

LenovoTM

How to create your own Marketing Collateral

A QUICK START GUIDE FOR LENOVOTM PARTNERS

Need help using the tool?
Contact us by email:
helpdesk@partnermarketing.com



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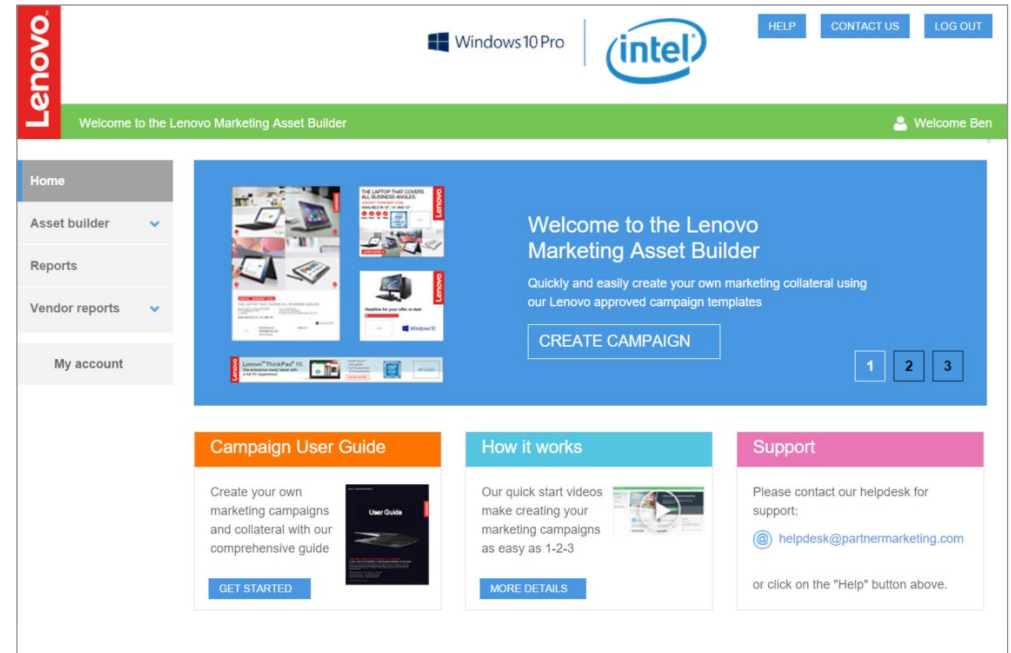
Welcome to the Lenovo™ Marketing Asset Builder

The Lenovo™ Marketing Asset Builder is a tool which will enable you to create co-branded collateral based on our compliant asset templates.

The aim of this guide is to walk you through the steps involved using the tool, making it quick and easy to create your own marketing asset.

MY ACTIVITY

My Activity is where you can keep track of all current and previous campaign activity as well as create, edit, publish, re-publish and delete your assets. To see how this section works, please visit the My Activity section of this guide.



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Getting started

How To Log In

1. Go to lenovoassetbuilder.partnermarketing.com/SSO/
2. Enter your Username and Password.
3. Click Login.

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My Account

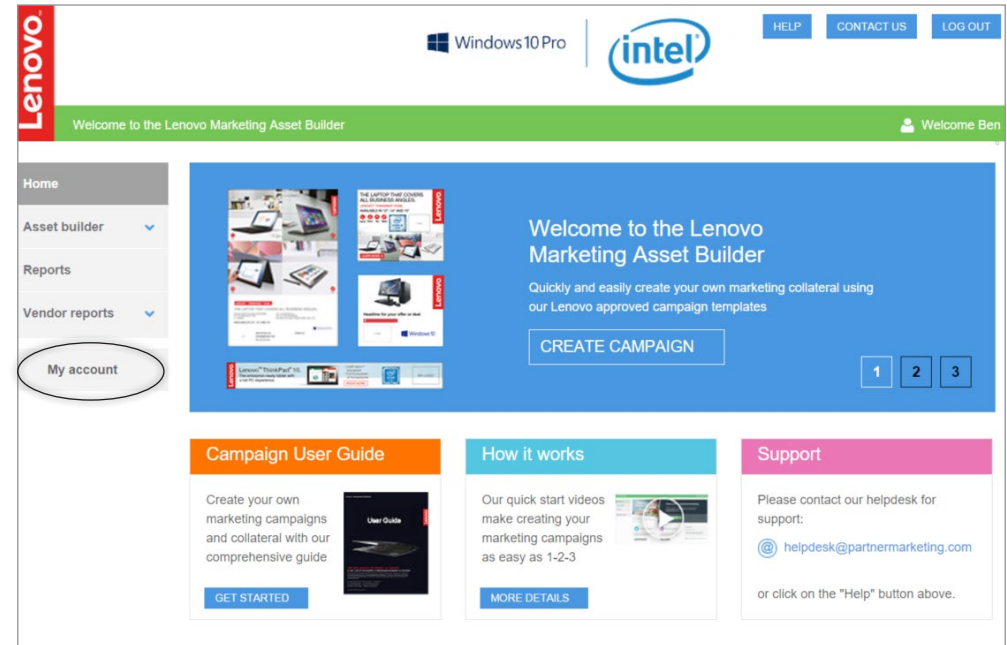
Update Your Account Details

In the My Account section of the site you are able to update your account details, company details and settings. To access the My Account section click on the My Account button in the left-hand navigation of the site page.

Your details should have been automatically populated in the tabs however, if they are invalid or not present, please fill in the required fields.

