



## Marketing Co-op Program

*Sit back, relax, and know that Star2Star has you covered!*

It's easy to use, simple to get started, and helps you find new customers in your hometown.

### How Does It Work?

For every sale you make, 2.5% of the hardware and enhancement software MSRP cost goes into a marketing co-op fund to use in conjunction with Star2Star which allows you to choose from a preapproved menu of packages or a la carte items. The program includes set-up and training as well as on-going support. There will also be a website set up where you can view the options and see examples.

*Star2Star will  
match your contribution  
for any preapproved  
marketing items!*



### Some Items Included:

- Co-Branded Microsite Featuring Star2Star Services and Solutions
- Monthly Email Marketing Campaigns
- Lead Nurturing Campaigns
- Campaign Specific Landing Pages for Lead Generation
- Co-Branded Video and Collateral
- Social Media Marketing
- Google AdWords & Display Advertising Campaigns
- Vehicle Wraps
- Event Sponsorship
- Much More!



MARKETING ACTIVITY	GOLD PACKAGE \$149/Month	PLATINUM PACKAGE \$329/Month	A LA CARTE PRICE
Co-Branded 10 Pg Microsite	✓	✓	\$249 Setup + \$59/Month
Monthly (12) Email Marketing	✓	✓	\$59/Month
Social Marketing	✓	✓	\$59/Month
Lead Nurturing	✓	✓	\$59/Month
4 Landing Pages for Lead Capture	✓	✓	\$1499/Each**
6 Lead Nurture Campaigns	✓	✓	\$59/Month
Content Syndication	✓	✓	\$59/Month
5 Co-Branded Videos	✓	✓	\$59/Month
5 Co-Branded Brochures	✓	✓	\$1499/Each
Event Invites & Webinars		✓	\$59/Month
Google AdWords & Display Campaigns (including \$100 media buy)		✓	\$189/Month
Additional Email Templates			\$1499/Each**

\*\*A 25% charge will be added to make sites, landing pages or email templates with a responsive design.

There are two package options, and both require a year-long commitment to the program

- **Gold Package:** \$149/month
- **Platinum Package:** \$329/month
- **A La Carte:** items are also available

## ADDITIONAL WEBSITE OPTIONS

SERVICE	5 PAGE WEBSITE	15 PAGE WEBSITE	30 PAGE WEBSITE
Unique Design Options	1	2	3
Star2Star Marketing Catalog	✓	✓	✓
Google Analytics	✓	✓	✓
Display/Syndicate Content	✓	✓	✓
Search Engine Optimization			✓
Flash Banner Design			✓
Social Media Integration			✓
Set-up Fee	\$1,299**	\$2,599**	\$5,199**
Monthly Fee	\$49	\$49	\$49

\*\*A 25% charge will be added to make sites, landing pages or email templates with a responsive design.

### WEBSITE APPEARANCE RULES

These options are at the discretion of Star2Star and under the following guidelines:

- Co-branded microsites will contain only Star2Star products, services and information.
- Integrated webpages (pages that are part of a Partner's site) must follow Brand Guidelines and must feature Star2Star content and provide a link back to the Star2Star website.
- Stand-alone Partner websites must:
  - o Follow all Star2Star Brand Guidelines
  - o Be approved by Star2Star
  - o Feature the Star2Star logo on the homepage (linking back to our site)
  - o Have a full section on Star2Star products and services
  - o May contain additional solution(s) as long as they are not competing with Star2Star

### PROOF OF PERFORMANCE

**Star2Star Executes:** No proof of performance is required for any marketing activity that Star2Star activates and executes.

**Partner Executes:** Preapproval for all marketing initiatives is required if Partner chooses to activate. Star2Star requires that you provide proofs a minimum of two (2) weeks prior to the go-live date of any materials including, but not limited to: written content, digital content, flyers, banner ads, search ads, display ads, landing pages, email(s), sponsorship activation, and anything else with the Star2Star logo on it. Star2Star will reimburse partner after execution is complete and once Star2Star sees leads generated from marketing activity.



# Sample Microsite Template

You will also receive a 10-page microsite that you can drive customers to for lead generation and content about your company as well as the Star2Star products.

We can also build a larger website for you or integrate with your current website when needed.

[Your Phone# Here] Follow Us:

[Your Company Logo Here] [HOME](#) [ABOUT US](#) [SERVICES](#) [PRODUCTS](#) [EVENTS](#) [NEWS](#) [CONTACT US](#)

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## OFFLINE MARKETING CO-OP PROGRAM

MARKETING ACTIVITIES	COST
Custom Success Story Video with Logo and Interview with Customer	\$250 <i>plus travel cost</i>
Custom Star2Star Partner Video	\$250 <i>plus travel cost</i>
Custom Postcard Mailer to Prospect/Customer List	\$1 <i>per contact</i>
Custom Letter Mailer to Prospect/Customer List	\$1 <i>per contact</i>
Star2Star Embroidered Shirts and Jackets/Promotional Items	<i>Varies based on choice*</i>
Star2Star Vehicle Wrap	<i>Varies based on vehicle*</i>
Local Event Sponsorship	<i>Varies based on event</i>
Branded Business Cards, Letterhead and Envelopes	<i>Varies based on quantity</i>
Co-Sponsorship of Regional Midsized CIO Events with the Channel Company/Gartner and Star2Star	\$15,000 <i>plus event travel</i>
Update Demo Kit Phones	<i>Varies based on selection*</i>

*\*Star2Star Matching Co-op Funds Not Available*

For More Information On The Marketing Co-op Program Or To Get Started Please Contact:

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