

Siemens Healthineers Marketing Toolkit

How to Guide

With this toolkit, you can create your own marketing materials—while using the most current, regulatory-approved images and language. For further assistance please contact your account representative.

Assets Available for Use

Our toolkits contain the following assets, available for your own marketing campaigns and collateral.

Patient Tools

POSTCARD

Postcard to patients, generating interest in new equipment/offering.

Dimensions: 6"x11"

**Include a strong call-to-action and contact information.*

EMAIL

Email language for patients, generating interest in new equipment/offering.

**Include an active and compelling subject line, around 40 characters.*

BROCHURE

Instructional brochure to prepare patients for an exam.

Dimensions: 8.5"x11" tri-fold

**Customize around your unique procedural requirements.*

OFFICE POSTERS

In-office posters, generating interest in new equipment/offering.

Dimensions: 11"x17"

**Include clear next steps for patients.
(e.g. Speak with your doctor to learn more.)*

FACEBOOK/INSTAGRAM

Facebook and Instagram posts directed towards your patients/followers.

**Include contact info or links to further information on your website.*

PRINT ADS

Print ads targeting patients to generate interest in your new equipment/offering.

Dimensions: 8.5"x11" & 8.5"x5"

**Include contact info and a URL to learn more.*

WEBSITE COPY

Site copy for patients to learn more about your new equipment/offering.

BANNER/SEM ADS

Banner and Search Engine Marketing ads targeted towards patients.

Dimensions: 728x90 pixels

Physician Tools

POSTCARD/EMAIL—AWARENESS

Content for physicians, educating them on your new equipment/offering, and generating referrals.

Postcard Dimensions: 6"x11"

**Include a strong call-to-action and contact information.*

POSTCARD/EMAIL—OPEN HOUSE INVITE

Content for physicians, inviting them to your upcoming open house.

Postcard Dimensions: 6"x11"

**Include all essential logistical details
(e.g. dates, directions, etc).*

LINKEDIN/DOXIMITY POSTS

LinkedIn and Doximity posts directed towards physicians.

**Include contact info or links to further information on your website.*

WEBSITE COPY

Site copy for referring physicians to learn more about your new equipment/offering.

PHYSICIAN LETTER

Letter to referring physicians, encouraging referrals and educating them on your new equipment/offering.

**Include contact information and links to further information on your website.*

Facility Tools

PRESS RELEASE

Press release for acquisition of your new equipment/offering.

**Tailor quotations for your organization.*

BOILERPLATE COPY

General descriptive language for facility use.

BILLBOARD AD

Billboard to raise awareness around new solution/offering.

Dimensions: 48'x14'

NEWSPAPER ARTICLE

News article to publicize acquisition/availability of your new equipment/offering.

**Tailor quotations for your organization.*

RADIO SCRIPT

30-second radio spot to raise awareness around new solution.

Editing the Assets

PDFs:

The designed PDFs are customizable.* Utilizing PDF-editing software (such as Adobe Acrobat), you can easily edit text and logos so that the assets suit your unique needs. The content we recommend customizing is displayed in brackets, like <this>.

Example of customizable fields:

- Facility name
- Facility contact information
- Facility-specific copy
- Facility address
- Facility logo

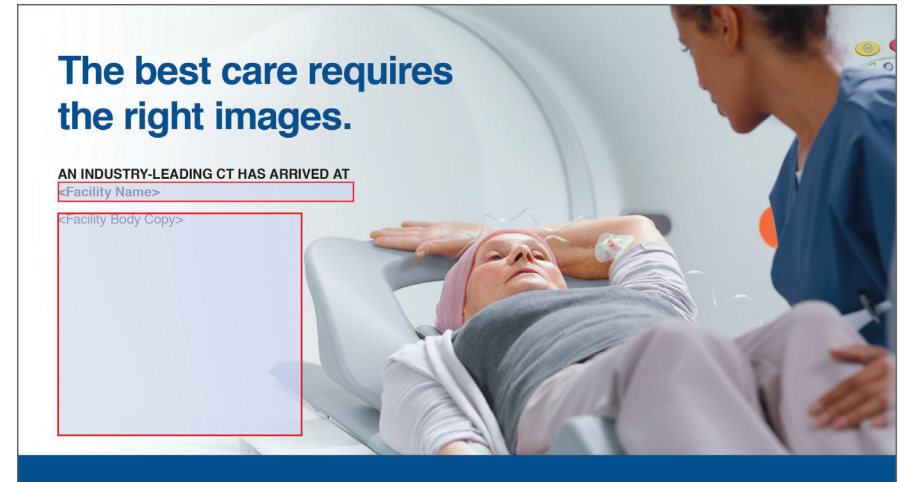
*To request the InDesign files for more editing control, please fill out the contact form on the respective Marketing Toolkit webpage. Your representative will then share the InDesign files with you.

Word Documents:

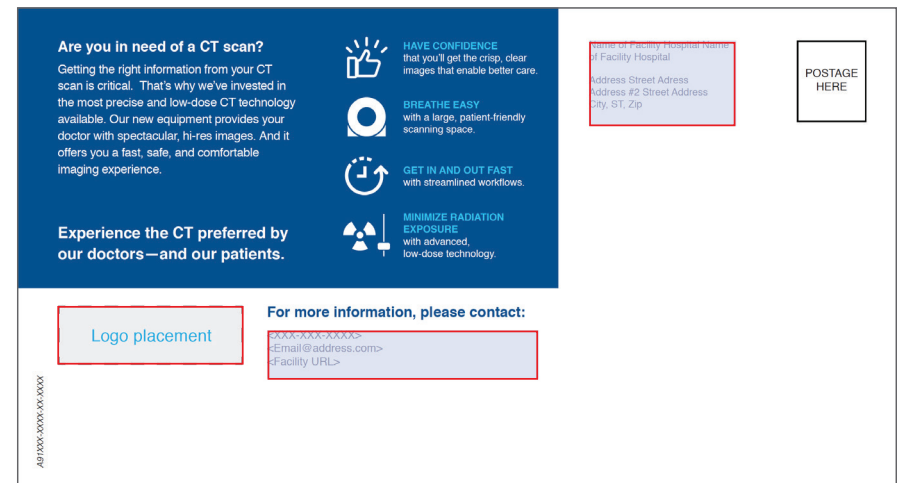
All Word documents can be easily edited in Microsoft Word and paired with visuals from our image galleries. We've marked the areas of content we recommend customizing with brackets and highlighting.

Pre-Publication Checklist

- ✓ Add unique content, where applicable
- ✓ Check facility names, dates, addresses, contact information, quotations, etc.
- ✓ Proofread and check spelling
- ✓ Check for unexpected formatting
- ✓ Check URLs and email addresses. Make sure they are hyperlinked for digital assets so that users can click through to your destination.
- ✓ Add a strong call-to-action and clear directions so that your audience knows exactly what to do or where to go next.



Patient Postcard Front



Patient Postcard Back



Questions? Comments?

Please contact your Siemens Healthineers Account Representative.