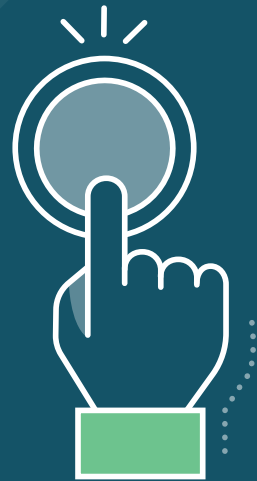


Marketing Resource Center

Quick Start Guide



Communicate with your customers
on demand whenever you want.
It's easy, and it's free!

Welcome

Create your own marketing materials — it's easy... and it's free! We've provided you with a number of templates across a variety of print and digital formats to make it simple for you to communicate with your customers — on demand, whenever you want.

The Marketing Resource Center allows you to quickly access marketing content and customize the message so it resonates with your customers.



Welcome to the Marketing Resource Center

- Create your own customized collateral, on demand
- Access downloadable resources
- One log-in credential for your entire organization – share with your teammates!
- New pieces are added periodically to keep things fresh
- Need access? Email billermarketing@invoicecloud.com for your username and password

Login

[Forgot Password?](#)

Getting Access

Login at www.invoicecloud.com/mrc.

We'll automatically set up one contact at your organization with access to the Marketing Resource Center. If you'd like additional users, no problem! Please contact your Service Account Manager or email us at SAM@paymentservicenetwork.com to request access for additional members of your team.



Home Page

Finding what you need is simple. Navigate the Marketing Resource Center by using the robust search functionality.

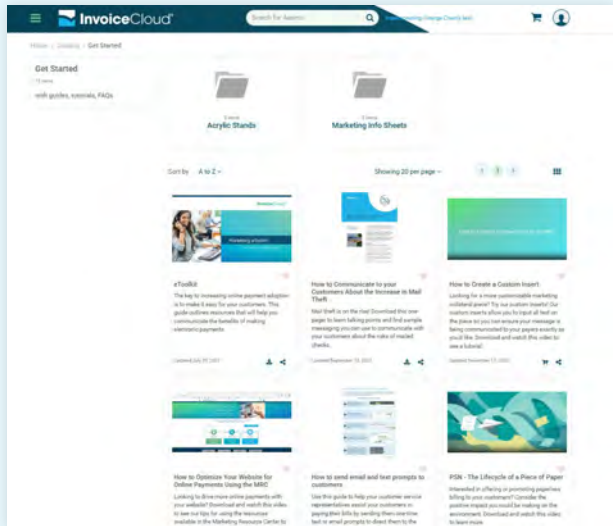
If you want to get started customizing a piece – click on the **Customizable Templates** tab (see more on page 6).

Need ideas on content? Check out the **Downloadable Resources** tab (see more on page 5).

To download image-based resources, go to the **Icons, Images & Payment Logos** tab (see more on page 8).

You can also navigate to “view all categories” to see all the main folders at once.

If you need help or have a specific question, click the blue button at the bottom of the page to shoot us an email.

