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**A P E X**

**Digital Kit**

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# Welcome to your Dell APEX digital kit

In this kit, you'll find **everything** you need to successfully launch a Dell APEX marketing and sales campaign.

This digital kit provides you with guidance on planning and running your campaign, with tips on how you can leverage available assets to ensure it's executed successfully.

Content includes an OFT email, signatures and banners, as well as a useful social kit for you to customize for your Dell APEX campaign.

# Email Signature

Use these email signatures to provide further promotion of Dell APEX.

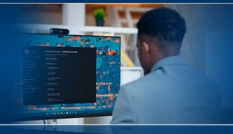
Simplify your cloud experience  
wherever your data lives  
with Dell APEX



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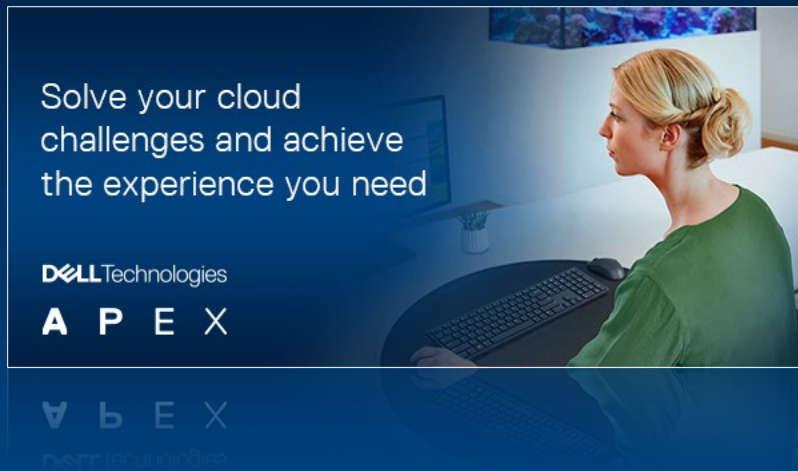


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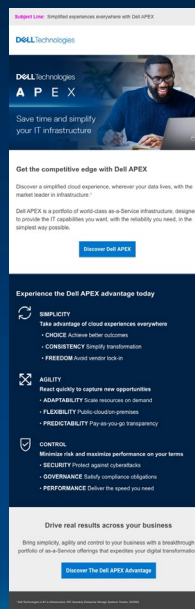
# Email Banner

Find a pre-designed email banner that you can use to drive the Dell APEX message across your customer emails.



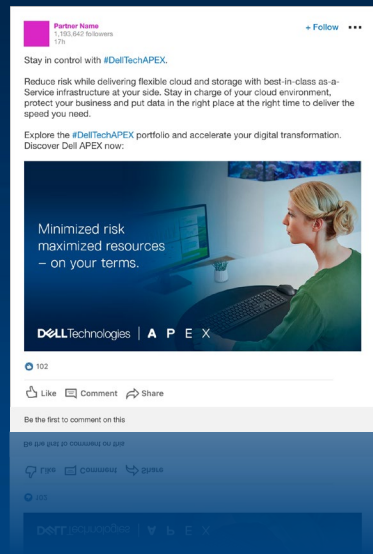
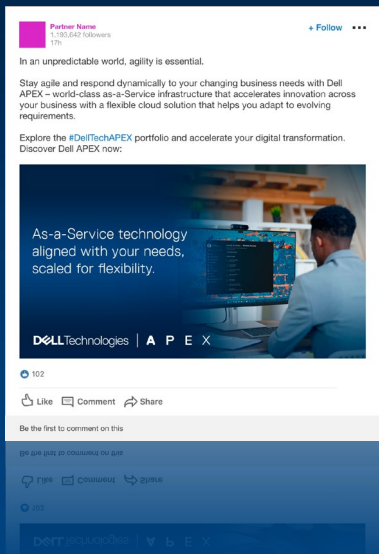
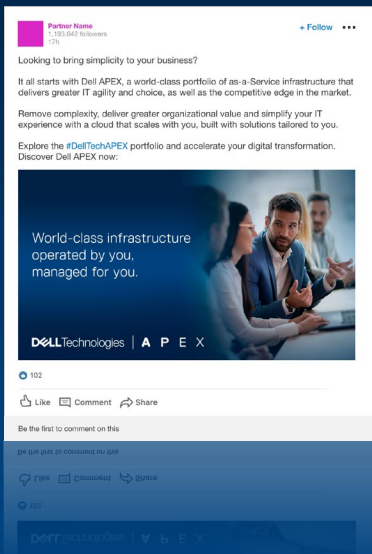
# Thru-Partner OFT Email

Download our pre-designed thru-partner email to drive awareness of the Dell APEX advantage in your customers. Feel free to customize it according to your own needs and brand.



# Social Kit – LinkedIn

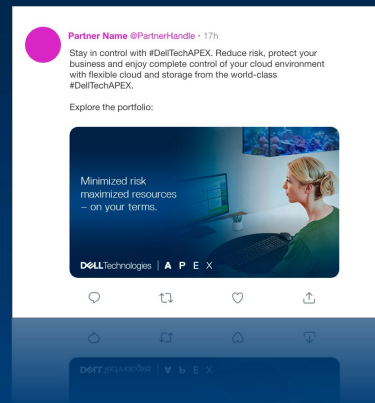
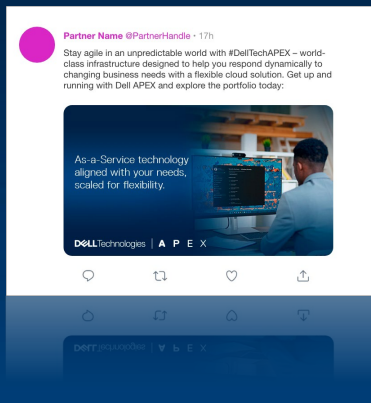
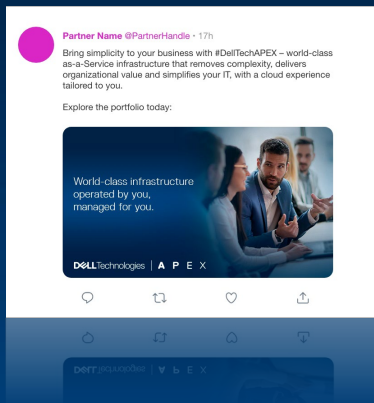
Leverage our social kit to help you promote the Dell APEX advantages across your LinkedIn and Twitter accounts.



PLEASE CHECK:  
social brand guidelines  
for character counts,  
logos, etc. before  
posting. You can also  
tweak post copy to  
make it applicable to  
your specific events.

# Social Kit – Twitter

Leverage our social kit to help you promote the Dell APEX advantages across your LinkedIn and Twitter accounts.



**PLEASE CHECK:** social brand guidelines for character counts, logos, etc. before posting. You can also tweak post copy to make it applicable to your specific events.

# Asset Cheat Sheet

Quickly find and **download** the assets you want to use from this Digital Kit to promote Dell APEX

## Assets Included

As part of this kit we have provided you with:

- Email Signatures
- Email Banner
- Thru-Partner OFT
- Social kit

# Point of Contact

Do you have any questions about the assets in this digital kit?

Reach out to:

[Meredith.Rector@dell.com](mailto:Meredith.Rector@dell.com)

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