



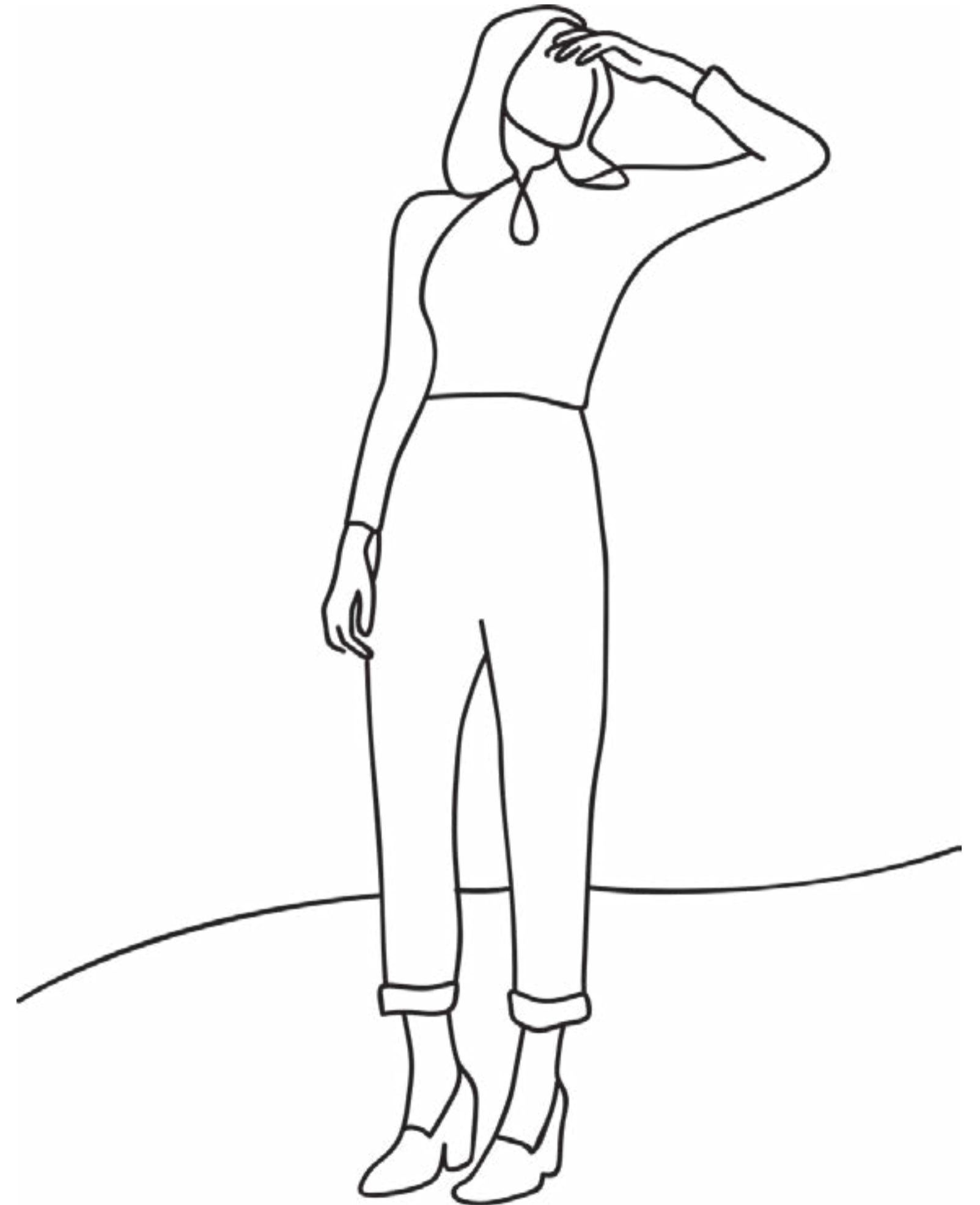
# *Flaunter*

Press Center Guide.



# Welcome to Flaunter.

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## How to set up a new brand.

From your Dashboard > click 'Create New' (top right-hand side of your screen) > select 'Brand' from the dropdown list.

You will be guided through a form that contains important information relating to your brand.

