

# Carestream

## Horizon X-ray System Marketing Toolkit



**Carestream and you.  
We're better together.**

# Horizon X-ray System

## MARKETING TOOLKIT



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# Horizon X-ray System

## MARKETING TOOLKIT

### ABOUT THIS DOCUMENT

Carestream is committed to providing the marketing support and tools you need to increase sales. This marketing Toolkit offers the personalized elements you need to effectively promote the Horizon X-ray System, including logos and photography, social media, e-blast campaigns, and a website. We want to help you energize your Horizon X-ray System sales this year. And we're committed to providing all the tools you need for maximum success.

### TRUSTED ANALOG X-RAY SYSTEM DESIGNED FOR THE FUTURE.

#### Affordable Performance, Efficient Design

The new CARESTREAM HORIZON X-Ray System delivers what you need today—with an eye toward the future of your radiology practice. This simple and highly affordable analog X-ray system provides all the key functionality you need to diagnose with confidence and provide exceptional patient care.

Designed for small- to mid-sized imaging centers, orthopedic facilities, urgent care centers, and hospitals, the HORIZON X-ray System offers exceptional image quality to boost productivity and superb flexibility for all major exams. Plus, the system is digital-ready for a complete CR/DR-print solution as your radiology needs evolve.

#### Advantages at a Glance:

- Fully manual X-ray system an analog console.
- Simple, affordable, high-performance solution.
- Reliability, easy installation, and maintenance.
- Available in table or wall stand configurations.
- DR ready for both conventional and digital applications.



[Click Here to Download  
the Brand guidelines](#)

# Horizon X-ray System

MARKETING TOOLKIT

## LOGOS AND IMAGES



Using consistent, high-quality graphics and photography in your marketing materials reinforce your customers' perceptions of you and the products you sell.

We're providing logos and images for use across all marketing materials. Images are in high resolution for print and low resolution for use on the Web.

## EQUIPMENT



[Click Here to Download the files](#)

# Horizon X-ray System

## MARKETING TOOLKIT

### COPY & VALUE PROPOSITIONS



Your website is often the first place end users will see if you have the products they need. Make sure it looks good and offers the most comprehensive purchasing decision information.

A Word document is provided with this kit that includes product details and value propositions you can incorporate into your website or other marketing materials.

We've also included product promotion artwork and files for creating custom headers or artwork for the web pages.

- ✓ Use the value proposition statements, promotional images, and content supplied to update your website or create your own branded materials.



RADIOLOGIST



RADIOGRAPHER



RADIOLOGY  
ADMINISTRATOR



PATIENT



PHYSICIST AND  
BIOMEDICAL ENGINEER



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# Horizon X-ray System

## MARKETING TOOLKIT

### SELL SHEETS



When we work together to promote products, you stand to gain more sales. Be sure to use these materials to create more awareness among your customers.



✓ Post the PDF file provided on your website.

### Horizon X-ray System



#### Affordable Performance, Efficient Design

The new Caresstream Horizon X-ray System delivers what you need today—with an eye toward the future of your radiology practice. This simple and highly affordable analog X-ray system provides all the key functionality you need to diagnose with confidence and provide excellent patient care.

Designed for small to mid-sized imaging centers, outpatient facilities, urgent care centers and hospitals, the HORIZON X-Ray System offers exceptional image quality to boost productivity and support flexibility for all major exams. Plus, the system is digital-ready for a complete DICOM print solution as your radiology needs evolve.

#### Advantages of a Caresstream

- Fully manual X-ray system with analog console
- Simple, affordable, high-performance solution
- Minimal time installation and maintenance
- Available in table or wall stand configurations
- 20 applications for both conventional and digital applications



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# Horizon X-ray System

## MARKETING TOOLKIT

### E-BLAST TEMPLATE & CONTENT



Sending a series of e-blasts to your customers in a predetermined time frame will help to keep your company top-of-mind when they need products.

As part of the Carestream Horizon X-ray System advertising schedule, we're deploying a series of e-blasts to professionals that have opted-in to receive our messages.

We're providing the assets used in our e-blasts to use with your name and contact information.



**E-blasts are easy!** There are some online services where you can create and populate e-blasts using a simple graphical interface! If you need more help contact your Channel Manager.

**YOUR LOGO HERE**

## Horizon X-ray System with Focus 35C

**READY FOR THE FUTURE OF RADIOGRAPHY**

You can turn your conventional X-ray system into a digital workflow at the time of purchase—or anytime in the future.

