



CLIENT SUCCESS GUIDE

Brand-Local Digital Marketing Workbook



Updated March 8, 2017

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WELCOME TO NETSERTIVE

Since 2009, Netsertive has collaborated with a growing roster of national brands and their local partners to meet customer demand easily and intelligently with our digital marketing solutions.

MarketWise™ for Brands and StreetWise™ for Local Businesses are turnkey solutions that work together inside our digital marketing platform to power results. From enablement and funding to education and execution, we help clients like you meet and exceed their unique business goals over the long term.

Your Client Success Guide contains a blueprint to plan, execute and grow your MarketWise™ campaign.

You'll collaborate with our team of industry experts who are highly trained in the latest digital marketing strategies. We look forward to working with you and your team.

Welcome!

Brendan Morrissey, CEO



Automotive



Home Goods

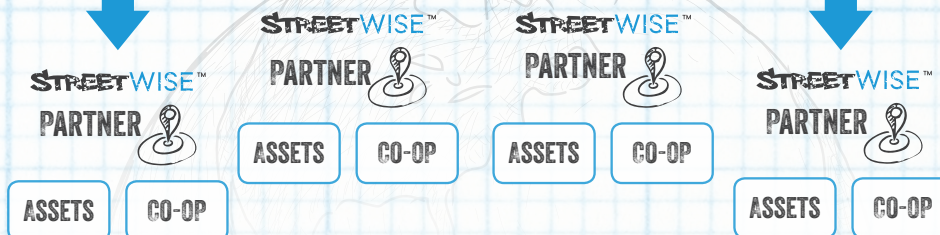


Healthcare



Technology

YOUR BRAND



MY PLAN



THINK

How am I supporting my local partners today?

Are my co-op (MDF) funds delivering measurable results?

Is my brand-local marketing mix in line with the new digital reality?

How could my brand benefit from working with an elite Google & Bing Premier SMB Partner who has technology and industry experts to help us work with our partners to win more business?

AWARDS



NETWORKS



WHY WE DO IT

We believe that brands and local businesses need to work together to attract new customers.

We come to work everyday with our WHY front and center: YOU. Since 2009, we've built teams of experts who know your industry inside and out. Working with the data generated by our clients inside our digital marketing intelligence platform, our technology helps you and your partners be present in the moments that matter online, turning digital research into new customers.

Over the years, we've gathered deep digital marketing intelligence gleaned from billions of digital marketing touches, enabling us to create new campaigns fast and deliver a superior return on investment to our clients.

Netsertive started by collaborating with a single-location retailer near our headquarters in Raleigh, North Carolina. This first campaign delivered 2X the results of their existing campaign, driving high-intent buyers in their doors to help them exceed their revenue targets. The retailer is a member of a large national association, so we quickly replicated their success with tailored campaigns for our first network of retailers in the United States. We then created our first brand-to-local campaigns with three major product manufacturers who supply products to these retailers.

By the end of our first year, these campaigns were generating millions of data points everyday to help us proactively tune up performance. We launched our digital marketing intelligence platform to harness the collective learnings of every campaign.

“It's essential that brands be there in the digital moments that matter—when people are actively looking to learn, discover, find, and buy.”

— I-Want-To-Go-Moments, From Search to Store, Google (2015)



TEAM CORE VALUES

CLIENT SUCCESS

Our main objective is client success. A rigorous focus on this drives our own success and determines the markets we serve, the solutions we offer and the priorities of our team.

LEADING INNOVATION

With a practice of listening to clients, we lead in our core markets with innovative thinking, technology solutions and methods that solve real business problems.

INTEGRITY

We pride ourselves on doing the right thing, demonstrating ethics and using good judgment. We set and actively manage accurate expectations to build trust and strong relationships internally & externally.



EFFECTIVE OUTCOMES

We deliver value to clients and stakeholders through efficient use of time and resources. We focus on outcomes, productivity & quality of results.

NETWORK

We establish key relationships throughout our core markets. We create end-to-end network success by delivering high-value solutions around common challenges & goals for clients and partners.

TEAM SUCCESS

We value and invest in each team member's personal & professional development. We foster an energetic, collaborative environment that rewards accountability, teamwork & client success.

MY PLAN

How important is it to collaborate with a partner like Netsertive whose team puts the success of my brand-to-partner network at the center of their core values?

How much faster could we meet our new business goals with a digital brand-to-local marketing campaign that makes it painless for partners to use our co-op (MDF) to attract local buyers?

WHAT IS MARKETWISE™ FOR BRANDS?

Brand Marketing Challenges

Like most brands, you've invested heavily in national marketing efforts to drive brand and product awareness to a broad audience. New research shows that 94% of your qualified customers research online after seeing your national message to find and then buy from a local partner (BIA Kelsey).

Your brand must be visible online during the moments that matter, driving high-intent customers to local partners.

But the brand-to-local business relationship is complicated. For your brand, it's all about how can we educate, support and fund local partners to adopt digital marketing? How can we insure that they're using the right marketing assets, at the right time, to control our brand online to attract and win customers?

MarketWise™ solves the challenges common to brand-to-local marketing programs:

Brand Amplification

Drive your national marketing message into local markets through your participating partners, amplifying your reach and results online.

Content Distribution

Deliver approved, co-branded marketing assets to your partners that can be updated and changed at any time, syndicating your brand, products and call to action with perfect fidelity into local markets.