Help button

Need help using the tool? Contact a member of the helpdesk.



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My Account

Account

1. Fill in all required fields.

Logo

1. Upload your logo by clicking on Upload a File button.
2. Browse for your logo then click Open to upload it to the system.
3. Once uploaded, your logo will appear. To delete the logo, click Delete File.

Settings

1. Fill in required fields by choosing from a drop-down menu. You can change your language and email format.
2. Click Save.

The screenshot shows the 'My Account' page with the 'Account' tab selected. It contains a form with the following fields: Email (partner.user@partnerco.com), First name (Partner), Last name (User), Job title, and Telephone number. A 'SAVE' button is located at the bottom right.

The screenshot shows the 'My Account' page with the 'Logo' tab selected. It features a 'Upload your logo' section with a dashed box for dragging a logo and an 'UPLOAD A FILE' button. To the right, there is a message: 'Please upload your logo in EPS (vector) format. A vector logo file will allow us to provide you with the best print and web ready personalized assets for your use.' Below this, two logo preview boxes are shown: one for 'EPS format - High resolution' (marked with a green checkmark) and one for 'JPEG format - Low resolution' (marked with a red X).

The screenshot shows the 'My Account' page with the 'Settings' tab selected. It contains a form with the following fields: Language (English), Timezone ((GMT) Western Europe Time, London, Lisbon, Casa), and Email Format (HTML (Colour and Images)). A 'SAVE' button is located at the bottom right.

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STEP 1: Choose a campaign

Example assets:

- Poster
- Email
- Print Advert
- Animated Web Banner
- Static Web Banner

On the left-hand side of the screen, click on Asset Builder in the navigation bar. A menu will appear underneath. Click on Create a New Asset to view all available assets then select the asset that best suits your business.

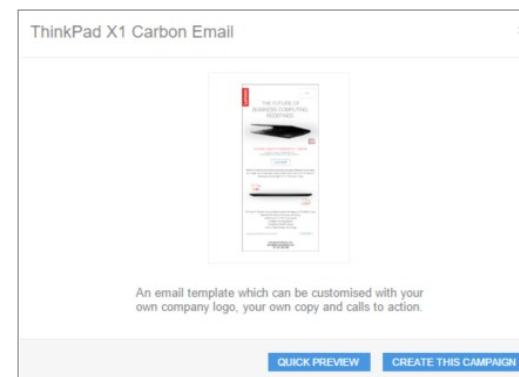
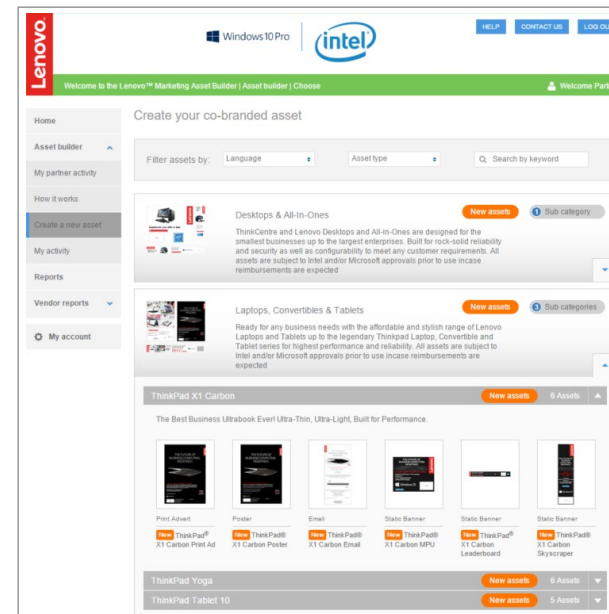
If you have a specific asset or type of communication in mind, the drop down boxes at the top of the page can help you locate the right campaign quickly. You can select your campaign by language or type.

STEP 2: Create your asset

Select your asset

Once you have selected your asset, a quick preview with a brief description will appear.

[Click on Create This Campaign](#)



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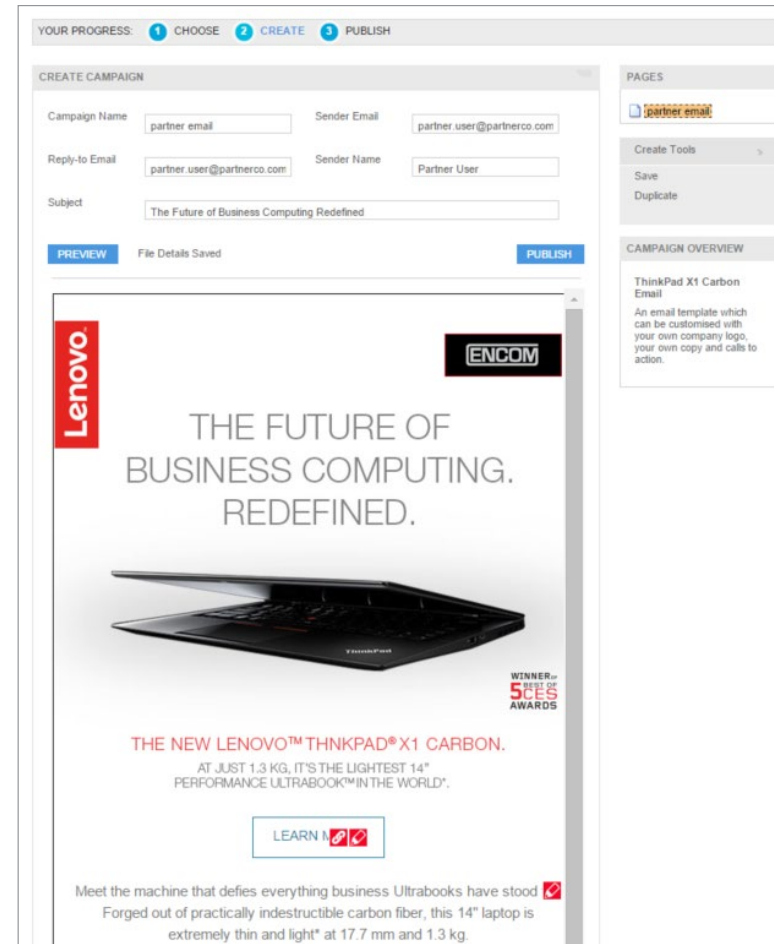


