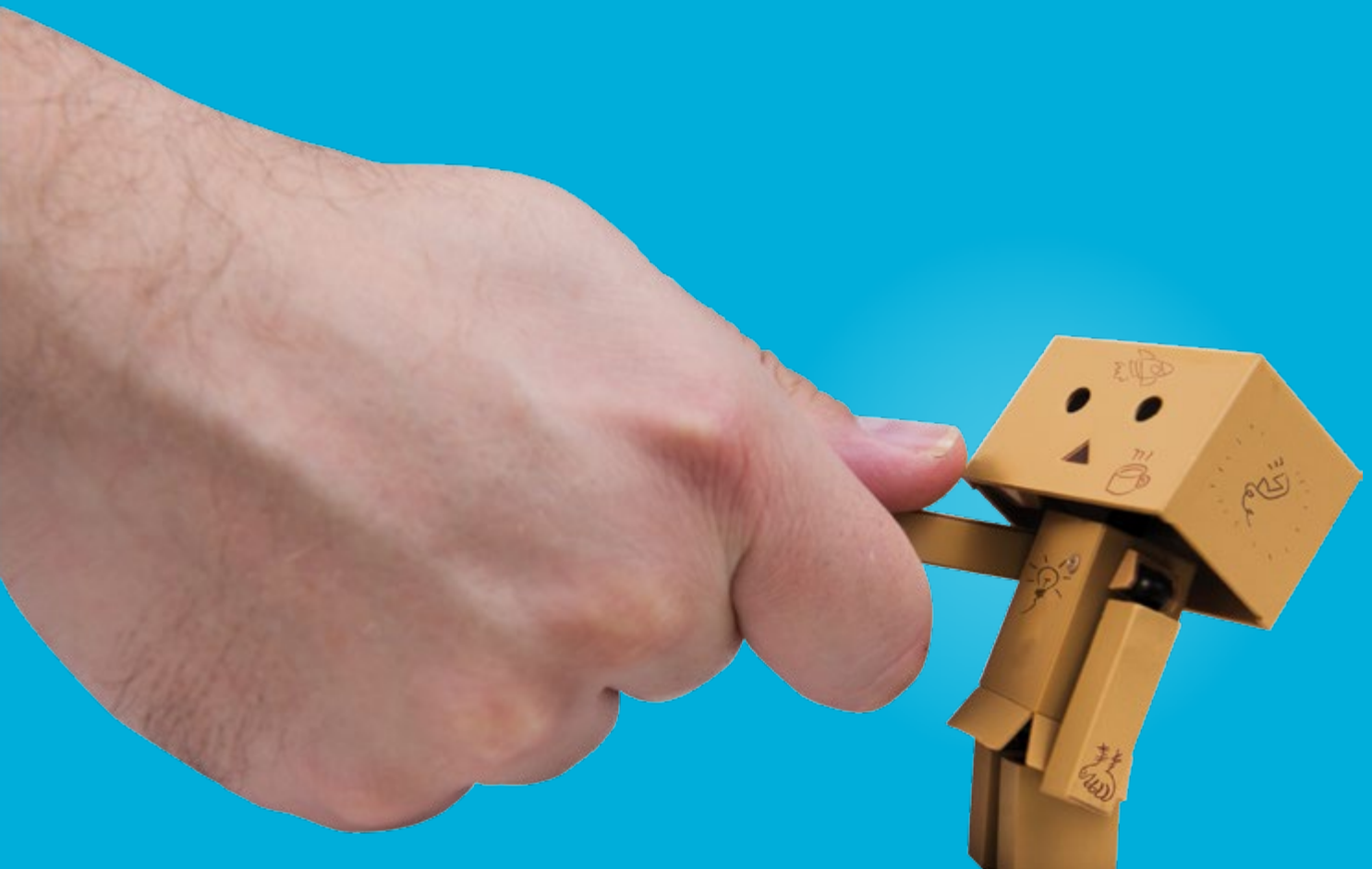





The Marketing
Partnership Program

The Right Partner Makes All the Difference.





You've got a team of talented people and your company's doing well, but could it do better? Are opportunities missed to market your business for all its worth? While you may have solid skills in your company, you likely don't have the full suite of marketing expertise needed to grow your business and build your brand externally and internally.

This Marketing Partnership Program (MPP) may be just what you need.

From marketing strategy to communication execution, **our** team of experts partner with your company, to be **your** team of experts.

An End to Missed Opportunities

It's frustrating and costly to miss an opportunity to market your offering.

Competitors succeed by doing things you could have done. You just didn't see it or you missed the chance to do it. With the right team, missed marketing opportunities could be a thing of the past.

Through the reBox Marketing Partnership Program (MPP), **our** team becomes **your** team. We work on your behalf to actively seek out and identify opportunities that will further build your brand and better market your offering. It's **proactive** not **reactive**, where we actively reach your most profitable markets to bring greater success to you.

Through this program, we conduct the research, analyze the options, develop a strategy, create the plan, manage execution, produce and curate the content and make or refine the materials you need (website, feature sheets, brochures, etc.) to better tell your story and get you the attention you deserve...

