◼**For internal use only**

**Campaign Name:** <ASUS Campaign 3 Week 4>

**Date:** 1/10/22

|  |  |
| --- | --- |
| Dashboard Title | **Power to Turn Your Business World with the ASUS ExpertBook B5 Series** |
| Dashboard Text | This week, we will revisit a solution that has shown to generate sales qualified leads and close deals for ASUS resellers.  Featuring extended battery life and unrivaled durability, the ASUS ExpertBook B5 series is an optimal hardware solution for today’s work-from-anywhere environment.  To highlight the solution’s value proposition, we have a video, **“ASUS ExpertBook B5 Series”** and a solution brief, **“ASUS ExpertBook B5 OLED”** that we recommend sharing on the following schedule.  Tuesday—Email the video to your customer and prospect lists.  Wednesday—Fill your sales pipeline by sharing the video on social media.  Thursday—Continue to nurture leads by sharing the solution brief across your social channels. |
| To-Partner Dashboard Asset Title (Pro Tip) |  |
| To-Partner Asset Description |  |
| To-Partner Asset Link (if applicable) |  |
| Digest Text (if different than dashboard text) |  |

|  |  |  |
| --- | --- | --- |
| Asset 1 | | |
| **Asset Information** | | |
| Title | **ASUS ExpertBook B5 Series** | |
| Description | This video showcases the ASUS ExpertBook B5 series, a line of laptops engineered with military toughness, designed to handle business tasks with ease. For additional details, including pricing plans, please contact a \*[$profile.organization]\* ASUS consultant. | |
| Link (if applicable) | https://www.youtube.com/watch?v=8hRorFz3na0 | |
| **Tags** | | |
| Asset Type (Choose one or more):   |  |  | | --- | --- | | Analyst Report  Announcement/News  Blog Post  Brochure/Branding  Customer Story/Use Case  Datasheet Demo  eBook Form | Infographic Interactive Calculator  Sales Presentation  Sales Support  Solution Brief  Survey  Thought Leadership  Webinar  Whitepaper | | Solution Brief | |
| Delivery Format (Choose one): Document, Blog, Picture, Podcast, Presentation, Website, Video | Video | |
| Audience (Choose all that apply): Partner, Customer, Both | Customer | |
| Sponsoring Content Provider (for multi-vendor channels) | n | |
| Buy Signal? (Y/N) | n | |
| Timely Content? (Y/N) | n | Exp. Date: |
| Personalization Required? (Y/N) | n | Elements  required: |

**Download This:** Day:  <insert day of week>

**Share This:** Day:  <Wednesday>

|  |  |
| --- | --- |
| Tweet (up to 230 characters with spaces) | Ultralight and powered by the latest 11th Gen Intel Core processors, the @ASUS ExpertBook B5 Series is your perfect portable, powerful partner for the corporate world. See why 👇 |
| Facebook/LinkedIn Status Message (up to 620 characters) | Ultralight and powered by the latest 11th Gen Intel Core processors, the ASUS ExpertBook B5 Series is your perfect portable, powerful partner for the corporate world. See why 👇 |
| Gated? (Y/N) | n |

**Email This:** Day:  <Tuesday>

|  |  |
| --- | --- |
| Subject line (recommend 50 characters or less) | Power to Turn Your Business World with ASUS |
| Email preview (recommend from 85 to 100 characters) | Success means having the right tools for the job. Power your path to success with ASUS. |
| Email message | Success has always revolved around having the best tools for the job. In today’s world, that means connected devices like the ASUS ExpertBook series of laptops. These devices are made for business success in style.  The ExpertBook B5 series is light and ultra-portable at just 1 kg and 16.9mm thickness. With a military-grade design, these laptops feature an aluminum and magnesium designed chassis that withstands day-to-day shocks and drops. All-day battery life, dual SSDs, 11th Gen Intel® Core™ processing, and other crucial components all blend to create a powerful device that makes short work of business tasks.  Watch the video and reply to this email for flexible purchasing options. |
| Gated? (Y/N) | n |

|  |  |  |
| --- | --- | --- |
| Asset 2 | | |
| **Asset Information** | | |
| Title | ASUS ExpertBook B5 OLED: Power to turn your business world | |
| Description | This document provides you with an in-depth look at the ASUS ExpertBook B5 line of laptops, a business-ready solution with all-day power and performance. To learn more, please contact a \*[$profile.organization]\* ASUS consultant. | |
| Link (if applicable) |  | |
| **Tags** | | |
| Asset Type (Choose one or more):   |  |  | | --- | --- | | Analyst Report Announcement/News  Blog Post  Brochure/Branding  Customer Story/Use Case  Datasheet Demo  eBook Form | Infographic Interactive Calculator  Sales Presentation  Sales Support  Solution Brief  Survey  Thought Leadership  Webinar  Whitepaper | | Solution Brief | |
| Delivery Format (Choose one): Document, Blog, Picture, Podcast, Presentation, Website, Video | Document | |
| Audience (Choose all that apply): Partner, Customer, Both | Customer | |
| Sponsoring Content Provider (for multi-vendor channels) | n | |
| Buy Signal? (Y/N) | n |  |
| Timely Content? (Y/N) | n | Exp. Date: |
| Personalization Required? (Y/N) | n | Elements  required: |