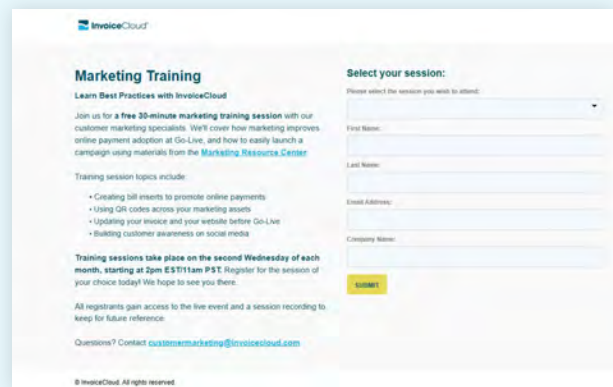


Get started
with guides,
tutorials, FAQs

Register
for a live demo

Discover
proven marketing
best practices

Create
a campaign
utilizing "family"
templates

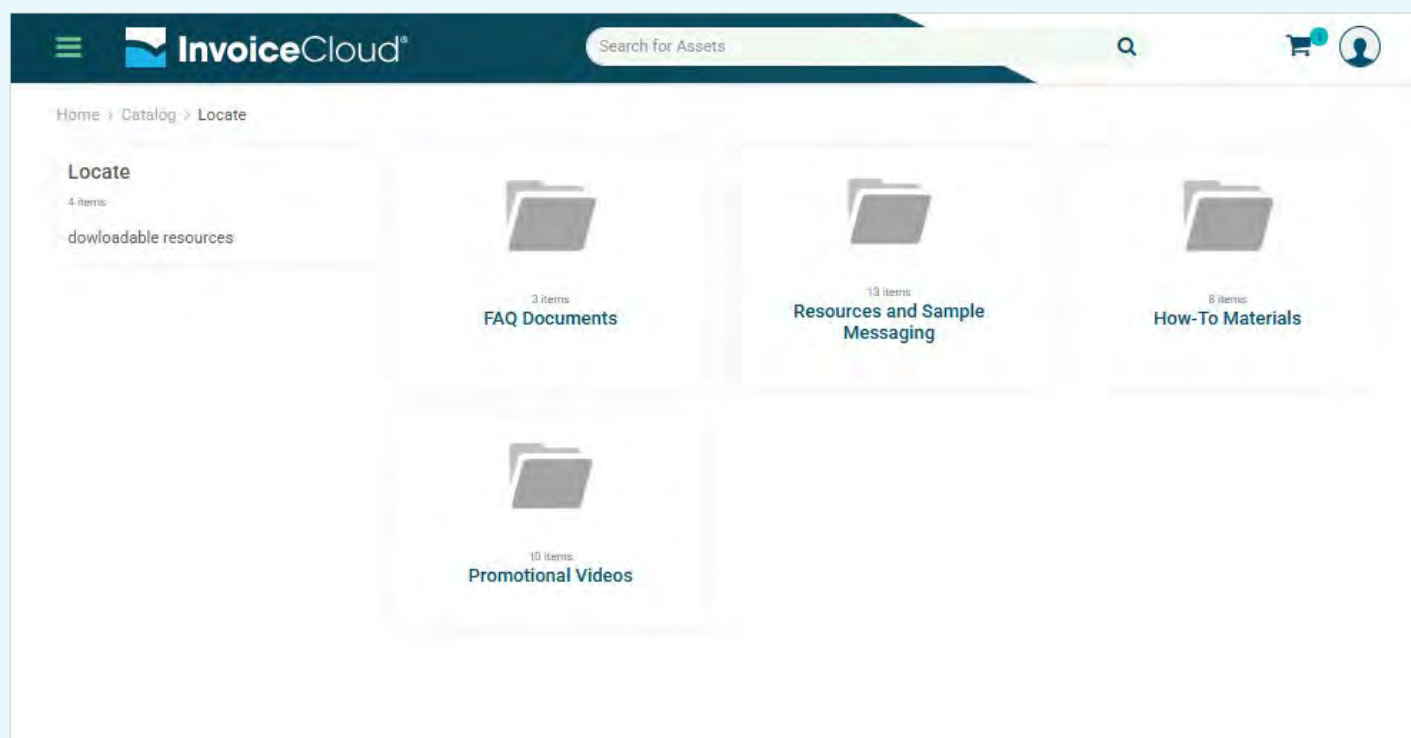
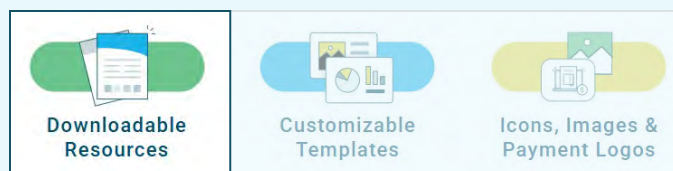


More Resources

Need additional guidance? Check out the boxes in the dark blue bar across the bottom for additional resources.