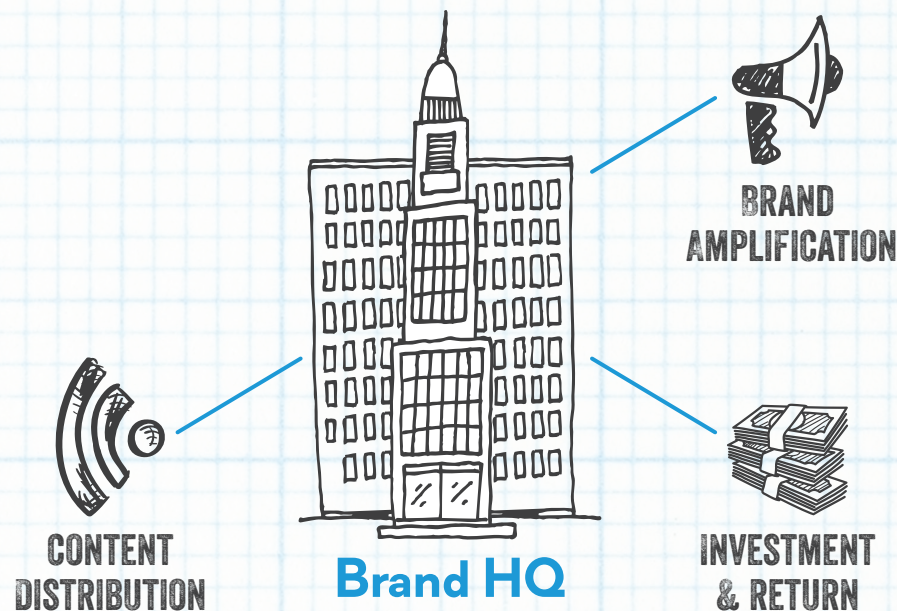
Investment & Return

Streamline co-op (MDF) funding, offering partners turnkey redemption. Get detailed, timely market-by-market reporting that enables you to track campaign success.

MarketWise™ for Brands

MarketWise™ is a comprehensive solution to your modern marketing needs, solving all the common challenges inherent in any brand-to-local marketing campaign. From brand amplification, content distribution to measuring your return on investment, MarketWise™ delivers unprecedented speed, performance and value.

Your campaign assets and co-op (MDF) funds are made available to partners when they subscribe to StreetWise™ for Local Businesses. Together our solutions turn digital research into a steady stream of new customers for partners, ensuring brand integrity and seamless localization. With centralized compliance for special offers and trademarks – plus turnkey co-op (MDF) redemption – our solutions work together to grow your bottom lines by working together online.



MY PLAN

Are my partners using approved logos, assets and content in their marketing?

How do I measure my brand marketing reach and its impact on my partners local sales?

Are my marketing programs attracting high-intent buyers across today's digital journey to purchase?

WHAT IS STREETWISE™ FOR LOCAL BUSINESSES?

Local Marketing Challenges

Over the past few years, your customers have completely changed the way they research your products and services. Thanks to the Internet and its wealth of information, local customers are 57% of the way towards making a purchase decision before they reach out to a nearby partner to buy. (CEB)

Your partners must be highly visible online to target and attract high-intent, high-quality customers in their target markets with co-branded marketing messages from their top brands.

Your local partners need help to understand digital marketing and how it works. Many do not have access to brand-compliant assets or marketing support that's easy and effective. They need help to fund a modern digital-traditional marketing mix that will attract high-intent customers every month.

StreetWise™ for Local Businesses

StreetWise™ was developed with changing consumer behavior in mind. Your partners get all the tools, education, and one-on-one support they need to effectively target and attract new customers online with your MarketWise™ co-branded marketing assets and co-op (MDF) funding.

Our solution brings big brand marketing to your partners, arming them with industry intelligence, instant co-branded content from your MarketWise™ campaign, turnkey brand compliance, automated funding and reimbursement, and unmatched professional support. Transparent performance data is available in our platform, making it easy to link their monthly investment to business results.

“90 percent of consumers use the Internet in their path to purchase, to find local retailers who carry the brands they're researching.”

— Neal Mohan, VP Video & Display Ads Products, Google (2015)



StreetWise™ empowers your partners to outsmart the competition through data-driven insights that deliver qualified customers and more sales opportunities:

LOCAL DIGITAL MARKETING

Your partners intercept high-intent customers with search engine marketing, display and video advertising, social media retargeting, call tracking, landing pages and more.

DATA-DRIVEN RESULTS

We arm local partners with coordinated industry intelligence, co-branded assets, turnkey brand compliance and one-on-one professional support.

INVESTMENT & RETURN

Partners put your MarketWise™ assets and co-op (MDF) funding to work in their local market with turnkey redemption. Get detailed reporting to track campaign success.

MY PLAN

Do my partners understand how digital marketing works to attract new customers in their target markets?

Are we supporting a marketing mix of traditional and digital advertising strategies?

How much faster could we meet our business goals if our brand and partner campaigns were optimized by Netsertive's technology?

OUR BRAND-TO-LOCAL PLATFORM



DIGITAL MARKETING INTELLIGENCE EXPLAINED

Introducing Netsertive's Digital Marketing Intelligence Platform

Think of the Netsertive Platform as a digital marketing brain that never stops working day and night. Your brand and local partner campaigns are added to the Platform, and instantly benefit from the collective wisdom of our growing network.

