

UPLOADING & PROMOTING PRODUCT VIDEOS: STEP BY STEP GUIDE

We've launched three fantastic new product videos for you to share with your customers.

These are professionally produced, high-quality sales tools for showcasing the unique selling points of the **Waterproof Dual USB Charge Socket** and the **ROKK Mini** range.

They are short and informative and we'd love you to show them on all your digital platforms.

For each video upload simply:

- 1 - Go to the videos page on our website: www.scanstrut.com/videos
- 2 - Press 'Play' on the video
- 3 - Click on the <> icon on the top right of your screen
- 4 - Click 'Select' to copy the link
- 5 - Open your website's content management system and paste the link on the relevant page.

Or ask your web support team to embed it for you

6 - We can also send you a Dropbox or Google Drive link where you will find all videos and images to download

7 - If you need advice contact us at marketing@scanstrut.com

Once you've embedded the link onto your website, add the title together with the relevant links to the product pages and advise on how to find your nearest dealer. Or again ask your web support team to do this for you.

Social media: Once you have the videos uploaded, please share on all your social media platforms (including YouTube) to help showcase the quality design features of these products.

Key messages:

Consider incorporating the following messages alongside the videos in your pitch:

Waterproof USB Charge Socket: Charging on board

Before your only choice was a conventional USB charger that was not waterproof when charging and was likely to corrode.
Now we can offer you something better from Scanstrut. A dual charge socket that is waterproof when charging (in all weather) and can charge multiple devices. Fits a standard USB cut out. 12-24V.

ROKK Mini Overview: What would you mount?

Are you ROKK Ready?
The latest multi-adjustable, outdoor ready mounting system for your tech.

Mount more than 100 electronic devices - phones, tablets, VHF, GPS, cameras fish-finders...

Marine grade metal-on-metal locking system. Described by one Yachting Review Magazine as 'bomb-proof' and 'provides peace of mind that your electronics are secure'.

It's an easy 3-step system builder designed to be flexible to suit your device and usage.

Just (1) choose the top to hold your device, (2) select your body - Midi or Mini, (3) decide where and how you want to mount it.

ROKK Mini Selection: Are you ROKK Ready?

We'll take you there...

The latest multi-adjustable, outdoor ready mounting system for your tech.

Supporting more than 100 electronic device.

How to select the ROKK Mini is as easy as 1, 2, 3!

1. Select the top to hold your device.
2. Choose the body. The ROKK Mini secures small devices such as smart phones, tablet and camers. The ROKK Midi supports larger devices such as fish finders and chart plotters.
3. Decide where and how you want to mount it - on a flat surface (screwed down...), on a rail (standard or over size.)

Use The Videos For Your:

Website: follow our upload instructions and ask your re-sellers to do the same. Share the link with your social media.

E-communications: Share the videos and this guide with your customers via your e-newsletters.

Events: Display the videos at exhibitions and shows. Why not use a ROKK Mini and iPad (with wireless speakers) and play them on a loop, for example using the app LoopTube. Consider powering up your iPad using Scanstrut's Waterproof USB Charge Socket. Videos can also be displayed in HD on a large screen.

POS opportunities: Promote point of sale opportunities using the videos displayed on an iPad mounted on ROKK.

Presentations: Embed them into sales presentations.

Images: The videos are of high HD quality, ideal for taking screenshots for use across your marketing material.

Media: Promote the videos to your target online media audience.

Again, if you need any advice or for further ideas get in touch at marketing@scanstrut.com