

HOW TO MAKE PROFESSIONAL MOCKUPS & MARKETING GRAPHICS IN ESP+

You don't need to be a designer to make impressive mockups and marketing graphics. With AI features in ESP+ Inspire, like the Inspire Design Studio and Asset Generator, you can easily create professional images showing branded products in use.



INSPIRE DESIGN STUDIO

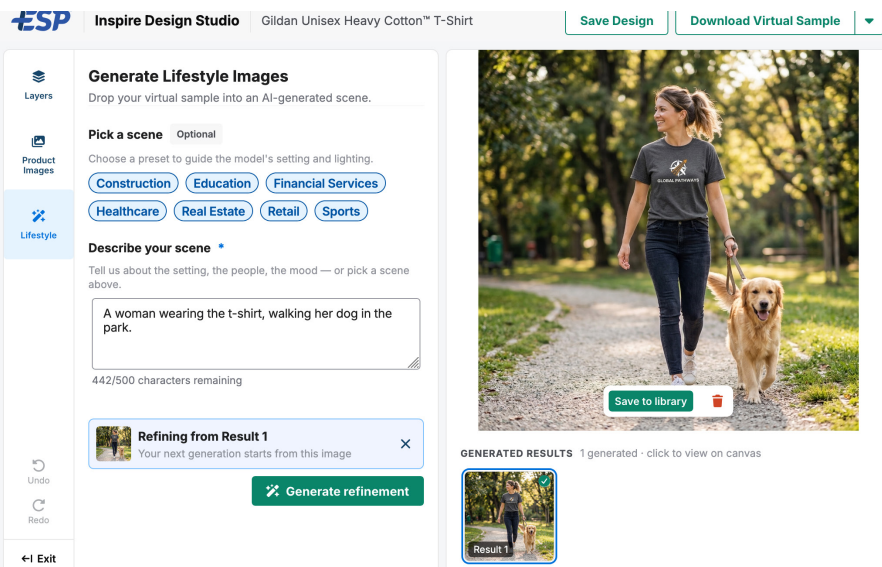
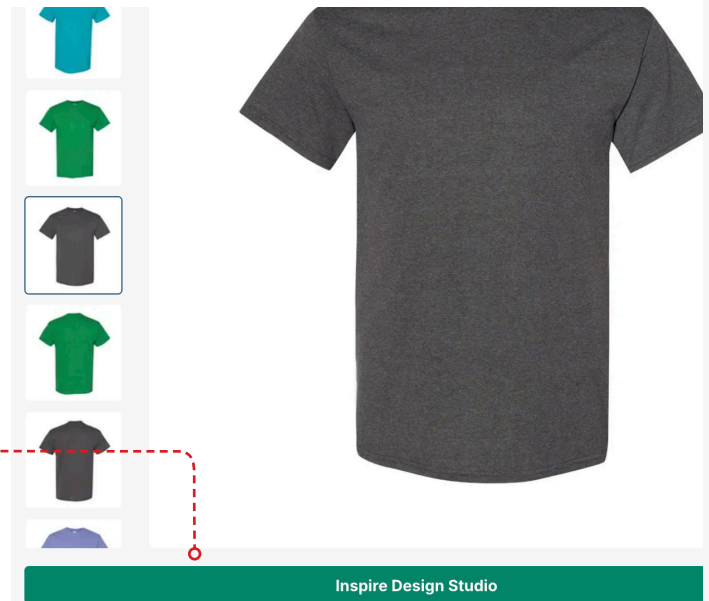
USE THIS WHEN:

You want to create branded mockups and realistic Lifestyle Images.

HOW TO ACCESS:

Go to the ESP+ product listing of the item you want to create graphics for. Click on the Inspire Design Studio button under the product image.

Layers: Upload your own images and client artwork or add custom text. You can also use Logo Finder to easily add vectorized, high-resolution logos to mockups and Lifestyle Images. Click Add Artwork and then select Logo Finder on the left side of the Assets pop-up window.



Product Images: Select a different product image from the listing to edit.

Lifestyle: Create Lifestyle Images of your branded mockup being used in real-life situations. Detail what you want the image to look like under the “Describe your scene” section, click Generate

and watch as AI brings your idea to life. Once created, you can fine-tune your image further by adding additional instructions into the prompt and clicking the “Generate refinement” button.

INSPIRE DESIGN STUDIO



PRO TIPS:

- Avoid using trademarked logos from Logo Finder for any public-facing graphics to prevent copyright issues. While these logos are fine to use for internal, client-facing assets, they should not be used on public platforms, such as social media or your website.
- Include Lifestyle Images in your presentations to help clients visualize how their products will be used by real people in real life and illustrate the success you can deliver for their campaign.
- Let clients know these aren't just random stock photos. These Lifestyle Images will show the specific product you selected on ESP+, so they can place an order for the actual item shown, not a "close enough" counterpart.