The Platform is powered by our Learning Engine: technology that leverages data-driven insights from billions of online interactions that have occurred in markets large and small for clients in the select industries we serve.

130M+

PROACTIVE MONTHLY UPDATES MADE BY OUR TECHNOLOGY & TEAM OF INDUSTRY EXPERTS

Learn, Adapt, Drive Results

Through connections to our digital advertising partners, local partner websites, and analytics engines, our Platform learns which digital advertising messages, properties, categories and bidding strategies consistently convert high-intent customers into new sales opportunities.

The Engine delivers increasing numbers of high-intent customers over time, while at the same time reducing the cost per conversion.

The longer you keep your campaign running inside our Engine, the better it performs, adapting to ever-changing search trends and digital marketing dynamics to contain your costs and keep you ahead of your competition.

Technology + People

Working in concert with our expert client success team, the Platform makes hundreds of proactive changes to each campaign every month, adding up to more than 130M updates. These changes give brands and their partners the edge to win a strong position within online advertising auctions across thousands of digital properties. The result is cost-effective digital visibility across the Internet where it matters most, turning online research into brand visibility and new sales opportunities.

MY PLAN

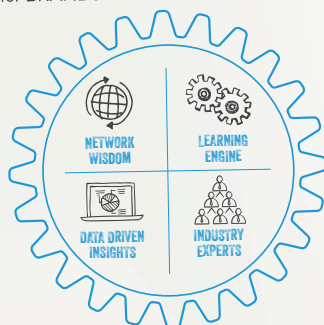
How quickly could our marketing drive results if all of our campaigns were centrally managed?

How could Netsertive's digital marketing intelligence save us time and money to drive better marketing results?

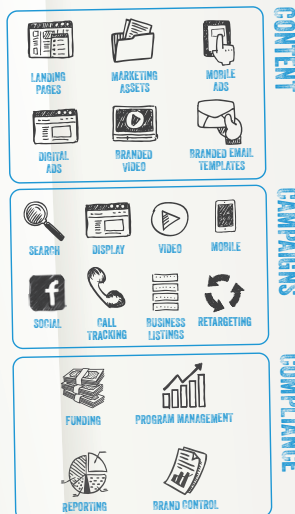
How important is it to continually adapt our outreach and measure its impact?

DIGITAL MARKETING INTELLIGENCE PLATFORM

MARKETWISE™
for BRANDS



STREETWISE™
for LOCAL BUSINESSES



QUALIFIED CUSTOMERS



PATH TO PURCHASE

YOUR MARKETWISE™ TEAM

NETSERVATIVE ROLES & RESPONSIBILITIES

Program Success Manager

Daily operational manager and primary contact for campaign planning, asset collection, launch, on-going performance optimization. Plans and runs monthly strategy meetings to analyze performance across your partner network, proactively spotting opportunities to increase results.

Enterprise Sales

Responsible for your contractual relationship with Netsertive. Collaborates with you to create a joint business plan, establishing the initial framework for campaign success.

Partner Adoption Sales

Coordinates telemarketing and sales outreach to drive adoption of your campaign.

Marketing Manager

Responsible for digital marketing education for your internal teams and partners. Creates campaign marketing assets to power understanding and adoption of your program. Can also answer any questions regarding visual guidelines, PR, co-branded collateral, live event presentations, and more.

Tim McLain
Enterprise Marketing Manager
(919) 800 - 9893
tmclain@netsertive.com

YOUR BRAND ROLES & RESPONSIBILITIES

Business Owner

Senior manager responsible for your partner network and the revenue they generate.

Project Manager

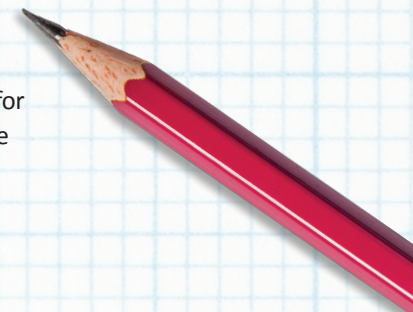
Owns your MarketWise™ campaign success. Primary contact for campaign execution, runs monthly strategy meetings. Supplies logos, product imagery, technical implementation (analytics and landing page code) plus all other assets needed for campaign creation and refreshes.

Marketing Owner

Coordinates internal and external messaging to educate sales/marketing teams and partners, including technical implementation. Approves testimonials and all related marketing activity for your campaign.

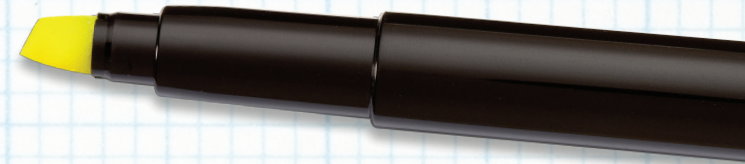
Sales Owner

Owns your partner network business relationships, responsible for driving awareness, understanding and adoption of your digital marketing campaign.



MARKETWISE™ FOR BRANDS TIMETABLE

Your Program Success Manager will collaborate with you and your team, one-on-one, to tailor your MarketWise™ for Brands campaign to meet your business goals. Timetable and milestones are approximate with dependencies on client delivering requested assets, and being engaged with all Netsertive stakeholders.