(Whew!)

... all while executing on promotions (trade show, content marketing, PR, etc.) to improve the effectiveness of your efforts and tracking, analyzing and reporting on agreed upon metrics.

It's what you'd expect from a true marketing partnership program.

Choosing the Perfect Partnership

The reBox Marketing Partnership Program offers four tiers of service. Each is based on the amount of effort, output and opportunities delivered, based on the size and desired appetite for growth of your organization.

The Foundation of a Great Partnership Program

While the amount of effort and output varies with each tier, they are all built upon the critical elements proven to gain insight, build trust, and leverage shared expertise. Each tier provides you with:

Executive Meetings & Advisory Services

During these meetings, our role is co-CEO/Marketing Leader. We'll report efforts and results against KPI's. We'll also provide immediate advice to increase effectiveness, and we'll seek opportunities to further build your brand and market your offering.

Strategy Development

We'll determine which marketing levers to pull and we'll develop the plan to successfully execute on the marketing strategy, including timelines, budgets, and metrics, always to reach the end goal.

Marketing Execution

Through the MPP, we create, refine and revise marketing materials (website, brochures, feature sheets, trade show booths, corporate folders, etc.) as needed, to more efficiently present your unique value proposition to your chosen audience.

We also lead the execution of the aligned upon marketing plan (integrated ad campaigns, content marketing strategy, event and trade show, PR, etc.) to promote your offering through the most effective channels to your most profitable markets.

Potential Deliverables Per Tier

	Silver	Gold	Platinum
	Those with a sales and marketing spend <\$300K/yr	Those with a sales and marketing spend <\$1M/yr	Those with a sales and marketing spend >\$1M/yr
Advisory Meetings & Reporting	Monthly or Tri-Weekly	Monthly or Tri-Weekly	Bi-Weekly
Marketing Strategy	Develop Marketing Strategy and Execution Plan for length of engagement. <i>(This often involves conducting market interviews and marketing research).</i>		
Content Marketing Strategy	Develop Content Marketing Strategy and Execution Plan for engagement.		
Update/Create MarCom	2-3 small pieces + 1 large/yr, refine existing website	3-5 small pieces + 1 large/yr, refine existing website	5-9 small pieces + 1 large/yr, refine existing website
Content Marketing Frequency	Monthly	Bi-Weekly	Once or Twice/Week
Content Marketing Channels	2-3 Channels	3-5 Channels	3-5 Channels
Trade Show Booth	Minor Show Booth	Major Show Booth	Major + Minor Show Booth(s)
Ads + Ad Campaigns	1 minor annual campaign + up to 2 independent ads	1 minor annual campaign + up to 3 independent ads	2 major annual campaigns + up to 5 independent ads
Program Price*	~0.5 FTE	~1.0 FTE	~2.0 FTE
Value Beyond Price**	~191%	~174%	~183%

Platinum Plus. For those with a sales and marketing spend >\$1,000,000 / yr.

If your business is this busy then stop here... breathe... and give us a call. We need to refine the scope of our MPP specifically for your unique business needs.

*As compared to a full-time equivalent (FTE) headcount salary

**Value received compared to market rate



It's a fixed-fee, not a retainer

The reBox Marketing Partnership Program is a fixed-fee program where reBox does 'what needs to be done'*, *within reason*, to further build your brand and better market your offering. It is not a retainer model with pre-paid hours. We get things done for you without you having to worry about unpredictable billing.

It's like engaging a CMO or Marketing Manager along with their team. You cover the predictable MPP fee like you would the salary of an employee and we do what needs to be done. Some months will be busier than others, but each and every month we'll deliver value. The outputs are based on the speed of your business, opportunities to market, and your appetite for growth.

We have to be committed

Like any good Partnership, we need a few months to see results on the marketing work we're doing for you. That said, the MPP operates under a 6-month commitment with quarterly reviews where we review to ensure we're on the right tier.

** "What needs to be done" corresponds directly to the anticipated level of output and effort based on the applicable tier. Special projects (i.e. video production) delivered by reBox will be billed beyond the terms of the MPP.*

What's not covered?

Like a VP Marketing provides their services of insight, expertise and effort, we do the same. Additional fees will apply for the costs to produce or deliver on the marketing recommendations.

Costs associated with production (i.e. printing), materials (i.e. trade show displays) as well as specialty services (i.e. industrial design, cinematography, photography, etc.) will be over and above the MPP fees. Don't worry though, all purchases will be pre-approved before they are incurred. It's what you'd expect from a partner.

How do tiers change?

As each agreement is 6 months in duration, we conduct quarterly reviews of effort, output and opportunities to ensure we both agree that we're in the right tier (doing the right amount of effort for the right amount of reward). If we find the amount of effort required to meet your appetite for growth has changed (up or down), together we'll adjust the plan for the upcoming quarter and proceed accordingly. If it didn't work for both, it wouldn't be much of a partnership!

You bring your appetite for growth and we'll bring the right team. Together we will distill your brand and market your offering for all its worth in every potential opportunity.

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