

# SMC Employee Marketing Portal User Guide



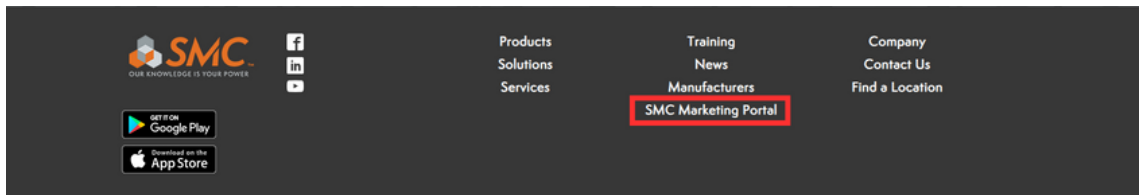
This portal is your one-stop hub for SMC-branded marketing and sales resources. Here you'll find valuable tools and information to ensure consistent and impactful communication across all channels.

## Getting Started

Your [@smcelectric.com](mailto:@smcelectric.com) email address acts as your access key to enter the Marketing Portal.

Ensure you're logged in to the main SMC website before accessing the portal.

- **Access Point:** Scroll down to the bottom of the SMC website homepage and locate "Marketing Portal" in the footer section. Clicking this will redirect you to the brand portal.



## Who Sees What? Access Levels Explained



### FULL ACCESS

**Only current SMC employees** with a valid [@smcelectric.com](mailto:@smcelectric.com) email address will have access to the complete Employee Brand Portal.



### RESTRICTED ACCESS

Our valued partners and customers aren't left out. They'll have special "guest access" to essential resources like basic logos and brand guidelines. From there, Marketing will work directly with any outside partners who wish to utilize our branding.

Sharing portal assets (aside from approved logo files) with those outside of SMC is strictly off-limits.



# Navigating the Portal

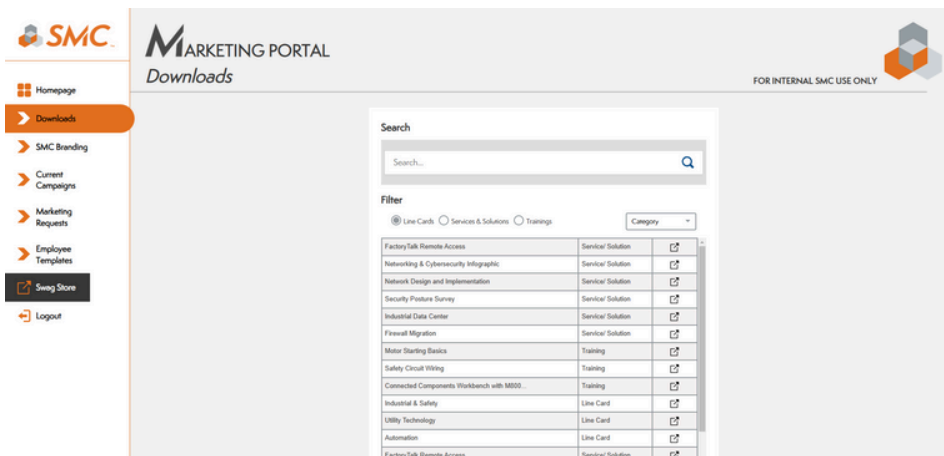
From the portal homepage, you can utilize the various resources within the portal.



## FILE DOWNLOADS

Leverage the search and filter functions to pinpoint the exact resources you need. Flyers for training sessions, service solutions, or product line cards – you name it, this section has it, ready to fuel your marketing and sales initiatives.

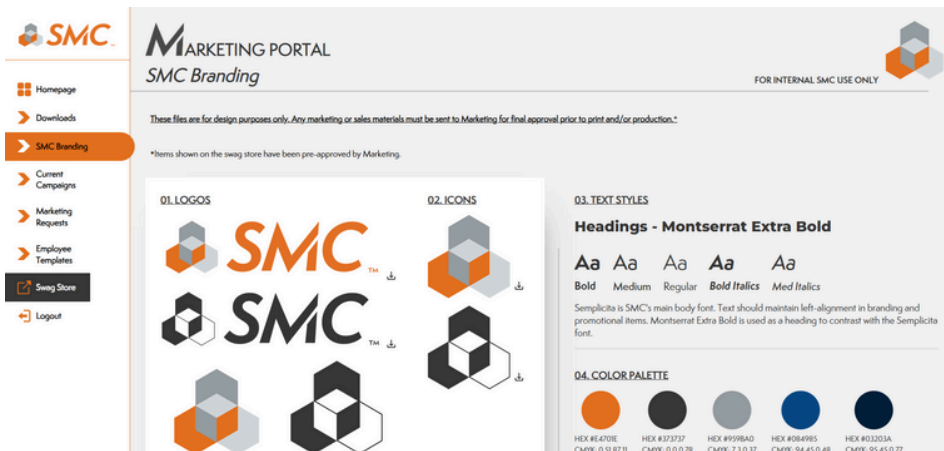
Here's a tip: Utilize the 'Filtering' and 'Category' functions to locate the specific files you're needing.