HOW WE WORK WITH BRANDS

Onboarding: Let the Collaboration Begin

The first step in creating your campaign is an onboarding call. Your Program Success Manager will invite your team to a virtual meeting that will take approximately two hours. During the call, we'll go in-depth into your brand, asking you to share details that will help us understand your business needs, including but not limited to:

- What's your brand's history, position in the marketplace?
- Obtain trademark authorization to advertise your brand
- What products and services will we advertise online? (# of categories?)
- Buyer persona: Ideal buyer of your products/services?
- Marketing calendar: Promotions and/or evergreen asset availability?
- Co-op (MDF) support program?

Set Campaign Goals

We'll set initial goals for the campaign. Our most successful clients set measurable and specific goals that lay the groundwork for a strong return on investment:

GOAL	MY GOALS	MEASUREMENT
Partner campaign adoption	___% in set timeframe	
Brand visibility	___ Ad impressions in local markets	
Customer engagement	___ Landing page clicks & phone calls	
Customer leads	___ Digital conversions	
Co-op (MDF) return	___ Leads @ optimized cost per conversion	

Pick a Partner Funding Strategy

Choose the right support for the partners in your network. MarketWise™ is tiered to offer an increasing level of concierge services to power results with every partner no matter their size or location.



MARKET FOR ☐

We use co-op funds (MDF) to run campaigns for chosen partners directly.



PARTNER WITH ☐

Partners who subscribe to StreetWise™ can tap your campaign assets and co-op funds. Our team executes local campaigns and education in direct collaboration.



ENABLE THROUGH ☐

We give partners access to your campaign assets without co-op support.

Partner Network

Which partners will be able to leverage your campaign initially? Many brands choose to offer the campaign to their entire partner network immediately, offering co-op (MDF) funds at a set monthly amount to power results. Others choose their highest-performing partners to get the campaign and co-op initially.

All Partners



VS.

Choice Partners



MY PLAN



What's your brand's history, position in the marketplace?

Obtain trademark authorization to advertise your brand

What products and services will we advertise online? (# of categories?)

Buyer persona: Ideal buyer of your products/services?

Marketing calendar: Promotions and/or evergreen asset availability?

Co-op (MDF) support program?

CAMPAIGN CREATION

Choose Call to Action

We'll collaborate on a strong call to action (CTA) which will be the primary driver of customer engagement. Think about the single action you want qualified customers to take—learn more, get a coupon, see special offer, buy now, download. **The best CTAs are words that convey value, create urgency and are direct.** These words are embedded into your campaign assets as text or graphical buttons. Examples of high-performing CTAs:

VALUE

- Optimize
- Experience
- Improve
- Free Download

URGENCY

- Limited Time Offer
- Offer Ends Today
- \$1,000 Off Promotion
- Get Started Now

DIRECT

- Get a Coupon
- Get a Demo
- Learn More
- Talk To An Expert

Your CTA will prompt qualified customers to click. When they do, they'll be directed to a local partner's website, to a co-branded landing page highlighting your brand, product and special offer. A capture mechanism—normally a web form—allows partners to collect lead information. The better the offer the more leads you'll generate and the better your campaign will perform.

Create Seamless Co-Branded Digital Marketing Assets

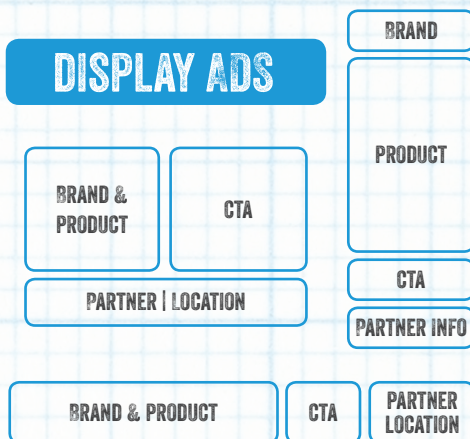
We'll request creative assets (logo, product images, etc.) which will be integrated with your call to action and partner list to create a library of co-branded digital ads for your review. Once approved, they'll be loaded into our Platform and made available inside StreetWise™ subscriptions based on your partner support strategy.

SEARCH ENGINE MARKETING

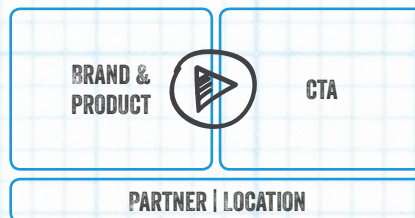
CALL TO ACTION – PARTNER

Ad [partnersite.com/brand](#) (888)555-1212
Partner Unique Selling Proposition (USP) – Product Availability & Details
Product – Service – Special Offers

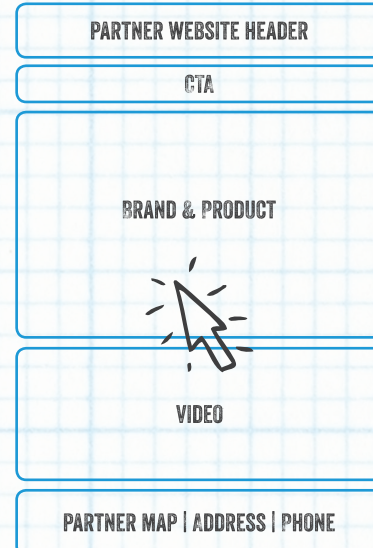
DISPLAY ADS



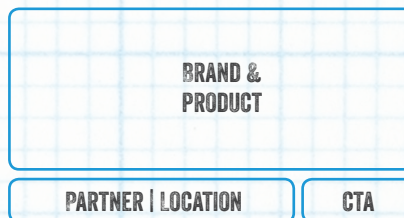
VIDEO



LANDING PAGE



SOCIAL MEDIA



CTA IDEAS

What's the single call to action we could use in our campaign to drive a high conversion rate?

