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Reseller Asset Kit - How to Guide



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How to Guide

Introduction

Business customers love Mac for its all-day battery life and powerful performance that perfectly matches their productivity needs.

Synnex has prepared a reseller kit to help you engage both new and existing customers, making it easy for them to get started with Mac.

This guide includes complimentary assets such as eDMs, flyers, social media templates to help you customise and communicate your offers featuring Mac.



Let your small business customer do their best work with the Mac

Let Synnex help you put together the best propositions for your customers.

Download the latest Reseller Kit, and get started now!



Contact: Tej Singh

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EDM

Fully customisable eDMs to help you effortlessly share these solutions with your small business customers.

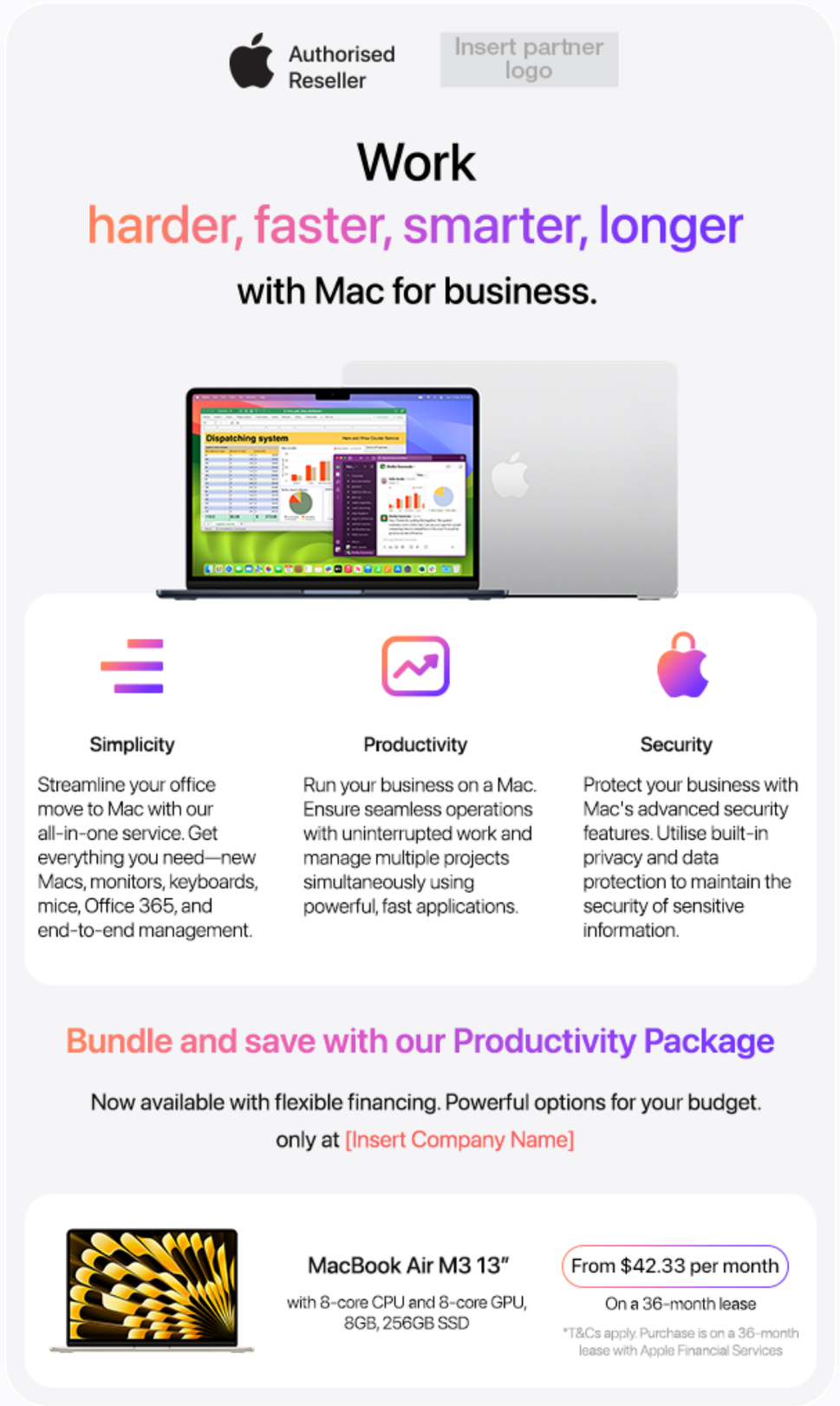
Assets: Email template
Format: PSD, HTML, Outlook

Things to do

Please adjust as necessary!

1. [Insert Partner Logo]
2. [Insert Company Name]
3. [Adjust placeholders for your SMB Mac offerring]
4. [Insert hyperlink] to "Learn More”and redirect to your online channels

Identify and share with your customer list.



