

SMARTER WORK WHEN YOU NEED IT MOST

SMB WORK FROM HOME CAMPAIGN GUIDE

Lenovo





Now, more than ever, we're seeing a rapid change in the way the world does business, and where the world does business from, making technology more essential than ever. And when it comes to getting work done, 71% of SMBs use desktops as their primary PC¹, which can make working at home a huge challenge for many and has greatly increased the demand for mobile, work-from-home devices. That's why we've designed the Work From Home Campaign—to help you connect with customers while enabling sales through smarter, Work From Home technology.



Thought Leadership Content
Articles, infographics, and videos designed to help you promote the Work From Home campaign to your customers.



Social Media Assets
Facebook, LinkedIn, and Twitter posts and videos to help you promote the Work From Home offers and campaign.



Emails
A series of three, customizable email templates that can be modified for your purpose and promote the Work From Home campaign and Work From Home Tech Bundle.



Sales Enablement Tools
Customizable flyers designed to help you promote the Work From Home Tech Bundle.

¹ Forrester EX study, 2019.

THOUGHT LEADERSHIP CONTENT



Long Form Articles

- » Help customers improve security with 4 tips on optimizing this new way of work
- » Enable customers to enhance IT with 3 ways to boost productivity



Short Form Articles

- » Help inform customers of how they can keep their data secure at home
- » Showcase the way Lenovo technology can help customers remain productive at home
- » Provide information on how customers can create a comfortable workspace
- » Give details on how to make the most of web conferencing



Infographics

- » Showcase your understanding of the current environment
- » Provide tips and tricks on adapting to working from home
- » Promote Work From Home Lenovo devices and accessories



Videos

- » Present a visual way for customers to maximize working from home
- » Show customers how to maintain their PC at peak performance
- » Help customers achieve success with remote work

SOCIAL MEDIA ASSETS



Facebook Posts

Static campaign assets to be shared with your Facebook connections

Facebook Video Posts

Video campaign assets to be shared with your Facebook connections



Twitter Posts

Static campaign assets to be shared with your Twitter followers

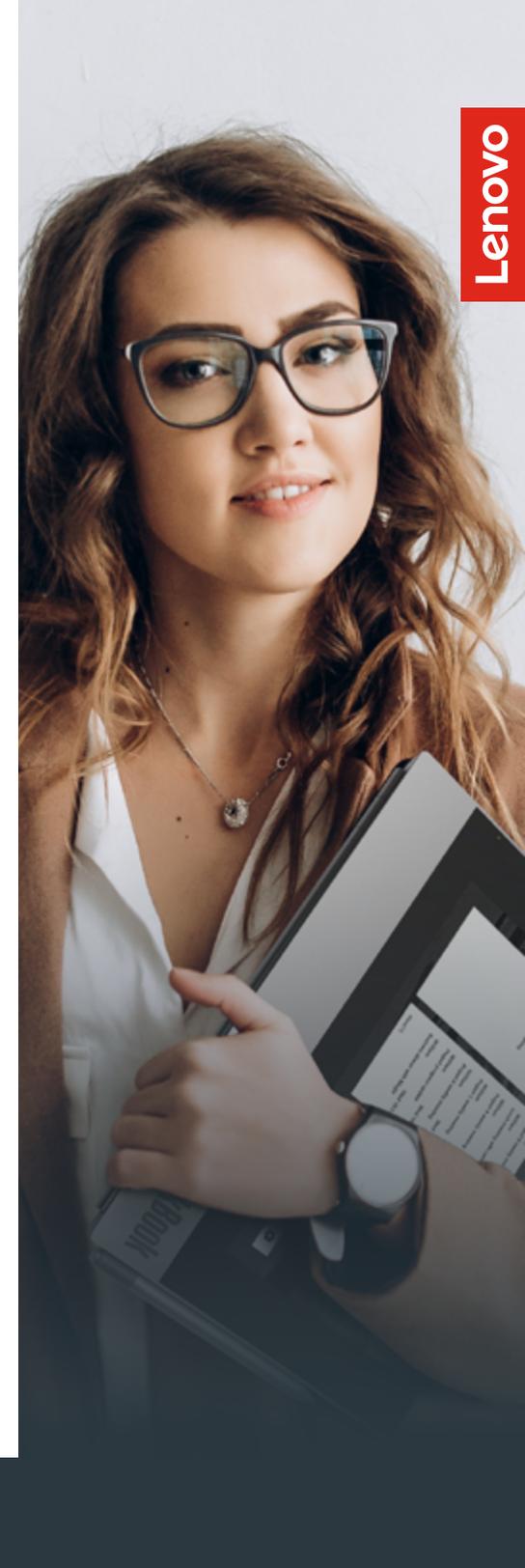
Twitter Video Posts

Video campaign assets to be shared with your Twitter followers



LinkedIn Posts

Static campaign assets to be shared with your LinkedIn audience



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CUSTOMIZABLE EMAIL TEMPLATES

Be sure to add your custom content and change the CTA URLs accordingly before deploying.