Do we have existing content materials (whitepaper, eBook, etc.) that could be used on our landing page to generate leads?

Do we need to invest in updated videos to use in our digital marketing campaign?

CAMPAIGN ROLLOUT

Start Spreading the News

Announcing our partnership to your internal sales and marketing teams, as well as your partner network, are just the first steps in driving adoption of your MarketWise™ campaign. To assist you with a formal press announcement to encourage partners to subscribe to StreetWise™, we've created an email and PR template, website copy, and additional items (see right) to help you communicate Netsertive's value, abilities and subscription offerings.

- **INTERNAL EMAIL ANNOUNCEMENT** **DATE** _____
- **PRESS RELEASE TEMPLATE** **DATE** _____
- **WEBSITE COPY (USED ON YOUR WEBSITE TO DESCRIBE NETSERVATIVE)** **DATE** _____

In addition to listing our partnership on your site, you should consider adding Netsertive information on your internal partner support or external brand websites. You are able to include Netsertive collateral, such as our program flyer and other assets, on your website.

Education Programs & Adoption Plan

Our marketing team will discuss options for announcing the campaign and our timetable for launching an education program to power campaign adoption. All items are subject to your approval before transmission.

We'll create two email campaigns—one for your marketing/sales teams, a second for partners. We'll educate them on the basics of digital marketing, introduce Netsertive, explain how your campaign works, and encourage them to subscribe to StreetWise™ during a live webinar. Once the campaigns begin, the Netsertive sales team will contact your partners by phone to drive early adoption.



Netsertive StreetWise™ Datasheet

Explains our monthly digital marketing subscription for partners. How it works, what's included, contact information for our sales team.



Campaign Flyer

Highlights your brand's turnkey assets to be added to your partner's StreetWise™ subscriptions, partner participation details.



Video Explainer Animation

Short video outlines why partners should invest in digital marketing, highlights your brand assets, program details.



Infographic

Visual representation of the digital marketing opportunity for partners. Industry statistics, digital marketing research.



Webinar: Your Internal Team

Educational slide deck presented by Netsertive to your sales and marketing teams, contains digital marketing trends and program details.



Webinar: Your Partners

Partner-facing educational slide deck delivered by Netsertive to your approved partners to drive awareness and adoption of your campaign.



CONTACTS W/EMAILS SENT TO NETSERVATIVE

BRAND MARKETING & SALES TEAM LIST

APPROVED PARTNER LIST

EDUCATION & ADOPTION EMAIL CAMPAIGN STARTS

NETSERVATIVE TELEMARKETING CAMPAIGN STARTS

DATE _____

DATE _____

DATE _____

DATE _____

MY PLAN

How can we work with Netsertive to spread the word to power adoption of our campaign FAST?

Who should be notified about our new MarketWise™ campaign, and when?

What other events (trade shows or sales/marketing meetings) can be leveraged to spread the word?

Approximate with dependencies on delivery of requested assets, engagement with Netsertive stakeholders.



PROGRAM SUCCESS DEFINED

Dimension #1: Business Performance

Every brand is different when it comes to measuring the success of their MarketWise™ program. We'll tailor your digital marketing campaign to meet your unique needs, including your call to action and funding strategies. When your business goals change, MarketWise™ will change with you.

START GOALS

Successful marketing programs start with defined business goals so we can meet and exceed your expectations. We'll start with program adoption, co-op allotment and return on investment (ROI) targets.

GOAL #1: EDUCATION

A key feature of MarketWise™ is a digital marketing education program for your internal team (first) and local partners (second). This outreach from our Netsertive marketing team speeds adoption.

GOAL #2: UTILIZATION

The Netsertive sales team will communicate with your approved partner list to enroll them in a StreetWise™ subscription, ensuring that your approved marketing assets will begin attracting local customer interest *fast*.

GOAL #3: FUNDING:

\$500-\$3,000 PER PARTNER/MO.

Based on your funding structure and partner network, we'll enable turnkey co-op (MDF) redemption so partners will put your marketing funds to work immediately in markets large and small to amplify your message.

GOAL #4: MEASURE SUCCESS

RETURN ON INVESTMENT

As your network of Netsertive-engaged partners grows, we'll measure the amplification of your assets and the impact of your co-op investment to grow your return on investment (ROI).

Dimension #2: Digital Performance

Measuring digital marketing can be complicated. It's hard to know which key performance indicators (KPIs) to measure: website traffic, ad impressions, conversions? With years of experience in delivering successful campaigns, we rely on a strict set of KPIs to measure reach and impact. (May vary based on industry.)

KPI #1: AD POSITION

Your digital ads must appear in the top 3 positions on the first page of search results, where more than 85% of conversions occur. Our clients' ads appear in the first or second position (1.7) on average.