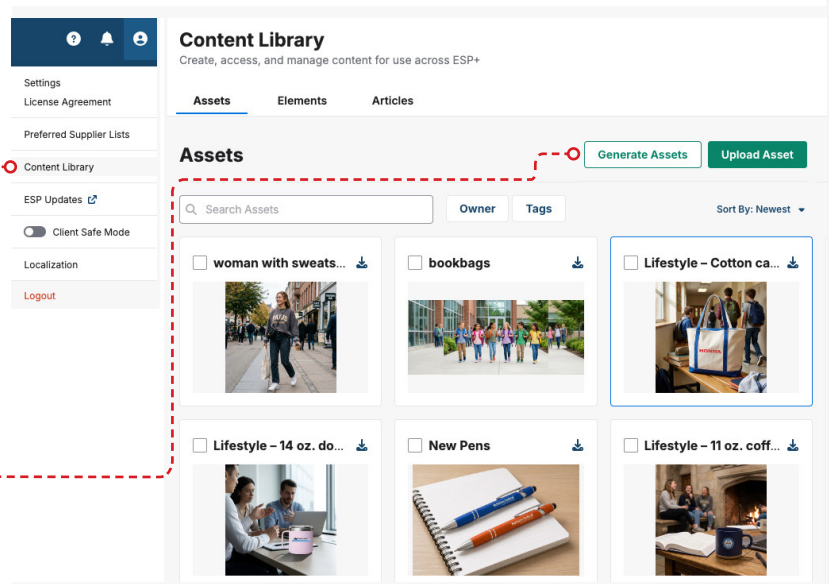
ASSET GENERATOR

USE THIS WHEN:

You want to create marketing graphics for your website, social media and other platforms.

HOW TO ACCESS:

Select the Profile icon in the upper right, select Content Library, then Generate Assets on the Assets tab.



ASSET GENERATOR

HOW TO USE:

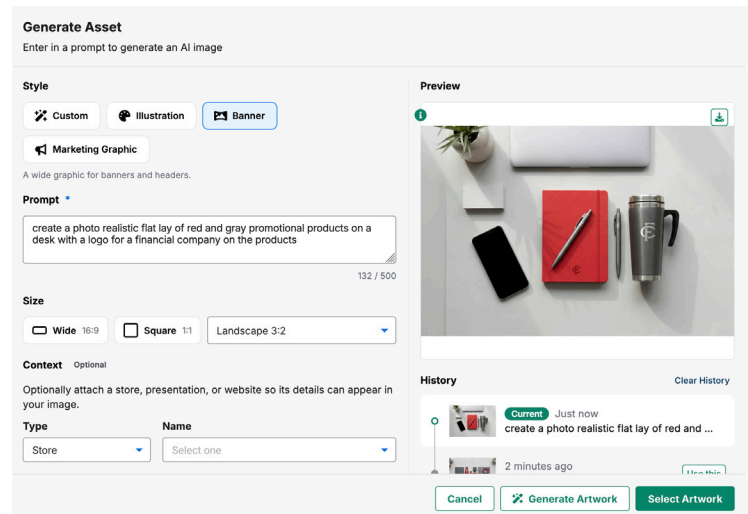
Select the type of marketing graphic you'd like to create:

- **Custom:** Start from a blank prompt and describe exactly what you want.
- **Illustration:** Vibrant, digital illustrations.
- **Banner:** Wide graphics perfect for banners or headers.
- **Marketing Graphic:** Promotional graphics perfect for social media, emails and more.

Once selected, enter what you're looking for in the Prompt section and choose your requested image size under Size. If you are designing a Banner or Marketing Graphic, you can then select any Store, Presentation or Website, and scroll down to select specific products. Finally, click Generate Artwork.

PRO TIPS:

- Realistic, photo-quality images tend to perform best in marketing materials, so we recommend including instructions in your prompt such as "Make it realistic, like a photo" to get the most believable and lifelike results.
- There's no limit to where these marketing graphics can be used. Repurpose them for every channel to promote your services and show examples of how promotional products can be used in real life. For example, you can post them on social media, add them to your website, include them in email blasts and more.
- Be sure to include your company name, logo and contact information on your marketing graphics so potential customers know where to find you, should they want to place an order.



The screenshot shows the 'Generate Asset' interface. At the top, it says 'Enter in a prompt to generate an AI image'. Below this, there are three tabs: 'Custom', 'Illustration', and 'Banner'. The 'Banner' tab is selected. Underneath, there's a 'Marketing Graphic' section with a description: 'A wide graphic for banners and headers.' The 'Prompt' section contains the text: 'create a photo realistic flat lay of red and gray promotional products on a desk with a logo for a financial company on the products'. The 'Size' section has three options: 'Wide 16:9', 'Square 1:1', and 'Landscape 3:2'. The 'Context' section is optional and includes a dropdown for 'Store' (set to 'Store') and a 'Name' dropdown (set to 'Select one'). On the right, there's a 'Preview' section showing a generated image of a desk with a red notebook, a black smartphone, and a silver mug. Below the preview is a 'History' section with a 'Current' entry: 'Just now create a photo realistic flat lay of red and ...'. At the bottom, there are three buttons: 'Cancel', 'Generate Artwork', and 'Select Artwork'.