Simply bundle your X-ray room with our retrofit solutions:

- **Focus Detectors** with WiFi capability and Casium scintillator with Image Suite Software and MiniPACs archiving capability.

**Focus 35C/43C Detectors Powered by Image Suite Software.**

Stepping up to digital X-ray is a tremendous way to speed your workflow, increase productivity and support a higher standard of care.

[Learn more](#)

Carestream Channel Partner



[Click Here to Download the files](#)

# Horizon X-ray System

## MARKETING TOOLKIT

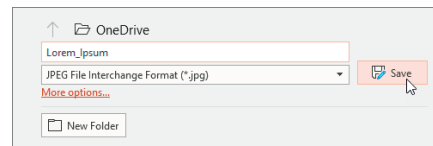
### Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns  
with Landing Pages  
– Fast and Affordable!

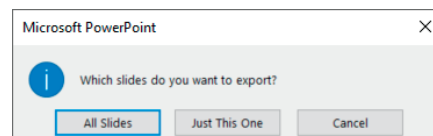


- 1 Download and open the e-blast template provided in this toolkit.
- 2 Edit the text with the information you want to send to your client.
- 3 Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- 4 Click **File > Save As** (or Save a Copy if your presentation on OneDrive or SharePoint). Navigate to the folder where you want to save your slide.
- 5 Type the name of your slide image in the File name text box.
- 6 Click to open the **Save as Type drop-down menu**. Select one of the following image formats for your slide.

Select: **JPEG File Interchange Format (.jpg)**  
or **PNG Portable Network Graphics Format (.png)**



- 7 Click **Save**. Review the PowerPoint dialog box, and select **Just This One** to save your selected slide as an image.






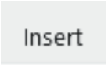

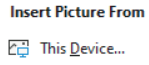
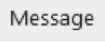



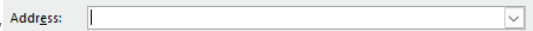
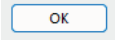
# Horizon X-ray System

## MARKETING TOOLKIT

### Instructions to send an E-blast from Outlook.

Email Marketing Campaigns  
with Landing Pages  
– Fast and Affordable!



- ① Open a new email on Outlook. 
- ② Click on the insert command. 
- ③ Click on the “pictures” icon  and select the option “This Device”, choose the e-blast image you created on PowerPoint. 
- ④ Click on “message” 
- ⑤ Select the image and then click on the option “Center text” 
- ⑥ Once the image is centered, click on the “link” icon 
- ⑦ In the pop-up window, choose “Existing File or Web Page”.   
On the “Address” field,  copy and paste the website address of the landing page or the page you want the e-blast to link to. We recommend checking that the link is visualized correctly on your browser first.
- ⑧ Click on “OK” 
- ⑨ Choose the recipients, write the email’s “Subject” and click “Send”

That’s it!, You sent an e-blast from your email quickly and easily.

# Horizon X-ray System

## MARKETING TOOLKIT

### LANDING PAGE TEMPLATE




Carestream is actively promoting the Horizon X-ray System through e-blast campaigns with a landing page

You can use this example landing page to create your own branded landing page using the website artwork and copy content supplied in this toolkit.

If your company doesn't have a specialized area and you need to create a landing page, contact your Channel Manager to help you.

YOUR LOGO HERE

Ready for the future of radiography.



### HORIZON X-ray System with Focus 35C

You can turn your conventional X-ray system into a digital workflow at the time of purchase—or anytime in the future.


Simply bundle your X-ray room with our retrofit solutions: Focus Detectors with WiFi capability and Cesium scintillator with Image Suite Software and MiniPACs archiving capability.

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Plus, the system is digital-ready for a complete CR/DR-print solution as your radiology needs evolve.



#### Focus 35C/43C Detectors Powered by Image Suite Software.

Stepping up to digital X-ray is a tremendous way to speed your workflow, increase productivity and support a higher standard of care.




#### Contact us!


Name\*

Company\*

E-mail\*

Phone\*







# Horizon X-ray System

## MARKETING TOOLKIT

### Be Social.



#### Where Should You Post?

**LinkedIn** is an effective platform for sharing informative content. Professionals who are on LinkedIn are looking for opportunities to connect with others in their industry to learn and grow together.

**Facebook** promotes the “human” side of the brand and lets you connect with customers in a less formal way.

**Twitter** is a place to see the latest news and “what’s happening.” It’s common to use Twitter for content marketing.

**Instagram** helps show off company culture and can also portray the “human” side of your business.

#### Use Social Media to Engage with Customers and Prospects on the Platforms They Prefer.

Most of your target audience is using social media to find industry-related news and education. Be proactive and connect with your prospects and buyers on the social platforms they use.