KPI #2: SHARE OF VOICE

When qualified buyers are looking for your products, services and local partners, we'll ensure that you're visible online during a majority of the moments that matter to maximize your impression share.

KPI #3: CLICK THROUGH RATE

Delivering the right ad at the right time to qualified customers is only the start. We optimize your messaging to deliver one of the highest click through rates (CTR) in the industry that grows over time.

KPI #4: CONVERSIONS

We'll generate qualified traffic, measure click-through conversions, record every phone call, and report landing page activity.

A major home goods brand leveraged MarketWise™ to deliver a turnkey digital marketing program for hundreds of local retailers. After 18 months and 4 promotional campaigns, MarketWise™ exceeded their business goals by every measure.

• RETAILER ADOPTION	31%	• CONVERSION RATE	3-8%
• AD POSITION	1.9	• AVG. PARTNER SALES INCREASE	16-40%
• SHARE OF VOICE	71%	• AVG. ROI	11:1

MY PLAN

Brainstorm your program goals. How will you measure success?

Goal #1

Goal #2

Goal #3

Brand Case Study

PLATFORM AND REPORTING

Netsertive Platform

Your MarketWise™ program includes access to detailed, timely market-by-market reports that enable you to track campaign success at netsertive.com, select Client Login. Multiple logins for your team are available upon request from your Program Success Manager.

Dashboard Tab

Access detailed performance insights, review your digital marketing strategy and see examples of your digital ads. You can also customize the date range to view your Netsertive performance over a custom time period.

Performance Tab



IMPRESSIONS - Number of times your ads were displayed in your target geography.



SITE VISITORS - Clicks on your ads that drove visits to your partners' websites and landing pages.



CONVERSIONS - How many site visitors took a desired action on partner websites.



SHARE OF VOICE - Share of impressions for active advertising categories in your target markets.



AVERAGE AD POSITION - Average position of your digital ads over the reporting period.



CATEGORIES - Performance for active advertising categories.



MY DEALERS - Market performance for each of your participating partners.



LANDING PAGES - Performance for your campaign landing pages across your partner network.

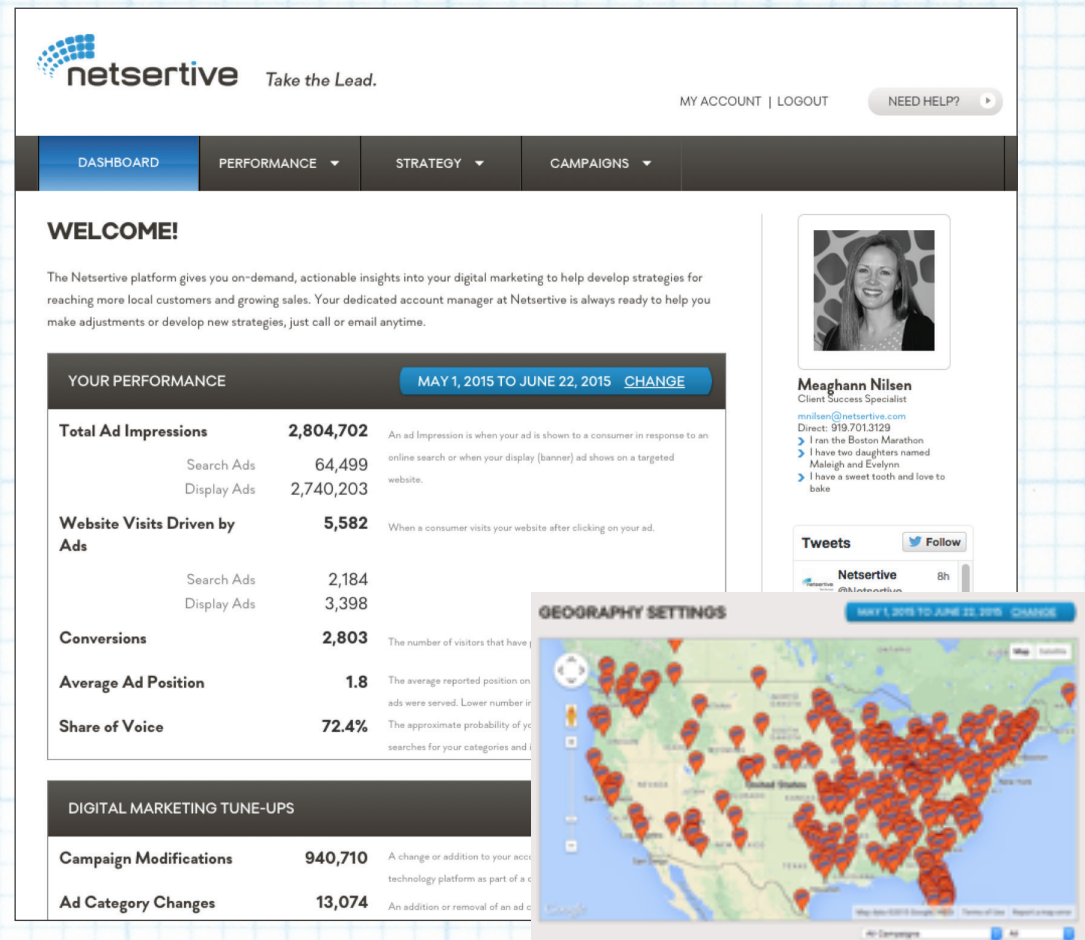
Strategy Tab

Geography map overlay showing locations and reach of participating partners.