- Add your brand logo [200x200 pixel .jpeg/.png]
- Add your brand name
- Select one or more categories that are relevant to your brand.
- Select an audience for your brand's content - note that this can be changed at anytime once your brand has been approved:

*All content publishers:* all registered media users.

*Selected users:* invite-only by whitelist [hyperlink whitelist] and imported contacts [hyperlink contacts] \*only available with Growth and Established packages.

*No one:* the brand is hidden from our library until you are ready to start sharing.

- Add website URL and social handles.
- Set brand and media contact options including openness to brand collaborations, where your products are available to purchase and if you are open to gifting or exclusives.

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### NOTE

If you have set up your brand with 'selected' access, you'll need to be proactive in adding contacts to your whitelist and importing contacts to ensure all the right media have access to your brand.

The media that you have import via 'Media contacts' > 'My contacts' [hyperlink] will not be able to view the brand unless you have added them to the brand's whitelist.

Need to build on your media list? Purchase a curated list of media contacts tailored to your brand via 'Settings' > 'Plan'.



## How to create a new album.

From your Brand profile > click 'Create New' > select 'Album' from the dropdown list.

You will be guided through a form that contains important information relating to the new album.

Details applied to the album during setup will automatically apply to all images uploaded to the album. You can edit these details at any time. You can also edit details for individual images.

- Add your Album name. We recommend naming an album by collection, season or phototype - e.g. 'SS20 Campaign', 'Home Decor - Etched'.
- Select a category from the dropdown.
- Select the Photo type from the dropdown. Please note that 'Flat lay' refers to images of stand alone products on a white background.
- Select a season from the dropdown.
- Add one or more stockists. Media will use the stockist/s when captioning a product and to check availability.
- Add drop date. We recommend setting a date range if you are pre-releasing product images into the library.
- Choose a primary currency for RRP from the dropdown.
- Add photo credits if applicable.
- Select yes or no for sample requests. Media can request a sample via an image.
- Add 5x tags that collectively apply to all images within an album. We recommend adding tags to your images based on trends, make, fabric, ethos or print/patterns. These tags will make your images appear more often in media searches e.g. 'Sustainable', 'Neon'.
- Choose your album viewing status.



## Asset checklist.

- **Image type:** JPEG
- **Image dpi:** 300dpi high resolution print quality
- **File size:** between 2-5MB.
- **Photo dimensions:** at least 1500 pixels at the longest edge.
- **Image type:** deep etch or flat lay images (single product on a white background) are the most commonly used image type and are an essential element of your media kit. You can also upload campaign / lifestyle, runway, look book, behind the scenes, swatches, media clippings and logos.
- **All caption details readily available:** this includes product name, RRP, in-store date and stockist (website). Your image name will automatically become the 'product title' on Flaunter. It is a good idea to rename images with the correct product title before you upload them.

### NOTE

You can quickly check the DPI, file size, and dimensions by opening an image on your desktop.

- If you are using a MAC: select 'Tools' > 'Show Inspector' or hold down 'command' + 'i'.
- If you are using a PC: right-click on an image > select 'properties' > select the 'details' tab to view image specs.

Read our [best practice for PR images guide](#) for further tips about the type content and quality of images that media require in order to publish your PR images.



# How to upload images.

Within an album you can choose how you would like to upload images;

1. From your desktop: click the pink 'Add images' button in the top right of the page then drag and drop image files into the dotted upload panel.
2. From Dropbox: click 'choose from Dropbox' to open a pop-up window and sync Dropbox files.

Once images have been uploaded you need to input product details. You can choose how to add product details to your images from the following options;

## 1. Edit all images in the album via CSV

- Click 'Download CSV'.
- Input rrp, sku, description and tags (do not edit the ID column) > save.
- Click 'Upload CSV' > select your edited CSV.

Download CSV

Upload CSV

## 2. Edit multiple images in the album

- Turn on 'Batch edit'.
- Select the images you would like to edit.
- Click 'Batch edit' from the pink pop up panel at the bottom of your screen.

Batch edit:

## 3. Edit individual image details

- Hover over an image card and click 'Edit image'.
- A pop up window will appear allowing you to edit details related to that image.

