



# GUIDE

## PROMOTIONS

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### DESIGN GUIDE ▲

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Required images and sizes

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[easypromosapp.com](http://easypromosapp.com)

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# CREATE

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PROMOTIONS

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WITH 100 %

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RESPONSIVE DESIGN

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The design of the Easypromos campaigns is **100% responsive** and always adapts to the screen resolution. In this guide we present the specifications of the different images that are present in a campaign to ensure an optimal view in any device. It is not necessary to create specific images for each screen resolution.



We first present the specifications of each image: the main images, which are common in all promotion types, and the specific images of each mechanics. Finally, you will see an annexed, where an example of each image is displayed in the corresponding screen.

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# A

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## MAIN IMAGES

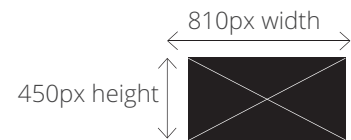
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### 1 Landing image

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**Size:** 810 x 450px

**Situation:** Landing page.



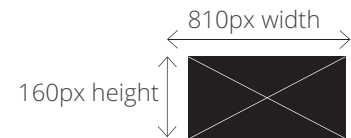
### 2 Header image

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**Size:** 810 x 160px

**Situation:** Situation: Registry form and entries list.

**Detail:** This image applies to both pages.

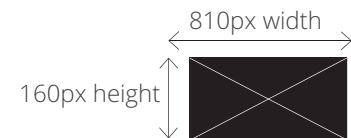


### 3 Final image

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**Size:** 810 x 160px

**Situation:** Thank you page, Quiz results and Non-winners page (Instant Win promotions).

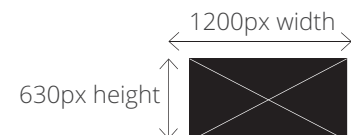


### 4 Viral image

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**Size:** 1200 x 630px

**Situation:** This image is displayed when sharing the promotion.



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# B.

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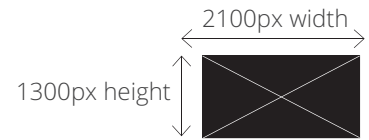
## PROMOTION BACKGROUND

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background

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**Size:** 2100 x 1300px



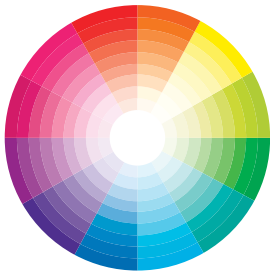
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### **1** Color

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Single solid color.  
RGB. Hexadecimal colors.

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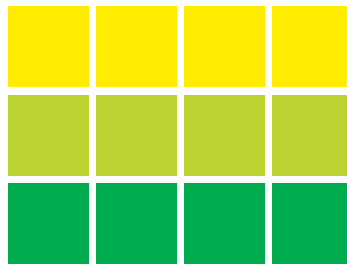
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### **2** Repeated Image

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Border with a repeated  
image pattern.

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### **3** Single Image

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A single background image.

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## ADDITIONAL INFORMATION

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Check this **tutorial** to learn how to  
correctly set up the promotion  
background.

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GO TO TUTORIAL

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# C

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## DO YOU WANT TO LAUNCH A QUESTIONNAIRE? (QUIZZES, MULTIPLE-CHOICE, TESTS, SURVEYS AND PREDICTIONS)

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The Quiz Editor allows administrators to visually create the design of each screen of the Quiz. This means that there are multiple combinations of layouts to present the different screens.

A Quiz can have the following **3 types of images**:

- 1** Supporting image for the question in landscape layout.
  - 2** Supporting image for the question in portrait layout.
  - 3** Images for each answer.
- 

The system is designed so that with a single specification of each of these images, they automatically adapt to any layout and any screen resolution. We indicate below the **3 guidelines** to correctly design these images:

- 1** All images designed for the Quiz have to be 810px width.
  - 2** The height and proportions of the images can be freely decided by the administrator.
  - 3** We recommend that all images for the answers have the same proportions.
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### ADDITIONAL INFORMATION

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Check the **annexed** to see an example of each of these 3 images.

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# OPTIONAL

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DO YOU WANT TO SET UP CUSTOMIZED FINAL MESSAGES?