Campaigns Tab

Search & Display Evergreen and promotional campaign offerings, can be seen by partners.

Reach out to your Program Success Manager for detailed campaign insights as your campaign progresses.



OPTIMIZE CAMPAIGN

Better Results, Better Data

Every MarketWise™ campaign starts with clear business goals, co-branded creative assets, co-op (MDF) funds, and an engaged partner network. **To grow results, your Program Success Manager will closely monitor your campaign, leveraging the collective intelligence generated by our technology.**

Our Learning Engine continually analyzes local partner campaign impression and conversion data, automating improvements that maximize each monthly investment. It will also suggest a range of changes to be made by our expert support team everyday, including:



Geography

Expand/shrink local market targets (geo's) to adapt to shifting demand across your network.



Categories

Search trends change daily. Add or remove product categories, keywords, ad targeting.



Investment

Shift bidding strategies, increase digital marketing budget to attract high-intent customers.

Monthly Strategy Meetings

Our most successful brands spend at least one hour every month meeting with our team to stay up-to-date on campaign performance. Let's keep the collaboration flowing and discuss ways to optimize your digital marketing program to meet and exceed your goals.

MONTHLY MEETING DAY: _____ **TIME:** _____

Growth Opportunities

As your campaign matures, we'll discuss several ways to grow results. Over the years, we see these opportunities most often centered on three areas:

1. Partner Funding

Expand the number of approved partners and your per-partner co-op (MDF) fund allowance. This will broaden the reach of your marketing messages and allow partners to fund more opportunities for turning digital conversions into customers.

CO-OP (MDF) ☐ \$500/MO. ☐ \$ 1,000/MO. ☐ \$ _____/MO.

2. Upgrade MarketWise™ Package

Small package subscribers receive a single campaign (landing page) without an option to fund local partners, add promotions, or activate additional campaigns. The Medium package gives your brand more flexibility to fund your partners, drive results during your critical promotional periods and add additional campaigns.

3. Beta Program Access

Your Program Success Manager may offer you early access to one or more digital marketing beta programs as we test new ad formats, placements, and networks to boost performance. An additional investment may be required to fund participation in each beta program.

Creative Refresh

Your MarketWise™ program includes the option to refresh your campaign every _____ months. We recommend that you take advantage of each refresh to update product imagery, call to action, conversion asset (content or coupon), and more. Additional refreshes are available at a fixed cost per request if you'd like to update elements on a faster timeline.

If your brand is promotion-driven, talk to your Program Success Manager about adding a MarketWise™ for Promotions & Events program to your subscription. (See next page for details.)

STRATEGY MEETING CHECKLIST

30-Day Performance Review ☐

Campaign Marketing Brainstorm ☐

Partner Adoption Progress ☐

Highlight Recent Partner Wins & Challenges ☐

Suggest Campaign Geo, Category & Budget Changes ☐

Review Partner Co-Op (MDF) Support ☐

MARKETWISE™ PROMOTIONS & EVENTS

Extend Your Reach: Promotional Events

If your brand plans its annual marketing budget against a set of planned promotions, MarketWise™ Promotions & Events will help you extend your digital marketing reach during these critical time-bounded periods.

Our campaigns feature a compelling call to action (discount, giveaway, special bonus) that's limited to the advertised time period to effectively target and attract high-intent customers to your partners. Our programs are usually funded by a brand or a given trade group or association who has a relationship with the brand.

Start: Promotions Review

We'll start by evaluating your promotional calendar. You may purchase a single promotion, or purchase a bundle of campaigns. We'll set measurable goals for each promotion, document your call to action (offer, discount, etc.), and define the time period for the digital campaign to be active.

You'll supply a list of approved partners who can participate. We'll create tailored, co-branded ads for each partner, along with a landing page that can be hosted on the partner's website (ideal) or on our servers.

Funding Success

Once each campaign has been defined, we'll discuss how to reach your goals with a given investment, starting with a minimum of \$1,000 per partner location for each promotional campaign. Your investment will be driven by your goals, type and number of partners, size of their target markets, campaign length, plus the advertising formats being used.

Promotion & Adoption Plan

You'll be given a timeline for delivering all campaign assets and other necessary information, plus approve plans for communicating with partners to drive adoption driven by our marketing and sales teams.

We'll create an email communication, flyer and host webinars to train your sales/marketing team and partners. Our sales team will outreach to approved partners, giving current StreetWise™ subscribers (known as in-network partners) the opportunity to add the campaign to their subscription, as well as encouraging the rest of your approved partners to take advantage of the promotion.

Create & Launch Campaign Assets

We'll work together to create the digital ads and landing pages associated with each promotion, and you'll have final sign-off on all elements. These assets will be loaded into our Learning Engine and made available to your participating partners, who will reap the benefits of increased local market awareness and attract more customers to their business during the promotional time period.

Campaign Reporting

Our marketing team will create and send a series of emails to participating partners before, during and after the event to explain when the digital ads will begin, show examples of your assets, and the final results of the campaign including advertising impressions, clicks, conversions and more.

Popular Promotional Periods

Any Month = New Product Launches, etc.

