

Partner Marketing Campaign

Wi-Fi Communications Solutions eGuide Promotion

The image displays a promotional eGuide for Grandstream. The main cover features the Grandstream logo and the tagline 'CONNECTING THE WORLD' at the top. Below this is a photograph of a person holding a mobile phone with Wi-Fi signal waves emanating from it. The title 'Grandstream Wi-Fi Communications Solutions Guide' is prominently displayed at the bottom of the cover. To the right, a preview of the eGuide's content is shown, listing several key benefits:

- Utilize Immersive Wi-Fi networks**
Use existing Wi-Fi networks, rather than managing an endless maze of cables.
- Mobility & Flexibility**
Communicate and collaborate from anywhere. Wi-Fi is available with Wi-Fi enabled endpoints.
- Easy Installation & Management**
Avoid troublesome & expensive wiring and make deployments as easy as putting a phone on a desk.
- Environmentally Friendly**
Cut back on hard infrastructure and strengthen your corporate social responsibility program.
- Ideal for the Modern Workforce**
Merge multiple physical locations into one common network while allowing hybrid, remote and traveling staff to work from anywhere.

Additional text on the eGuide cover includes:

But also for their unified communications and collaboration platform, Wi-Fi offers the ideal platform to provide wireless access to SIP/VoIP networks, there are many Wi-Fi enabled SIP endpoints that can be used to build out an on-location voice and video network, and VoIP provides remote access to communication platforms. There are no special service plans needed - use the same SIP services as any wired SIP network, but extend the connections to endpoints through Wi-Fi. Wi-Fi provides the same speeds and quality as wired networks.

The benefits of wireless communication solutions for any organization are endless. They cut back and streamline network management and infrastructure costs, provides centralized network management, and makes it easy to support the modern workforce that includes remote workers, hybrid workers and remote offices.



GRANDSTREAM
CONNECTING THE WORLD

How to Use Partner Marketing Campaigns

Grandstream partner marketing campaigns are designed to take the hard work out of promoting Grandstream solutions and provide you with the resources needed to succeed. This campaigns contains easily downloadable elements that can be customized, implemented, and distributed throughout your channel. We took care of drafting messaging, highlighting key features, and providing promotional images to be utilized through different media channels. In this campaign packet you'll find solution-oriented campaigns featuring landing pages, emails, social media, and solution e-guides to be used exclusively by Grandstream partners. Images provided throughout include both a PNG, and Photshop file so that you can easily add your logo to the images.

This kit will provide you with a strategy guide on how to best use these assets and deliver strategic advice on how to market our products to get the most out of these campaigns.

If you earn MDF from Grandstream, utilizing this partner marketing campaign kit will ensure you qualify for quarterly MDF eligibility. The topic and content of these quarterly campaigns align with Grandstream's marketing strategy for the quarter to create a strong, consistent message. This Kit is intended to provide most of the tools and resources needed to complete the MDF eligibility requirements mentioned in the [MDF Guidelines & Best Practices Guide](#) for 2023.

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Networking Switches eBrochure

Download Links

[English](#)

About the eBrochure

As business requires more mobility and flexibility, organizations are relying on Wi-Fi networks not only for data and internet but also for their communications and collaboration platform. With over 100 products in Grandstream's offering, including a full portfolio of Wi-Fi networking solutions as well as a deep portfolio of voice and video solutions, Grandstream provides a one-stop-shop for all of your Wi-Fi and unified communication needs.

Download Grandstream's Wi-Fi Communications Solutions Guide to learn about:

- Why your Wi-Fi networks should also support voice & video solutions
- Grandstream's GWN Series of Wi-Fi access points, routers and management solutions
- How to optimize a Wi-Fi solution for voice and video communication
- Grandstream's portfolio of voice and video endpoints
- Using a Wi-Fi voice/video solution to control facility access
- Keep reading, or fill out the form to the right to access a PDF version.