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With the questionnaires you can define customized final messages based on the answers of the participants. There is the image that the user will see on screen and also the image they can share:

## 1

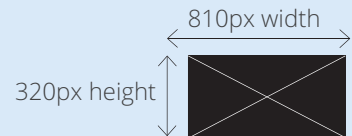
Image for **the final message of the questionnaire**

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**Size:** 810 x 320px

**Situation:** Thank you page.

**Detail:** Image displayed for each of the final messages defined.



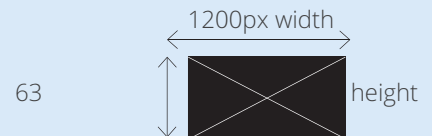
## 2

Viral image for **each final message of the questionnaire**

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**Size:** 1200 x 630px

**Situation:** This image is displayed when sharing the final message of the questionnaire.



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# D.

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DO YOU WANT TO GIVE A COUPON?

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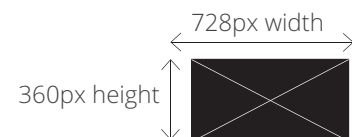
## 1

**Coupon** Image

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**Size:** 728 x 360px

**Situation:** Thank you page.



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# E.

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DO YOU WANT TO GIVE AWAY PRIZES VIA INSTANT WIN?

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## 1

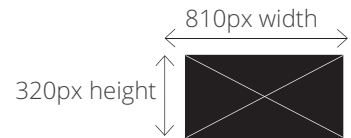
Image for **winners**

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**Size:** 810 x 320px

**Situation:** Thank you page.

**Detail:** This image replaces the final image.



## 2

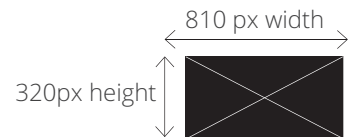
Image for **non-winners**

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**Size:** 810 x 320px

**Situation:** Thank you page.

**Detail:** This image corresponds to the final image.



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# OPTIONAL .

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DO YOU WANT TO DEFINE A VIRAL IMAGE FOR  
EACH INSTANT WIN?

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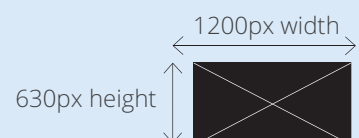
This is the image that users can share when they win one of the instant win prizes.

Image to **share**

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**Size:** 1200 x 630px

**Situation:** This image is displayed when sharing the prize won via instant win.



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# F.

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ARE YOU GOING TO CREATE A GROUP?

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## 1

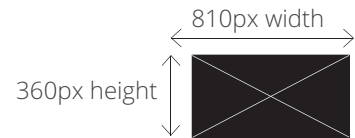
### Header Image

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**Size:** 810 x 360px

**Situation:** Landing page of the Group.

**Detail:** Image that represents the Group of promotions.



## 2

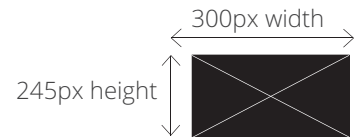
### Image for individual promotions

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**Size:** 300 x 245px

**Situation:** Landing page of the Group.

**Detail:** Image that represents each individual promotion within the Group of promotions.



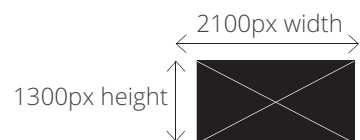
## 3

### Background Image

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**Size:** 2100 x 1300px

**Situation:** Landing page of the Group.



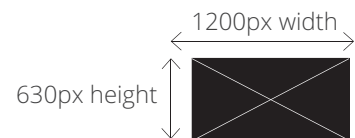
## 4

### Viral Image of the Group

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**Size:** 1200 x 630px

**Situation:** This image is displayed when sharing the Group of promotions.





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# G.

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DO YOU WANT TO PUBLISH THE PROMOTION  
AS AN APPLICATION ON A FACEBOOK PAGE?

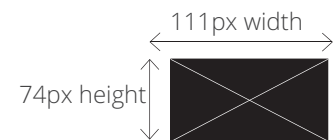
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## **1** Application Image

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**Size:** 111 x 74px

**Situation:** This image represents the application on the Facebook page.





# ANNEXED.

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Situation of the main  
images on each page  
[easypromosapp.com](http://easypromosapp.com)

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# 1.