Here's a snapshot of what's available:

- **Get Started:** Find useful guides, tutorials, FAQs and other key materials to jump start your marketing plan.
- **Register:** Want to get more customers to pay online? Register for a live demo to learn how to effectively communicate the many benefits of paying online.
- **Discover:** Set yourself up for success! Our best marketing practices guide is loaded with actionable steps and tips to reach your customers.
- **Campaigns:** We've made it easy to promote our platform to your customers with Campaigns. Campaigns use a consistent, memorable look and message applied across various communication channels to get more of your customers to pay online.



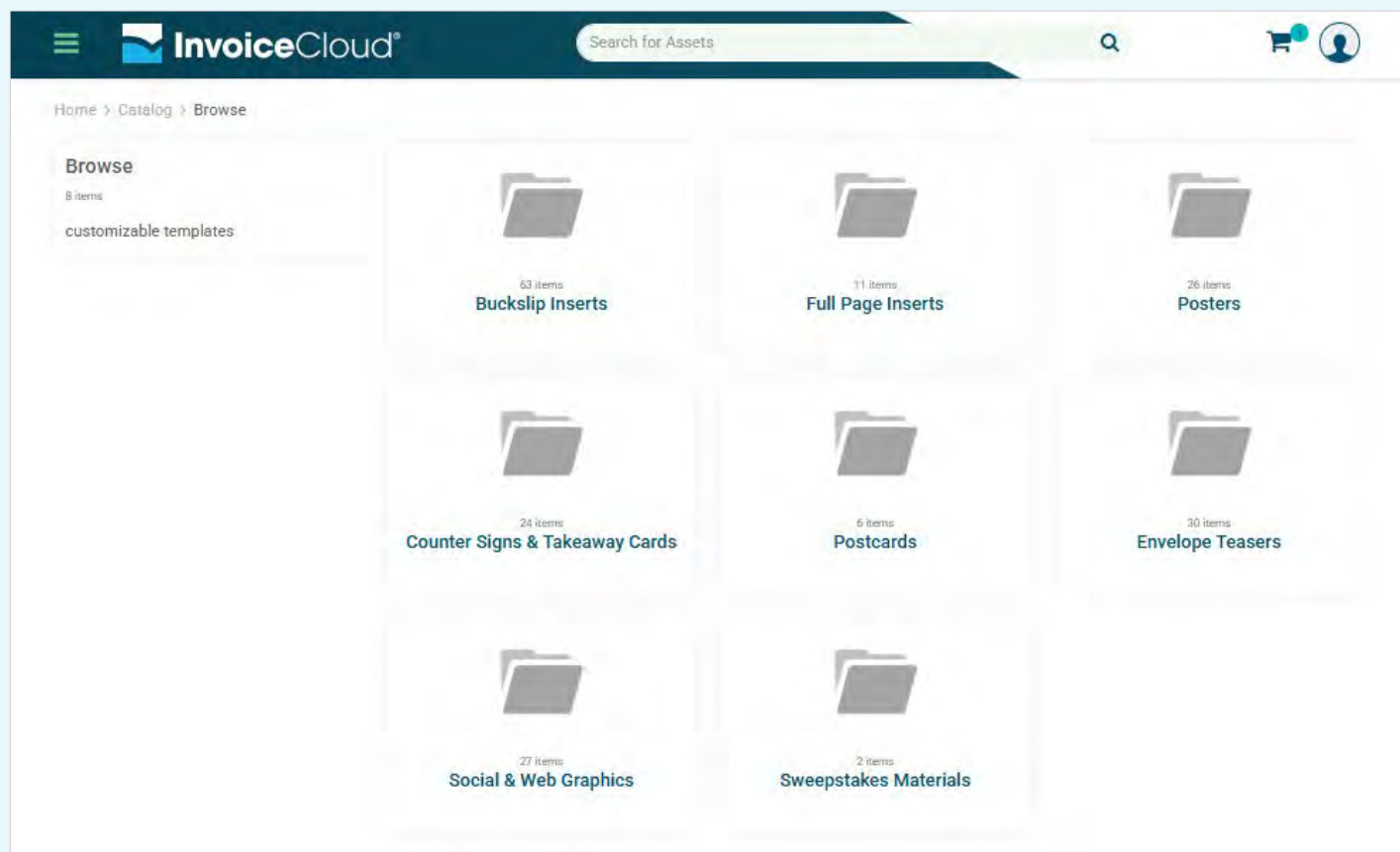
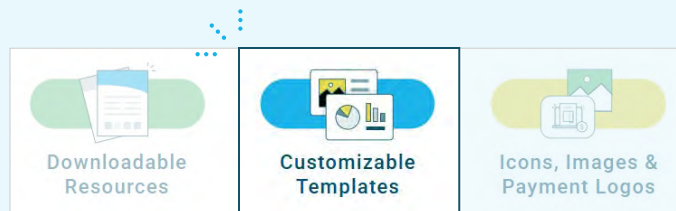
Downloadable Resources