### NOTE

If you are uploading more than 50+ images at a time, it may take some time to upload (depending on your wifi) - in this case, leave the browser running in the background while you continue on other things. You will receive an in-app alert when the images have finished uploading.



## Sharing content with media and retailers.

Depending on your brand and album settings, your images will now be available for media to browse in the image library. Check your visibility by clicking the cog settings icon from either your brand profile or within an album.

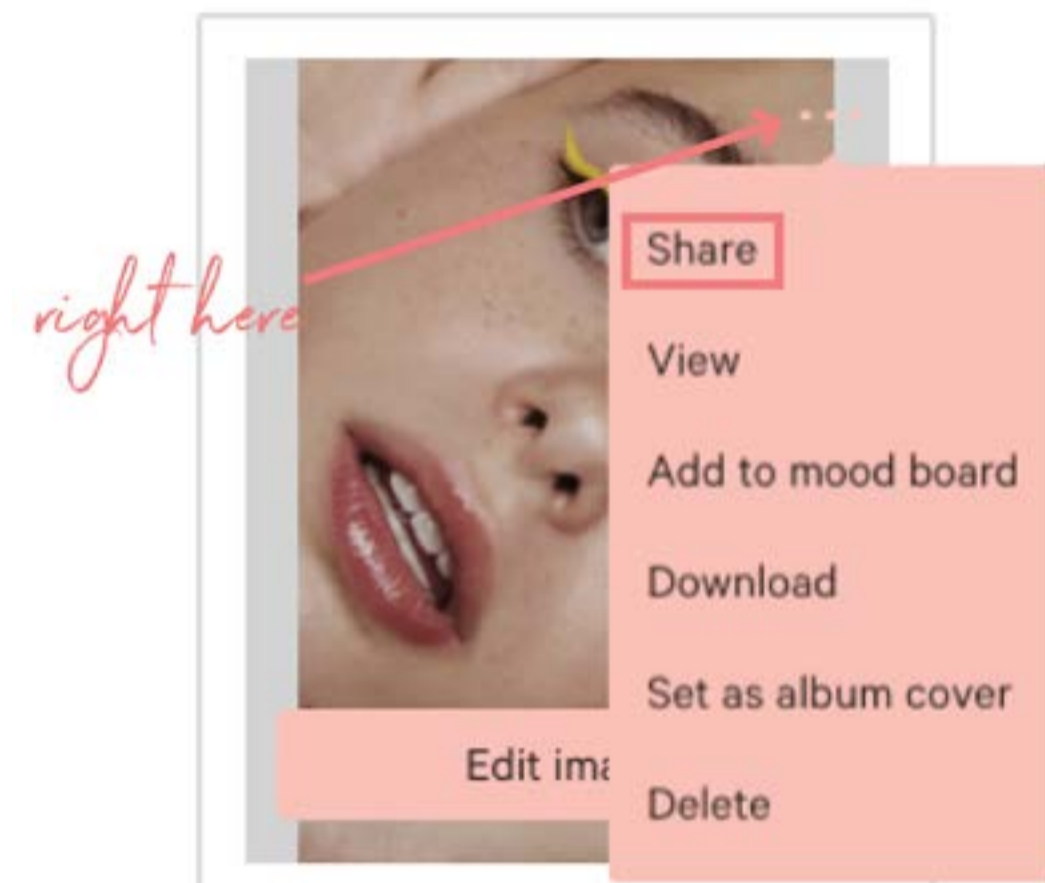
As well as being visible in the image library, it is also important to share your content out to maximise awareness and coverage opportunities.

You can choose to share your entire brand, an album or an image.

- **To share a brand:** from the brand profile page, click the link icon that appears at the top right.
- **To share an album:** open an album and click the link icon that appears at the top right.



- **To share a single image:** hover over an image tile and click the three white dots [...] that appear at the top right. Click 'Share' from the list of options.



A 'Share' pop up window will appear allowing you to either select a contact from imported contacts [see page 9] or share via link. You can share the link in a Flaunter message, in an external email, on your website in a press release etc.



## Accessing and responding to callouts.

A callout is a request from media looking for specific content for an upcoming story.

