

APRIL 2020

Speed Queen® Home Monthly Update



New COVID-19 Content Resource

We're ramping up our content marketing game to help our independent dealers.

Let's face it, consumers are spending more time than ever before at home and online. We're working to ensure Speed Queen stays top of mind, all while providing more benefits to our independent dealers.

The cadence for posts on SpeedQueen.com has increased. Over the past month, we've shared several new fun and educational posts. We encourage dealers to share this content from their own social channels.

We've also started a new resource for dealers that supplies unique content intended to be shared directly to their own websites and social channels. Each month we will share up to three topics including blog posts, supporting social posts and images. The files can be found on the **Dealer Center** in the Marketing On-Demand section of the site. We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.

April files are available now for the following topics:

- Tips for making laundry day fun for kids
- The facts about towels and how often you should wash them
- Cleaning advice for washing pillows

Monthly Update (continued)

The Legend Streaming Channel Goes Public

With so many consumers captive at home and upping their screen time – we couldn't think of a better time to take our streaming channel live. There may not be live sporting events on T.V. but we're on day 20 of the hockey game happening inside our TR7.

You'll see more activity on our social channels about this – tune in to see what people think we should wash next.

As a reminder, the streaming channel is live at www.speedqueen.com/legend.

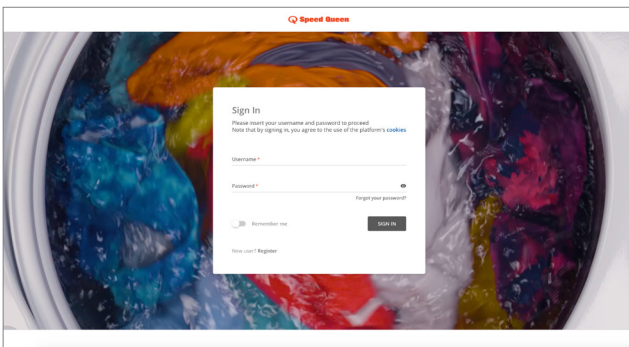


Dealer Center Activity

1. There's Only One Dealer Center

Say goodbye to the old site. We're taking down the prior dealer center on Friday May 1st. The URL speedquendealer.com will redirect users to the new site found at dealer.speedqueen.com.

If you haven't registered already, now is a great time to create an account in the new Dealer Center. This is where you & your dealers can access online learning courses, marketing materials, and more.



2. New Class Added

The top load washer general product training course is now live on the Dealer Center. In this course, you & your dealers will learn about the features and benefits of TR and TC washers and how to handle consumer objections effectively.

[Log in](#) now to take the class. It has been added to your class list.

Monthly Update (continued)

3. Social Posts for May

Social Media posts are available for May on the new Marketing on Demand platform.

Topics/Images include:

- Stain Removal
- Electronic Controls
- Dryer Feature
- The TR Legend

All post options are tagged to "Social Media" so your dealers can use the search option to quickly find the content they are looking for.

Recorded Service Webinars

Servicers and servicing dealers can now access recorded service webinars on Alliance Academy & the Dealer Center. To access the recordings, select Virtual service schools & webinars from the menu.

Five Webinars Available Now:

- TR Series Top Load Washer Overview
- Dryer Service Training
- Front Load Washer, Dryer and Stacked Installation
- TC5 Series Top Load Washer Overview
- Front Load Washer Overview