

W3 eMarketing Solution for Resellers Statement of Work (SOW)

Your Logo
goes here

eCatalog
(add to your website)

News Center

eFlyer

eNewsletter

Contact
Manager
(mailing list)

Sub-Category

Product Details

Search Results

Compare Products



Business
Opportunity
Alerts



TABLE OF CONTENTS

W3 EMARKETING SOLUTION - OVERVIEW 4

VALUE PROPOSITION 5

GETTING STARTED 6

OTHER PROGRAM ELEMENTS 12

 Video Tutorials - Product Overview 12

 Video Tutorials - Getting Started 12

 Video Tutorials - Customize 12

 Video Tutorials – Advanced Features 12

 Video Tutorials – Upgrade Packages 12

 Monthly Maintenance, Support, Training & Upgrade Capabilities 12

 W3 eBusiness Solution – eMarketing Signup Form 13



Contact Information:

1-613-592-6877
emarketing@businessnetwork.com



W3 Business Network

W3 Business Network

555 Legget Drive – Tower 'A' • Suite 305
Ottawa, Ontario K2K 2X3

<http://www.businessnetwork.com>

This document and the software described by this document are copyright 2009 by W3 Business Network. All rights reserved. Use of the software described herein may only be done in accordance with the Terms of Service agreement found at www.businessnetwork.com/forms/w3-terms.pdf. This document may not be reproduced in full or partial form except for the purpose of using the software described herein in accordance with the Terms of Service. Information in this document is subject to change without notice. Companies, names and data used in the examples herein are fictitious unless otherwise noted.

W3 is a registered trademark of W3 Business Network. All other trademarks are the property of their respective owners. This document was developed and produced in Ottawa, Ontario, Canada.

W3 BUSINESS NETWORK WILL NOT BE LIABLE FOR (A) ANY BUG, ERROR, OMISSION, DEFECT, DEFICIENCY, OR NONCONFORMITY IN THE STOREFRONT, BACK OFFICE OR THIS DOCUMENTATION; (B) IMPLIED MERCHANTABILITY OF FITNESS FOR A PARTICULAR PURPOSE; (C) IMPLIED WARRANTY RELATING TO COURSE OF DEALING, OR USAGE OF TRADE OR ANY OTHER IMPLIED WARRANTY WHATSOEVER; (D) CLAIM OF INFRINGEMENT; (E) CLAIM IN TORT, WHETHER OR NOT ARISING IN WHOLE OR IN PART FROM W3 BUSINESS NETWORK'S FAULT, NEGLIGENCE, STRICT LIABILITY, OR PRODUCT LIABILITY, OR (F) CLAIM FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES, OR LOSS OF DATA, REVENUE, LICENSEES GOODWILL OR USE.

W3 eMarketing Solution - Overview

What is the W3 eMarketing Solution?

The W3 eMarketing Solution is a FREE, vendor-sponsored marketing and sales program that gives Information Technology (IT) Resellers everything they need to easily launch, manage and operate their own private-labeled self-maintaining marketing program.

It's an easy, powerful and effective way for Resellers to remain top-of-mind with existing customers and new prospects to promote, market and grow their business..

You get your own:

- Private-labeled eCatalog to host on your own website;
- Contact Manager, to help you easily organize & manage your mailing list;
- Private-labeled eNewsletters & eFlyers, that are professionally designed and automatically scheduled for you to send to your contacts;
- Real-time performance metric reports to help you report, track and measure your marketing success;
- Proactive Business Opportunity Alerts, a W3 exclusive service that helps you identify real-time opportunities as they occur.



eCatalog



Contact Manager
(mailing list)



eNewsletter



eFlyer



Campaign
scheduler



Business
Opportunity
Alerts

Purpose:

The purpose of the W3 eMarketing Solution is to help you remain top-of-mind with your customers and prospect in order to double your SMB opportunities through minimal efforts and no costs.

To make this happen, W3 has partnered with participating Vendors to make it incredibly easy for you to promote, market and grow your business in the blink of an eye.

W3's Ease of Doing Business SMB Marketing Strategy

VALUE PROPOSITION

Ease of Doing Business

The W3 eMarketing Solution is the only self-maintaining channel friendly marketing and sales program that guarantees to help you double your SMB opportunities through minimal efforts and at no cost.

- Minimal resources and no technical skills required
- FREE (vendor-sponsored) & easy to participate
- Transparent, private-labeled marketing campaigns
- Fully automated and self-maintaining
- Keeps you top-of-mind with your customers & prospects
- Positions you as an industry expert to your customers
- Makes it easy on customers to research, compare and request online quotes
- Empowers your business with a turn key demand generation marketing program that gets results
- Leverage vendor-supplied marketing materials easily and efficiently
- Easily reach, influence, promote and market your business on a regular basis
- Build loyal, repeat business
- Measurable, repeatable and incredibly easy to manage
- Optional step-by-step add on features to help you grow your business solution

Reaching & Influencing
the **SMB** marketplace
just got a whole
lot **easier**

SMB sales success is all about the ease of doing business and ensuring you remain 'top-of-mind' with your customers and prospects.



