

Date issued: **May 2017**

Campaign Theme: **Reasons to be cheerful**

Usage: **Social Media**

Download the Media Pack now:
www.sipsynergy.co.uk/partnermarketing

Purpose

We want you to grow your business, that's why we have created this simple campaign for you to take to your customers. This pack is designed to help you quickly build your own social and outbound media campaign using sipsynergy created collateral. The objective of this campaign is to help you:

- **Increase your brand awareness with your existing and prospective customers**
- **Highlight the value and benefits that hosted communications and collaboration offer**
- **Generate new opportunities using key messaging, content and calls-to-action**

In this document you will find all the information you need to begin your 'Reasons to be cheerful' campaign.

This document contains links to:

- **A themed presentation**
- **Unbranded imagery for email/LinkedIn/Facebook and Twitter (140 character limit)**
- **sipsynergy branded imagery for email/LinkedIn/Facebook and Twitter (140 character limit)**
- **A document containing supporting messaging for use with the social media posts and imagery**

Text is given as a guide and you're welcome to adapt this to better suit the style or tone of the delivery of your marketing but this may not change the initially intended messaging. If you have any specific questions on the use of the resources, please get in touch.

Whilst we are happy for you to use the unbranded media to suit your brand purposes, we would kindly ask you not to change or alter any sipsynergy branded media. Please do not use these resources and assets for any other purpose other than part of this campaign.

Themed presentation (pptx)

A great resource and tool to educate your customers about the value of hosted communications. It's also excellent for using internally to train and support your sales team.



[Download](#)

Unbranded media

Want to use your own brand? We have built two colour coded sets of images (30 blue and 30 green) for you to use separately or combined to promote both Hosted Communications and Collaboration to your customers. Just add your logo.



[Download](#)



[Download](#)

sipsynergy branded media

If you're in a hurry to start your campaign and don't want to spend time branding up your own imagery, just use our pre-branded assets.



[Download](#)



[Download](#)

Supporting messaging

We have written 30 messages to complement the campaign imagery. Each message is numbered to the appropriate image and please feel free to change the messages to suit your tone of voice and brand approach.

[Download](#)

Twitter messaging

With only 140 characters to add your value message, we recommend keeping your messaging consistent across all your posts. The below example (or similar) should work well:

Reasons to be cheerful #01:

A good reason why hosted collaboration is growing rapidly - discover your reasons at www.yourbusinessurl.co.uk

A final word about Timescales...

The length of your campaign is entirely up to you - we have included enough imagery to sustain a daily campaign for up to 4 weeks.

If you would like to get in touch about any aspect of this campaign please email us at:

marketing@sipsynergy.co.uk