



CADY.COM

THREE EASY STEPS TO

GET THE WORD OUT

Spread the word to your students and parents – Cap & Gown portraits are available now!

DIGITAL MARKETING INSTRUCTIONS
FOR SCHOOL USE



SEND EMAIL TO PARENTS & GUARDIANS

- Compose a new email.
- Copy and paste subject line and body content.
- Send to all parents.

Email Subject:

“Cap & Gown Pictures are here!”

Email Body Content:

Attention Seniors and Parents. Cap & Gown Portraits are NOW READY to view and purchase through CADY. Nothing says achievement better than showcasing your senior with their cap & gown portraits! Click below to order now!

bit.ly/CADY_Order



ADD WEB BANNER TO YOUR SCHOOL WEBSITE

Download small web banner from bit.ly/CG21banner

- Click above to open image.
- Right click on image.
- ‘Save As’ to your computer.
- Upload to your school’s website
- Link the banner to the below CADY site.

Link banner to: bit.ly/CADY_Order



SHARE ON ALL OF YOUR SCHOOL’S SOCIAL ACCOUNTS

Download graphic: bit.ly/CG21social

- Click above to open image.
- Right click on image.
- ‘Save As’ to your computer.
- Upload to your school’s Facebook, Instagram, and Twitter accounts.
- Copy the text below and paste it into your post.

Post Text/Caption:

Cap & Gown portraits are now available for purchase! Check your mailbox and email for portrait proofs or login to your account at bit.ly/CADY_Order