

The background of the entire page is a dense, repeating pattern of watercolor-style flowers. The flowers are rendered in various shades of blue, purple, and magenta, with soft, blended edges. They are scattered across the white background, creating a vibrant and artistic texture.

GUIDE

to design

PROMOTIONAL IMAGES

for digital products

O. HELLO!



Well hello and

welcome to my garden

Before starting, I thought it would be nice to

put a face to this words :)

THIS IS ME



I'm Clàudia, owner and designer at Heartmade.es where I help creative entrepreneurs attract their ideal clients (aka butterflies) to make a living from their passions and talents.

1. INTRODUCTION

In this guide I'll share with you what you need to keep in mind when designing promotional images for your digital products.

Once you start creating instant download products, you realise that sometimes it takes longer for you to create the promotional images to showcase what you are selling than the product itself.

It used to happen to me a lot, specially when I was starting. Every time I decided to create a new kind of product I got stuck on how to design the thumbnails to upload in the different marketplaces.

And I know I'm not the only one.

This is a comment I got from a student of the Beginners' guide to Passive income:

"Although it doesn't seem to be much it took me time to present it how I wanted. It takes longer to create a presentation than to do the actual designs!"

After years of working on passive income products I've come up with specific characteristics and MUST HAVES that I keep in mind every time I need to design a new promotional image.

And that's what I'll explain in the following pages.

READY? LET'S START!

2. THE BASICS

There are some basic pillars when designing promotional images that you can't avoid and that's what we are gonna cover in this section.

First, you need to incorporate your branding in the main featured image. **This is much more important than you may think:**

When you post your product on your website you may think it's repetitive to incorporate your logo, corporate colors & fonts and web url, but if you don't do it you may lose much more than you expect.

Let's see why: the reason it's the same as if you are sharing your product on a third-party marketplace like Creative Market or Etsy (although there it's even more important that you have your branding because your products are directly showing next to your competitors).

Once you upload your product, you want to promote it. In order to do it, you'll share the link on social media platforms like facebook & instagram but also pin it to Pinterest, etc. **This means that your promotional images will be "out of context"**. Traveling around between other images that may or may not be related, and that for sure will not all be of your own creation.

So, in order for people to know that's yours and to recognise your style in a quick view, branding will be key.

You may have noticed that I use the same aesthetics and branding in my products, youtube videos, blog posts, instagram posts, facebook posts...

Here you can see some examples:



Youtube video



Promotional image for digital product



IG post



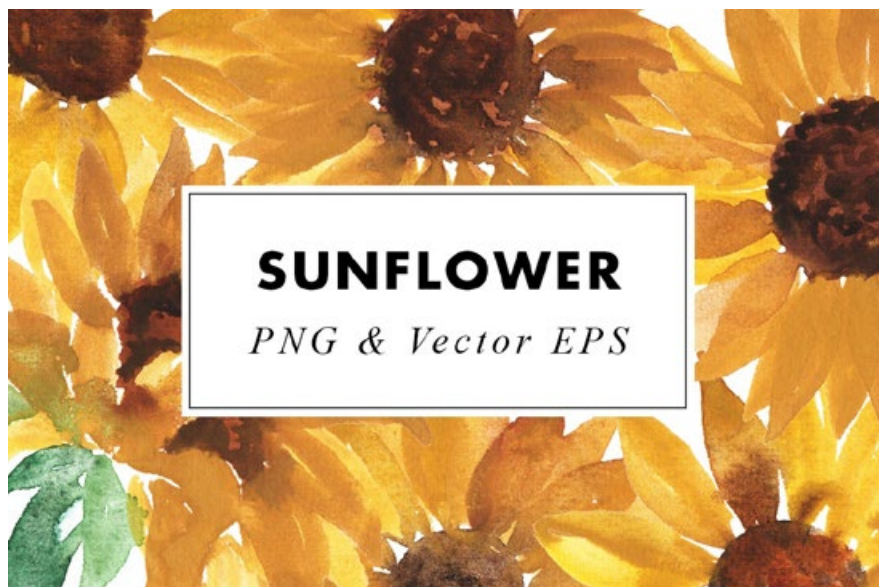
Facebook group post

With time, people has started to recognise me behind this branding, even if my logo isn't there or my website isn't the first thing you see.

And that's what you want to achieve with your promotional digital product images too.

Moving to the next pillar, let's talk about the product itself. Obvious, right? **You need to show what you are selling.** But you'll be surprised how many times I see a very interesting product image but I can't figure out what are they really selling. Is it a website? Wait no... it's an IG story template? Ah no, it's a pre-design photoshop template to apply your branding to your social media! You want to avoid this confusion and be clear with what you are selling.

Thirdly, protecting your artwork. If you are worried about people stealing your creations without purchasing the product, you can **protect** it in different ways. Me, for instance, I make sure all my illustrations are cut somehow on my main clipart promotional images like here:



And then when I show the full list of paintings included, I make them so small that in case someone tried to use them, they would look super pixelated and not be useful at all.