Social Media Promotion

Download Links

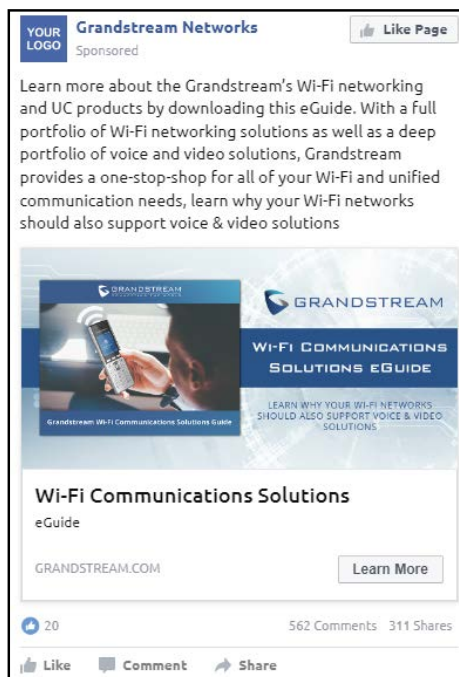
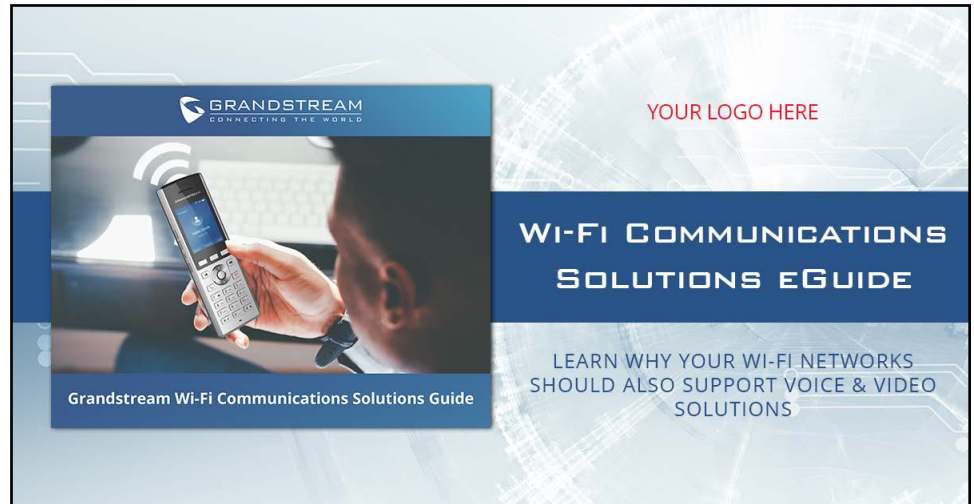
English

- [Social Image \(PSD\)](#)
- [Social Image Grandstream Branded \(PNG\)](#)
- [Suggested Social Media Text \(Word\)](#)

Creating a Social Post

Use this image to promote the brochure, host it on your website and provide a direct download of the brochure or hide it behind a form to collect new contacts. Sample suggested copy is available for you to easily add a caption to your social post.

Use the editable PSD file to add your own logo. Need help? Contact your regional marketing rep with your logo and they can help to add it to the file and provide you with a PNG.



Email Promotion Template

Download Links

Design Layout/Copy

- [Email Template \(PDF\)](#)
- [Email Template \(Word\)](#)

Images

- [Banner Image \(PNG\)](#)
- [Banner Image \(PSD\)](#)

Creating an Email

This email will promote the eGuide with the end goal to download the asset. We recommend creating a segmented-targeted list with the following qualifiers:

- Shown previous interest on Grandstream products through form, CTA, chat, etc.
- Attended and/or registered a webinar/training on Grandstream products
- Visited Grandstream product page on distributor site
- Clicked on Grandstream solution related blog or news article on website
- Placed a Grandstream order within the last 6 months (you can adjust these)

The email should not be sent on a day when different email blast are scheduled to be sent to the same audience. The Grandstream co-branded emails should be the only email that customers receive on the given day from the distributor in an effort to minimize over-saturation of communications to each contact.

The link of the main CTA (call-to-action) should direct to either a landing page so your audience can download the asset or can be linked directly to the eBrochure (when landing page/form is not available).

This email can be used to send to your direct Grandstream based contact database, or used as a follow up email for new contacts who choose to fill out a form or download from a social post.



GRANDSTREAM
COMMUNICATIONS

Wi-Fi Communications Solutions
Download the eGuide Today!

Grandstream Wi-Fi Communications Solutions Guide

Hi there,

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Click below to access the eBrochure, and reply to this email if you're interested in purchasing any of the products mentioned in this guide.

[Download Now](#)

Landing Page Promotion Template

Download Links

Design Layout/Copy

- [Landing Page template \(PDF\)](#)
- [Landing Page template \(Word\)](#)

Images

- [Banner \(PNG\)](#)
- [Editable Banner \(PSD\)](#)
- [eBrochure thumbnail \(PNG\)](#)

Creating a Landing Page

The best way to capture leads is to create a landing page with a form. Think of a landing page as a sales person that is trying to convince your audience to download an offer. It should be visually appealing, descriptive and easily call attention to your offer.

Landing pages can be created through a marketing automation platform hosted through your website. Landing pages are an extension of your website and might require the assistance of your website developer/maintenance team.

It's important for your landing pages to have an adaptive design to mobile and multi-screen views. Responsive landing pages (and websites) allow readers to easily navigate the site with minimum resizing, panning and scrolling when viewing on different sized screens.

Download landing page content provided to promote the eBrochure on your website. Once your audience fills out the form they should have direct access to download the asset, they should be re-directed to a thank you page with a link and/or send a follow up email.



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First Name*

Last Name*

Email*

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[Wireless is the Future of UC](#)



UC Today Article
[The Future of the Office is Fully Wireless](#)



Wi-Fi Voice & Video Solution Page
[Grandstream Landing Page](#)



Case Study
[Antigua Village Resort](#)



IDG White Paper
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