



Automate Range Campaign

June 2021



To support our Automate® program and website launch, we have established a series of communications which illustrates all the different shades that can be automated and what type of motors can control them.

The objective behind this campaign is to communicate our range at the retailer and consumer level, enticing customers to demand Automate.

We cover the following application types; Awnings, Outdoor Shades, Rollers, Romans, Curtains & Venetians. Within each application we highlight what type of powered motorisation is available, from battery operated wirefree motors, to DC low voltage and AC 240V motors.

We would like for our customers to utilise this campaign and send out to their own established databases, spreading the word about our automation program. These EDM's can be co-branded and send from your own accounts for a customised approach.

OBJECTIVE

To help you promote the the extensive range of shade applications and motor types available within the Automate program.

OUR TARGET AUDIENCE

Retailers and Consumers.

WHAT WE CAN DO TO HELP?

We have drafted and collated a series of communications which we would like you to share amongst your respective customers. We are hoping this will help reach people far beyond our capacity and help spread the word about Automate.

PACKAGE INCLUDES

Our Automate Application Marketing Guide includes the following promotions:

1 A collection of 5 drafted email campaigns

2 A series of 10 social media posts

3 Automate Range & Pulse 2 Hub Brochures

[DOWNLOAD PACKAGE](#)

Implementing an Email Campaign

1. Go to rolleaseacmeda.com/AutomateApplicationCampaign
2. Import the HTML file into your mailing platform.
3. We've included instructions from the popular mailchimp platform below.
Mailchimp Import Instructions Instructional video
4. Replace the logo file with your company's logo, call to action links and contact information.
5. Select your audience list(s) and schedule.

Mailchimp Import Instructions

If you have difficulties during setup, contact the Rollease Acmeda Marketing Department at: **marketing@rolleaseacmeda.com**.

AUTOMATE™

→ Insert logo image into header section (560 x 83px)



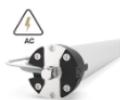
MOTORISED ZIPSCREEN OUTDOOR SHADES

Automate FT Motor

Motorise your Zipscreen outdoor shades using the Automate® FT motor and experience the ultimate comfort, privacy, and weather protection.

Activate the latest in premium control options to raise or lower your shades using our stylish remote controls, the Pulse2 app on your smartphone or simple voice commands. Utilise smart platforms like IFTTT to connect to services such as weather apps allowing your shades to operate autonomously based on real-time data, maximising shading efficiency and weather protection.

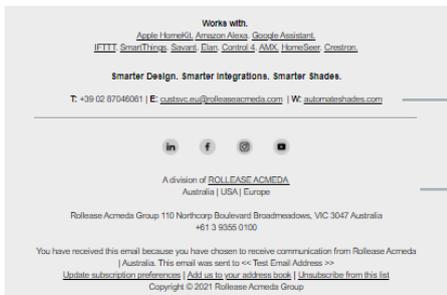
Pair your Automate FT Motor with Rollease Acmeda's patented Ultra-lock, a hidden locking mechanism integrated within the side channels of the Zipscreen system. Durable, reliable and effortless, the Ultra-Lock achieves one-action lock and tensioning with a simple touch of a button.



The Automate FT motor delivers continuous power for shade sizes up to 5.8 metres wide or 4 metres high, ensuring a motorisation solution for a diverse range of outdoor areas. Whether it be a residential or commercial space, our motor is the perfect solution, especially with the assurance of impact detection. If anything, or anyone, interferes with the movement of the shade, the shade will automatically reverse operation to ensure safety and enhance longevity.

Find out more

→ Insert your own URL into the call to action section. Alternatively keep the automate shades URL if your website does not support the range as yet.



→ Insert company name, address & phone number

→ Update with your mailing platform footer opt-in/out options.

Social Media Assets

Post 1- Venetians

Incrementally tilt Venetians to precisely dim or brighten any room with natural light. Choose to control the angle of Venetian shades with our modern Push remote control or Upgrade using our Pulse 2 hub for the added convenience of smartphone or voice assistant control along with an abundance of smart home integrations.