Create Your Asset

STEP 3: Customize your asset

You can customize your asset in different ways according to the type of communication.

Begin editing the asset by simply clicking on the red pencil icons . You can change the headlines, body copy and calls to action. You can also change typographic options including fonts, text styles and alignments.



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Create Your Posters

STEP 3: Customize your campaign

Here's a guide to the different options available.

Posters

1. Edit the asset name

First edit the campaign name at the top of your editor screen.

2. Change the size

Choose the size of the poster template from the drop down menu.

3. Change the processor image

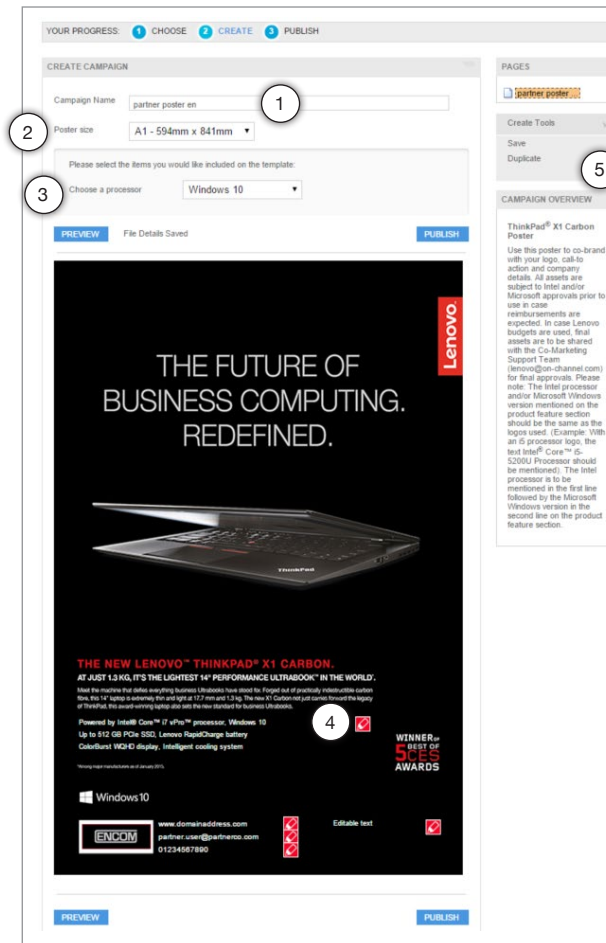
Choose the processor image you would like to use from the drop-down menu.

4. Change the text

By simply clicking on the red pencil icons  you can add text to headlines, body copy and calls to action. Click on the icons and add your text.

5. Change accent and background colors

Change the color of key text headers and background by selecting from the color pickers.



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Create your Emails

STEP 3: Customize your asset

Here's a guide to the different options available.

Emails

1. Insert a subject line

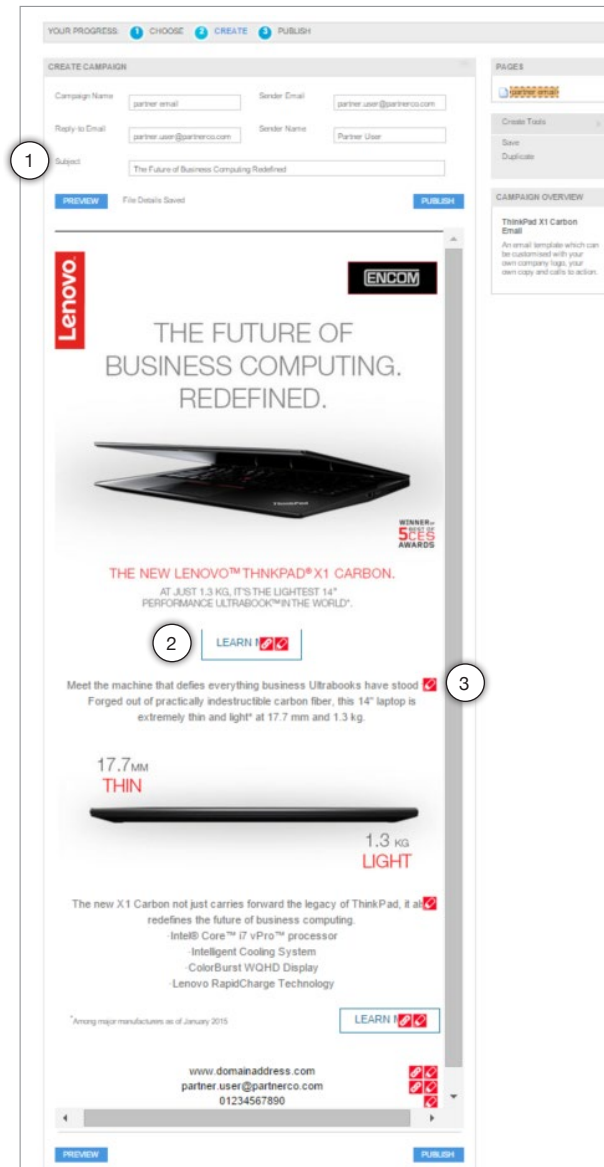
In order to begin editing the asset, you must first enter a subject line for the email then click Continue to edit the rest of the campaign.