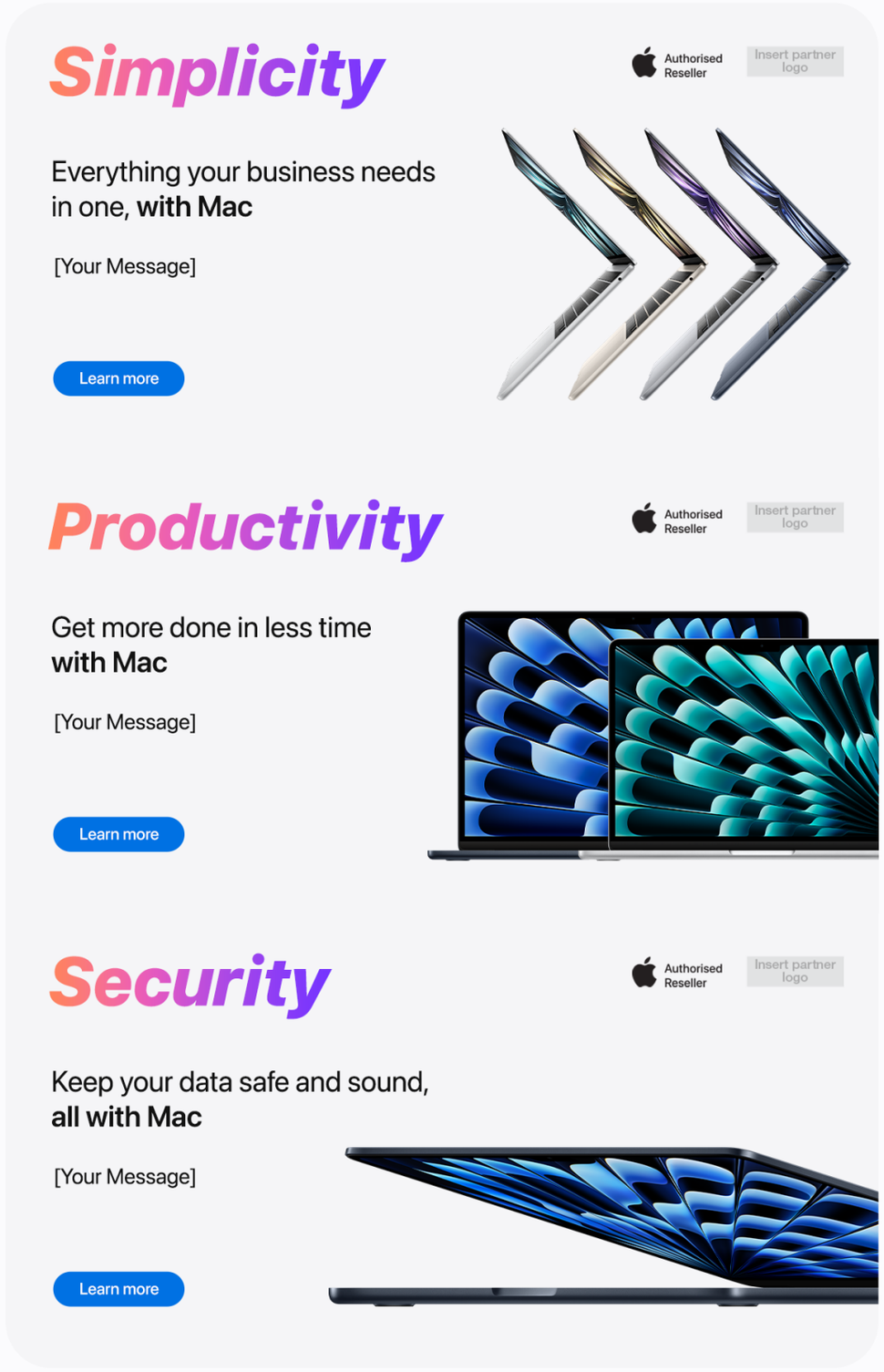
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Digital Banner

Fully customisable digital banners, perfect for adding to your email signature or embedding as web banners.

Assets: Digital banners
Format: PSD

3 variations available
• Simplicity • Productivity • Security



Things to do

Please adjust as necessary!