Email Template One

- » Raise awareness around the changing business environment
- » Promote exclusive Work From Home Tech Bundle
- » Encourage customers to learn more about Lenovo services



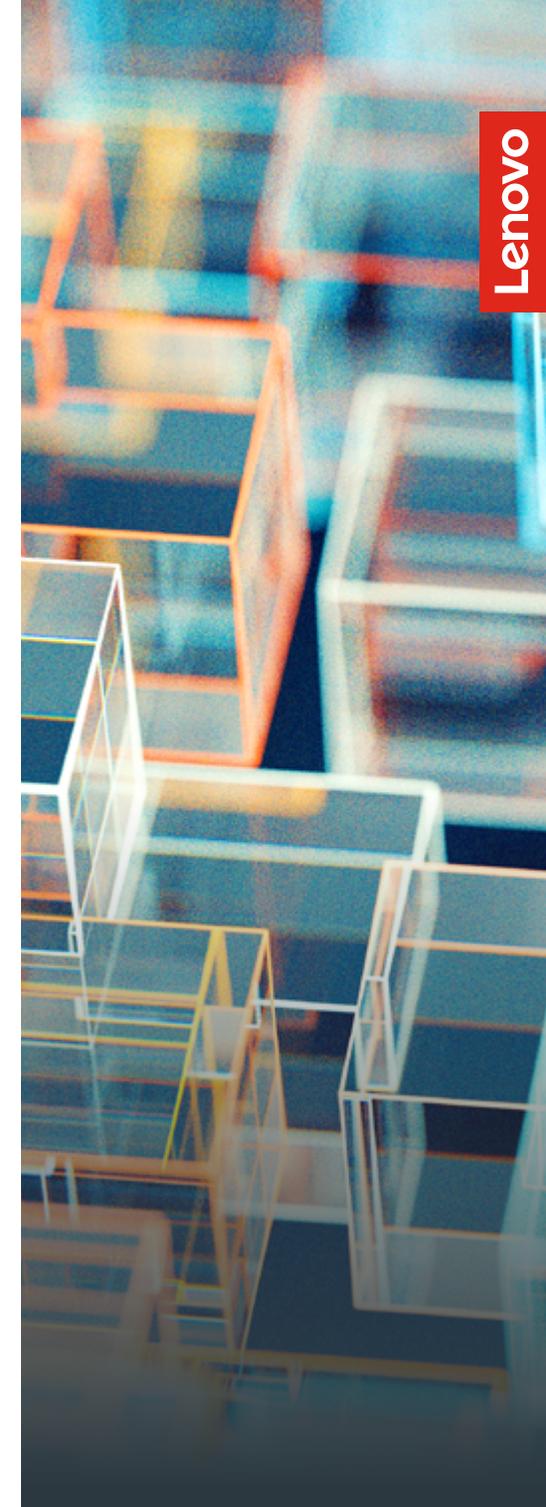
Email Template Two

- » Share Work From Home thought leadership content
- » Promote exclusive Work From Home Tech Bundle
- » Showcase ready to ship products



Email Template Three

- » Provide Work From Home tips and content
- » Promote the exclusive Work From Home Tech Bundle
- » Encourage customers to explore related services and accessories



SALES ENABLEMENT



Work From Home Tech Bundle Flyer Generic

- » Featuring a ready to deploy flyer describing the Work From Home Campaign
- » Designed to promote the Work From Home Tech Bundle

Work From Home Tech Bundle Flyer Customizable

- » Featuring a brandable flyer describing the Work From Home Campaign
- » Promoting the Work From Home Tech Bundle and purchasing options



Workstation Work From Home Bundle Information Internal Partner Asset

- » Featuring an interactive flyer highlighting workstation offers
- » Designed to enable you to sell workstation products built for remote work

CONTACT US

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