2. Insert a hyperlink

Click on the hyperlink icon  to add in a web link or a mail to address.

3. Change the text

By simply clicking on the red pencil icons , you can add text to headlines, body copy and calls to action. Click on the icons and add your text.



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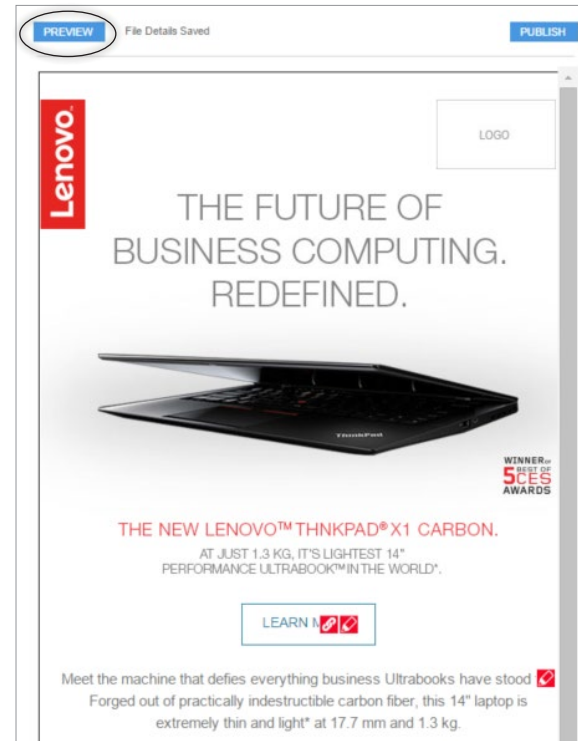
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Create Your Emails

STEP 4: Review your work

When you've finished editing, you can preview your campaign in the window pane. This allows you to check your campaign before submitting it for approval. If you wish to go back and make any changes simply click on Make Changes.



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Create Your Print Advert

STEP 3: Customize your asset

Here's a guide to the different options available.

Print advert


1. Edit the asset name

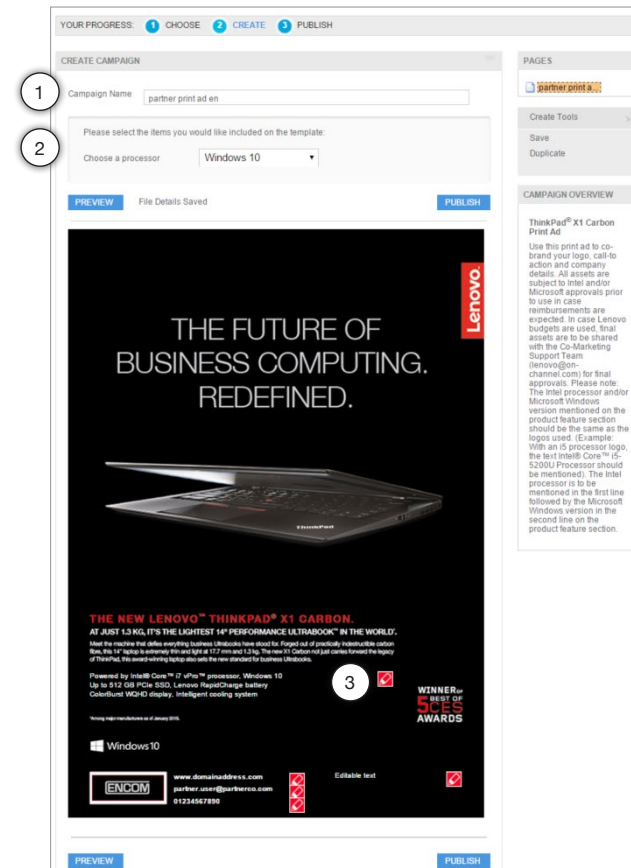
First edit the asset name at the top of your editor screen.

2. Change the processor image

Choose which processor image you would like to use from the drop-down menu.

3. Change the text

By simply clicking on the red pencil icons , you can add text to headlines, body copy and calls to action. Click on the icons and add your text.



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Create Your Animated web banners

STEP 3: Customize your asset

Here's a guide to the different options available.

Animated web banner

1. Edit the asset name

First edit the asset name at the top of your editor screen.

