

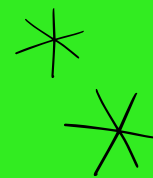


SALES ASSETS & MARKETING PLAN

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BUILDING THE SALES PAGE



Before touching ads, I focused on creating the visuals for my sales page on Gumroad. I designed:

- A poster wall mockup banner to show the designs in context.
- A three-poster banner displaying all the templates clearly.
- A thumbnail optimized for browsing, still keeping that gritty, DIY punk feel.

Then I wrote my product listing to set the tone and explain what's inside: **Create authentic punk-style posters fast.**

This pack includes three 18x24in Photoshop templates, complete with gritty punk textures, collage-style assets, and bold DIY typography. Fully editable PSD files for band flyers, gig posters, and underground art.

Each design captures the raw, zine-inspired energy of punk culture – full of torn paper textures, photocopied graphics, and rough typography. You get:

- 3 unique poster templates (18x24 inches)
- Fully layered PSD files
- Authentic punk textures + collage assets
- Editable text, colors, and layouts
- Free fonts linked inside

Perfect for band flyers, event promotion, or just adding that DIY grit to your portfolio.

Once everything looked right, I published the pack on Gumroad, set up my pricing, and made sure my SEO keywords were in place: punk poster template, gig flyer, DIY design, grunge textures, Photoshop PSD punk.



three editable .PSD files

MARKETING CAMPAIGN

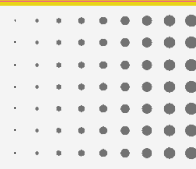
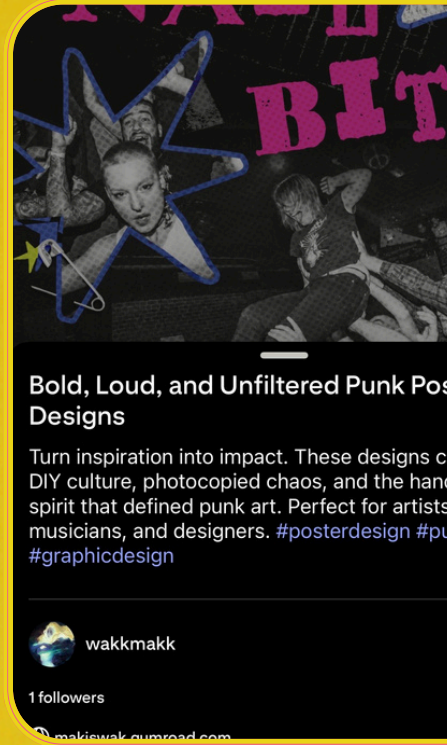


The goal of this campaign is to test the viability of Pinterest as a sales channel for my punk poster Photoshop templates. I want to measure engagement and traffic driven by paid Pinterest ads, determine which ad copy and keyword combinations resonate most with the audience, and compare paid ad performance to organic pins to establish a baseline. The long-term goal is to build a foundation for future campaigns and upcoming template releases.

OVERVIEW

This first campaign runs from **Saturday, October 4 to Saturday, October 11, 2025**, lasting one week. I created a new Pinterest Business Account, linked it to Google Ads, and set up the Conversions API to track Pinterest activity directly on my website. The setup was straightforward and quick, and it allows me to monitor conversions accurately. For the visuals, I decided to keep things authentic—using the original poster images without adding extra graphics, mockups, or overlays.

I chose Pinterest because it's increasingly being used to sell digital products and promote affiliate content. Its visual-first format makes it an ideal place for showcasing design assets like poster templates. The platform's audience—designers, artists, and creatives—fits well with the kind of people who might want editable punk poster templates.



SETTING IT UP

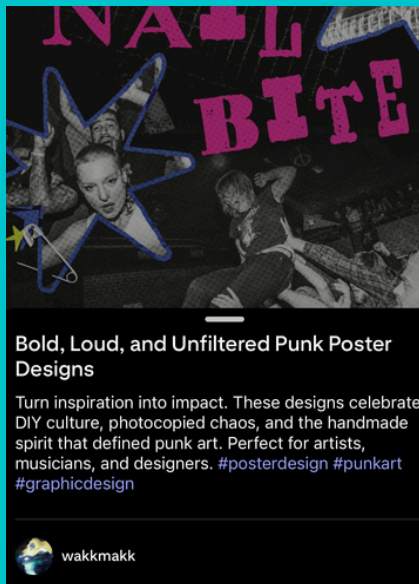
For this campaign, I focused on three main strategy areas: ad content, target audience, and measurable results. The visuals stay consistent across ads, highlighting the torn textures, bold typography, and gritty DIY energy that define punk design. The ad copy will be tested in two directions: one set of pins uses SEO-driven descriptions with keywords like punk poster design, grunge PSD template, and band flyer design. The other set takes a personality-based approach, written in a tone that reflects punk's raw, unapologetic attitude. Alongside the paid ads, I'll also post the Gnash poster organically as a control pin to compare against paid performance.

The campaign targets designers, illustrators, and digital artists looking for editable templates, as well as fans of punk, grunge, and DIY culture. It also aims to capture users searching for related terms like poster templates or grunge design. To measure results, I'll track impressions, reach, saves, shares, click-through rate, and conversions via the Pinterest Conversions API. These metrics will help me understand which keywords and ad descriptions perform best and how much difference there is between paid and organic posts.

On October 4, I'll launch the campaign with all A/B test variations live and post the control pin for comparison. Between October 4 and 11, I'll monitor performance daily, noting engagement trends, impressions, and clicks. The visuals will remain unchanged throughout the test, with only titles and descriptions varying between versions. On October 11, I'll end the campaign, collect all the data, and analyze which titles, descriptions, and keywords performed best. The findings will help guide future campaigns, refine SEO strategy, and shape how I present upcoming template packs.

While a single week is a short timeframe to fully test SEO keywords and ad optimization, this campaign will serve as an important baseline for future work. The focus isn't on immediate sales, but on learning how people engage with the visuals, which copy drives clicks, and whether punk design stands out in Pinterest's typically clean, minimalist environment. Down the line, I can expand with motion pins, process videos, or themed seasonal packs, once I understand what resonates most.

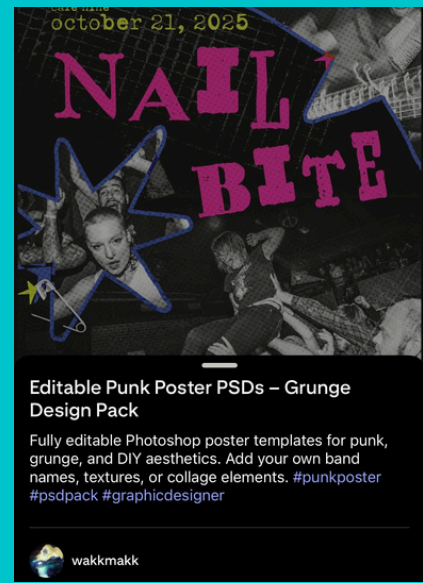




A TEST



ORGANIC



B TEST



DIY Punk Rock Photoshop Templates + Gritty Punk Assets & Textures (PSD Pack)

\$9

wakkmakk

Create authentic punk-style posters fast. This pack includes three 18×24in Photoshop templates, complete with gritty punk textures, collage-style assets, and bold DIY typography. Fully editable PSD files for band flyers, gig posters, and underground art.

◆ About These Punk Templates

I want this!

0 sales

3 unique poster templates (18×24 inches), Fully layered PSD files, Authentic punk textures + collage assets, Editable text, colors, and layouts, Free fonts linked inside

Size 2.25 GB

Add to wishlist