1. [Insert Company Name]
2. [Insert your message - your unique offer, or something unique about your business]
3. [Insert hyperlink] to "Learn More"

Include in your website and email signature

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Landing Page

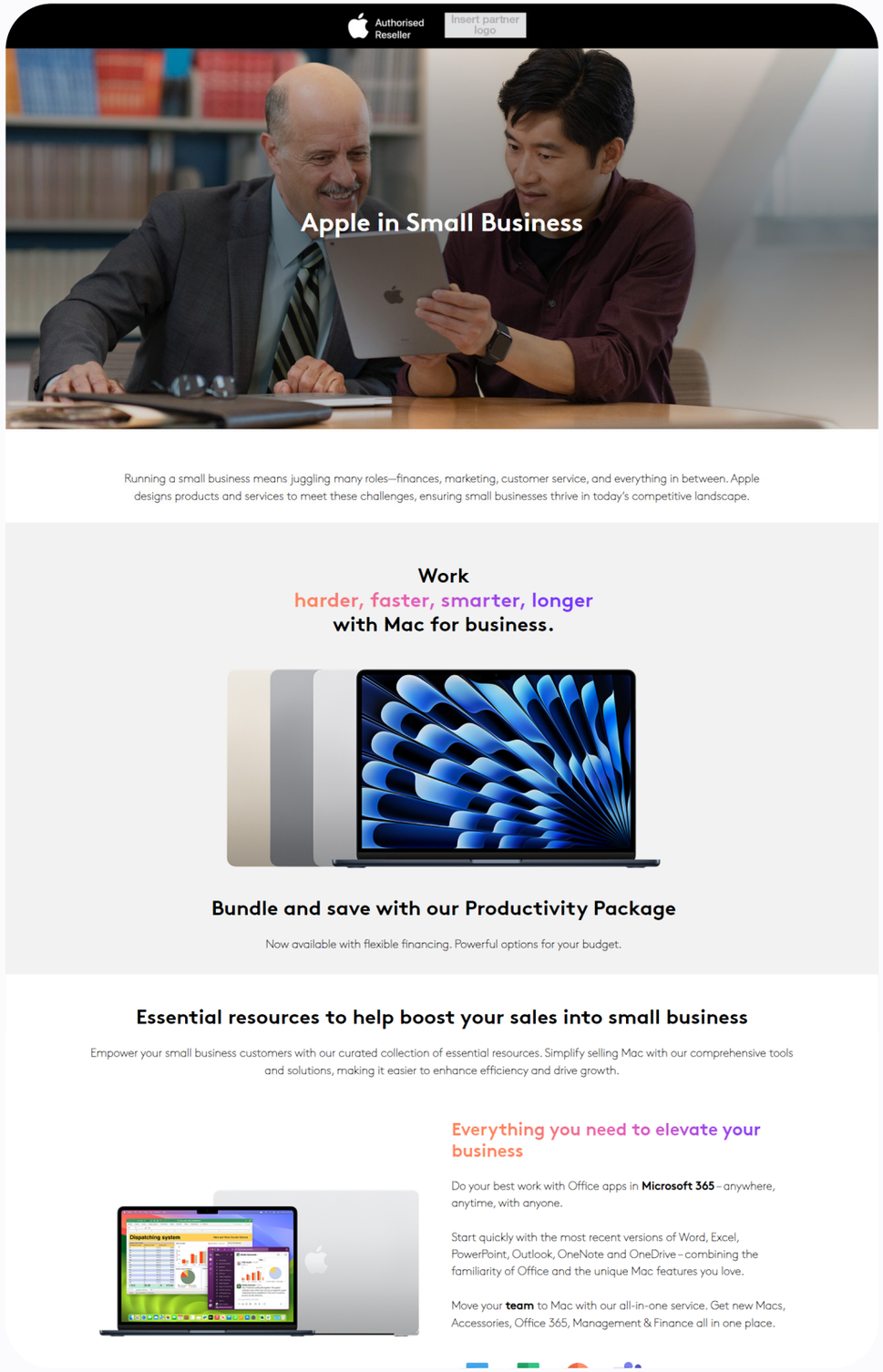
A fully customisable landing page ready to share across your online channels. Synnex has provided the HTML, CSS files and images to help you get started seamlessly.

Assets: Landing page
Format: HTML, CSS

Things to do

Please adjust as necessary!

1. [Insert Company Name]
2. [Adjust as necessary for your SMB Mac offering]
3. [Insert hyperlink] to "Learn More" and redirect to your online channels



