

NOVEMBER 2020

SPEED QUEEN® CONSUMER MONTHLY UPDATE



TR7 Impresses at Good Housekeeping

Our Speed Queen TR7 top load is featured in the November issue of Good Housekeeping magazine in the “Inside the GH Cleaning Lab” section (page 46). Lab testers highlighted the “almost noiseless operation” among other features. The publication also will be publishing a digital version on their website in the days ahead. Stay tuned.



Reliability Campaign Retailer Contest

As a reminder, we are halfway through our retailer giveaway to promote our Consumer Reports Ranking as the Most Reliable Brand. The retailer with the most engagement (likes, comments, shares) on their shared posts on Facebook, Instagram, and Twitter on **Nov. 20** will be the winner. The prize is a digital/advertising package worth \$2,000 that will include digital and social ads and pay-per-click (PPC).

Here is how you can enter to win:

- Share a post from Speed Queen’s social pages about the reliability campaign such as posts below:
 - [Facebook Post 1](#)
 - [Facebook Post 2](#)
 - [Instagram Post 1](#)
 - [Instagram Post 2](#)
- Remember to include #SpeedQueenReliability and a link to speedqueen.com/legacy/ on your post.
- Share the posts as many times as you like and include the hashtag and link. You are allowed to boost your shared posts to gain more engagement.

For social media best practices and tips, click [here](#) to view our infographic.



Retailer Blog Posts for November

New blog content for November is now available for download. This unique content is intended to be shared directly on retailer websites and social channels. This month, we have three blog posts and supporting social posts with images. The files can be found on the Dealer Center in the Marketing On-Demand section of the site. Retailers can search the word “blog” to quickly find the files.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.



Social Posts for October

November social media posts are now available on the Marketing On-Demand section of the Dealer Center. All post options are tagged to “Social Media” so your retailers can use the search option to quickly find the content they are looking for. This month’s topics include unshrinking clothes, stacked washer dryers and making chores fun for the holidays.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.