**Download This:** Day:  <insert day of week>

**Share This:** Day:  <Thursday>

|  |  |
| --- | --- |
| Tweet (up to 230 characters with spaces) | ✋What are the THREE most important features you look for in a business laptop? Reply 👇 with your answer and then check out the latest innovation from #hardware leader @ASUS |
| Facebook/LinkedIn Status Message (up to 620 characters) | ✋What are the THREE most important features you look for in a business laptop? Reply 👇 with your answer and then check out the latest innovation from hardware leader @ASUS |
| Gated? (Y/N) | n |

**Email This:** Day:  <insert day of week>

|  |  |  |
| --- | --- | --- |
| Subject line (recommend 50 characters or less) |  |  |
| Email preview (recommend from 85 to 100 characters) |  |  |
| Email message |  |  |
| Gated? (Y/N) |  |  |

|  |  |  |
| --- | --- | --- |
| Asset 3 | | |
| **Asset Information** | | |
| Title |  | |
| Description |  | |
| Link (if applicable) |  | |
| **Tags** | | |
| Asset Type (Choose one or more):   |  |  | | --- | --- | | Analyst Report Announcement/News Blog Post  Brochure/Branding  Customer Story/Use Case  Datasheet Demo  eBook Form | Infographic Interactive Calculator  Sales Presentation  Sales Support  Solution Brief  Survey  Thought Leadership  Webinar  Whitepaper | |  | |
| Delivery Format (Choose one): Document, Blog, Picture, Podcast, Presentation, Website, Video |  | |
| Audience (Choose all that apply): Partner, Customer, Both |  | |
| Sponsoring Content Provider (for multi-vendor channels) |  | |
| Buy Signal? (Y/N) |  |  |
| Timely Content? (Y/N) |  | Exp. Date: |
| Personalization Required? (Y/N) |  | Elements  required: |

**Download This:** Day:  <insert day of week>

**Share This:** Day:  <insert day of week>

|  |  |
| --- | --- |
| Tweet (up to 230 characters with spaces) |  |
| Facebook/LinkedIn Status Message (up to 620 characters) |  |
| Gated? (Y/N) |  |

**Email This:** Day:  <insert day of week>

|  |  |
| --- | --- |
| Subject line (recommend 50 characters or less) |  |
| Email preview (recommend from 85 to 100 characters) |  |
| Email message |  |
| Gated? (Y/N) |  |

|  |  |  |
| --- | --- | --- |
| Asset 4 | | |
| **Asset Information** | | |
| Title |  | |
| Description |  | |
| Link (if applicable) |  | |
| **Tags** | | |
| Asset Type (Choose one or more):   |  |  | | --- | --- | | Analyst Report Announcement/News Blog Post Brochure/Branding  Customer Story/Use Case  Datasheet Demo  eBook Form | Infographic Interactive Calculator  Sales Presentation  Sales Support  Solution Brief  Survey  Thought Leadership  Webinar  Whitepaper | |  | |
| Delivery Format (Choose one): Document, Blog, Picture, Podcast, Presentation, Website, Video |  | |
| Audience (Choose all that apply): Partner, Customer, Both |  | |
| Sponsoring Content Provider (for multi-vendor channels) |  | |
| Buy Signal? (Y/N) |  |  |
| Timely Content? (Y/N) |  | Exp. Date: |
| Personalization Required? (Y/N) |  | Elements  required: |

**Download This:** Day:  <insert day of week>

**Share This:** Day:  <insert day of week>

|  |  |
| --- | --- |
| Tweet (up to 230 characters with spaces) |  |
| Facebook/LinkedIn Status Message (up to 620 characters) |  |
| Gated? (Y/N) |  |

**Email This:** Day:  <insert day of week>

|  |  |
| --- | --- |
| Subject line (recommend 50 characters or less) |  |
| Email preview (recommend from 85 to 100 characters) |  |
| Email message |  |
| Gated? (Y/N) |  |

|  |  |  |
| --- | --- | --- |
| Asset 5 | | |
| **Asset Information** | | |
| Title |  | |
| Description |  | |
| Link (if applicable) |  | |
| **Tags** | | |
| Asset Type (Choose one or more):   |  |  | | --- | --- | | Analyst Report Announcement/News Blog Post Brochure/Branding Customer Story/Use Case  Datasheet Demo  eBook Form | Infographic Interactive Calculator  Sales Presentation  Sales Support  Solution Brief  Survey  Thought Leadership  Webinar  Whitepaper | |  | |
| Delivery Format (Choose one): Document, Blog, Picture, Podcast, Presentation, Website, Video |  | |
| Audience (Choose all that apply): Partner, Customer, Both |  | |
| Sponsoring Content Provider (for multi-vendor channels) |  | |
| Buy Signal? (Y/N) |  |  |
| Timely Content? (Y/N) |  | Exp. Date: |
| Personalization Required? (Y/N) |  | Elements  required: |

**Download This:** Day:  <insert day of week>

**Share This:** Day:  <insert day of week>

|  |  |
| --- | --- |
| Tweet (up to 230 characters with spaces) |  |
| Facebook/LinkedIn Status Message (up to 620 characters) |  |
| Gated? (Y/N) |  |

**Email This:** Day:  <insert day of week>

|  |  |
| --- | --- |
| Subject line (recommend 50 characters or less) |  |
| Email preview (recommend from 85 to 100 characters) |  |
| Email message |  |
| Gated? (Y/N) |  |