

NILFISK 2023 FLOORCARE CAMPAIGN

# CAMPAIGN KIT

## SC4000



**NILFISK**

# GUIDELINES

## Campaign kit

You have just downloaded all the digital assets for the 2023 SC4000 Floorcare Campaign. You're almost ready to spread the word that clean is changing!

### Getting started



#### Social Media

The images and texts in this folder are designed for platforms like LinkedIn, Facebook, Twitter, Instagram, etc. You can edit the text if necessary, but please leave any product descriptions unedited.

The social media banners can be used as a cover photo on your Company pages.

#### Top 5 tips for posting on Social Media

1. Keep the text short.
2. Make sure the image relates to the text.
3. Schedule your posts for Mon-Fri between 8 AM and 7 PM.
4. If you edit the text, try to get people curious about your post (i.e. ask a question).
5. Have a clear call to action in your posts, i.e. "Read more here" or "Purchase here".



#### Emails

The content in this folder is created for use in emails. You can either use the entire email, or insert one of the various images and texts into your own email template.

#### Top 5 tips for sending out emails

1. Send between Tuesday-Thursday from 8 AM to 4 PM for the best open rates.
2. Schedule emails to make sure your signups hear from you frequently and consistently (i.e. once a month).
3. Make your subject line interesting, with either a news announcement or a question, and add a pre-header to increase your open rates (if your email platform allows this).
4. Remember GDPR regulations. [Read more here.](#)
5. Include personalisation (e.g. the person's first name if your email platform allows you to do this, and you have this information).

# GUIDELINES

Campaign kit



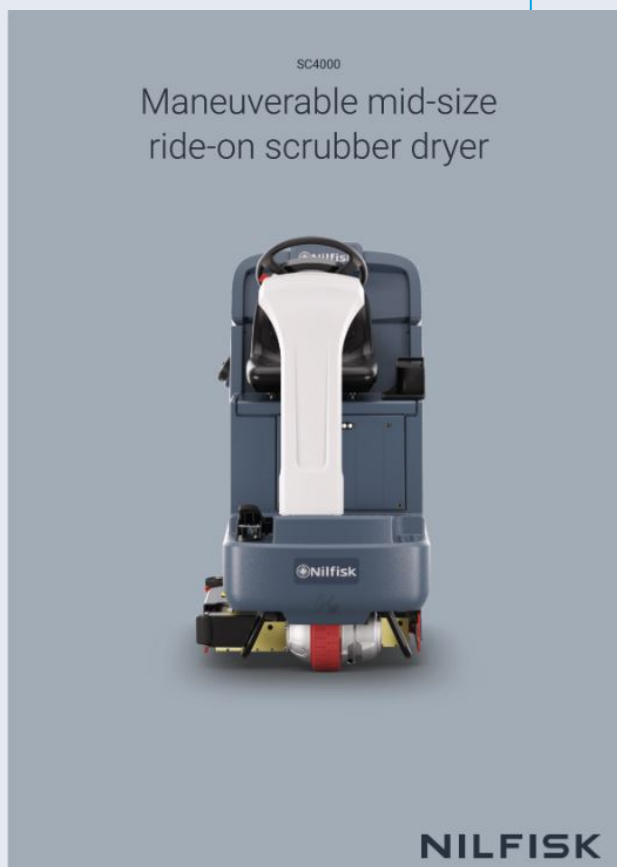
## Web banners

The web banners can be used to create a carousel on your website (i.e. on your front page, category page, or similar). You can also use it as an email signature in your outgoing emails.



## Brochure

PDF brochure for your use to send to your end users electronically and offer it has a download option from your website.



# SOCIAL MEDIA POSTS, 1-3

Campaign kit



## Post 1



Meet the new SC4000. Highly maneuverable, powerful and compact ride-on scrubber dryer.  
[Link](#)

## Post 2



No more struggling to keep tight spaces and narrow corridors sparkly clean. Get ready to revolution  
[Link](#)

## Post 3



Clean inconspicuously any time - even in congested environments with the new SC4000 due to best-in-class turning radius, a compact profile, and quiet operation.  
[Link](#)

# SOCIAL MEDIA BANNERS

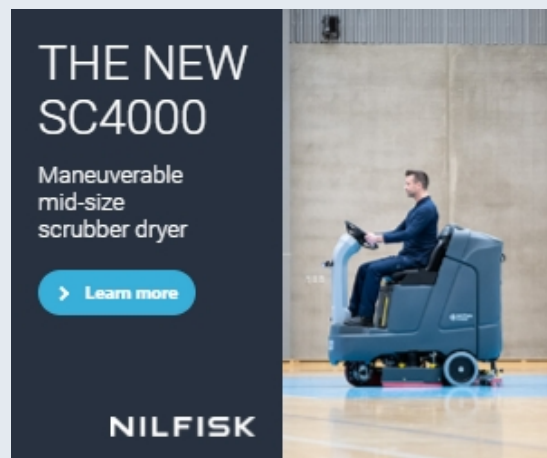
Campaign kit



728x90px (Linkedin and Facebook)



(Linkedin & Facebook)



(Linkedin and Facebook)



SUBJECT ——— Clean hard to reach spots with the SC4000 ride-on scrubber dryer

IMAGE ———  
600x200px



HEADER ———

## Get ready to transform your cleaning with SC4000

Dear [NAME],

Get ready to transform your cleaning with the latest SC4000 ride-on scrubber dryer! This highly maneuverable, powerful, and compact scrubber is so versatile it can get through standard doorways with ease, making your work and cleaning throughout your facility much easier and more efficient.

It delivers superior results in less time and with less effort. Not to mention that it comes with advanced technologies, to help you save water and detergent while using less power. That's not just good for the environment – it's great news for your business.

Get ready to experience the newest scrubber dryers for hospitals, schools, and retail stores.

BODY ———



How much water and time can you save?

Clean more efficiently with less resource. Calculate your benefits with the new SC4000.

[LINK]Visit our website[/LINK]

[EMAIL>Contact us[/EMAIL]

Best regards,  
[DEALER NAME]