## LANDING PAGE

### Landing image

Size: 810 x 450px

810px width

810 x 450 px

450px height

ENTER | VOTE FOR ENTRIES | TERMS AND CONDITIONS

SHARE

### Photo Contest

Easypromos Demo

This is a demo of an Easypromos **photo contest** promotion.

With photo contests you can increase engagement with your brand by encouraging clients and followers to participate via Facebook, Twitter or Instagram. Present the photos publicly in a gallery to stimulate virality.

This type of promotion is the most popular and effective. Remember, if you like, users can vote and comment on the participants' photos.

[Learn more about Photo contests.](#)

If you have any questions, get in touch with our customer service department using the following [form](#).

This type of promotion is the most popular and effective. Remember, if you like, users can vote and comment on the participants' photos.

[TERMS AND CONDITIONS](#)

Registration open until  
**12/31/2015**  
@ 16:21  
[VIEW](#)

[ENTER](#)

Last entries

[VIEW ENTRIES](#)

TAKE ADVANTAGE OF THIS TEXT TO ENCOURAGE USERS TO FOLLOW YOUR SOCIAL NETWORKS.

[FOLLOW US!](#)

[CREATE YOUR OWN PHOTO CONTESTS](#)

# 2.

## REGISTRY FORM

Header image

Size: 810 x 160px

810px width

160px height

HOME | VOTE FOR ENTRIES | TERMS AND CONDITIONS

SHARE

### Entry form

Fill out all fields and upload a sample picture. Your image will be displayed in the gallery, and it will be ready to share and receive votes.

FIRST NAME  
|

LAST NAME

EMAIL

COUNTRY

YOUR COMPANY NAME

TYPE OF COMPANY

UPLOAD YOUR PICTURE FOR THIS DEMO

Examinar... No se ha seleccionado ningún archivo.

WHY HAVE YOU CHOSEN THIS PHOTO AS EXAMPLE?

CHECK TO ACCEPT THE TERMS AND CONDITIONS OF THIS PROMOTION

I WANT TO SUBSCRIBE TO EASYPROMOS NEWSLETTER

FINALIZE

TAKE ADVANTAGE OF THIS TEXT TO ENCOURAGE USERS TO FOLLOW YOUR SOCIAL NETWORKS.

FOLLOW US!

CREATE YOUR OWN PHOTO CONTESTS

# 3.

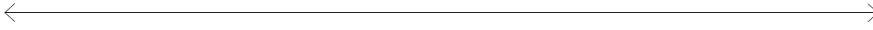
## THANK YOU PAGE

Final image

Image for winners / non-winners (Instant Win)

Size: 810 x 350px

810px width



Height: **Variable**  
Recommendation:  
**350px** height final image with text

SHARE THIS PROMOTION WITH YOUR FRIENDS: [SHARE](#)

Sorry, you haven't been lucky.  
Thanks you for trying our demo!  
You have up to 5 entries per day.  
Now that you have tried this instant win demo, it is time to discover the admin panel so you can create your own campaigns!

5 DAILY ATTEMPTS      5 ATTEMPTS LEFT

[ENTER AGAIN](#)  
[VIEW MY PARTICIPATIONS](#)  
You won on 04-11-2014, 13:45 h

[SHARE](#)   [ACCESS ADMIN PANEL](#)

[INVITE YOUR FRIENDS](#)

FOLLOW US ON FACEBOOK

[Easypromos Demos](#)  
You and 9,267 others like Easypromos Demos.

APROVECHA ESTE TEXTO PARA ANIMAR A LOS USUARIOS A SEGUIR TUS REDES SOCIALES. [¡SÍGUENOS!](#)

CREA TU PROPIA PROMOCIÓN MOMENTO GANADOR

# 3.

## THANK YOU PAGE

Final image

Image for the final message of the questionnaire

**Size:** 810 x 160px

← 810px width →

810 x 160 px

Height: **Variable**  
Recommendation:  
**160px** height final image without text

**NOW SHARE YOUR PARTICIPATION WITH YOUR FRIENDS** [SHARE](#)

**Thanks for trying our DEMO!**  
Now that you have tried this sweepstakes demo, it is time to discover the admin panel so you can create your own campaigns!