2. Insert a web link

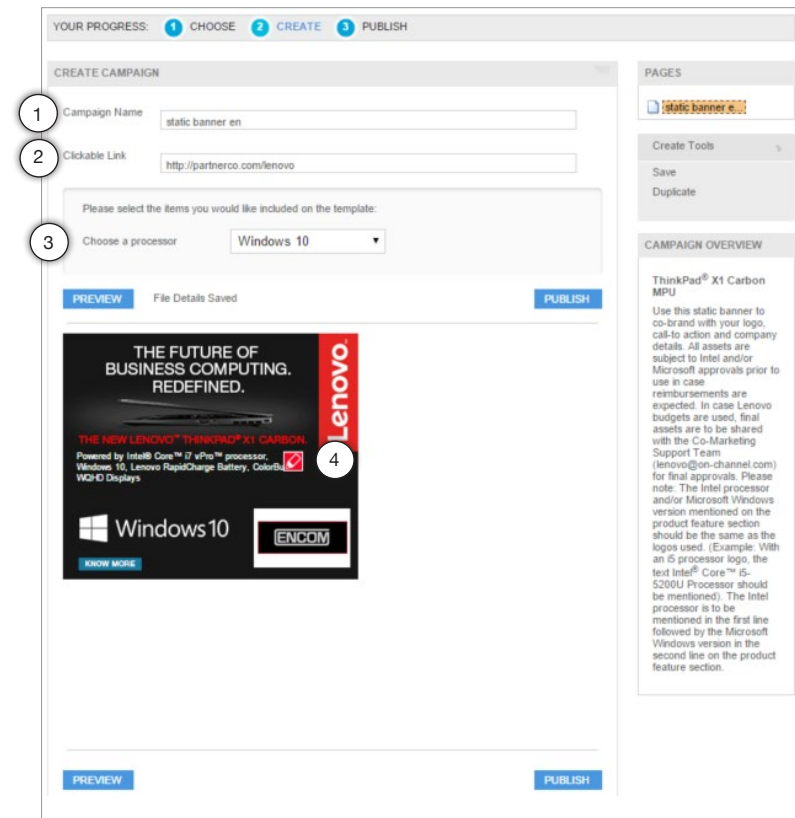
In order to begin editing the asset, you must first enter a web link for the web banner then click Continue to edit the rest of the asset features.

3. Change the processor image

Choose which processor image you would like to use from the drop-down menu.

4. Change the text

By simply clicking on the red pencil icons , you can add text to headlines, body copy and calls to action. Click on the icons and add your text.



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Create Your Static web banners

STEP 3: Customize your asset

Here's a guide to the different options available.

Static web banner

1. Edit the asset name

First edit the asset name at the top of your editor screen.

2. Insert a web link

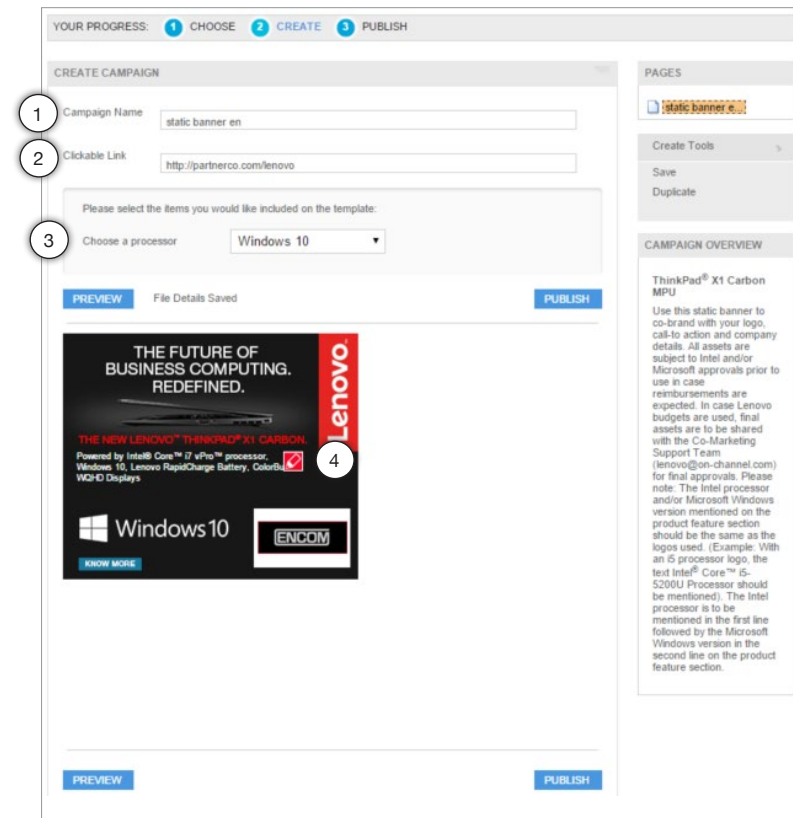
In order to begin editing the asset, you must first enter a web link for the web banner then click Continue to edit the rest of the asset features.

3. Change the processor image

Choose which processor image you would like to use from the drop-down menu.

4. Change the text

By simply clicking on the red pencil icons , you can add text to headlines, body copy and calls to action. Click on the icons and add your text.



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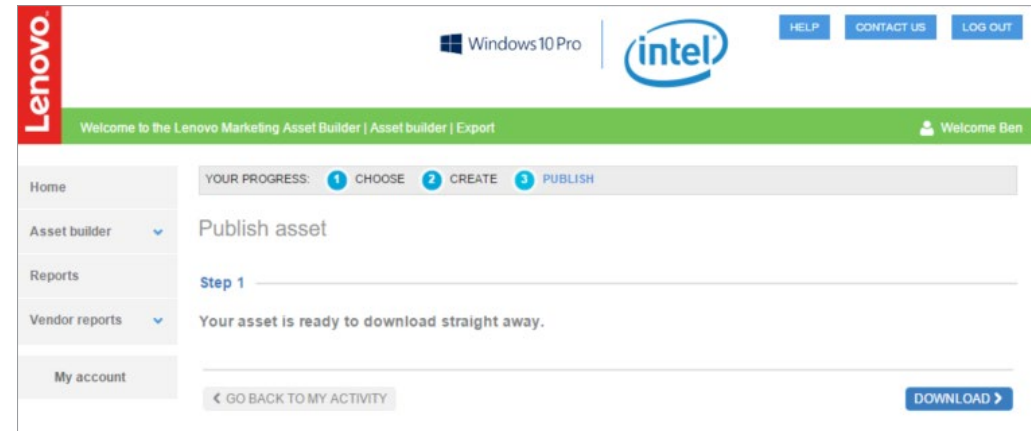
Creating marketing collateral

STEP 5: Publish your asset

Check that you are happy with all the asset fields. Click on the Publish button to publish your Asset. You will now be given specific options to output your campaign based on the type of asset selected.

