

# 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](#)

# DRX-Excel Plus

## 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.

#### 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.



*RADIOLOGIST*



*RADIOGRAPHER*



*RADIOLOGY  
ADMINISTRATOR*



*PATIENT*



*PHYSICIST AND  
BIOMEDICAL ENGINEER*



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### 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.

### *DRX-Excel Plus*



Click Here to  
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### 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-Excel Plus 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.

Carestream

# 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 LLI auto-stitching capability. Scalable and upgradeable technology to help eliminate obsolescence.
- Dynamic digital flat 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](#)

Right for Today... Ready for Tomorrow.



[Click Here to Download the files](#)

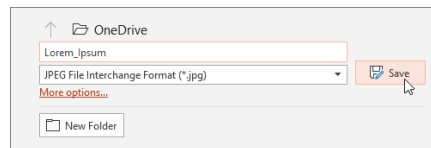
### Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns with Landing Pages – Fast and Affordable!

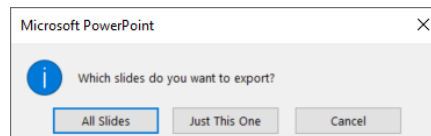


- 1 Download and open the e-blast template provided in this toolkit.
- 2 Edit the text with the information you want to send to your client.
- 3 Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- 4 Click **File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




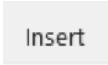

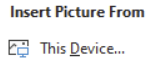
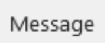




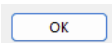
- 7 Click **Save**. Review the PowerPoint dialog box, and select **Just This One** to save your selected slide as an image.



### 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”

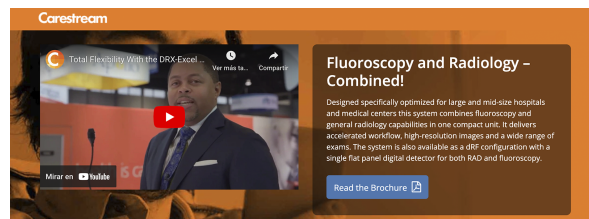
That’s it!, You sent an e-blast from your email quickly and easily.

### 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 using the website artwork and copy content supplied in this toolkit.



#### The DRX-Excel Plus System

Look to the DRX-Excel Plus for a combination of fluoroscopy and general radiology capabilities in one compact unit. With fluoroscopy technology optimized specifically for large and mid-size hospitals and medical centers, it also delivers accelerated workflow, high-resolution images and a wide range of exams.



Want to learn more?  
Please fill out the form and we'll be in touch!

First Name \*

Last Name \*

Business Email \*

Job Title \*

Country \*  
[ Country ]

State/Region  
[ State/Region ]

Message \*

\* Required fields

[in](#) [t](#) [y](#) [o](#) [b](#) [f](#) [e](#) [i](#) [g](#)

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Click Here to go to the landing page



### 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.

### 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?

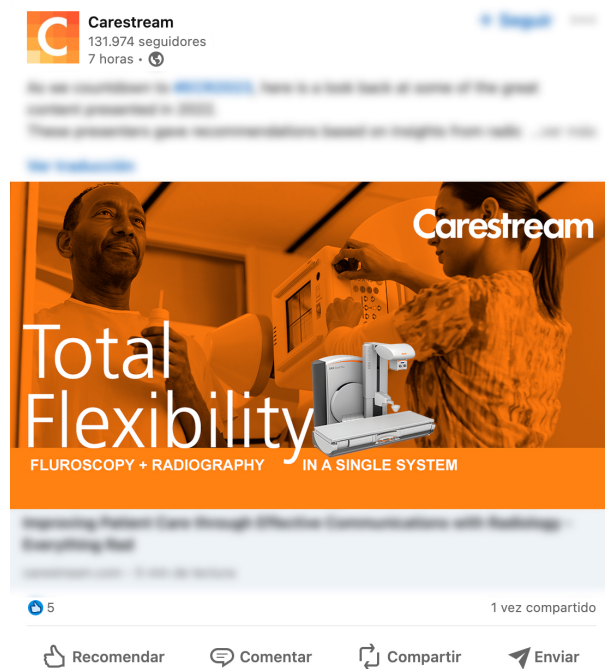
If your company doesn’t have branded social channels, then post the content on your personal social media. We recommend focusing on LinkedIn. Reason: it’s likely you and your employees have professional connections with your prospects and customers on LinkedIn. It’s less likely that their friends and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

### 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.



# DRX-Excel Plus

MARKETING TOOLKIT

## 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](#)

# DRX-Excel Plus

## MARKETING TOOLKIT

### 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](#)

# DRX-Excel Plus

MARKETING TOOLKIT

## 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](#)



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