

Carestream

DRX-Excel Plus Marketing Toolkit



Carestream and you.
We're better together.



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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 DRX-Excel Plus System, including logos and photography, social media, e-blast campaigns, and a website. We want to help you energize your DRX-Excel Plus System sales this year. And we're committed to providing all the tools you need for maximum success.

EXCITING NEW CAPABILITIES.

A Timely Two-In-One Solution.

The popularity of fluoroscopy for diagnostic imaging is surging – and with good reason. Fluoroscopy provides excellent image quality and supports a wide range of exams. Now this technology has been specifically optimized for large hospitals and imaging centers, with the CARESTREAM DRX-Excel Plus System. It combines fluoroscopy and general radiography capabilities in one compact unit. It also delivers accelerated workflow, high-resolution images and easy, convenient operation.

That's total flexibility. Meet the ideal blend of performance and economy. The DRX-Excel Plus System gives you capabilities for general radiography and fluoroscopy exams in a single system – at a very attractive price. The system is offered as a dRF configuration, with a single, at-panel digital detector for both fluoroscopy and radiography.

Advantages at a Glance:

- Adam console to fully integrate the dRF system with the LLI auto-stitching capability.
- Redesigned graphic user interface with ergonomic features for a better user experience and a faster workflow.
- Dynamic digital at panel detector with higher resolution and higher DQE.
- Overhead Tube Crane and Wallstand Bucky as additional options to extend the system's capabilities.



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

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.

LOGOS



EQUIPMENT



PHOTOS



X-RAY IMAGES

In this toolkit, you'll find a sample of X-ray images. We're continuously building on this library and will notify you when new images become available.

Contact Carestream WW Marketing for any special image requests.



[Click Here to
Download the files](#)

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**



**Click Here to
Download the files**

SELL SHEETS

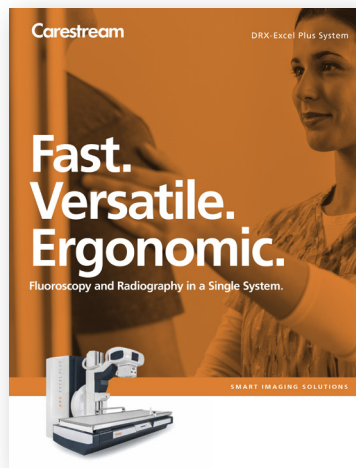


When we work together to promote products, you stand to gain more sales. Be sure to use these materials to create more awareness among your customers.



✓ Post the PDF file provided on your website.

DRX-Excel Plus



[Click Here to
Download the files](#)

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 DRX-Revolution advertising schedule, we're deploying a series of e-blasts to professionals that have opted-in to receive our messages.

We're providing you with 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

DRX-EXCEL PLUS

A Timely Two-In-One Solution.

The DRX-Excel Plus System gives you capabilities for general radiography and fluoroscopy exams in a single system – at a very attractive price.

- Adam console to fully integrate the dRF system with the LU auto-stitching capability Scalable and upgradeable technology to help eliminate obsolescence.
- Dynamic digital at panel detector with higher resolution and higher DQE.
- Overhead Tube Crane and Wallstand Bucky as additional options to extend the system's capabilities.

A Timely Two-In-One Solution.

Fluoroscopy provides excellent image quality and supports a wide range of exams.

[Learn more](#)



**Click Here to
Download the files**

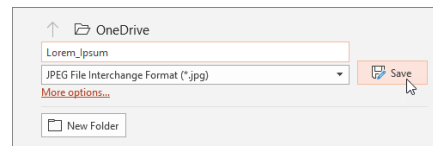
Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns
with Landing Pages
– Fast and Affordable!

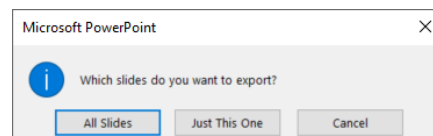


- ① **Download and open** the e-blast template provided in this toolkit.
- ② **Edit the text** with the information you want to send to your client.
- ③ Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- ④ Click **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)**




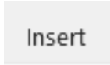

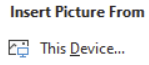
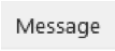
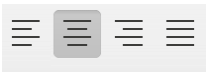


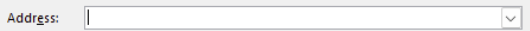
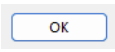
- ⑦ Click **Save**. Review the PowerPoint dialog box, and select **Just This One** to save your selected slide as an image.



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.