All printed items:

- Export the item for print using your own system.



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STEP 5: Publish your asset

Check that you are happy with all the asset fields. Click on the Publish button to publish your Asset. You will now be given specific options to output your campaign based on the type of asset selected.

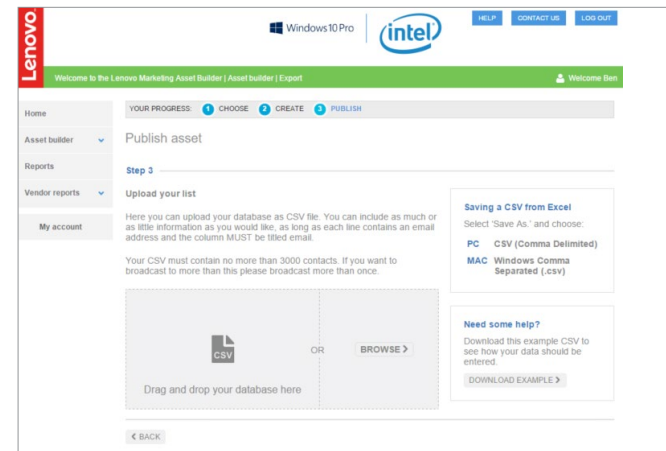
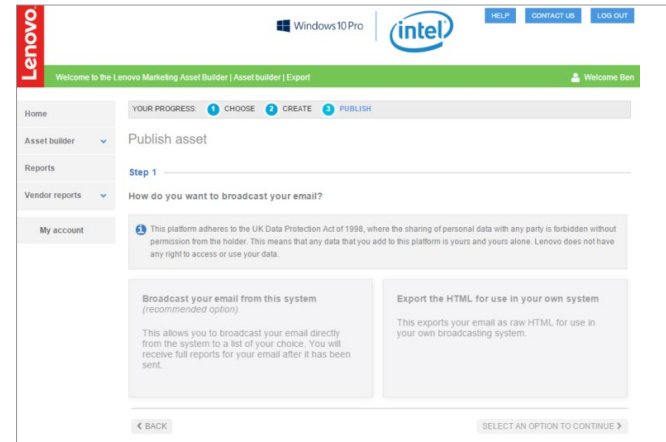
Emails:

- Send the email through Asset Builder (recommended)
- Export the HTML email for use in your own broadcast system

To send the email through the system please confirm the data permissions. Once you have done this, you need to upload your data as an excel file. You are then able to send a test email to yourself to check this can be viewed correctly.

NOT SURE HOW TO POPULATE YOUR DATA?

You can download a CSV template which can help to populate your email recipients. When downloaded, please complete the template with your data and then upload it.



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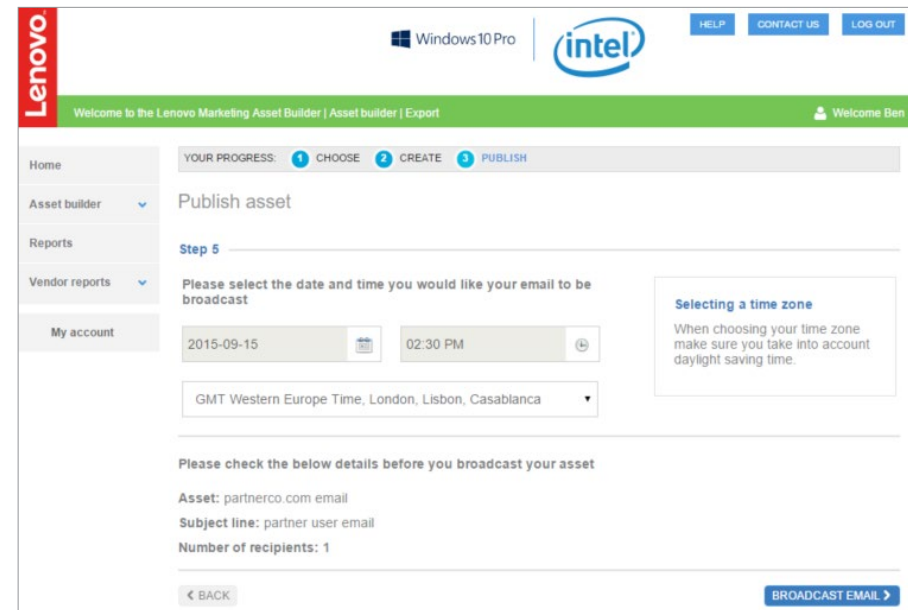
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Once you have uploaded your CSV file, you can broadcast your asset.

You can schedule this email to go:

- As soon as possible
- At a scheduled time.

Once you have selected a date and time, including timezone, click Send Asset.