[SHARE](#) [ACCESS ADMIN PANEL](#)

[INVITE YOUR FRIENDS](#)

**FOLLOW US ON FACEBOOK**

**Easypromos Demos**  
You like this.

You and 8,267 others like Easypromos Demos.

TAKE ADVANTAGE OF THIS TEXT TO ENCOURAGE USERS TO FOLLOW YOUR SOCIAL NETWORKS. [FOLLOW US!](#)

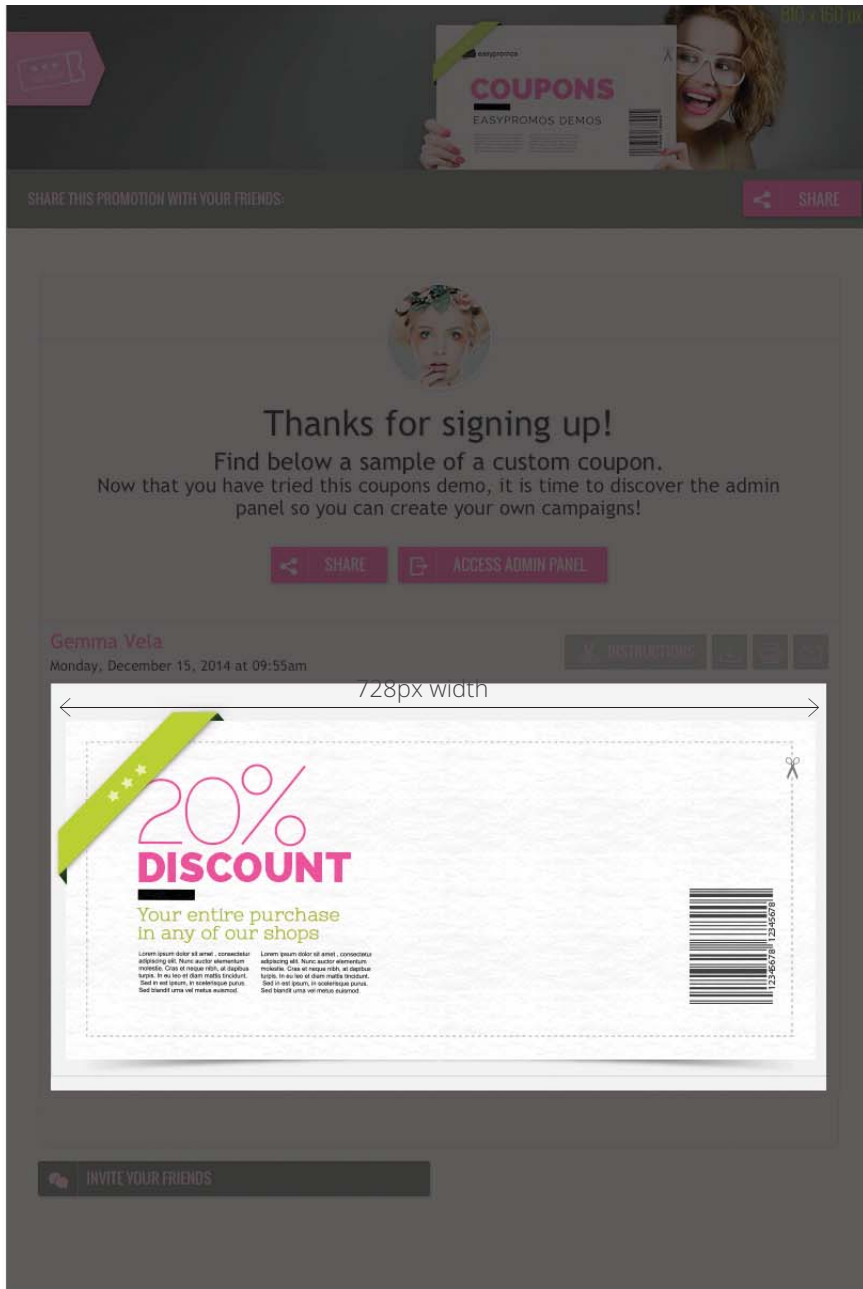
**CREATE YOUR OWN SWEEPSTAKES**

# 3.

## THANK YOU PAGE

Coupon image

Size: 728 x 360px



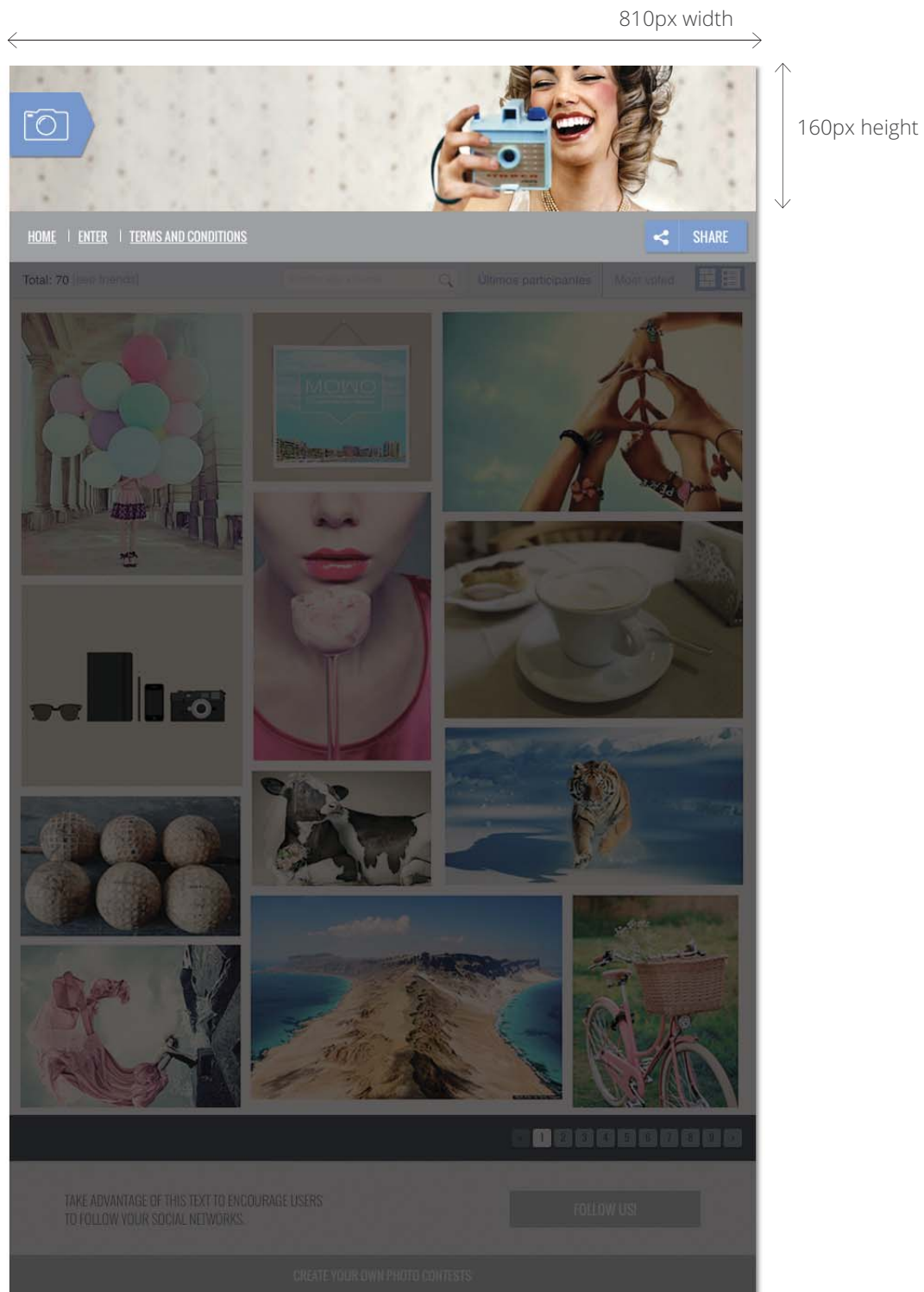
# 4

## ENTRIES LIST

### Header image

**Size:** 810 