- 92% of B2B buyers use social media platforms specifically to engage with industry thought leaders (Bambu, 2019).
- More than 50% of revenue across 14 major industries is generated by social sales. 75% of B2B buyers and 84% of C-level executives are influenced by social media when making purchasing decisions. (smallbizgenius, 2020)

Connecting with customers and prospective customers can benefit you in several ways:

- Build/strengthen relationships
- Introduce yourself to non-customers
- Expose your content to a broader audience
- Create opportunities to engage with customers and prospects

#### What Should You Post?

**LinkedIn** is more of an educational platform. Feature informative industry content rather than sales literature on your company’s LinkedIn page.

- Share blogs. Embed a link to one of the blogs we’ve provided in the toolkit. Be sure to comment on why the information is relevant to your audience.
- Share an industry article that would interest your prospects and customers or insights you’ve learned from a recent webinar or customer visit.\*
- Share a photo and interesting comments from a customer visit.\* Link to your company website.
- Share information about an upcoming event where people can meet you and your team. Include a link to your company website.
- Share photos and information about new products you are carrying. (It’s ok to do occasional product posts.) Link to your company website.
- Share news releases you have created – and don’t forget the link to your website.
- Make sure your sales team and other employees share the posts on their LinkedIn feeds, too. This will increase the number of people who see the posts.

\*Always get permission from customers before posting any information about them.

# Horizon X-ray System

## MARKETING TOOLKIT

### Be Social. (Continued)



#### Where Should You Post?

**LinkedIn** is an effective platform for sharing informative content. Professionals who are on LinkedIn are looking for opportunities to connect with others in their industry to learn and grow together.

**Facebook** promotes the “human” side of the brand and lets you connect with customers in a less formal way.

**Twitter** is a place to see the latest news and “what’s happening.” It’s common to use Twitter for content marketing.

**Instagram** helps show off company culture and can also portray the “human” side of your business.

**Facebook** is the platform for more promotional and product-focused content.

- Use the product images we’ve provided in the toolkit. Add your personal comments to the post, and link the post to your company website.
- Rotate different product videos and images weekly.
- Post photos of your employees at work, having fun, and at events.
- Let people know about community and non-profit events you support.

The content you post on your Facebook and LinkedIn pages can be repurposed on your **Twitter** feed.

Much of the content you post on your Facebook and LinkedIn pages can also be posted on **Instagram**. In addition to showcasing company culture, Instagram is an ideal forum for showing off great photos.

#### Don’t Have Social Pages for Your Company?

If your company doesn’t have branded social channels, then post the content on your personal social media. We recommend focusing on LinkedIn. Reason: it’s likely you and your employees have professional connections with your prospects and customers on LinkedIn. It’s less likely that their friends and followers on Facebook are in the medical imaging profession.

# Horizon X-ray System

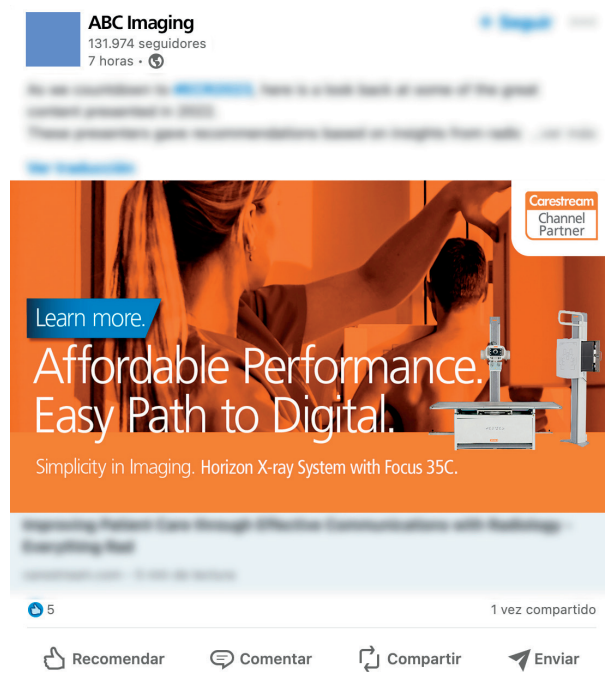
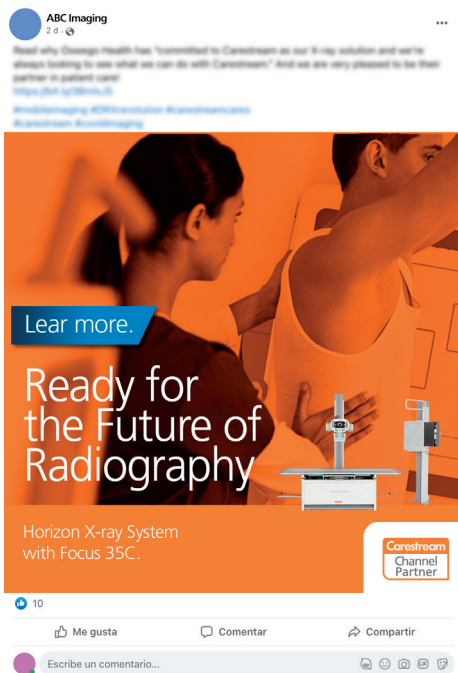
## MARKETING TOOLKIT