## BRANDING REFERENCES

Maintain consistent brand identity with access to:

- High-resolution SMC logos
- The official SMC color palette
- The comprehensive brand guidelines are the ultimate reference, ensuring all sales & marketing materials speak the same brand language





## CURRENT CAMPAIGNS

Stay in the loop with the latest marketing initiatives & campaigns.

Get the inside scoop on ongoing newsletter promotions, high-impact marketing efforts, and relevant training materials. This section is your one-stop shop for staying informed and aligned with the latest marketing strategies.



## MARKETING REQUESTS - STREAMLINED SUPPORT

Submitting marketing requests is made easier with dedicated forms within the portal.

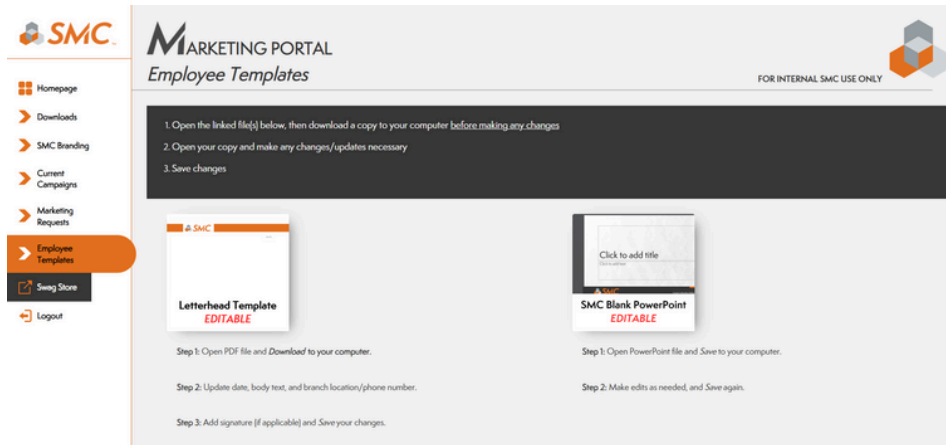
Marketing materials requests (swag, flyers, etc.), event requests, video content requests, Knowledge Toolbox content requests, and training requests can all be submitted here.



## PRE-FORMATTED TEMPLATES

Save time and ensure brand consistency by utilizing the pre-designed employee templates for commonly used assets, like email signatures, letterheads, and PowerPoints.

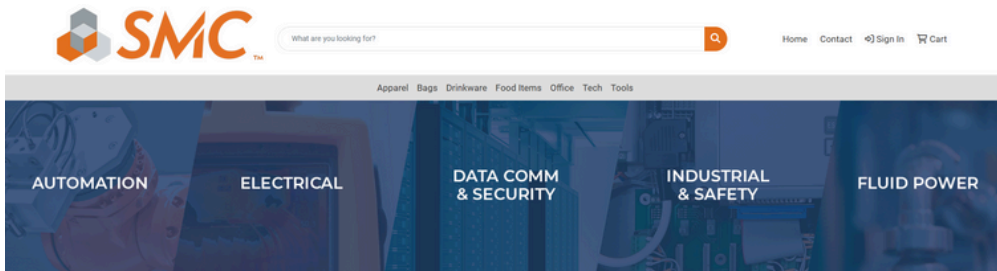
Find instructions on the page for setup.



## ACCESS TO BRANDED SWAG

Easily access the SMC swag store to purchase branded merchandise for giveaways, tradeshow, customer gifts, and more!

Please note that orders must be at least the MOQ to be processed. Orders can be placed using any credit card/debit card as payment method and will be shipped directly to you.



This site is for SMC Employee use only and should not be shared outside of the organization.

Please note that production/shipping times cannot be guaranteed, so please try to place orders as early as possible.

Orders must be at least the minimum quantity listed and are subject to sales tax, shipping & handling fees. Please have your order shipped to your branch.

The person who places the order will be billed and is responsible for paying the final invoice.

The artwork shown is pre-approved and cannot be changed.

For any questions or further clarification regarding the portal or it's contents, please contact SMC Marketing ([marketing@smcelectric.com](mailto:marketing@smcelectric.com))



---

**By leveraging the SMC Marketing Portal, you can ensure consistent, impactful, and brand-aligned marketing and sales efforts company-wide.**