x 160px

**NOTE:** This image is the same as the header image displayed in the registry form.



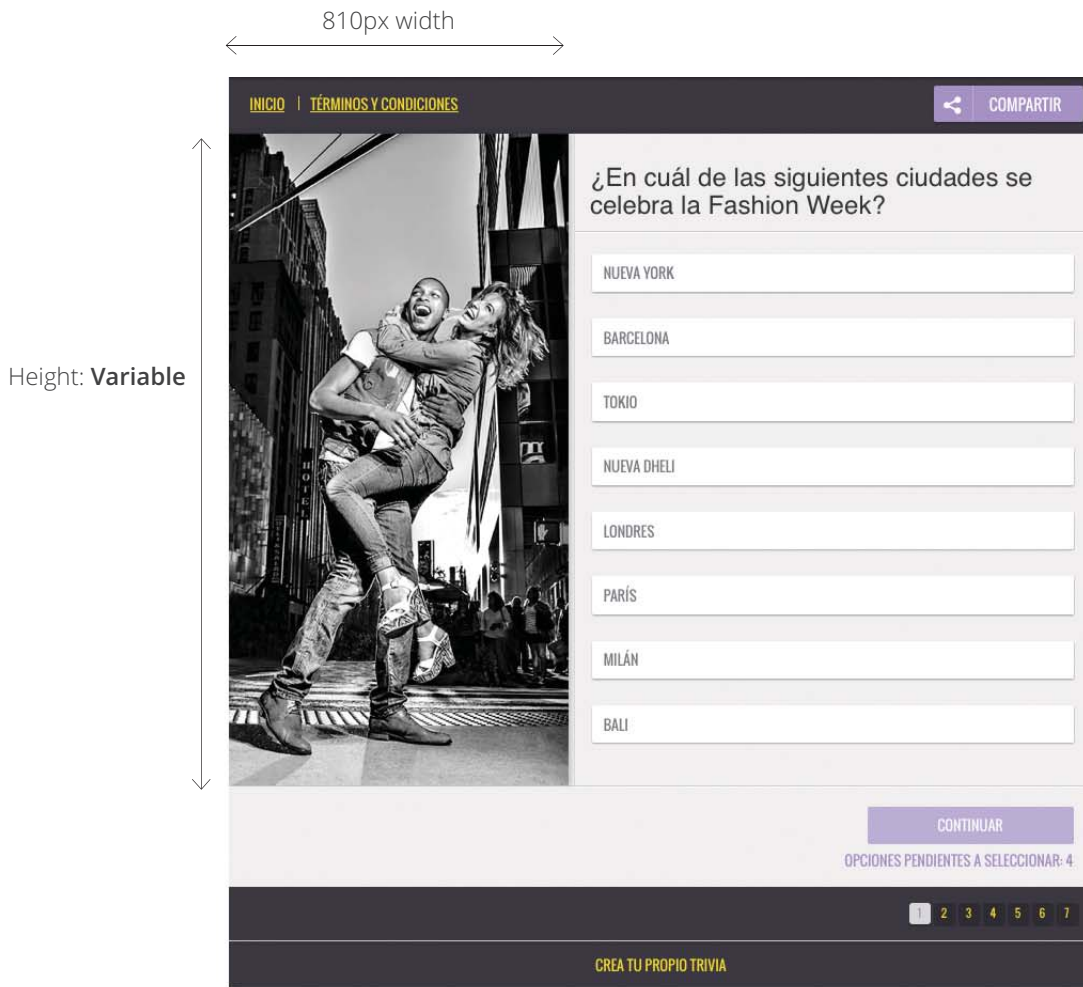


# 5.

## QUESTIONNAIRES

Supporting image for the question in portrait layout

