



## Frequently Asked Questions

### Why should I use this kit?

Using these materials makes it easy to promote new Clippard products. Sharing them builds your credibility, helps your customers learn about new solutions, and supports sales.

### What should I do with the press release?

- Post it on your website's "News" or "Blog" section
- Share it with local trade magazines or industry newsletters
- Print it and share a copy at customer visits

### How do I use the images and videos?

- Post them on LinkedIn, Facebook, or X (Twitter) along with your provided custom link
- Add them to your email newsletters
- Use them in sales presentations or customer proposals

### What do I do with the example social media posts?

Copy/paste the sample posts into LinkedIn, Facebook, X (Twitter) or any of the social media channels you use along with a product image and your provided custom link. Or if you prefer, use the provided product information to write your own posts.