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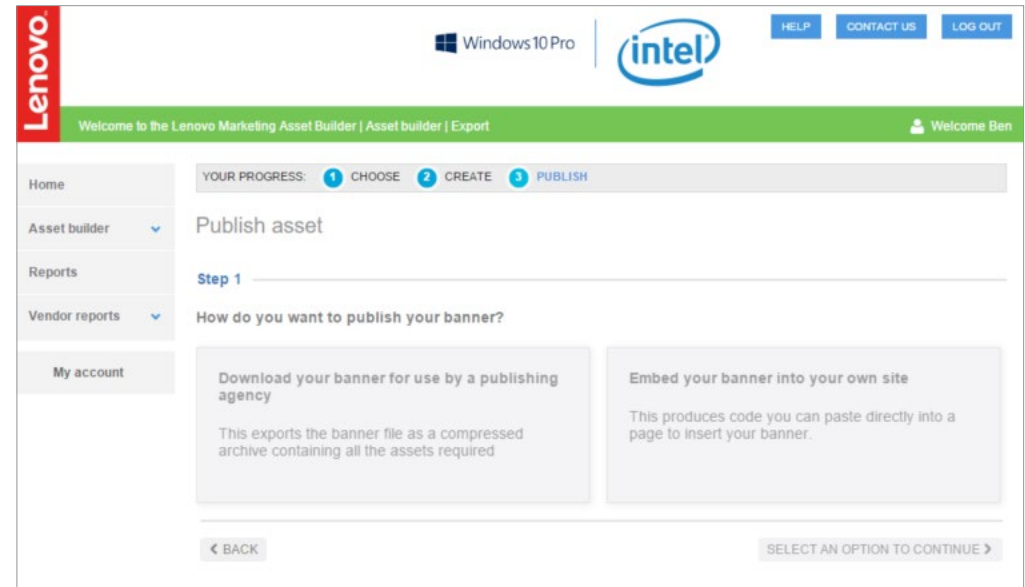
Creating marketing collateral

STEP 5: Publish your asset

Check that you are happy with all the asset fields. Click on the Publish button to publish your Asset. You will now be given specific options to output your campaign based on the type of asset selected.

Animated and Static Banners:

- Export the banner to embed in your own site.
- Compress it to send to a publishing agency.



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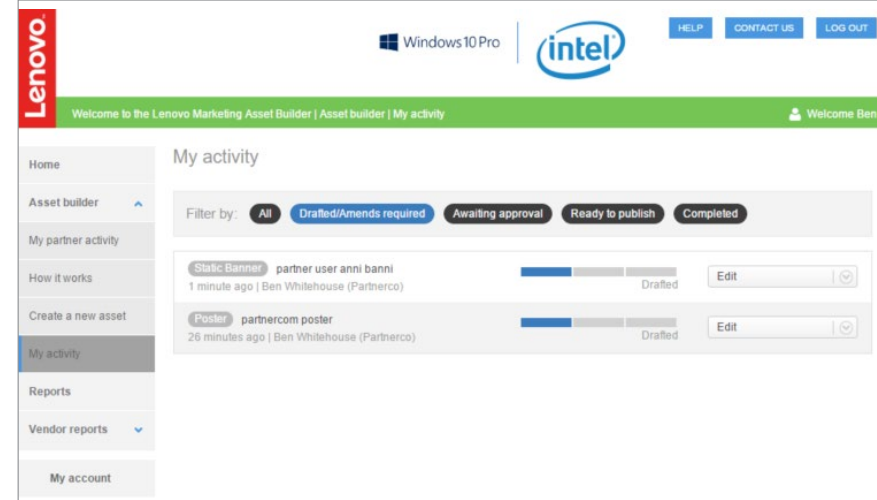
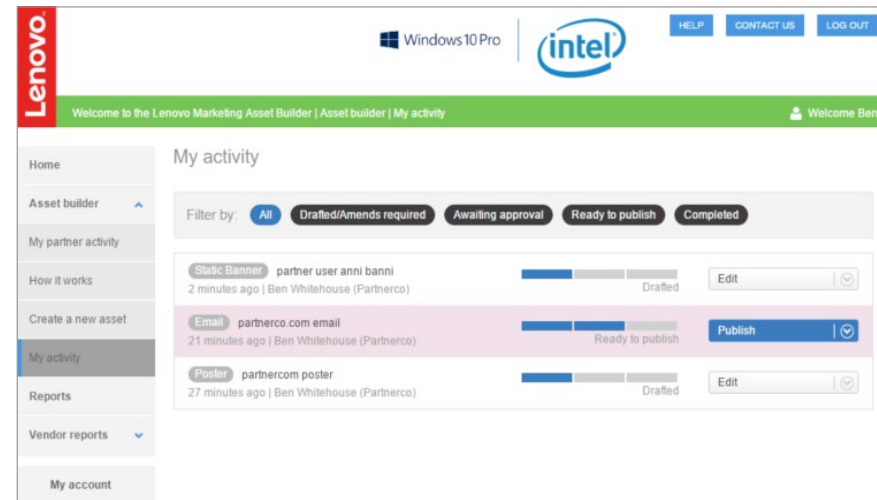
My activity

Keep track of all your current and previous campaigns in My Activity. You'll see notifications on approvals, changes and updates. Plus you have the option to edit, re-publish, delete or archive campaigns.

To access My Activity on the Lenovo™ Marketing Asset Builder, simply click on Ad Builder in the navigation menu bar. Underneath, a menu will drop down. Select My Activity.