You'll find a number of resources and ready-made documents at your fingertips. These items can be viewed and downloaded, but cannot be customized.

Here's a sample of what you can find:

- **Content:** Including bill messages, frequently asked questions, sample press releases and news articles.
- **Promotional Videos:** Download ready-made videos to promote online payments on your website or social media pages.
- **How-To Resources:** Detail the process for enrolling in certain features such as AutoPay or paperless billing.

Using the sort feature, you can sort alphabetically, by most popular, or by recently added or updated. You can also minimize scrolling by showing up to 80 items per page.

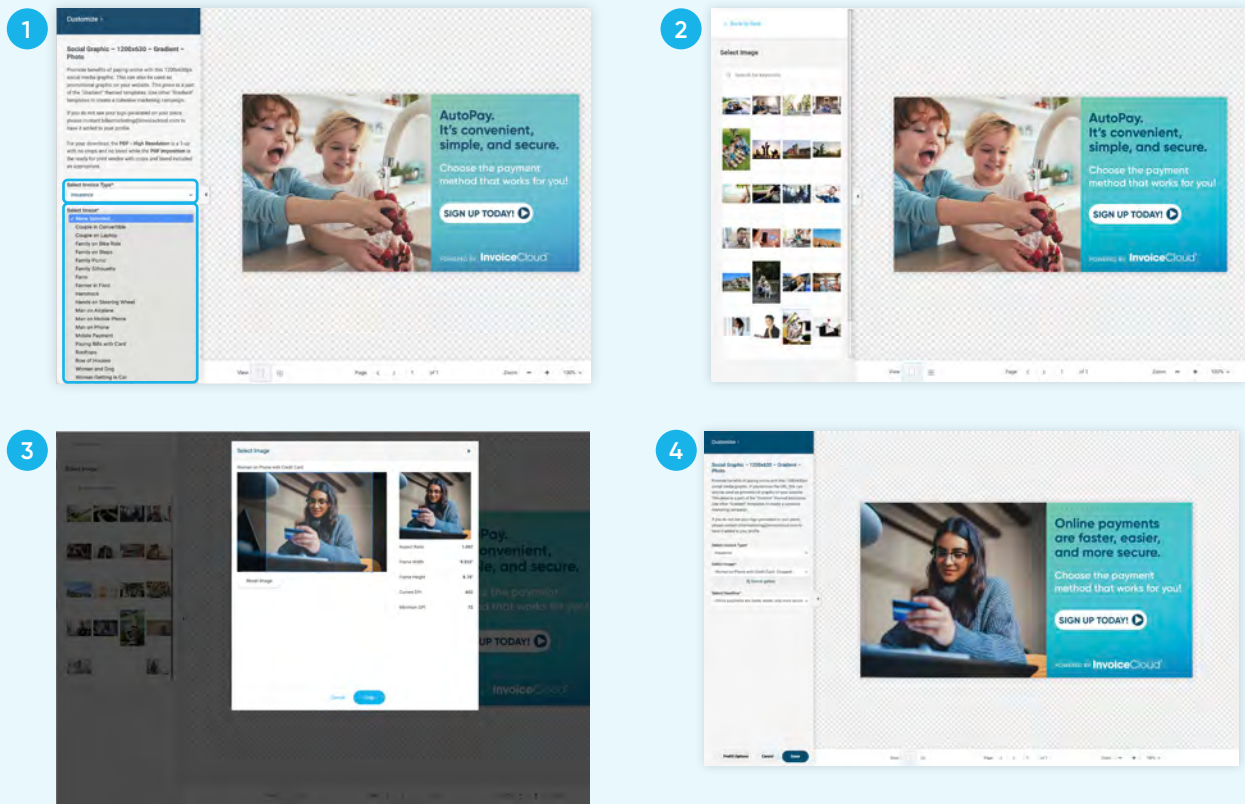
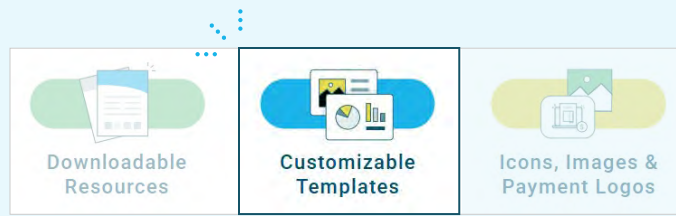


