

# dCS

## Lina Silver

Content Creation Guidelines  
for Dealers & Distributors

*Under embargo until:*  
12pm GMT on 10th January 2024



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Under embargo until:  
12pm GMT on 10th January 2024

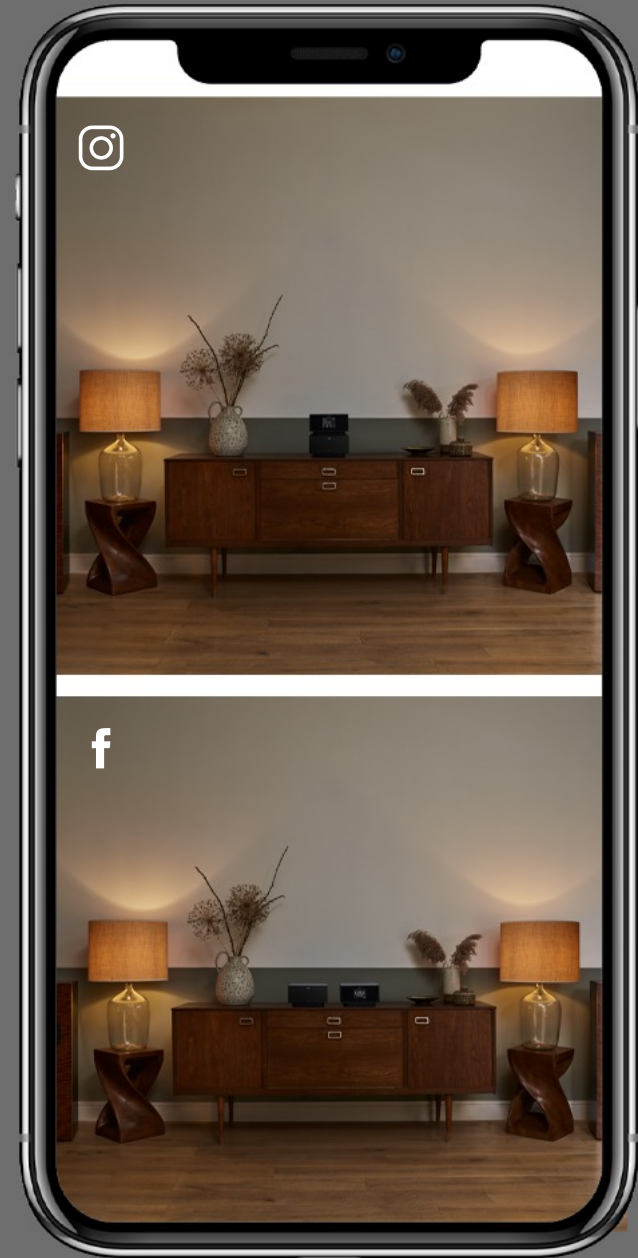
We're delighted to have you participate in the launch of dCS Lina silver, and we're looking forward to working with you to promote Lina silver in your region.

We will announce the release of Lina silver on our website and social media channels at 12pm GMT on January 10, 2024.

As an official launch partner, we'd like to invite you to share this news on your channels on January 10, 2024.

We ask that you create the following content, and share this on your channels at 12pm GMT or later on the 10<sup>th</sup> of January:

- At least one original social media **feed post** showing **Lina Silver** in your store or listening space – to be posted on your Facebook or Instagram and any other platforms you actively use for marketing [Twitter, LinkedIn etc.]
- At least one original social media **story post** showing **Lina Silver** in your store or listening space, to be posted on Facebook and/or Instagram Stories



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### Guidelines

All posts should tag **@dcsonlythemusic**

Your posts should feature imagery of Lina Silver in situ at your store.

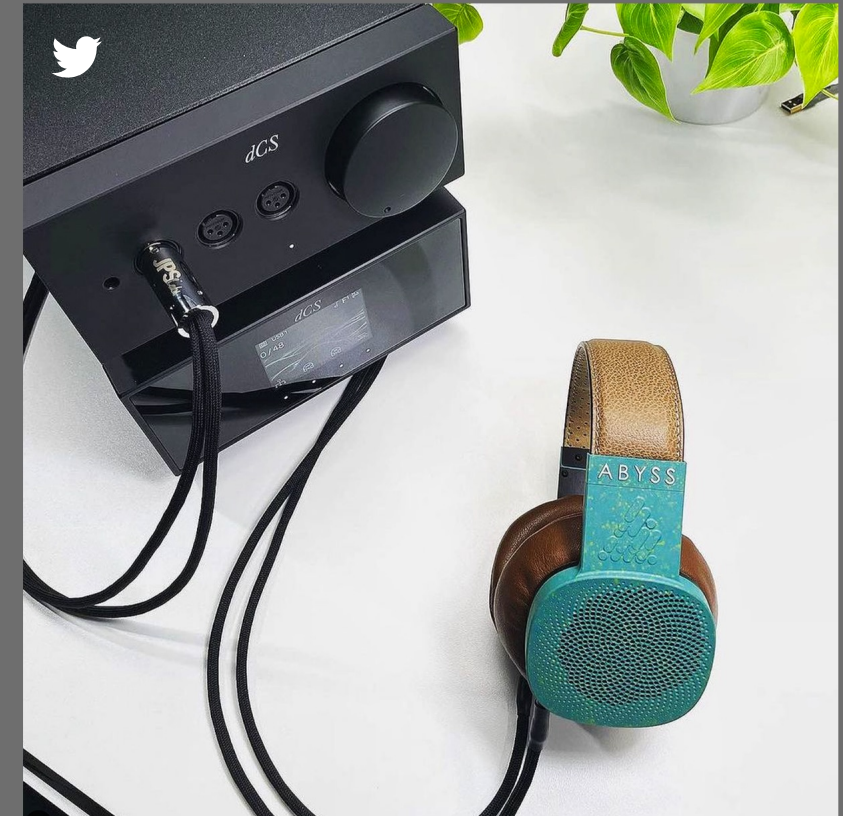
Posts should show Lina Silver unboxed and set up in a listening / demo space.

This could be close-up, on a rack, or shown with other components in shot. (See examples on slide 4)

Your posts should let users know that Lina Silver is available to order or demo, and how to get in touch.

Where possible, please include a link to **[dcsaudio.com/linasilver](https://dcsaudio.com/linasilver)** and use the hashtag **#LinaSilver**





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### Additional Content

In addition to the content outlined in slide 4, we'd be delighted if you could create some additional content to promote Lina silver in the weeks following our launch.

This could include:

- Unboxing videos
- Short Reel videos showcasing the product in your store or listening space [either videos calling out particular features, or short videos showing the Lina silver in action]
- Email bulletins containing images of the product and inviting people to book a demo



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We are happy to work with you to suggest ideas.  
Please contact [marketing@dcsaudio.com](mailto:marketing@dcsaudio.com)  
if you'd like to discuss.

In recognition of your participation, we will  
reshare all content you create, tagging you in  
our posts and directing people to your social  
media channels and website.

Thanks for taking part, and we look forward to  
collaborating!

