

## FOUNDATION

ISV CENTERED MARKETING TOOLS – EVERYTHING YOU NEED TO SECURE RESELLER PARTNERS.

- Fact Finding process that will lay the foundation \*
- Creation of a marketing plan with quantitative projections
- Case studies (2)
- Testimonials (gathering and crafting) (Approx 10 testimonials)
- Social Media content and promotion (to get the ISV started)
- Webinar build out \*
- Attempt to secure reviews by editors and guest bloggers \*
- Creation of news releases (2)
- Ideas for integration with partners
- Blog Posts - one per week for one month (4)
- Brochure / Fact sheet \*

## ENHANCED

ADDITIONAL VALUE ADDED TOOLS DESIGNED TO HELP YOUR RESELLERS SUSTAIN THEIR CAMPAIGNS AND PROMOTIONS.

- Creation of a news release template for partner's use
- Implementation of suggestions for integration with reseller partner's business
- Articles for resellers to use (2)
- Whitepaper Creation
- Creation of knowledge base and FAQs \*
- Creation of Infographics (design and content) \*
- Brochure / Fact sheet (ie. why you want to resell it messaging) \*
- Training and Sales document for customer service and sales teams (Internal and External use) \*

## COMPREHENSIVE

THE ULTIMATE RESELLER PROGRAM AND SYSTEM.

- Consulting time \*
- Newsletter content - 3 articles (ie. one quarter)
- Creation of 2 more news release templates
- Create a list of social media links and resources for partners to use and follow
- Script writing for Videos \*
- Introductions to 5 potential resellers
- Identification of video topics
- Creation and suggestions for implementation of a contest for social media purposes
- Keyword research
- Competitive analysis
- Landing page content and HTML development (2)
- 3 standard sizes of banner ads
- Promotional video - how it works, top features/benefits
- Video case studies (interview clients, record audio, include supporting imagery, promotional video/walk thrus on screen)

## ADD ONS

- Paid search campaign for ISV (separate quote needed)
- Writing of guest blog posts
- SEO
- Additional media campaigns
- Social media management

Notes:

- \* Denotes item is based on a projected amount of time. eBridge reserves the right to cap the time on these deliverables.