A notification will be sent to you via email when a new callout is posted on Flaunter. Make sure you have opted in to receive callout alerts via Account > Settings > Notifications.

You can also access a list of open callouts by clicking 'Callouts' from the navigation panel at the top of your screen. Click 'View callout' to read more.

If you spot a callout that is relevant to your brand;

- Click 'Respond to callout' from the top right of the callout page.
- Choose the Brand and either an Album or Mood board you'd like to submit in response.
- Add a message to accompany the content.
- Click 'Submit response'.

To view your previous callout submissions, select 'Callouts' > 'My submissions'. A date will appear next to the callout if the media user has viewed your submission.

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### CALLOUT BEST PRACTICE

1. Take the less is more approach when submitting a callout. Media do not want to receive an album full of 200 images if only 2 relate to the callout. It is always best to create an 'edit' of images with a mood board (see next page).
2. Your message should include a brief intro to your brand and the products you're sharing.
3. Make sure you have all necessary product information available - especially the product titles, RRP and stockist details.
4. Provide your name and contact details and be sure to get in quick!





## How to create, edit and share a mood board.

A mood board is a curation of images that can be pitched to media contacts inside (registered media) and outside (unregistered contacts) of Flaunter.

To start moodboard images;

- Open an album.
- Hover over an image tile and click the three white dots [...] that appear in the top right.
- Select 'Add to mood board'. Choose either an existing mood board or create a new one.
- You can also choose to **add multiple images to a mood board at once**. To do so, turn on 'Batch edit', select 1 or more images, then click 'Add to moodboard' from the pink panel that appears at the bottom of the screen.

To **view, edit and share your mood boards**, click 'Mood board' from the navigation bar at the top of your screen.

- Click 'View mood board' to view all images.
- Remove 1 or more images by ticking the white circle at the top left of each image card.
- Share your mood board by clicking the link icon and following the sharing steps.



## Reports and brand insights.

### REPORTS

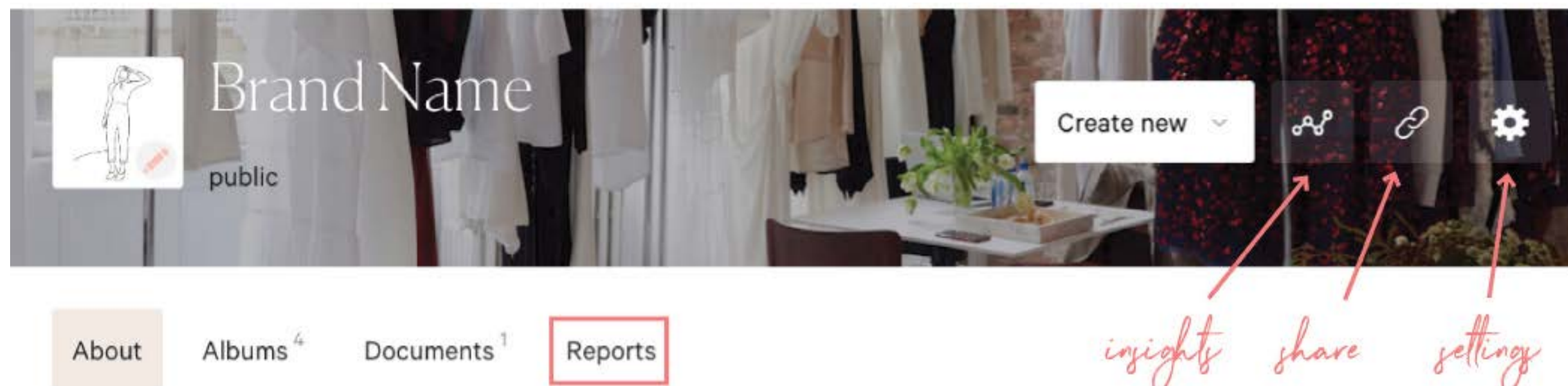
You can pull a brand report to review all downloads and mood board activity.

- Open a brand profile.
- Click 'Reports' from the sub-navigation bar.
- Search the results or click 'Filters' to refine the results by Album, Date range, Media type or Activity type.