**Size:** 810 x Variable



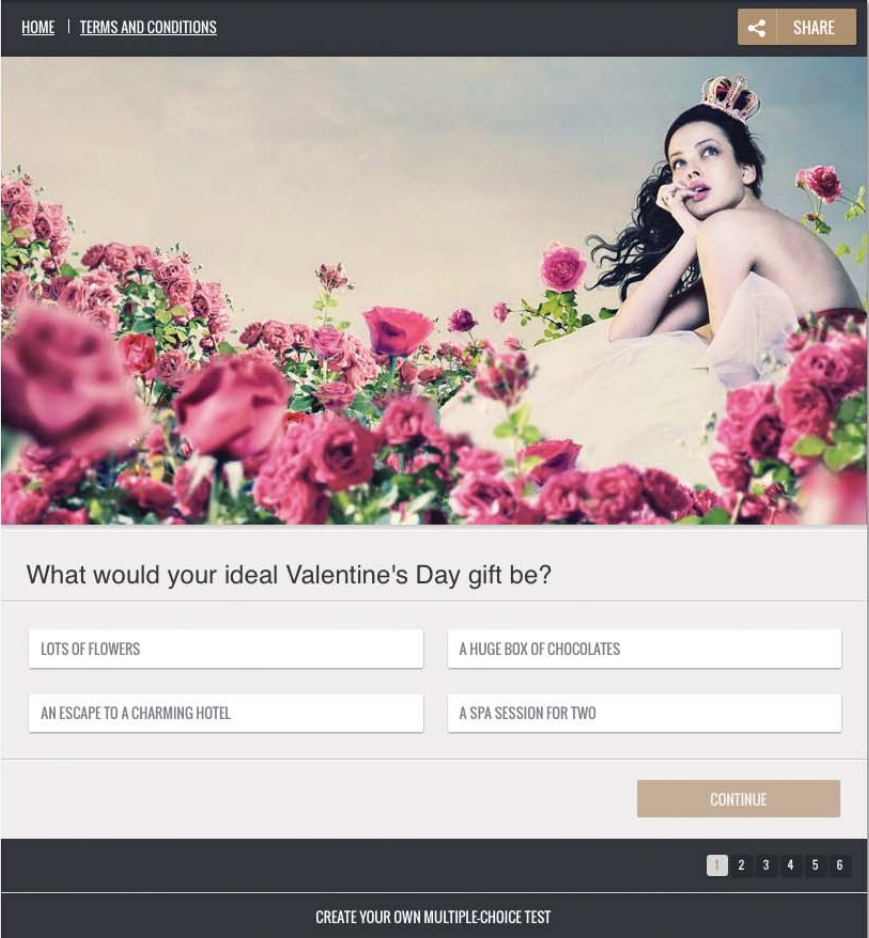
# 5.

## QUESTIONNAIRES

Supporting image for the question in portrait layout

**Size:** 810 x Variable

← 810px width →



HOME | TERMS AND CONDITIONS SHARE

What would your ideal Valentine's Day gift be?