Discover Venetians <insert link to your website>

Image name: SocialMediaPost1

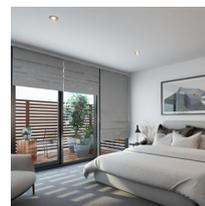


Post 2 - Romans

A block-out roman shade can provide complete darkness and great insulation properties, reducing energy costs in the home. These can, however, be cumbersome to operate when manually raising and lowering. This is where Automate® motorisation can take control. Our Automate Pulse 2 hub can help wake you with natural light by detecting sunrise in your time zone to open your smart shades.

Discover Automate Romans <insert link to your website>

Image name: SocialMediaPost2



Post 3- Rollers

Improve the energy efficiency of your home by taking advantage of automation. Automate® roller shades can operate based on changes in the weather and natural light, helping provide a comfortable internal climate, throughout the entire day.

Discover Automate Rollers <insert link to your website>

Image name: SocialMediaPost3



Post 4- Zipscreen

Whether it be a residential or commercial space, our motor is the perfect solution, especially with the assurance of impact detection. Motorise your outdoor shades and experience comfort, privacy, and weather protection with the Automate® FT

Discover Automate External Shades<insert link to your website>

Image name: SocialMediaPost4



Post 5- Awnings

Bright sunny days are made for entertaining outdoors, but with the increased intensity of UV rays and light, adequate shading is a necessity. Our Automate AX Awning Motors ensure a robust solution to operate large awnings up to 8 metres wide, so you can enjoy maximum shade, with minimal effort.

Discover Automate Awnings <insert link to your website>

Image name: SocialMediaPost5



Post 6- Curtains

A great deal can be achieved when motorising curtains in lofty, open plan living areas with Automate® motors. Automate technology allows for motorised curtains of up to 11 meters wide, curtains that can wrap around corners and slow down upon closure, to perfect an elegant aesthetic for your interior space.

Discover Automate Drapery <insert link to your website>

Image name: SocialMediaPost6



Hashtags:

#windowfashion #modernhome #windowtreatments #automateshades #automatedshades#homedesign #home #smarthome #design #interiordesign #rolleacmeda #precisioninmotion #automate #remote #motorised #motorizedshades #motorshades #automatedshades #smarthome #smarthometechnology #hometech #solarpower #remotecontrol #control #windowfurnishings

Social Media Assets

Post 7- Zero Motor- Zero Visable Wires

With an aesthetically progressive design, the Automate Zero motors offer a wire-free solution which, when installed feature zero visible wires on your shade, maintaining a clean and minimal finish. Complete the look with an innovative cover cap to match any fabric.

Discover Zero Motor Head Design <insert link to your website>
Image name: SocialMediaPost7



Post 8 - Zero Motor - 3-Step Retrofit

Always wanted motorised shades, but don't want to replace all the blinds in your home? No problems. Our latest Automate Zero motor has been designed for an easy retrofit solution. Installers simply remove the chain mechanism and replace it with our Zero motors. Simple as 1,2,3.

Discover Motorised Retrofit <insert link to your website>
Image name: SocialMediaPost8



Post 9- Zero Motor- Quiet Operation

Our latest Automate Zero Motor has been designed to cause minimal disruption within your home, ideal for those ultra-quiet spaces. This is our quietest motor yet.

Discover Zero Ultra-Quiet Motors <insert link to your website>
Image name: SocialMediaPost9



Post 10- Zero Motor- Battery Check Function

Our shades have been designed by specialist engineers for the ultimate convenience. With one simple touch of the remote, your shades will move to represent your battery health percentage.motor.

Discover Automate Zero Motors <insert link to your website>
Image name: SocialMediaPost10



Hashtags:

#automate #motorizedshades #motorisedblinds #windowcoverings #blinds #innovation #smarthome #window-fashion #modernhome #smartphone #app #appcontrol #rollershade #romanshade #blackoutshades #automated-shades #automate #motorshades #automatedshades #precisioninmotion #smarthomeinnovation #technology #hometech #windowtreatments #remotecontrol

We recommend publishing one post per week on Facebook and Instagram using the paid promotion function to boost them and increase your audience. We have looked into the metrics and recommend targeting as per the following:

- Aged between 30-50
- Interest in Interior Design, Home Design, Home Improvement, Home Décor Products
- Location targets local to your business (Eg. Melbourne, Gold Coast, Sydney)

Post	Reach	Engagement	Links Clicks
Average Post without Paid Promotion	175	25	4
Average Post WITH Paid Promotion	15440	4226	274