January = New Year's
February = President's Day
May = Memorial Day
June = Father's Day
July = 4th of July
September = Labor Day
October = Columbus Day
November = Black Friday
December = End of Year

7						
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

PROMOTIONS WORKFLOW

START



Brands plan their **digital strategy** and **marketing calendar** against the year's promotional activity.



Coordinated plans are made for national campaign **funding** and **reimbursement** that includes automated and in-person business performance reviews.



Netserive appoints a **Project Manager** responsible for program goals, requirements, timelines, and reporting.



Netserive designs **seamless sign-ups** and **package selections** that meets your partner's business goals.



Netserive's Client Success teams create focused digital promotion, **localized** and **distributed content**.

FINISH

DIGITAL MARKETING GLOSSARY

THE ABCs OF DIGITAL MARKETING

The Netsertive team lives and breathes digital. As we prepare to collaborate on your brand campaign, it's important to be familiar with the terms we use to explain what we do and how we do it.

Ad Impressions: Sum of both the text ads shown to users in search engine result pages (SERPs) along with image (banner or display) and video ads shown on relevant websites. The larger your impression volume, the more marketing messages are reaching high intent customers in local markets.

Ad Position: A statistic that describes how your ad typically ranks against other ads. Your ad position will fluctuate, so your average position can help you gauge how often your ad beats other ads for the most visible positions (top 3 is our goal). An average position of "1.7" means that your ad usually appears in positions 1 or 2. A majority of all digital ad clicks occur on the first page of results.

Conversion: A conversion occurs when a click on your digital ad leads directly to a behavior that's valuable to you, such as calling a partner, completing your call to action on a landing page (downloading a coupon or white paper). Your conversion rate is calculated by the number of customers who have completed your call to action divided by the total number of landing page viewers. Conversion code must be installed on your partners' websites to obtain this data.

Cost Per Acquisition (CPA): The ratio of the total cost of a digital marketing campaign to the total number of leads, also called cost per conversion.

Display Advertising: Type of digital advertising that comes in several forms, including banner/display and video ads, uses images, audio and video.

Landing Page: A webpage on a partner's website that contains a form or other conversion element that exists solely to capture a customer's information. Your campaign contains one or more landing pages that are embedded in partner websites, where we send ad clicks to convert visitors into customers.

Quality Score: A 1-10 score, Google's estimate of the quality of your ads and landing pages triggered by online research. Having a high Quality Score means that search engines think your ad and landing page are relevant and useful to someone looking at your ad, leading to a lower cost per acquisition (CPA). Increasing the quality score of your assets will have a dramatically positive effect on your return on investment.

Search Engine Marketing (SEM): The process of attracting high-intent customers and brand/product visibility from search engines by purchasing traffic through paid search listings on Google, Bing and Yahoo. Netsertive is a Premier SMB Partner of Google, the world's most popular search engine. Also known as text/search ads and pay-per-click (PPC).

Search Engine Optimization (SEO): The process of boosting the visibility of your website in a search engine's unpaid results, referred to as organic or earned results. Organic links appear below the paid SEM ads in search results. Your goal should be to drive links to conversion-optimized webpages to the top of both paid and organic search results.

Share of Voice (SOV): A critical measure of how well your digital ads are penetrating your target geography. Put simply, if there are 100 searches in a single market for your product and a digital ad appears in front of customers 70 out of 100 searches, you have a 70% share of voice. An impression share closest to 100 is the best impression share.

GET STARTED CHECKLIST

After your onboarding call with your Program Success Manager, use this checklist to gather the necessary information and assets to create your campaign.



TRADEMARK AUTHORIZATION FORM ☐

Gives Netsertive legal permission to advertise your brand online. May be requested by our advertising partners before your campaign can launch.



BRAND LOGO ☐

Vector (.ai) or EPS preferred. Provide one or more variations and brand usage guidelines (if available).



CREATIVE ASSETS: PRODUCT IMAGES ☐

High resolution JPGs preferred. Or provide us with a link and username and password to your marketing asset library.



CREATIVE ASSET: BRAND VIDEO ☐

Approved video to embed on your campaign landing page. MP4 or MOV preferred.



CALL TO ACTION DELIVERABLE ☐

May include special offer or coupon, as well as whitepaper or other content (PDF preferred).



CONTACT LIST: SALES/MARKETING TEAM ☐

Excel spreadsheets containing full contact information (including email addresses) for your sales/marketing team.



CONTACT LIST: PARTNERS ☐

Excel spreadsheets with full contact information (including email addresses) for approved partners.



INTERNAL EMAIL ANNOUNCEMENT ☐

Discuss timing, format and delivery of one or more emails to educate your internal team on Netsertive and your new campaign.



PRESS RELEASE ☐

Permission to issue joint (ideal) PR to inform industry publications of your program to support local partners.



TESTIMONIALS ☐

Contact information and approval to work with 5-10 chosen partners, text/video stories to be used online by Netsertive and your brand marketing team to encourage adoption.

Approximate with dependencies on delivery of requested assets, engagement with Netsertive stakeholders.

MY CAMPAIGN MILESTONES (DATES)

Contract Executed

___/___/___

Campaign Launch

___/___/___

Education/Telemarketing Begins

___/___/___

Monthly Strategy Meeting

___/___/___

Creative Refresh #1

___/___/___

Creative Refresh #2

___/___/___

Contract Renewal

___/___/___

What items do we have ready?!