LOTS OF FLOWERS      A HUGE BOX OF CHOCOLATES

AN ESCAPE TO A CHARMING HOTEL      A SPA SESSION FOR TWO

CONTINUE

1 2 3 4 5 6

CREATE YOUR OWN MULTIPLE-CHOICE TEST

Height: **Variable**

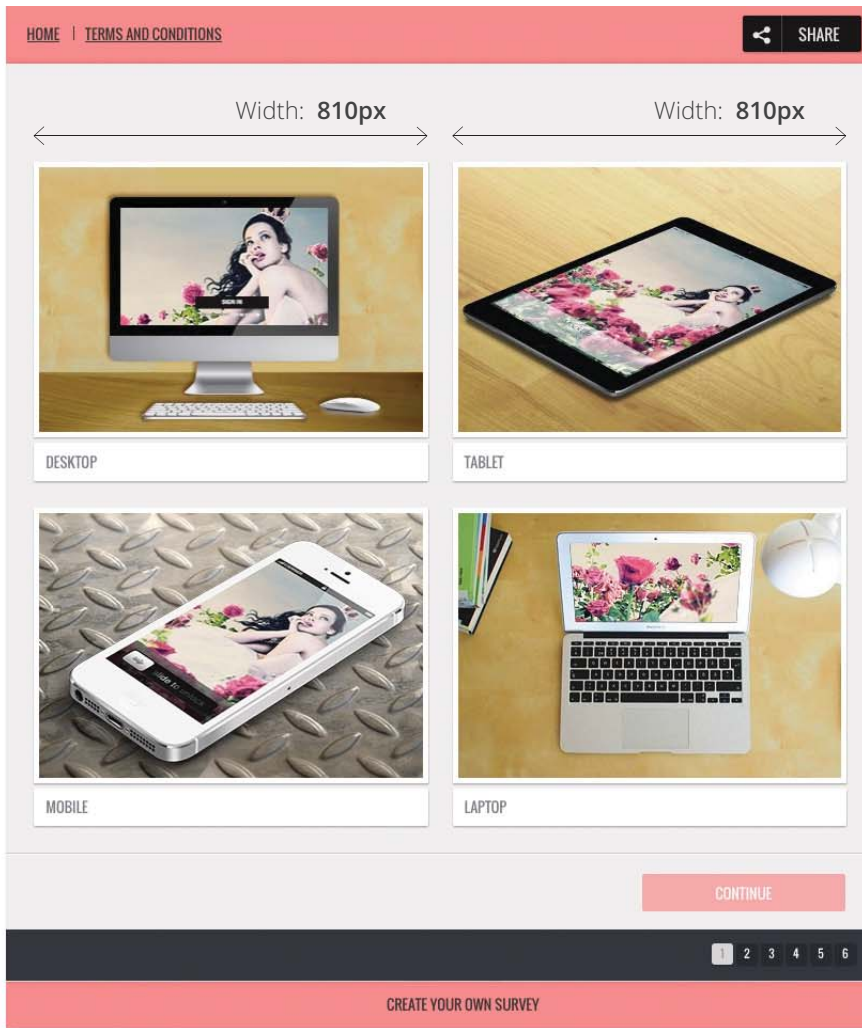
The image shows a portrait-oriented questionnaire interface. At the top, there is a dark navigation bar with 'HOME | TERMS AND CONDITIONS' on the left and a 'SHARE' button on the right. Below this is a large image of a woman in a white dress and crown, surrounded by pink roses. The main content area has a light background and contains the question 'What would your ideal Valentine's Day gift be?'. There are four white buttons with rounded corners, each containing a gift option: 'LOTS OF FLOWERS', 'A HUGE BOX OF CHOCOLATES', 'AN ESCAPE TO A CHARMING HOTEL', and 'A SPA SESSION FOR TWO'. Below these buttons is a brown 'CONTINUE' button. At the bottom of the interface, there is a dark footer with a progress indicator showing '1' selected out of 6 steps, and the text 'CREATE YOUR OWN MULTIPLE-CHOICE TEST'. Dimension lines indicate a width of 810px and a variable height.

# 5.

## QUESTIONNAIRES

Images for each answer

Size: 810 x Variable



Height: **Variable**  
Recommendation: Design all images for the answers with the same proportions and at **810px** width. The platform will automatically adapt the images based on the layout defined.

# 6.

## GROUP OF PROMOTIONS

Group of promotions

Size: 810 x 450px

810px width

450px height

**DEMOS**  
by EASYPROMOS

Sweepstakes and Direct Gifts

Photo Contest

Video Contest

Instant Win

Quiz

Survey

Multiple-choice test

Writing-based contest

Recruiters Contest

f t p

# 7.

## PUBLICATION ON FACEBOOK

Application image

Size: 111 x 74px

The image shows a screenshot of a Facebook page for 'Easypromos Demos'. The page features a navigation bar at the top with options like 'Página', 'Actividad', 'Estadísticas', and 'Configuración'. Below the navigation bar, there are sections for 'PERSONAS' (showing 8265 likes), 'INFORMACIÓN' (providing details about the application), and 'APLICACIONES' (displaying three app icons). A white overlay box highlights the 'APLICACIONES' section, with a horizontal double-headed arrow indicating a width of 111px and a vertical double-headed arrow indicating a height of 74px. The background of the page is dimmed, showing various posts and a 'Promocionar publicación' button.



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The Social Lead Generator

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crea promociones y concursos

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[easypromosapp.com](http://easypromosapp.com)