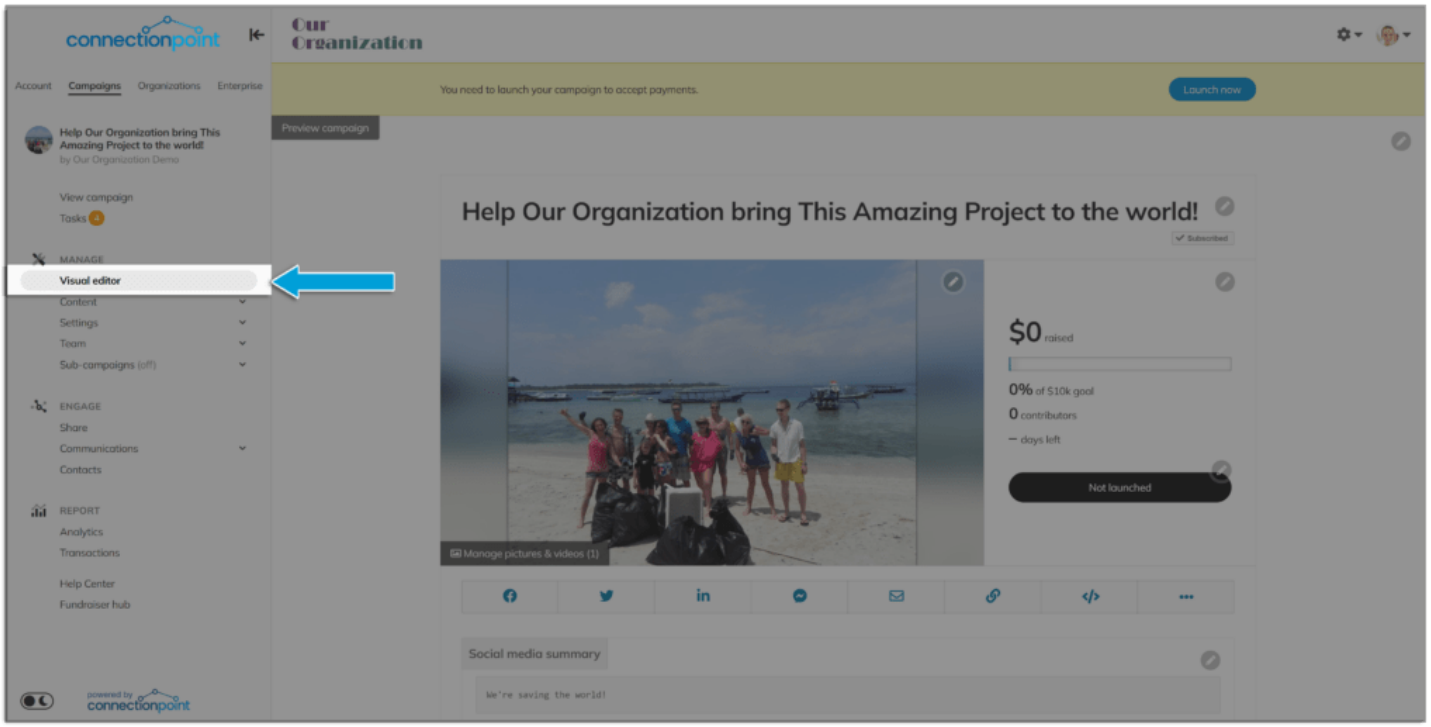
How to add a campaign background

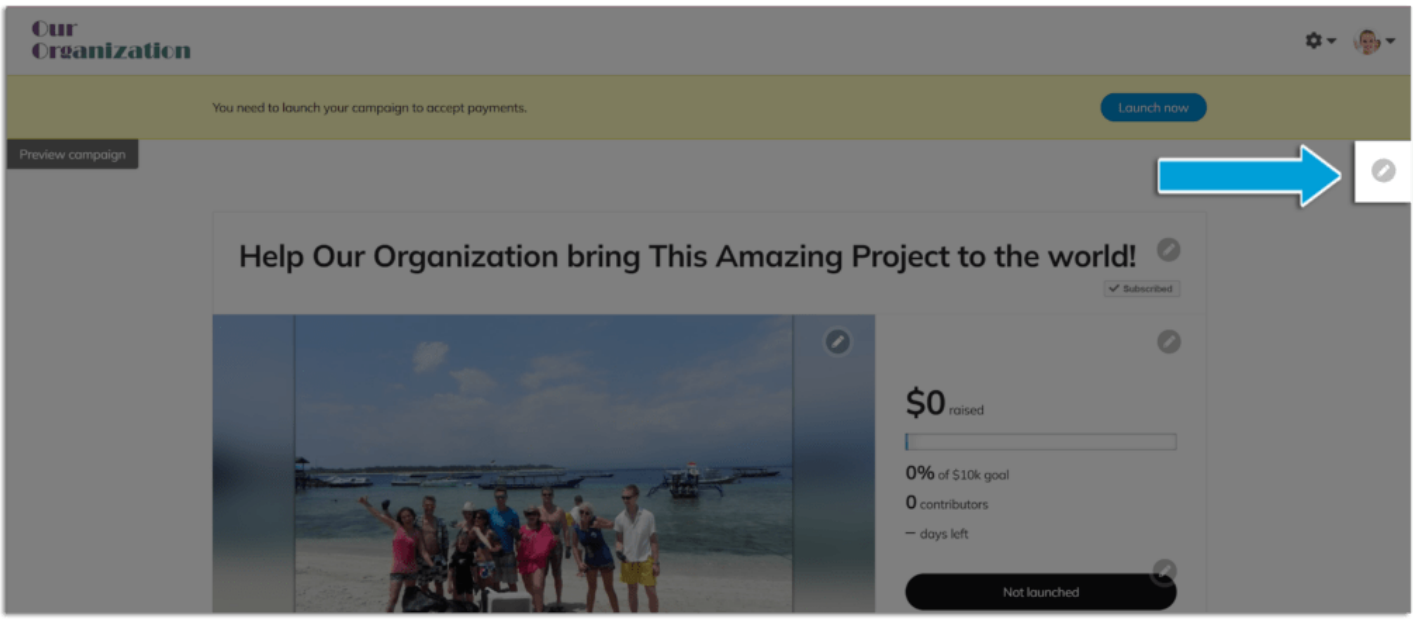
General Campaign Help · https://connectionpoint.com/help/docs/how-to-add-a-campaign-background/