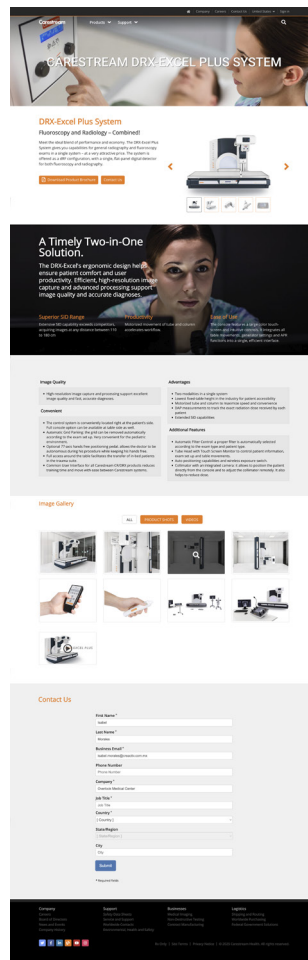
LANDING PAGE TEMPLATE



Carestream is actively promoting the DRX-Excel Plus through e-blast campaigns with a landing page

You can use this example landing page to create your own branded landing page by 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.



[Click Here to Download the files](#)

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.

X 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, 2024).
- 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.

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.

X 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 **X** 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?

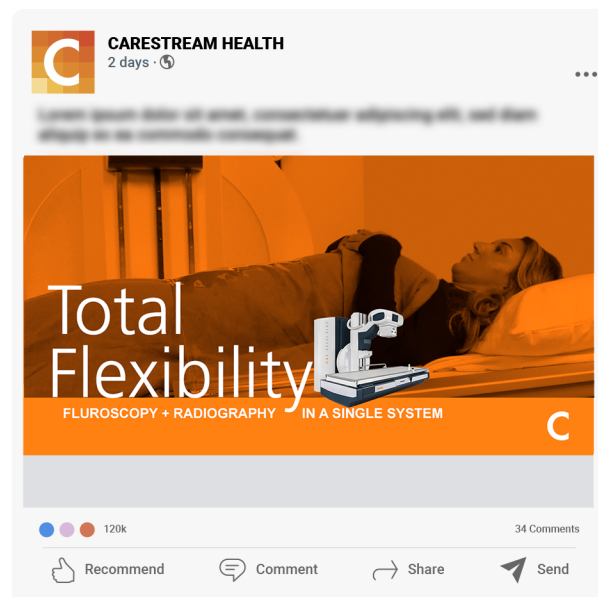
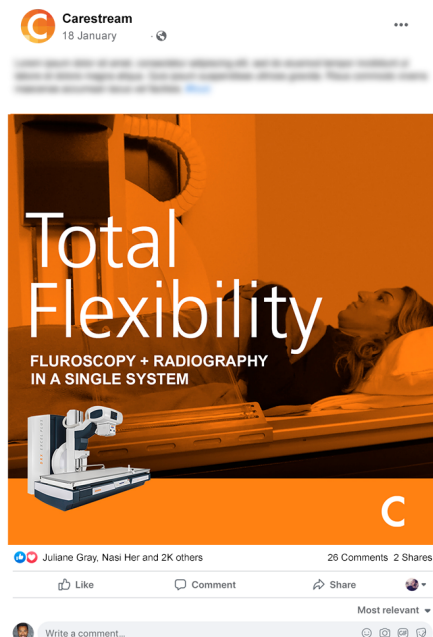
If your company doesn’t have branded social channels, then post the content on your personal social media. We recommend focusing on LinkedIn. Reason: it’s likely you and your employees have professional connections with your prospects and customers on LinkedIn. It’s less likely that their friends and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

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.



[Click Here to Download the files](#)

PRESENTATION PPT



A PowerPoint is provided for you to present the DRX-Excel Plus your way. If you have any questions, don't hesitate to contact us.



[Click Here to
Download the files](#)

E-SIGNATURE



Use this promotional E-Signature in your Email communications to spread the word to customers about the DRX-Excel Plus with every touch!