Customizable Templates

Ready to get creative? Head straight to the **Customizable Templates** tab. Here's where the magic happens!

You can customize both print and digital items. Choose from printed pieces such as envelope teasers, bill inserts, posters and more, as well as digital graphics for use on social channels and/or on your website.

Start by selecting the type of piece you'd like to customize – for example a buckslip bill insert. Click “customize” to open the form and make your selections. Simply follow the easy steps to build your own custom collateral. You can preview your work to generate a proof and can make any adjustments as needed before finalizing and downloading your piece.

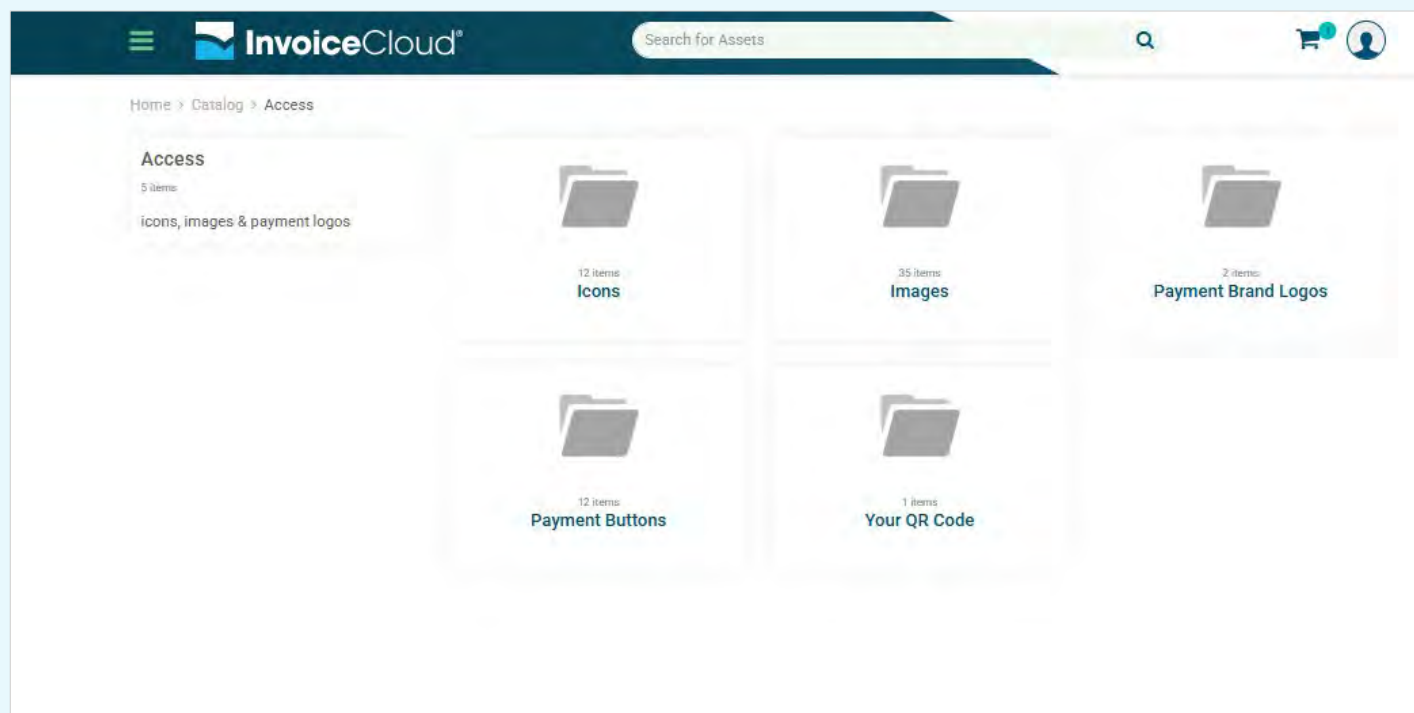
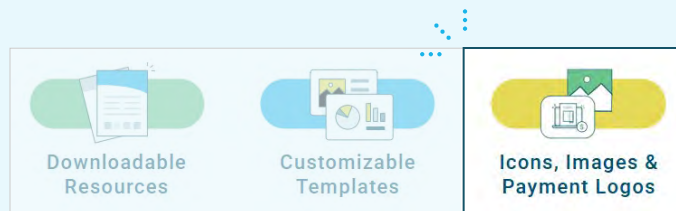


