



Digital
Marketing
Tool Kit

#DiscoverDimplex

Dimplex[®]

Purpose

This guide is designed to support Dealers who will be hosting the Dimplex Mobile Trailer. It includes the imagery elements for building dedicated landing pages on your website, for use in email communications, and social media images already sized for the social media platform.





Website

“The Sales Person Who Never Sleeps”

We've put together some images of the trailer for you to create a unique landing page advertising the mobile trailer at your location.

As well the imagery can be used to email blast your network of the upcoming event.

The following assets are developed in a free online software called Canva. You merely click the link and you will have access to all the images ready to use on your website.

If you do not have a Canva account, no worries, it's free, and easy to use.

Website Marketing Materials



Digital Images for
Mobile Trailer event
1920x537px

[link here](#)



Digital Images for
Mobile Trailer event
1200x627px

[link here](#)



Digital Images for
Mobile Trailer event
600x200px

[link here](#)



Digital Images for
Mobile Trailer event
1200x1200px

[link here](#)



Dimplex
logo
PNGs

[link here](#)

Please share your dedicated landing page with **socialmedia@glendimplexamericas.com** for free Facebook advertising to your dealership website the week leading up to the event at your dealership.



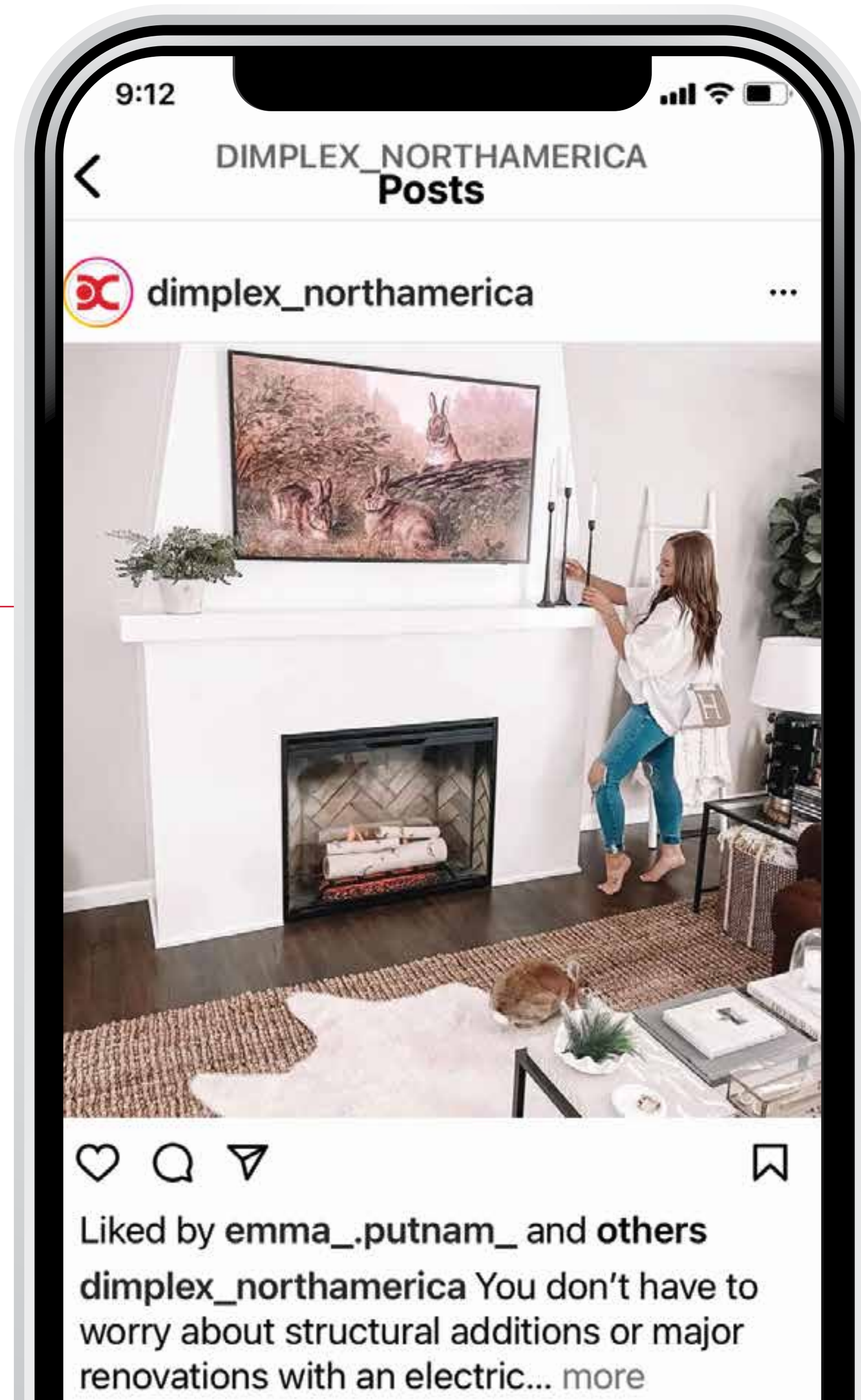
Social Media

“Marketing is no longer about the stuff you make, but the stories you tell” ~Seth Godin

We are taking the heavy lift off social in providing you with a variety of teaser images for you to share on social media leading up to the event.

The following assets are developed in a free online software called Canva. Click the link and you will have access to all the images ready to use on your social media.

If you do not have a Canva account, no worries, it's free, and easy to use.



