



Marketing Booster Pack

HOW TO USE INSTRUCTION
Succeeding in crowdfunding campaigns



You have downloaded the StartUP Booster set: Succeeding in crowdfunding campaigns. **It consists of three folders:**

- **Read Me First**

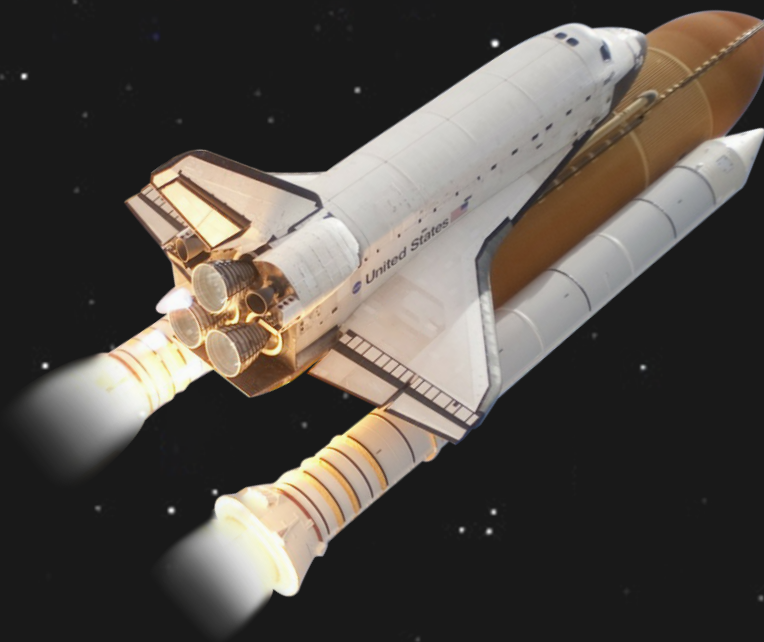
- **How To Use**

- guidelines
- short ebook

- **Products**

- 2 landing page templates
- 1 pop up template
- 1 newsletter template

**If you haven't read the 'Read Me First' file,
please start there.**



If you use Landingi platform to create a landing page

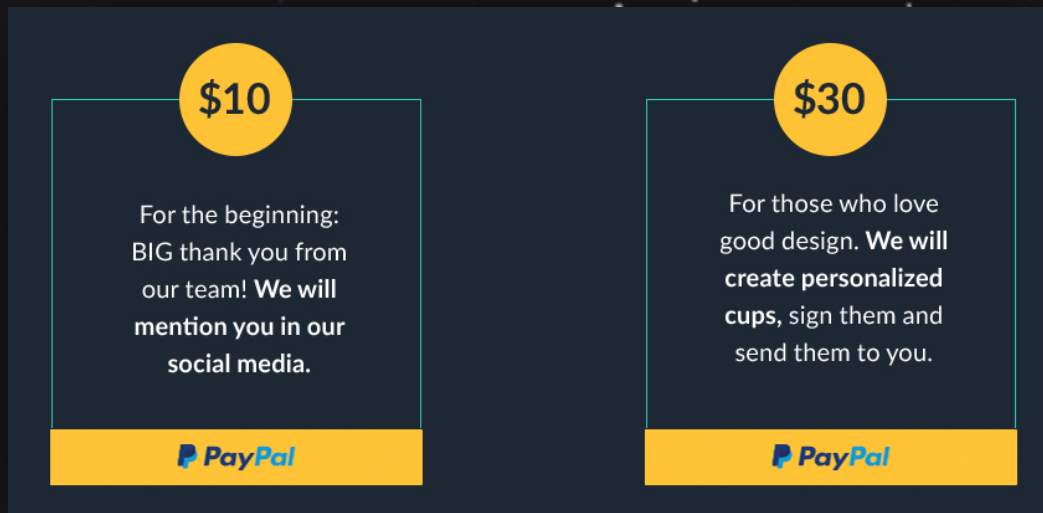
– **see I.** Using Landingi platform.

If you use another platform or tool to create a landing page

– **see II.** Using other platform.

I. Using Landingi platform

1. Re-zip downloaded file. It consists of three folders.
2. In the Product folder you will find all templates – for this case you will need the one in a .landingpage format.
3. Log in to your Landingi account <https://www.landingi.com/> or create one with a 60-day free trial [HERE](#).
4. After login to the Landingi dashboard, press 'Create a new landing page' button located in the upper right corner.
5. In a pop up window choose the second option by clicking 'Upload a .landingpage file'.
6. Find your unpacked files and choose the one in a .landingpage format. You can choose one of two templates, depending on your goal:
 - support on the landing page
 - redirecting to Kickstarter
7. When the template is imported, press 'Edit'. You will be redirected to Landingi editor.
8. Landingi allows you to integrate the payment with PayPal service easily. To learn how to do it, see our tips [here](#) and [here](#). Integration is crucial, because the import of a template itself will make it look like this:



9. Now you can edit any element on your landing page, both on desktop view and mobile view. Remember about adjusting the Thank You Page as well.
10. Click 'Publish' and it's ready! Don't forget about changing the URL to your domain in the dashboard.
11. To create a pop up, in Landingi dashboard choose a 'Popups' tab located in a left sidebar. Then, press 'Create new pop up' button and choose 'Upload .popup file'. Then, repeat the same steps as when importing a landing page file.
12. Newsletter templates are prepared to work in different mailing systems. Adjust them, import .psd, .jpg and you are ready to go!

More tips and instructions regarding Landingi platform you will find in our video tutorials on our [Youtube channel](#) or in [Landingi Help Center](#)

If it is not enough, you can schedule a meeting with our Support Team [here](#).

II. Using other platform

1. Re-zip downloaded file. It consists of three folders.
2. In the Product folder you will find all templates – for this case you will need the cutouts files in .psd formats.
3. Open a chosen file in a graphics software.
4. Now you can edit any elements, images or colors.
5. Save your work and import it to the platform of your choice to create your landing pages.
6. If you want to integrate your landing page with payments service, go to your PayPal account, set up needed buttons, and add them to your page.