Cropping Photos

Several resources within the **Customizable Templates** tab give you the option of including a photo as a graphic element.

- Select the marketing asset you want to create from the options available and click the “Customize” button.
- In the left column, populate “Select Invoice Type” (utility, tax, insurance, other) before selecting a photo.
- Next, select an image based on your invoice type and headline. You can select by image description or by viewing the gallery of images.
- Crop the specific area of the image you would like displayed by adjusting the frame size and position. The image proportion will be fixed based on the asset you are creating.
- Click “Crop” then click “Save”.
- Your image will appear when you preview your piece.

If you decide you’d like to try another image after you’ve previewed it, no problem. Just go back to customization and select a different image.



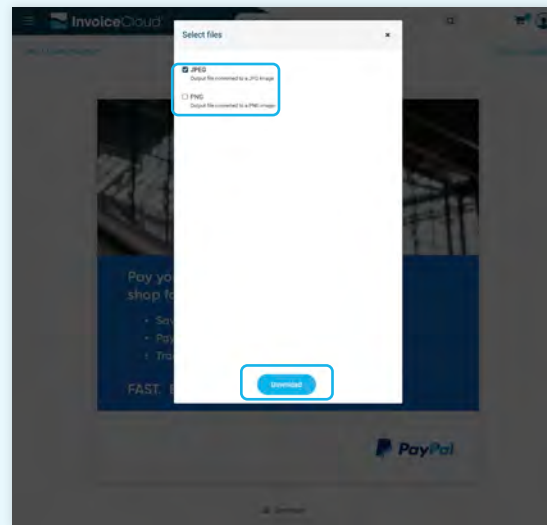
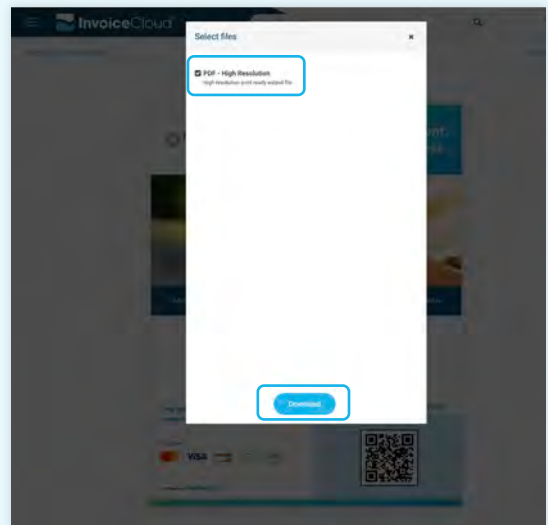
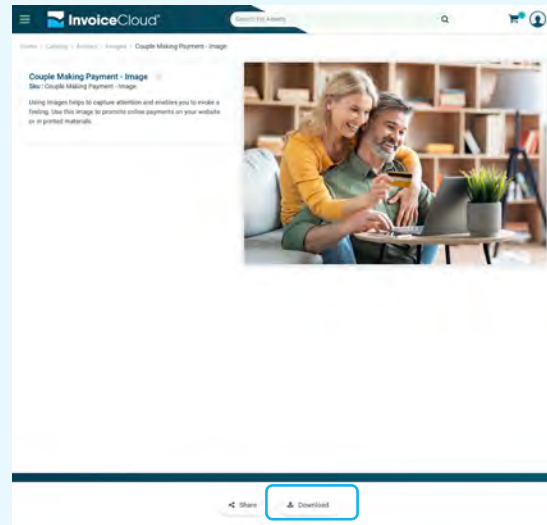
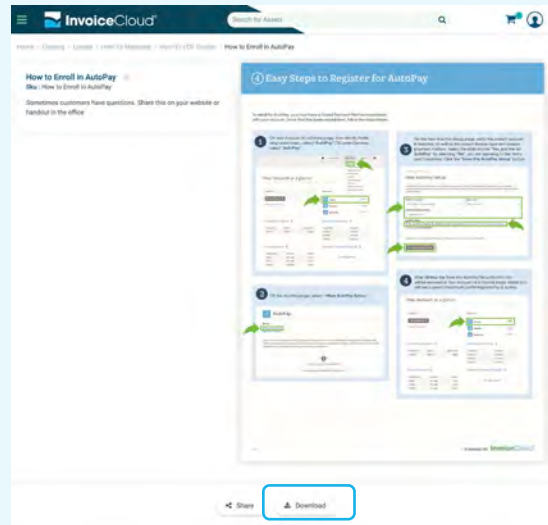
Icons, Images & Payment Logos

