

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.*

OFFICE POSTERS

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

Dimensions: 24"x36"

**Include clear next steps for patients. (e.g. Speak with your doctor 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

EMAIL—AWARENESS

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

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

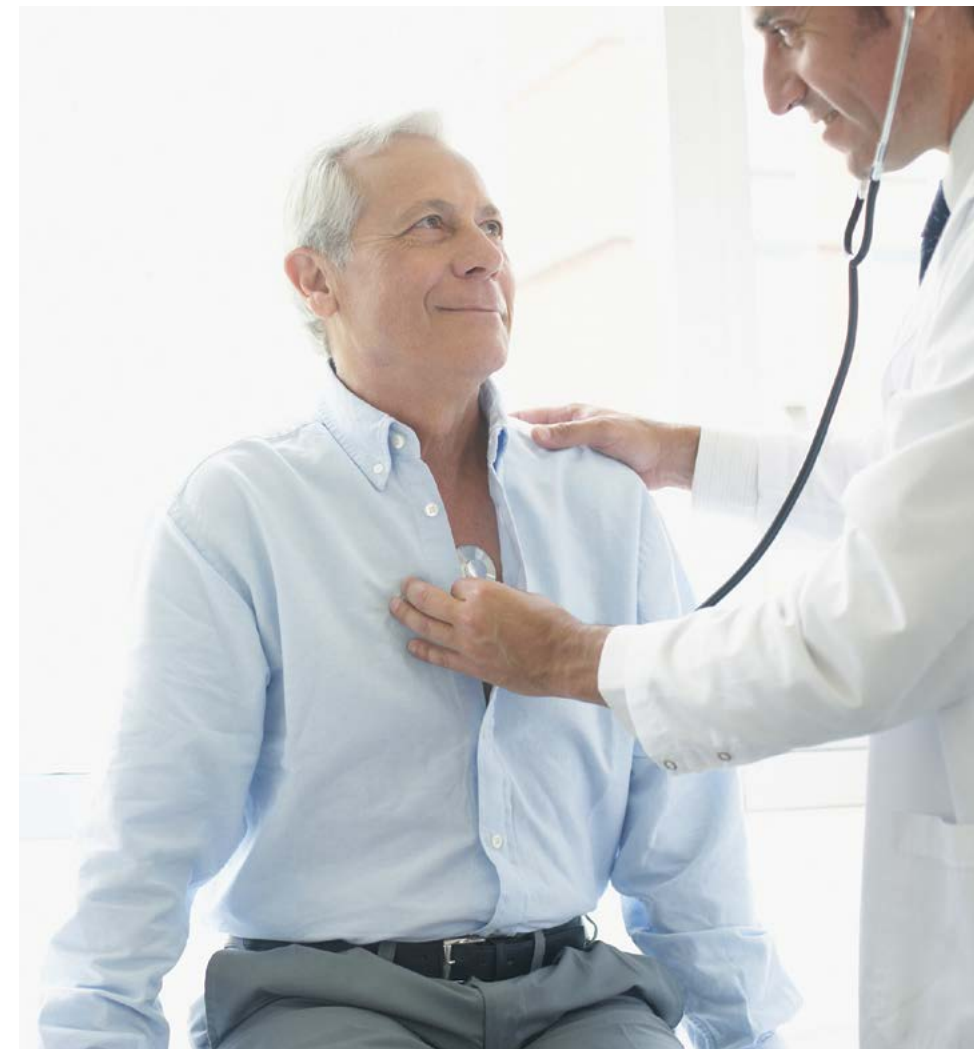
LINKEDIN/DOXIMITY POSTS

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.



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

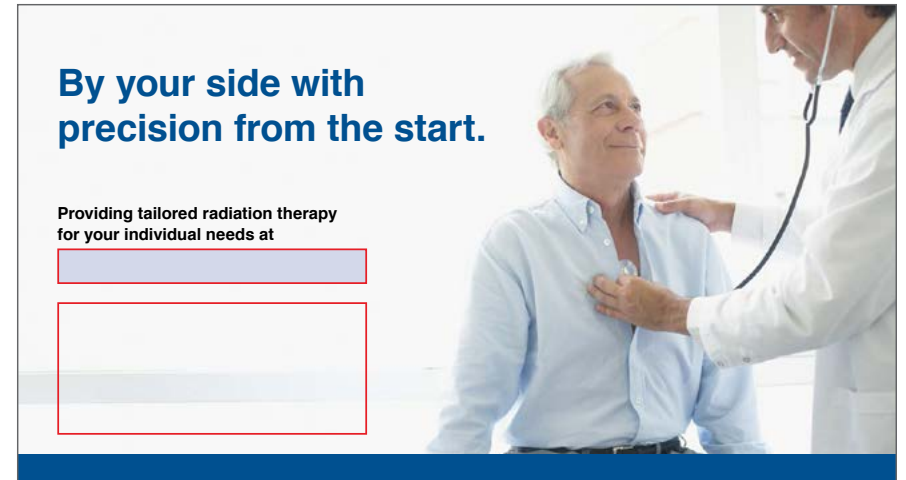
*To request the InDesign files for more editing control, please fill out the contact form on the respective Marketing Toolkit webpage. Your representative will then share the InDesign files with you.

Word Documents:

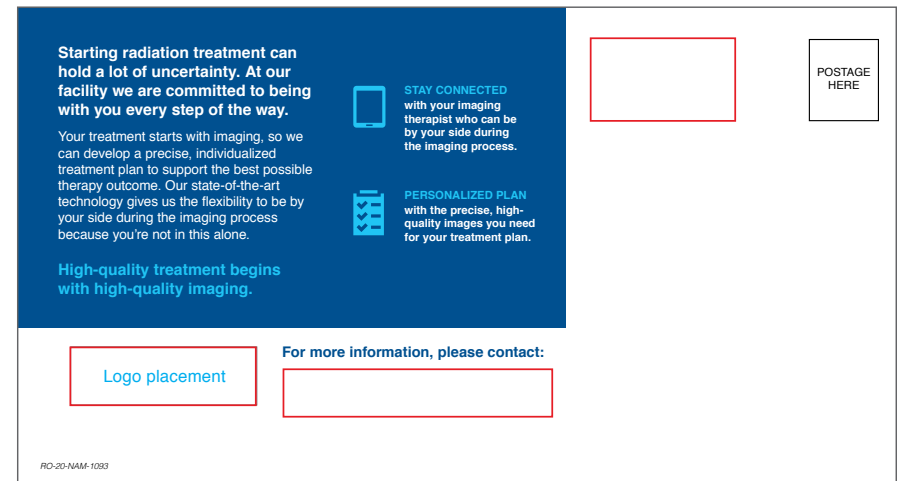
All Word documents can be easily edited in Microsoft Word and paired with visuals from our image galleries. We've marked the areas of content we recommend customizing with brackets and highlighting.

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.