended, minimum of 1000px x 1000px at 72DPI
2. Take pictures that are clear, simple and use proper lighting. When in doubt use a light grey or white background.
3. Use props to enhance your photo or show your product(s) being used to provide more context such as scale.
4. Use multiple angles or varying shots of your product to properly showcase the dimension and scale. A minimum of 2-3 images is preferred.
5. Provide a closeup of your product(s) for shoppers to get a sense of detail.



Product Guidelines

Title Description

Keep your title description short so that shoppers know exactly what product you are selling and can find easily via search.

Add Variations

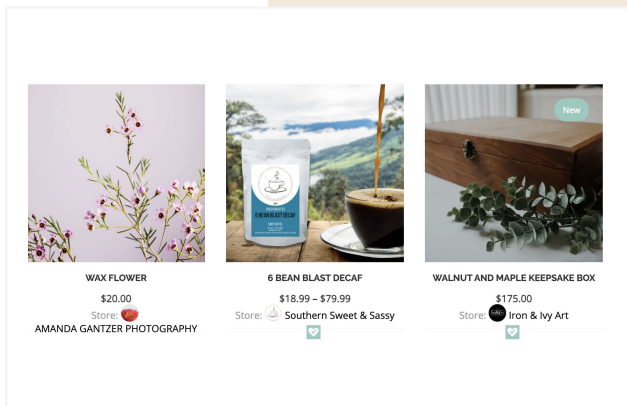
Include any variations of your product such as different color, size, custom options and more.

Add Keywords




Each listing should include proper tagging and keywords. This is the best way to ensure shoppers will find your product as they search.

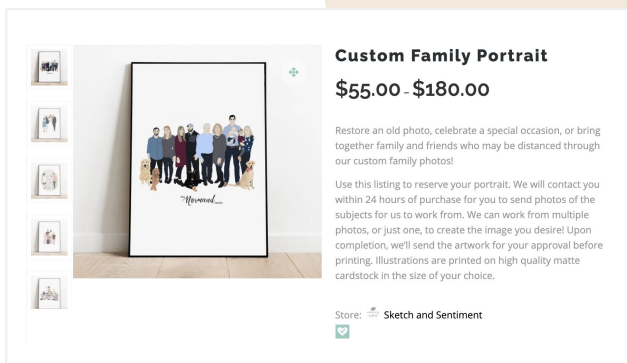
More Details

Add detailed information in the main description area such as what makes your product unique, materials used, turnaround time, customization and more.



Three product listings are shown side-by-side. Each listing includes a product image, a title, a price, and the store name.

- WAX FLOWER**
\$20.00
Store:  AMANDA GANTZER PHOTOGRAPHY
- 6 BEAN BLAST DECAF**
\$18.99 - \$79.99
Store:  Southern Sweet & Sassy
- WALNUT AND MAPLE KEEPSAKE BOX**
\$175.00
Store:  Iron & Ivy Art




A listing for a Custom Family Portrait. It features a large image of a family portrait and a smaller image of a framed portrait. The listing includes a title, price range, and a detailed description.

Custom Family Portrait
\$55.00 - \$180.00

Restore an old photo, celebrate a special occasion, or bring together family and friends who may be distanced through our custom family photos!

Use this listing to reserve your portrait. We will contact you within 24 hours of purchase for you to send photos of the subjects for us to work from. We can work from multiple photos, or just one, to create the image you desire! Upon completion, we'll send the artwork for your approval before printing. Illustrations are printed on high quality matte cardstock in the size of your choice.

Store:  Sketch and Sentiment



Social Media Recommendations

General About Spouse-ly Boilerplate

Check out my products on the fastest growing woman-owned marketplace. Shop goods from families who give. Spouse-ly is dedicated to showcasing the amazing goods and services of military & first responder families.



Now Selling on Spouse-ly

SHOP NOW



Social Post Example

Check out my latest line, available only on Spouse-ly! Spouse-ly is an online marketplace to purchase goods from families who give. Supporting military spouses, veterans, and first responders.

Find your new favorite products, shop Spouse-ly!

View products ▶

(Spouse-ly.com/sketchandsentiment)





Additional Tips

Further opportunities to grow your shop.

01

Limited Time Offers

Create LTOs or on-Spouse-ly only products. This gives a unique opportunity to diversify your offerings and cater further to the Spouse-ly audience.

02

Reviews

Ensuring you're asking for reviews for each product as part of your customer communications, this gives your products further validation.

02

Upsell

Make it easy, for example, if you sell photography, also sell a framing option, or offer gift wrapped.





Thank You for Selling on Spouse-ly!

support@spouse-ly.com

[#shopspousely](https://www.instagram.com/shopspousely)