In this area, you'll find a selection of images, icons and logos that can be downloaded for use on your website or on any marketing pieces that you may want to create yourself.

Here's a sample of what you can find:

- **Buttons:** Payment buttons for use on your website
- **Images:** Organized by invoice type
- **Icons:** For various features and services
- **Logos:** Payment logos and payment strips

Using the sort feature, you can sort alphabetically, by most popular, or by recently added or updated. You can also minimize scrolling by showing up to 80 items per page.



Downloading Files

Found a resource or customized a piece? Now you're ready to download it.

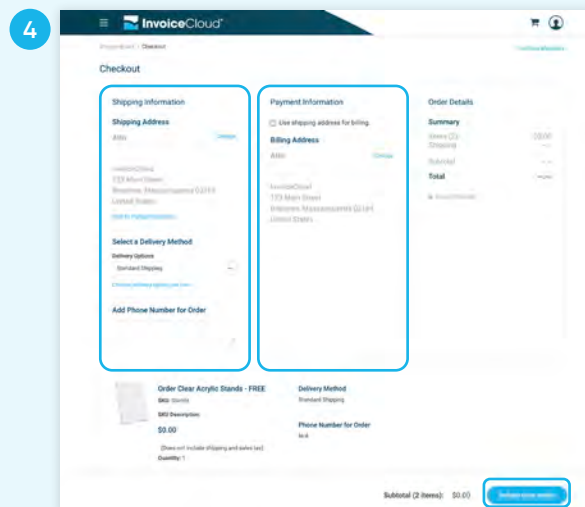
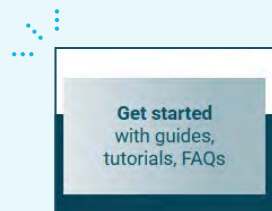
- In the **Downloadable Resources** area, simply click the Download button to access a PDF of that asset.
- In the **Icons, Images & Payment Logos** area, to download a JPG of a particular graphic element or photo, simply click the download button.
- In the **Customizable Templates** area, there are several options for downloading customized materials:
 - For printed pieces such as posters, inserts, postcards, etc., you have two PDF options: High Resolution or PDF Imposition.

The “Imposition” option should be used if you plan to send your files to an outside print vendor since it will include crop marks and bleeds.

Choose “High Resolution” if you will be printing in the office.