### SOCIAL MEDIA SUPPORT



Most of your target audience uses social media to find industry-related news and education. Be proactive and find buyers where they prefer to hang out, rather than hoping they somehow find you.

Today, it's essential to integrate social media into your marketing activities. We've created a social media post and artwork for you to use in your Linked In, Facebook and Instagram accounts.



# Horizon X-ray System

MARKETING TOOLKIT

## PRESENTATION PPT



A PowerPoint is provided for you to present the Horizon X-ray System your way. If you have any questions, don't hesitate to contact us.



[Click Here to Download the files](#)

# Horizon X-ray System

MARKETING TOOLKIT

## E-SIGNATURE



Use this promotional E-Signature in your Email communications to spread the word to customers about the Horizon X-ray System with every touch!



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# Horizon X-ray System

MARKETING TOOLKIT

## PROMOTIONAL VIDEO



Share our promotional videos to promote the Horizon X-ray System dynamically and its full potential to your customers.



Click Here to  
Download the files



# Horizon X-ray System

## MARKETING TOOLKIT

### CONTACT

At Carestream, we've worked closely with our end users for valuable insight into product improvements. We are committed to building supportive and interactive relationships using valuable insights to create better products and services.

We don't just make products. We listen to your needs with a solutions-based approach to meet your challenges. You can always count on us for the right combination of digital or film products to increase your productivity and profitability.

We offer real value because we value our relationships with you and your customers.

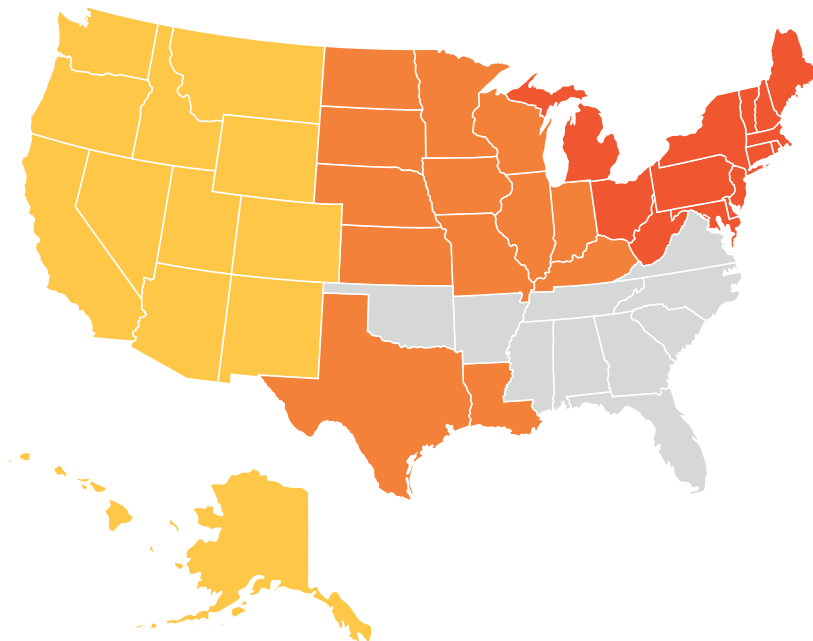
## Carestream and you. We're better together.

If you have any questions on improving your Horizon X-ray System product marketing or special requests for marketing assistance, don't hesitate to contact us. Our goal is to provide you with all the tools and support necessary for improved sales and success.

**Regina DeSimone | Senior Manager, US&C Sales and Channel Operations**

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Rx only

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