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Customer PDF

A fully customisable PDF to send out as an attachment to your customers

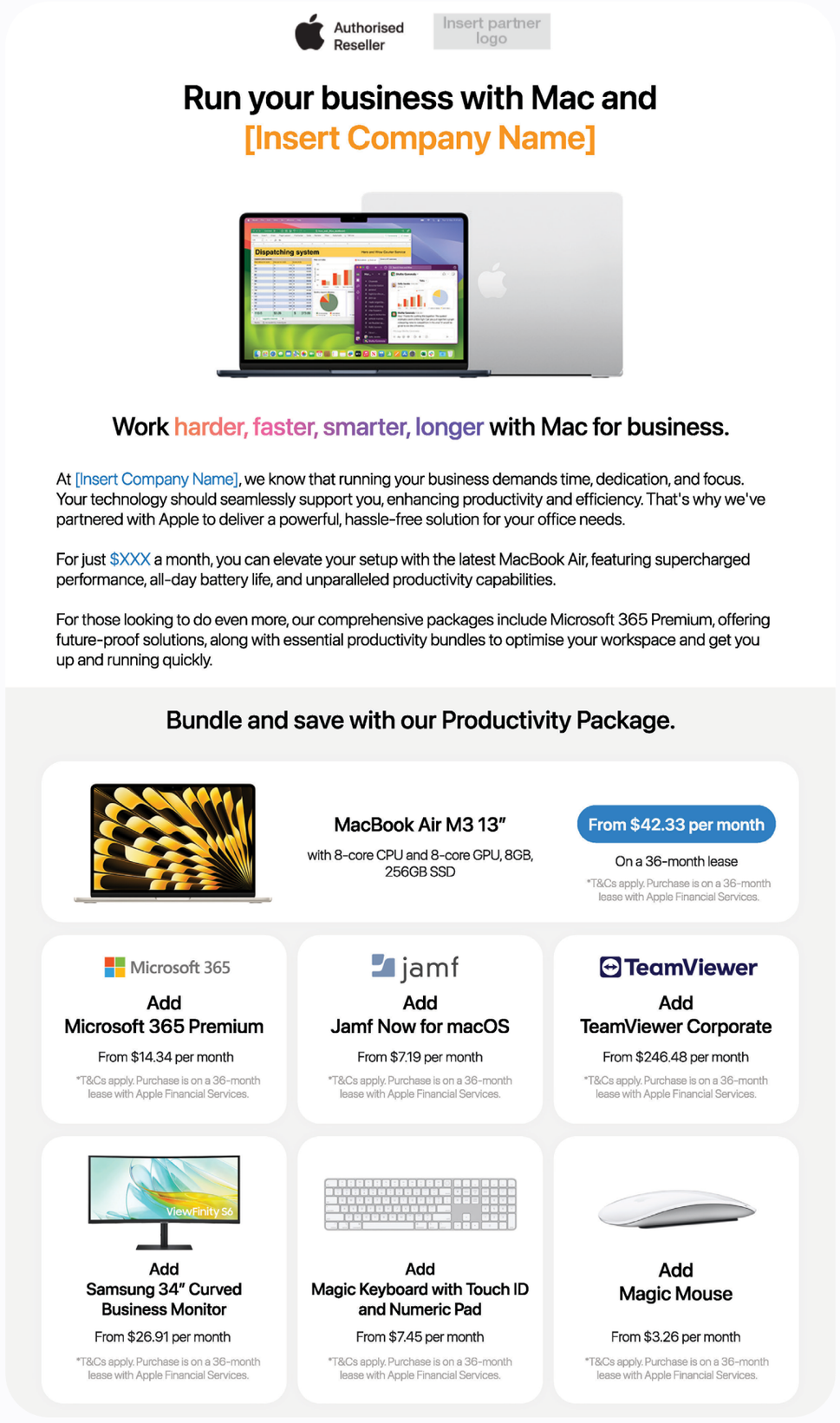
Assets: PDF flyer
Format: PDF, Illustrator (.ai)

Things to do

Please adjust as necessary!

1. [Insert Company Name]
2. [Insert your message - your unique offer, or something unique about your business]
3. [Insert hyperlink] to "Learn More"

Identify and share with your customer list.



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Social Media

Social Media Template - Simply select the key message and share with your customers on LinkedIn & Facebook.

Use the hashtags #SynnexAustralia to share!

Things to do

Please adjust as necessary!

1. [Insert Company Name]
2. [Adjust as necessary for your SMB Mac offering]
3. [Insert hyperlink] to "Learn More" and redirect to your online channels



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Social Media Post Template – For Resellers Use

Leverage the copy below to promote Mac for business on your social media platforms.

This is just a template, so feel free to customise the message to your needs.

Work harder, faster, smarter, longer with Mac for business.

Optimise your business performance with the MacBook Air, driven by the cutting-edge M3 chip, offering all-day battery life and full compatibility with your business applications.

[Insert Unique Reseller Offer]

E.g. Save up to $XXX when you bundle a MacBook Air M3 13-inch with our Productivity Package.

Why choose Mac?

💻 Simplicity: Seamless setup with our all-in-one Mac solutions, including monitors, keyboards, mice, Office 365, and management services.

⚡ Productivity: Keep your team efficient and focused with powerful, fast, and reliable Mac performance—perfect for managing multiple projects.

🔒 Security: Protect your business with industry-leading security features, including built-in privacy and data protection.

Ready to make the switch? Get everything you need to run your business on a Mac with [Insert Company Name]

[Call to Action: Insert link or contact details here]