Did You Know?

- It's 15 times less expensive to sell to an existing customer than it is to acquire a new one?
- That it takes seven to ten touches to turn a prospect into a customer?
- That your customers are 10 times more likely to respond to your marketing campaigns than from an unknown sender?

These are just a few of the reasons as to why the W3 eMarketing Solution is so important in helping you grow your SMB business.

GETTING STARTED

Getting started is easy when you follow W3's Quick Start Deployment Strategy. This 7-Step program will have you up and running in less than 30 minutes.

The W3 Quick Start Deployment Strategy can be found at: www.businessnetwork.com/quickstart

All you need is your User-ID, Password and access to the Internet to get started.

The following section describes the 7-Step deployment strategy:

#1: Quick Start Orientation Video

The purpose of this video is to give you an overview of the features and benefits included with your W3 eMarketing Solution and how they benefit your business.

#2: Login & Password (W3 Back Office)

The purpose of this video is to show you how to login into your W3 Back Office, manage and change your password and retrieve your password should you forget it.

#3: Update Business Information

The purpose of this video is to show you how to manage and update your business information page including your company logo.

#4: Adding Contacts

The purpose of this video is to show you how easy it is to upload, manage and grow your mailing list.

As with any marketing initiative, the results will depend on the quality of your mailing list. Think about who you want to target, including current and past customers as well as new prospects. The time you spend managing and building your list will return huge dividends, since your W3 eMarketing Solution has all the tools you need to maximize your marketing efforts.


Your vendor-sponsored W3 eMarketing Solution entitles you to a mailing list license of 1,000 end-user contacts. If you require more, please contact your W3 Account Representative at emarketing@businessnetwork.com.

GETTING STARTED cont...

#5: Selecting and Managing Featured Products

Customizing your W3 eMarketing Solution is fast and easy. All you need to do is search for and select the products that you want to focus on. The system does the rest and automatically updates your eCatalog, eNewsletters and eFlyers. It's quick, easy and incredibly powerful.

Your vendor-sponsored W3 eMarketing Solution entitles you to select up to 10 Featured Products which you can change as often as you like. If you want more flexibility, and would like to select more than ten products, please contact your W3 Account Representative at emarketing@businessnetwork.com.

Name:	Top 10 Featured Products		list
Qty:	Up to 10 products		
Frequency:	Update as often as you like		
Format:	Search by Mfg Part #		

Let's take a closer look at how your Featured Products list updates your private-labeled:

- eCatalog;
- eNewsletter; &
- eFlyer

Private-Labeled eCatalog

W3 manages two electronic information technology (IT) catalogs (eCatalog) - One for the US containing more than 400,000 products and the other for Canada containing over 100,000 products. Each eCatalog contains the most widely-available IT products from Tier 1 Distributors. W3 aggregates and manages these products by incorporating them into a user-friendly navigational category trees and adding rich text product images, marketing descriptions and extended attributes. The result is a full-featured, IT-focused electronic catalog that you host on your own web site as a private-labeled application.



This enables you to provide customers and prospects with the ability to easily research and compare products 24/7 from your website instead of having to go to a competitor's website to do their research. By making it easier on customers and prospects to research, compare, select and request online quotes, you become easier to do business with, thereby increasing your perceived value and ensuring you remain top-of-mind.

To get a detailed overview of the features and benefits included with your eCatalog, take a look at the eCatalog Overview video found at www.businessnetwork.com/emarketing/. If you would like to further customize your eCatalog or add more features, please contact your W3 Account Representative at emarketing@businessnetwork.com.

How Featured Products affect your eCatalog

When you update your Featured Products list, you are actually updating and managing the featured products that appear on the main landing & sub-category pages of your eCatalog. Therefore, no further action is required to update or manage your eCatalog as it's automatically linked to your Featured Products list. In the event your list does not contain enough products to complete the page, products from W3 preferred vendors will appear instead.



Main landing Page
(Supports up to 10 products)



Sub-category Pages
(Relevant categories)



Product Categorization & Rich Text Info

Private-labeled eNewsletter

In partnership with ConnectIT, the industry's #1 source for SMB consumer-related news, W3 provides you with a self-maintaining, private-labeled eNewsletter that is automatically scheduled to be sent out on a weekly basis to the contacts in your mailing list. With eight articles appearing in every newsletter, customers and prospects can quickly scan over the subject lines and select the articles that interest them. When they do, they are forwarded directly to your eCatalog to read the remainder of the article.

In addition, your Featured Products List will automatically be displayed in each newsletter to help increase marketing exposure and generate more demand. It's quick, easy and incredibly powerful.

Plus the integration between that of your Contact Manager, your eNewsletter and your eCatalog, gives you the distinct competitive advantage of being able to staying in touch with your customers and prospects while making it easy for them to choose you as their preferred supplier.