1. Drafted

This section of My Activity is used to make any amends as specified by the moderator. It is also where your incomplete assets are stored, until you are ready to send them for approval. You can edit, preview, delete or view the Asset history work flow here. Each asset will have a clear status so you know what to do next.

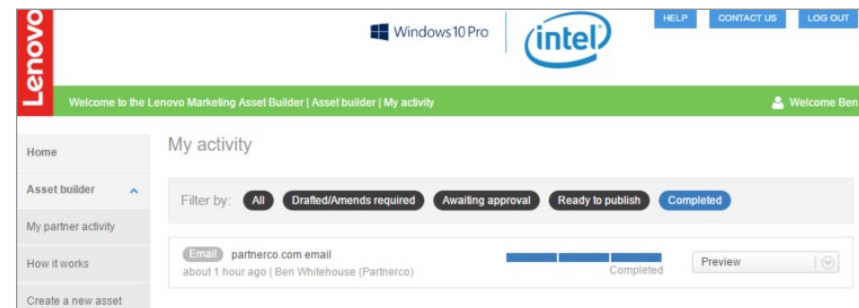
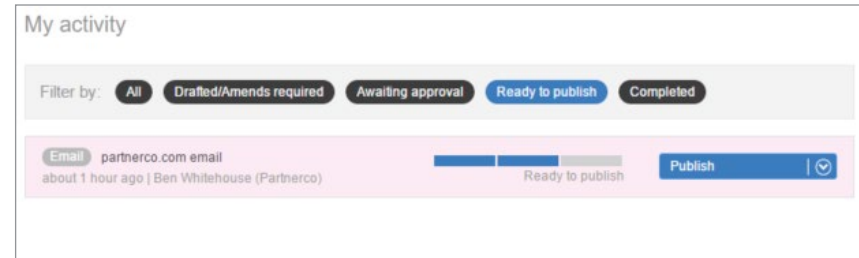




My activity

2. Ready to publish and completed

This section of My Activity is where all asset that have been completed are kept. You can select your assets and preview, re-publish or view the assets history work flow.



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Reports

Reporting

Reporting is a feature of the Asset Builder tool that is continuously being enhanced to ensure that the results of your published campaigns are extensive enough to provide an element of lead generation for sales. To view the Reporting, click on Asset Builder in the left hand navigation and click My Activity.

From here click on Completed and you will be able to view your completed campaigns.

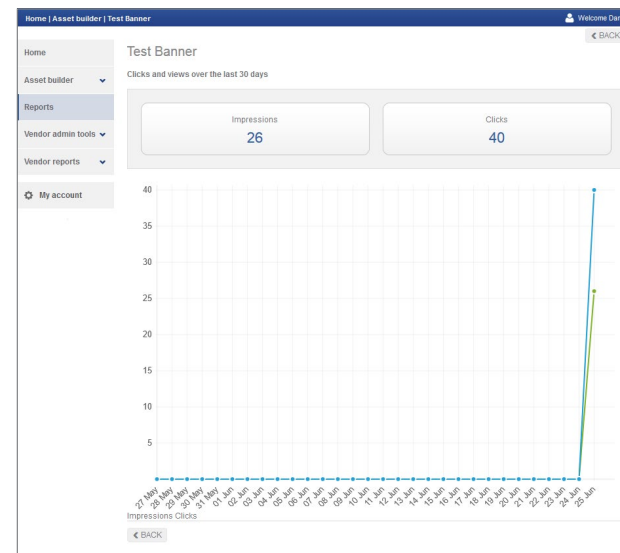
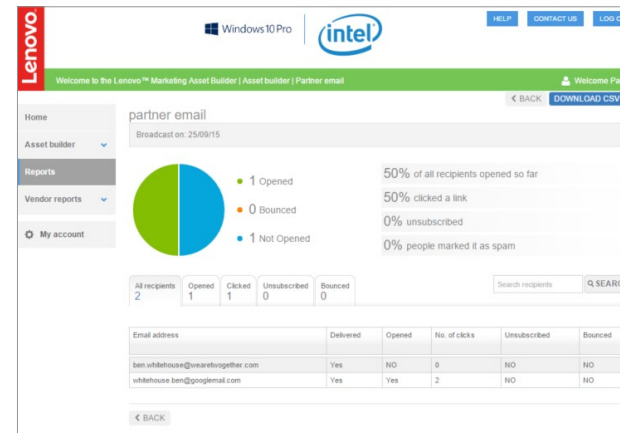
In the drop down menu to the right of your asset, click the arrow and then click on Report, and you will be able to view the results.

Email:

For email campaigns you are able to view the exact number of recipients who have opened your email. You can also view the number of bounces and how many recipients have not opened your email. The reporting results can be downloaded as a CSV file. You will need to confirm the reason for your download and agree that you will gain approval prior to amending any item that you have downloaded.

Animated banner

The reporting for the animated banners shows the number of click-throughs and the frequency of click-throughs over a period of time.



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Icons

Here's a guide to the key icons on the Lenovo™ Marketing Asset Builder site.

Insert a hyperlink

Click on the hyperlink icon  to add in a web link or a mailto address.


Text editor

The pencil icon  indicates an editable text area. Click on the icon to type or copy and paste in text.

Pages

On certain campaigns, there are more than one page. Look out for the Pages section on the right-hand side of the campaign when editing.

Change or upload an image

The changeable image icon  allows you to customize your campaign by selecting from a range of available images.