### INSIGHTS

Brand insights will give you high level information about your brand including;

- Total impressions and other stats.
- Most popular images.
- Details about images that have been recently mood boarded by media.
- Any documents that have been downloaded.





## How to boost your views and downloads.

- **Upload new content** - your images will appear at the top of search pages and included in the 'fresh content' section of our weekly media EDM.
- **Quality and variation** - Ensure all image assets are high resolution (300dpi) and professional. It is good to have a variation of image types (flay lay, campaign etc) to properly tell your brand story and cater to different publication's needs.
- **Callouts** - Always respond to *relevant* media callouts to keep your brand is front of mind.
- **Re-work current content and pitch newsworthy stories** - For example, a trending product/must-have or an upcoming occasion that's suited to your brand/products could be pitched to your media contacts with a link to a mood board or media release. Need to build on your media list? Contact us at support@flaunter.com for more information about our package options and add-ons.
- **More tips on the Flaunter blog** - Want to know how to become a media favourite? Our blog is full of industry interviews, PR/Marketing tips/tricks and case studies- [take me there now!](#)



## How to use the media list.

### **ALL MEDIA**

Browse the entire list of registered media from 'Media contacts' > 'All media'. Search or use filters to refine the list.

Click on a users name to learn more about them. Depending on your contact media credits, you can also send a media user a direct message by clicking the envelope next to their name.

### **PUBLICATIONS**

Browse the entire list of publications and associated media from 'Media contacts' > 'Publications'. Search or use filters to refine the list.

### **ENGAGED WITH ME**

Browse a list of media who have previously engaged with your content. This included media who have downloaded or messaged you through Flaunter. Access the list by clicking 'Media contacts' > 'Engaged with me'. Search or use filters to refine the list.

### **MY CONTACTS**

You can import your own media or retailer contact list into Flaunter to make pitching even easier.

- Click 'Media contacts' from the top navigation panel.
- Click 'My contacts' from the sub-navigation tabs.
- Click 'Download template' to create a compatible list of contacts to upload via CSV.
- Fill the contacts CSV with relevant data such as name, company, email, address and phone.
- Click 'Upload contacts' to upload the information from your contacts CSV.
- The imported contacts can now be messaged or sent content straight from your Flaunter account.



## How to use direct messaging.

You will receive an email alert if a media user has contacted you.

- Find your messages by clicking the envelope symbol in the top right of the screen.
  - Click 'Reply' to open a message and respond.
- Click 'New message' to send a direct message to any media that has engaged with your brand or you've imported via 'My contacts'.
  - You can archive an individual message by clicking 'Archive' or bulk archive by selecting multiple messages with the check box.

Inbox (18 messages)

NEW MESSAGE

Newest

Search here...

click to respond

right here

<input checked="" type="checkbox"/>	LT	Here is a showroom I would like you to look at: htt...	Lattitia Taylor	06.11.2019 1:05	View	Archive
<input checked="" type="checkbox"/>	CT	coool!!	Carol Tang	05.11.2019 11:06	View	Archive

2 messages selected

Archive Clear



## Account settings, team and billing.

All your important account information can be accessed by clicking your **user icon** in the top right of your screen. From the dropdown choose from **Settings, Help, Teams and Sign out**.

### SETTINGS

- Click 'Settings' to open a new page with a sub-navigation for **Account, Profile, Notifications, Team, Plan and Billing**.
- Click the 'Account' tab to update details about your account including name, address, website and social handles.
- Only **Admin users** will be able to edit the Account details, Team, Plan and Billing (see Account > Team).

### PROFILE

- The 'Profile' tab contains information that relates to you as an individual user.

### NOTIFICATIONS

- The 'Notifications' tab allows you to choose how you receive notifications relating to your Flaunter account. Choose to either email, in app, both or none at all.

### TEAM

- The 'Team' tab enables you to invite **multiple team members** to the account and assign access levels so you can work better, together.

### PLAN

- The 'Plan' tab shows a summary of your current plan. This includes the number of brands, images, media messages and EDM banners you have remaining.
- You can also purchase add-on features or change your plan from here.

### BILLING

- The 'Billing' tab is where you can update your payment details and access your invoices.



If you need help navigating Flaunter please see access [Help](#)  
or contact support@flaunter.com.

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