Add a campaign background for extra personalization and to help convey tone of voice.

STEP 1 - Turn on your Visual Editor.

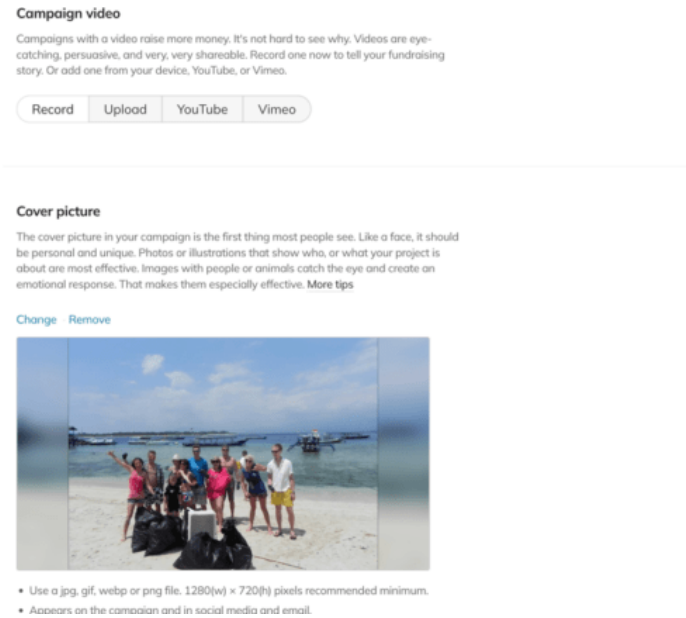


STEP 2 - Click the edit pencil in the top right corner of your campaign (you might have to scroll to the right if your screen is zoomed in close):



OR you can click 'Content' then 'Images, videos & background' in your navigation menu:





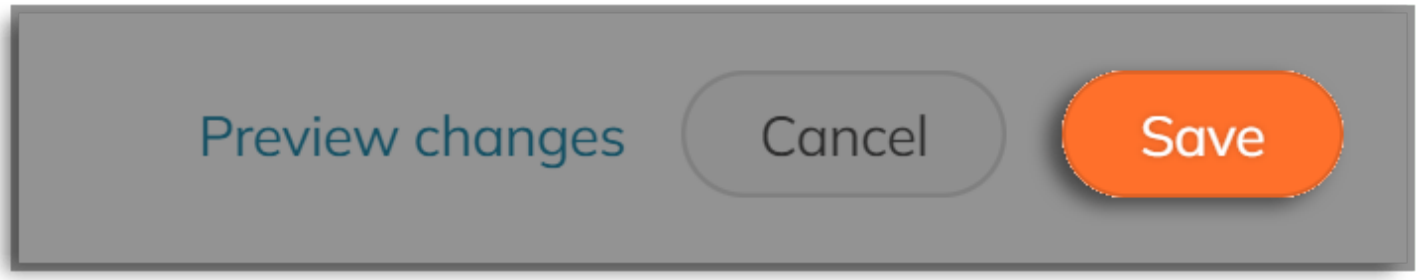
STEP 3—Scroll to the bottom of the layouts, then choose a colour, add a custom colour, or upload a picture. We encourage you to meet the recommended picture size (Use a JPG, GIF, or PNG). For best results,

it should be at least 1920(w)×1080(h) pixels.) as smaller pictures will look fuzzy or grainy and detract from the campaign's visual appeal.

Remember, the key is to create a visually appealing and cohesive campaign that communicates the essence of your project quickly and effectively. Consider these factors when choosing a picture for your background:

- High quality (make sure it's not blurry!)
- Relevant
- Shows your organization's branding elements (logos, colours, fonts, etc.)
- Minimalistic - if the picture is too busy or demands attention, it might detract from the campaign.

STEP 4 - Save. Then check out how your campaign background looks and change if necessary!

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