Instagram

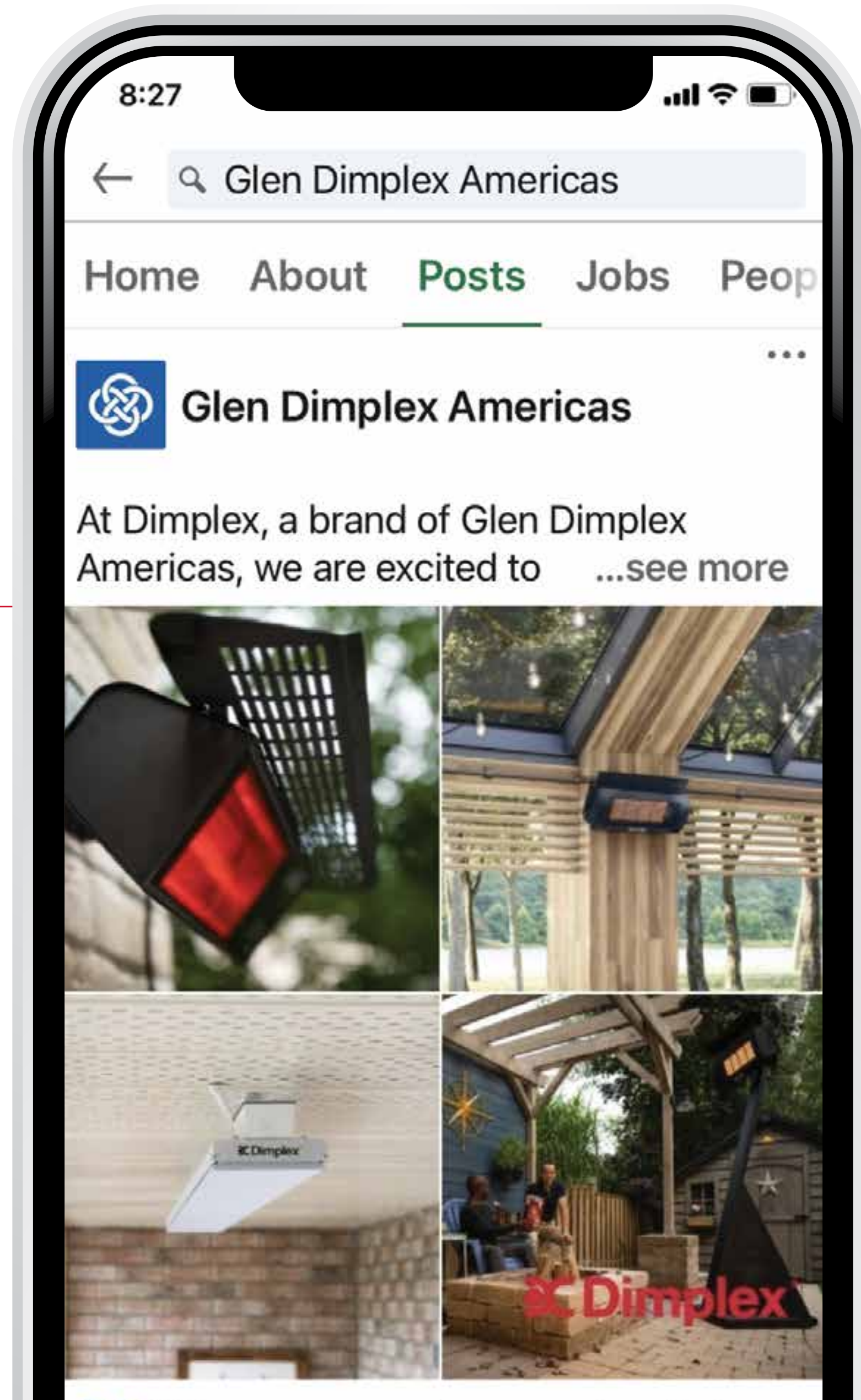
- Infeed images (1,080 x 1,080) [link here](#)
- Infeed images (1,080 x 1,350) [link here](#)
- Stories images (1,080 x 1,920) [link here](#)



Facebook

■ Infeed images
(1,200 x 1,200) [link here](#)

■ Stories images
(1,080 x 1,920) [link here](#)



LinkedIn

■ Stories images
(1,080 x 1,920) [link here](#)

■ Infeed images
(1,200 x 627) [link here](#)



Other

■ Twitter images
(1,024 x 512)

[link here](#)

■ Pinterest Pin
(1,000 x 1,500)

[link here](#)

Want to host an event?

The Discover Dimplex luxury showroom is anchored by dealer events designed to create excitement and interest with consumers and will serve as a shared resource for Dimplex and its business partners.

The #DiscoverDimplex Tour will visit 32 states, cover over 200 events in the next 10 months.

CONTACT US:

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What to expect

- (1) Ford F650 Crew Cab Truck
- (1) 43' Gooseneck Trailer
- Footprint fills 12-15 double parking spaces
- 500 sq. ft. multifunctional space with Board Room table ideal for meetings
- **15 fireplaces on display!**
 - IgniteXL® Bold Linear Electric Fireplace
 - Multi-Fire® SL Slim Linear Electric Fireplace
 - Opti-myst® Linear Electric Fireplace
- Warm and welcome space for hosting events - TV with HDMI hook up for presentations



Any questions?

If you have any questions while using this Digital Marketing Tool Kit, please do not hesitate to contact your sales rep.