

AT-A-GLANCE

# Lenovo Marketing Asset Builder



Lenovo™

The Lenovo Marketing Asset Builder is a powerful tool that makes it easy for you to co-brand your marketing campaign assets. This means you can easily communicate the benefits of any Lenovo product with pre-built, editable promotional materials – at no cost at all.

## The result?

**Potentially, a fuller pipeline and bigger profits for your business.**

## Work with winners

Now is a great time to be a Lenovo Partner.

When you sell Lenovo, you are selling a wide portfolio of PC and Server solutions from a leading provider, voted best overall laptop brand<sup>1</sup> and the #1 for server reliability<sup>2</sup>. Plus, you'll find you're never alone: we support you with everything you need to be a winner too.

**The Lenovo Marketing Asset Builder is a great example of this support in action.**

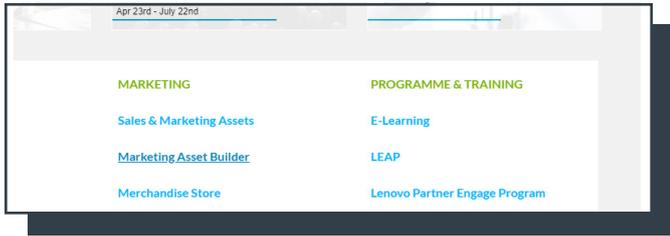
It's like having your very own marketing agency 24-7. There's no need to bring in costly design agencies or hire in-house resource. You can create, tailor and deploy marketing collateral to help grow your business using a tool that is:

- **Zero cost** – you don't have to spend any of your own money or even use your Marketing Development Funds to promote your Lenovo products and services. Access and use of the Lenovo Marketing Asset Builder is completely free.
- **No experience needed** – the user interface is highly intuitive with no training required, so your users can get up and running in no time.
- **Fully integrated** – it comes as part of the Lenovo Partner Portal, so everything works together for seamless access and reporting for better results.
- **Completely secure** – with full data protection, there is no threat to your customer data.

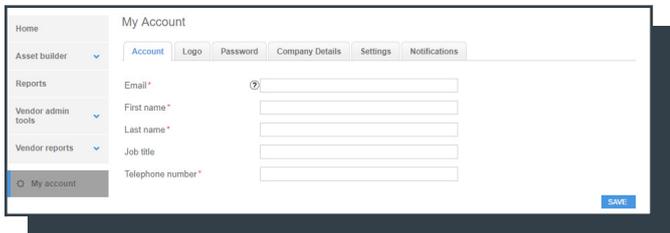
**WINNERS THINK BIG**  
LENOVO PARTNER ENGAGE PROGRAM

# Five steps to getting started

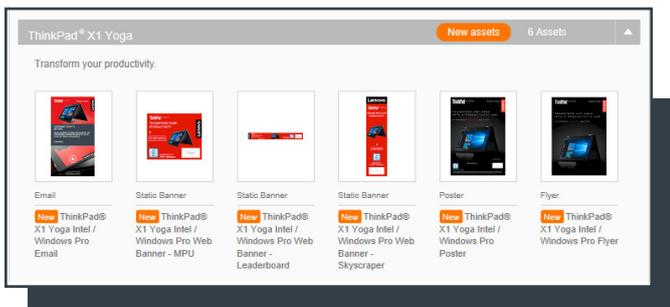
**1 Access the Asset Builder tool** – Scroll to the bottom of the page, and under ‘MARKETING’, click ‘Marketing Asset Builder’.



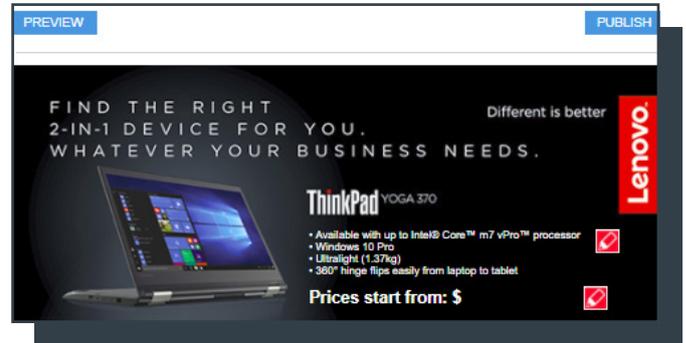
**2 Fill out your account details and upload your business logo** – Most of your information is already completed for you, but you need to check for accuracy and add your logo. All assets will pull in this information so you won't have to fill these in every time.



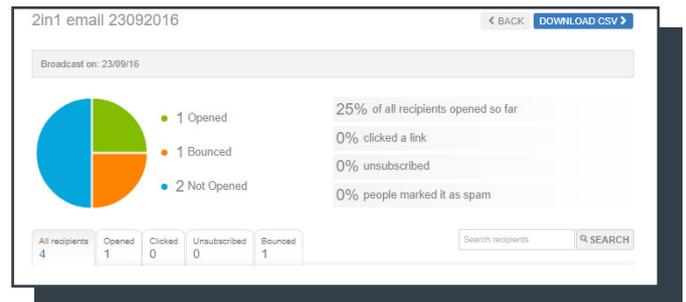
**3 Choose and customise your asset** – Click through to view the options available to you, then start personalising your assets. You can add your logo, adapt the text and calls to action, and even choose from a suite of assets, from emails, banners, flyers, print ads and more.



**4 Publish your asset** – Within each campaign is a range of assets, from emails and web banners, to print flyers and large-format posters. When you are ready, click on ‘My Activity’ to publish or download your asset.



**5 Track your customer interaction with your assets** – Enable sales to follow up on more leads with the ability to track every interaction – from opens and clicks, to downloads and registrations. You can find this in the left-hand navigation bar, called ‘Reports’.



With a single login, **Lenovopartner.com** is your one-stop gateway to accessing everything you need. A full program of marketing support and training is available to help you build your business in partnership with Lenovo and become a trusted advisor your customers learn to rely on.

To get all the support, guidance and expertise you need to win big deals, visit the **Lenovo Partner Portal** now.

Try the Marketing Asset Builder »

<sup>1</sup> Lenovo was first in the 2018 Laptop Magazine rankings (Best overall brand) <sup>2</sup> ITIC 2017-2018 Global Hardware, Server OS Reliability Report

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