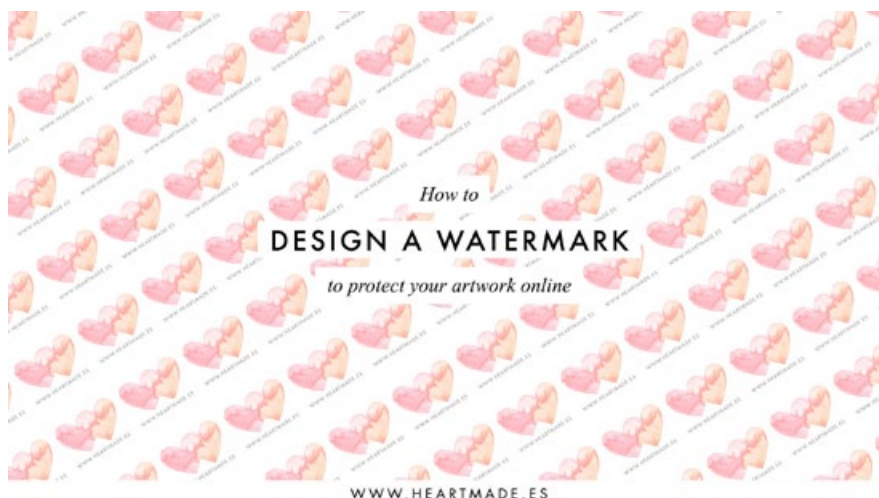
WATERCOLOR PAINTINGS

.PNG files - transparent background - 300dpi

EPS files - transparent background - Vector



You can also add a watermark to your images. I have a video tutorial showing how you can design your watermark in Photoshop. [**Check it here:**](#)



Finally, the last important pillar to keep in mind when designing your thumbnails is to have **short and clear text**. Too many text will turn off people from reading. So you want to use the minimum words possible to explain what you are selling. And leave the rest to the images itself.

3. READ YOUR CLIENTS MINDS

This section is what will make your product **move from standing out to being a no-doubt sale**.

Being a graphic designer, I always have my clients in mind. I always try to think as if I am them when designing anything. And if I am designing for a client business, I'll put myself in the mind of the client of my client...

You want to question yourself:

WHAT DO MY IDEAL CLIENTS LIKE?

Think about color schemes, image trends, fonts...

WHAT DO THEY WANT TO DO WITH MY PRODUCT?

Show them exactly how they can use your products. If it's a template, create something with it. If they are cliparts like mine, show a logo, a pattern, a stationery card with the illustrations inside the design...

WHAT DO THEY USUALLY ASK ME?

This is super important. Look at your product as if you were the client and ask yourself: do I know what's included? Is it telling me specifically what apps do I need to use it? Or the size? Or the format?

Let's talk about this last question in deep in the next section.

4. AVOID FAQ

You want to avoid getting asked the same questions over and over. For photos, people want to know the size they are getting. For raster paintings, they want to know the resolution. Etc...

Be specific of what's included. **Avoid FAQ but also avoid bad reviews.**

I've seen lots of people selling "mockups" that end up being a flat JPEG image with a white area so you create your own mockup using it as a base, but they are not intelligent files as mockups should be.

If you are selling flat lay photography, be clear.

And if you are selling a PSD mockup with intelligent layers, also let your clients know in your promotional images.

The same with the apps they can use or the formats included. When I sell

mockups and templates, they are always in PSD or AI formats because I'm a designer and I love Adobe apps. But every time more and more people are designing with other apps like Canva. **If they don't have Photoshop or don't know how to use it, my products aren't for them.**

You want to make that clear as quickly as possible.

5. RESOURCES

Let's go back to the 3rd section where we talked about reading your clients minds and showcasing end-result designs using your products.

You can use mockups to create this. You can find free mockups online or cheap mockups like the ones I sell on Creative Market, Etsy, DesignBundles and many other online marketplaces.

I love creating my own mockups because this makes them more unique and helps stay in line with my branding, but there are plenty of options online to make the process faster and easier.

Finally, use Pinterest to get inspired to create your promotional images. Here you have a [link of a board full of digital products.](#)

6. AUTOMATIZE

This last section is my favorite. Once you have found a style that works for you and follows all the directions included in this guide, **you should create a template from it.**

I love creating templates and using Photoshop and Illustrator automations... With these techniques I save a lot of time and I implement **systems** that allow me to not only dedicate more time to the creative side of the business, but also be able to delegate this tasks to other people and get help when needed. The base is already done, so the work is only "technical" from here on.

RECAP

I hope you like this guide and it helped you move forward on the creation of promo images for your digital products.

I would love to hear from you!

This is where we can connect:

IG: [@byheartmade](#)

Facebook group: [The creative Business Community](#)

Youtube: [HeartmadeDesign](#)

Pinterest: [@byheartmade](#)

And if you know other creatives who could use this guide, please share with them this link:

www.heartmade.es/guide-to-design-promotional-images-for-digital-products/

Wish you the best,

Claudia



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Hi!! I'm Clàudia Orenco, the graphic designer behind Heartmade. I help creative entrepreneurs make a living from their talents and passions.