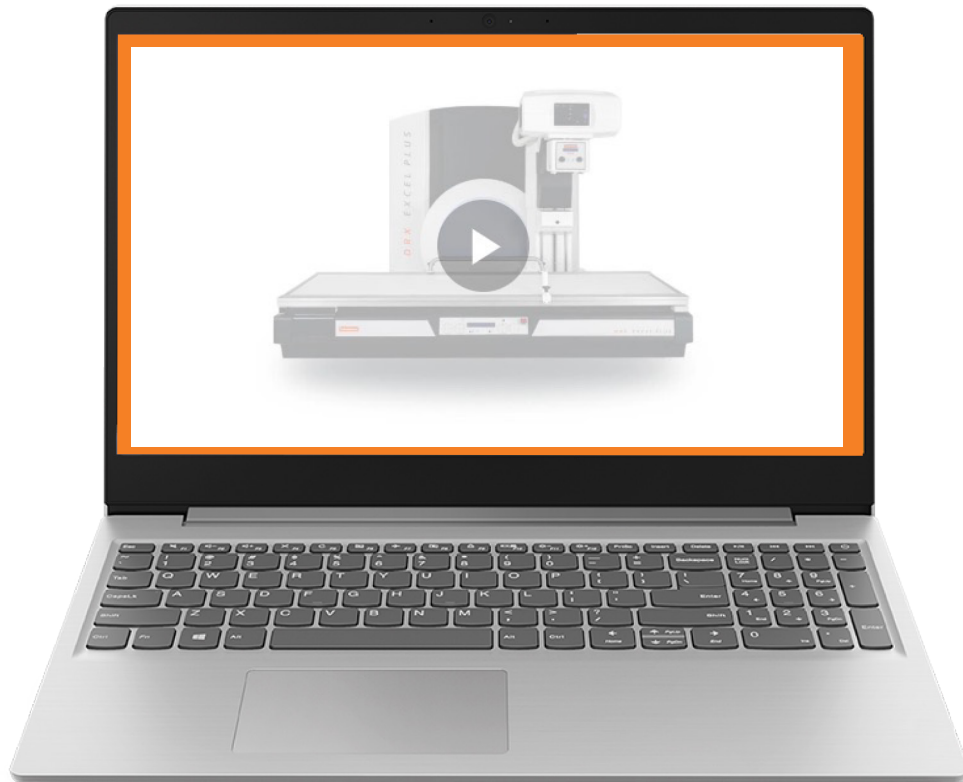


[Click Here to
Download the files](#)

PROMOTIONAL VIDEO



Share our promotional videos to promote the DRX-Excel Plus dynamically and its full potential to your customers.



[Click Here to
Download the files](#)

CONTACT

At Carestream we've worked closely with our end users for valuable insight on 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.

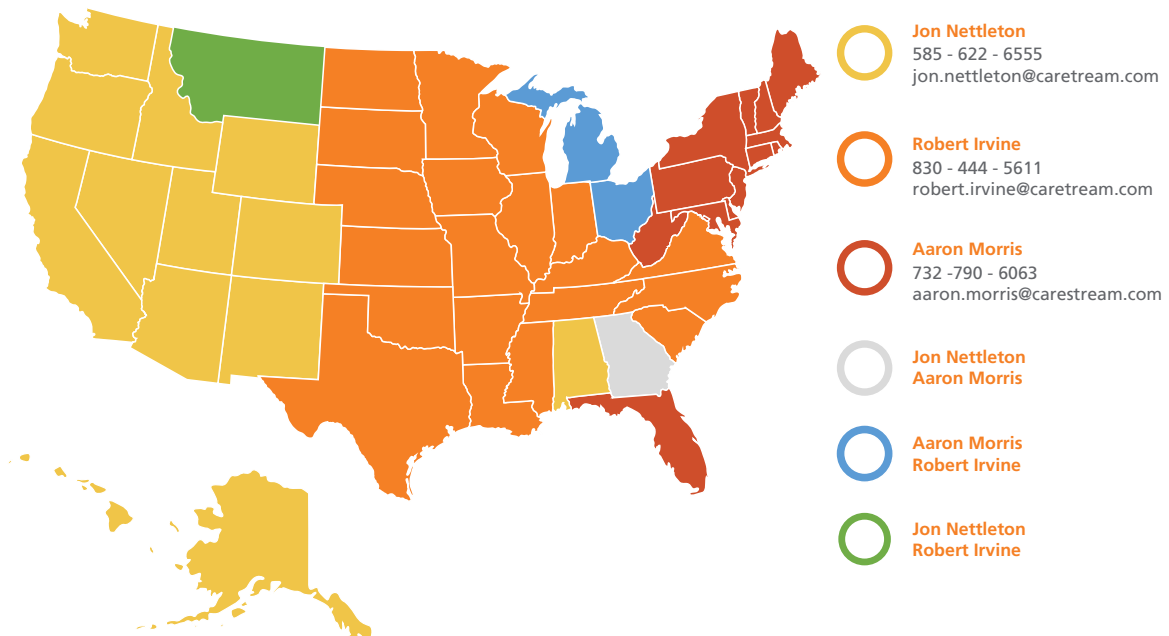
We offer real value, because we value our relationships with you and your customers.

Carestream and you. We're better together.

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

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