- For digital pieces such as social and web graphics, you'll have the option to download a JPG or PNG file.

* Please be patient during the downloading process as some pieces can take a minute to fully download.



Ordering Stands

Ordering clear acrylic stands for your office is easy. Follow the steps below:

- Click on “Order Clear Acrylic Stands – FREE” under Get Started
- Indicate the quantity you would like (up to 10 max) and add to cart
- Proceed to checkout
- Fill in the appropriate details – paying attention to the following:
Confirm the shipping address is the same as the billing address (although no payment will be collected).
- Review and confirm, then complete your order.

InvoiceCloud®

Search for Assets

Home > Order History

All Orders

Print Orders

Digital Orders

Invoice Cloud

Select Date Range

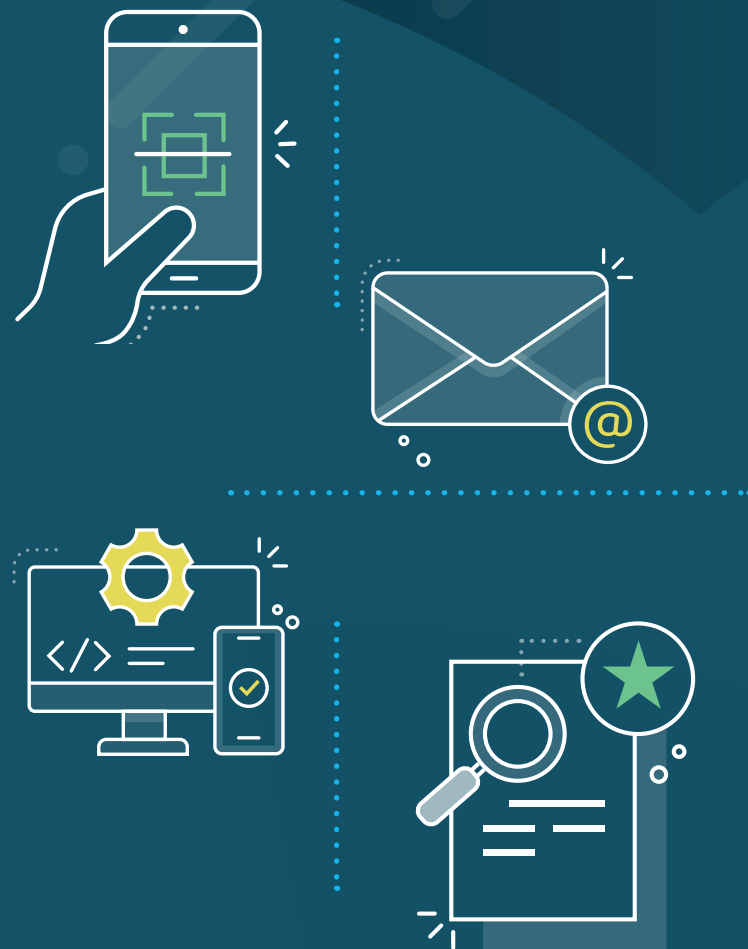
Showing 10 per page < 1 2 3 >

Date Ordered	Order Number	Ordered By	Items	Total	
5/7/2025	050720250921578741	Invoice Cloud	1	\$0.00	View order details
5/1/2025	050120251245295126	Invoice Cloud	1	\$0.00	View order details
4/29/2025	042920250610221535	Invoice Cloud	1	\$0.00	View order details
4/8/2025	040820250852215105	Invoice Cloud	1	\$0.00	View order details
4/8/2025	040820250846340086	Invoice Cloud	1	\$0.00	View order details

Order History

Need to redownload a piece you previously created? Just visit “Order History” under the drop down menu. Here you’ll find all the orders you and your team have placed in the Marketing Resource Center.

Click on the specific order number or “View order details” then click “Downloadable”. It’s a snap!



Questions?

We're excited to partner with you to effectively promote e-adoption to your customers and help achieve your business goals. We hope you will explore the full range of marketing resources we offer in the [Marketing Resource Center](#).



If you need additional assistance, please reach out to your Service Account Manager or email us at SAM@paymentservicenetwork.com.