

I. Content Pack Essentials

- **Product Images:**
 - High-resolution images showcasing the fireplace from multiple angles.
 - Lifestyle images featuring the fireplace in different room settings.
 - Close-up shots highlighting key features and design details.
 - Images of different finishes/colour options available.
- **Product Descriptions:**
 - Concise and compelling descriptions highlighting key features and benefits.
 - Technical specifications (dimensions, heating capacity, fuel type, etc.).
 - Installation information (if applicable).
 - Warranty details.
- **Marketing Materials:**
 - Brochures & flyers with product information and visuals.
 - Social media posts (pre-written captions and images).
 - Email templates for promotions and or newsletters.
 - Website banners (HERO IMAGE) and graphics.
 - Website Content
 - Video content showcasing the appliance in action.

II. Checklist for Each Fireplace Product

- **Product-Specific Information:**
 - **Model Name/Number:** Clearly identify the specific fireplace model.
 - **Unique Selling Propositions (USPs):** What makes this fireplace stand out from the competition? (e.g., energy efficiency, innovative design, smart features, Ours Vs Theirs).
 - **Target Audience:** Who is the ideal customer for this fireplace? (e.g., homeowners, interior designers, builders etc).
 - **Pricing and Promotions:** Include any special offers or discounts.
- **Content Formats:**

- **High-Resolution Images:** Ensure images are optimized for both print and digital use.
- **Videos:** Short product demos, lifestyle videos, or customer testimonials.
- **Written Content:** Provide a variety of formats, such as blog posts, website copy, and social media captions.
- **Interactive Content:** Explore options like 360° views, virtual tours, or augmented reality experiences.
- **Branding and Messaging:**
 - **Consistent Brand Voice:** Maintain a unified tone and style across all content.
 - **Keywords and SEO:** Incorporate relevant keywords to improve online visibility.
 - **Call to Action (CTA):** Clearly guide customers on what you want them to do (e.g., visit a website, request a quote, download a brochure).

III. Organisation and Delivery

- **Digital Asset Management (DAM) System:** Use a DAM to store and organise all content for easy access by your customers (Dropbox, Customer Share drive) .
- **Content Calendar:** Provide a schedule for releasing new content or promoting specific products.
- **Training and Support:** Offer guidance to your customers on how to effectively use the content pack.

IV. Additional Considerations (In-house Notes)

- **Customer Segmentation:** Tailor content packs to specific customer groups (e.g., retailers, installers, architects).
- **Seasonal Promotions:** Create themed content packs for different times of the year (e.g., winter holidays, summer sales, Black Friday).
- **Content Updates:** Regularly refresh the content pack with new product information, images, and marketing materials.