REPCITE AMPLIFY

User Guide

Turn your line card into technical content engineers trust.
For rep agencies and manufacturer technical sales teams.

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Welcome

Amplify turns the products you sell into accurate, branded LinkedIn posts and carousels. Every post is written only from saved product facts, uses approved product photos, and flags any claim that needs a second look.

Getting started: the order that works

1	Get approved — confirm your email, sign in, and wait for the platform team to activate your account.
2	Set up branding — scan your website in Brand Settings, then adjust name, job title, colors and logo.
3	Add your line card — upload it in My Line Card and confirm the manufacturers it finds.
4	Collect product information — pull specs, datasheets and photos from each manufacturer's site.
5	Review the Content Library — check products and reject any image you don't want used.
6	Create a post — pick a product, format, angle and tone in Post Studio, then style and edit it.
7	Send for review — a reviewer approves or asks for changes in Team Approvals.
8	Plan and publish — schedule on the Calendar, then post to LinkedIn.
9	Share results — use Reports to show each manufacturer the activity on their line.

1. Account approval

- Confirm the email we send after sign-up, then sign in once. Your approval request is created on that first sign-in.
- New accounts stay pending until the platform team approves them. Use Check again on the waiting screen.
- People invited by an agency administrator join that agency's workspace.

2. Brand Settings

- Enter your website and click Scan website. Amplify fills in company name, main and accent colors, logo, and contact email or phone when it can find them.
- Everything stays editable. Nothing is kept until you click Save settings.
- Add your name and job title. The title appears under your name in post previews only when you enter one.
- Some websites block scanning. If so, enter the details yourself.

> Tip: Do Brand Settings before your first post so your logo and contact details appear from day one.

3. My Line Card

- Upload your line card as PDF, Excel, CSV or text. Amplify lists the manufacturers it finds.
- Edit names or websites, add missing lines by hand, or delete lines you no longer carry.
- Rename a manufacturer inline. The new name is used on existing and future posts.
- Click Collect product info to pull products, specs, applications, photos and datasheet graphics. Every product keeps its source link.
- Running collection again updates existing products instead of creating duplicates.

4. Content Library

- Products are grouped by manufacturer. Search by name, category or spec.
- Images are approved automatically. Reject any you don't want used.
- Use Add product or Add image to enter information by hand, or start a post straight from a product card.

5. Post Studio — create a post

Create post always opens blank, so every post starts fresh.

- Choose the manufacturer and product.
- Pick a format: Single graphic or Carousel (five slides: hook, context, solution, specs, call to action).
- Pick a post angle and tone. Optionally add a Specific focus, such as a feature you want highlighted. Leave it blank to let Amplify choose.
- Click Generate. Copy is concise, uses at most two hashtags, and ends with a soft call to action.
- Edit the text freely, or use Regenerate and Shorten.

6. Facts on file — staying accurate

- Amplify writes only from the facts saved for that product: specs, applications and datasheet content.
- The Facts on file panel shows exactly what it has. A thin-data warning means you should add a datasheet first.
- Shorter posts are written when few facts exist, instead of filling space with guesses.
- Any claim that is not backed by saved facts is flagged. Check flagged claims before publishing.
- Open Sources to see which products and pages a post is based on.

7. Import a new product

For products not yet on your line card, such as new releases or advance datasheets.

- In Post Studio, click Import a product next to the product list.
- From web URL: paste a link to one product page. Amplify reads only that page and pulls specs and up to four photos.
- From file: upload a PDF datasheet or a PowerPoint deck. Text, specs and images are extracted.
- The product is saved to your line card and selected for the post.
- Some sites block automated reading or photo downloads. If photos are missing, add them with Add image or use the file option.

8. Manufacturer assets and photos

- Choose an approved product photo for the graphic.
- If no photo appears, click Add image to drop in a file or paste an image link. It is saved to that product for future posts.

9. Multi-line solution posts

Show how products from different manufacturers work together in one design.

- Turn on Multi-line solution and describe the system, for example an X-band radar front end.
- Add up to three companion products. Use Not on your line card yet? to import one directly.
- Each product's role is written only from its own facts. Claims that the products work together are flagged for you to check.
- Posts focus on engineering fit. They never say things like "we represent both lines".
- Photos from every product in the solution appear in the assets box, labeled by manufacturer.

10. Styling graphics and carousels

- Layouts: Split, Hero, Card or Spotlight, so posts don't all look the same.
- Colorways: Brand default plus four technical palettes, or pick a custom accent and background color.
- Background treatments and photo overlay density change the look behind the text.
- Edit headline and subline, or each slide's eyebrow, headline and bullets, without regenerating.
- On carousels, choose the photo for each slide: Auto, No photo, or any approved photo.
- Download a single graphic as an image, or a carousel as a PDF ready for a LinkedIn document post.

11. Team Approvals

- Click Send for review in Post Studio.
- Reviewers approve, or request changes with a note for the writer.
- Administrators change roles and invite team members here.

12. Calendar and publishing

- Pick a date and time in Post Studio and click Schedule post.
- At the planned time, use Copy text & open LinkedIn, paste the text, and attach the downloaded graphic or PDF.
- Click Mark published on the Calendar. Use Unschedule to move a post back to drafts.
- Automatic posting to LinkedIn is not available yet.

13. Manufacturer reports

- Open Reports, or the Activity link on a manufacturer, to see posts and products featured for that line.
- Print or save the report to share co-marketing activity with the manufacturer.

14. Your team and limits

- Roles: Administrator manages settings, lines and team; Editor creates content; Reviewer approves posts.
- Each workspace has a seat count and a monthly post allowance. Drafts count toward the allowance.
- Need more seats or posts? Contact your platform administrator.

15. Quick troubleshooting

- Not in the approval queue: confirm your email and sign in once.
- Upload shows no manufacturers: try Re-ingest, or add lines by hand.
- No photos after collection or import: the site may block downloads. Use Add image.
- Post feels thin: add a datasheet so Amplify has more facts to work from.
- Generate is disabled: your workspace may have reached its monthly allowance.
- Blank screen after an update: refresh the page.