It's an effective and reliable way to remain 'Top-of-Mind' with customers and prospects. The best part of the service is that it's fully automated and dynamically maintained so you don't have to allocate any resources to managing it.

To get a detailed overview of the features and benefits included with your eNewsletter, take a look at the eNewsletter Overview video found at www.businessnetwork.com/emarketing/. If you would like to further customize your eNewsletter, create a new one or add more features, please contact your W3 Account Representative at emarketing@businessnetwork.com.



How Featured Products affect your eNewsletter

When you update your Featured Products list, you are actually updating and managing the featured products that appear in your eNewsletter. Therefore, no further action is required to update or manage your eNewsletter as it's automatically linked to your Featured Product list. In the event your list does not contain enough products to complete the page, products from W3 preferred vendors will appear instead.

Customizing the Frequency of your eNewsletter

Using your W3 Back Office, you can select and choose from a variety of frequency options to auto-schedule delivery of your eNewsletters. More advanced features enable you to segment customers and select different campaign frequencies for various customer groups. You can also choose to exclude certain customers from receiving your campaigns.

To learn more about advanced features, go to www.businessnetwork.com/customize.

(Supports up to 10 featured product)



Private-labeled eFlyer

Your electronic flyer (eFlyer) works much the same way as your eNewsletter, except its purpose is to promote individual products. Your eFlyer supports up to 9 products, all of which are drawn from your Featured Product list.

To get a detailed overview of the features and benefits included with your eFlyer, take a look at the eFlyer Overview video found at www.businessnetwork.com/emarketing/. If you would like to further customize your eFlyer, create a new one or add more features, please contact your W3 Account Representative at emarketing@businessnetwork.com.

How Featured Products affect your eFlyer

When you update your Featured Products list, you are actually updating and managing the featured products that appear in your eFlyer. Therefore, no further action is required to update or manage your eFlyer as it's automatically linked to your Featured Product list. In the event your list does not contain enough products to complete the page, products from W3 preferred vendors will appear instead.



Scheduling your eFlyer

Using your W3 Back Office, you can select and choose from a variety of frequency options to auto-schedule delivery of your eFlyers. More advanced features enable you to segment customers and select different campaign frequencies for various customer groups. You can also choose to exclude certain customers from receiving your campaigns.

To learn more about advanced features, go to www.businessnetwork.com/customize.



(Supports up to 10 of your product choices)

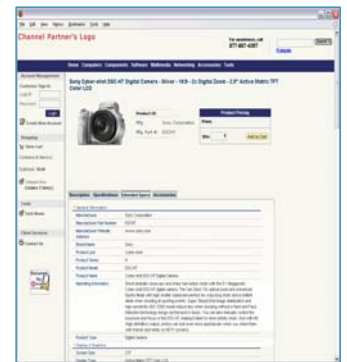
GETTING STARTED cont...

#6: Respond to Quotes (RTQ)

Responding to quotes (RTQ) is a cool feature in that any customer or prospect who browses your eCatalog has the ability to easily add products to their shopping cart and forward you a request for quote.

It's a feature that makes it easy for your customers and prospects to reach out and communicate with you effortlessly. If you would like to display pricing or enable customers to buy online, contact your W3 Account Representative at emarketing@businessnetwork.com to learn more about our easy upgrade options or go to www.businessnetwork.com/upgrade.

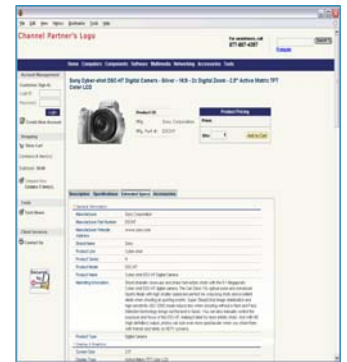
The purpose of this video is to show you how to navigate your W3 Back Office in order to respond to online quote requests. www.businessnetwork.com/quickstart



#7: Configure eMail Client

The final step, you'll need to personalize your email campaigns by configuring your email settings. This is a mandatory step in order to initialize and launch your eMarketing service.

The purpose of this video is to walk you through the step-by-step setup process needed to personalize and configure your email. Once you've completed this task, you'll be ready to start doubling your SMB opportunities through minimal efforts.



OTHER PROGRAM ELEMENTS

In addition to the Getting Started features, your W3 eMarketing Solution comes with a number of additional features and benefits that can be used to customize your program through our advanced features and upgrade options.

To obtain the latest list of features and benefits, visit the following URL links:

- Product Overview (video tutorials) www.businessnetwork.com/overview
- Getting Started (video tutorials) www.businessnetwork.com/started
- Customize (video tutorials) www.businessnetwork.com/customize
- Advanced Features (video tutorials) www.businessnetwork.com/advanced
- Upgrade Packages (video tutorials) www.businessnetwork.com/upgrade

Monthly Maintenance, Support, Training & Upgrade Capabilities

W3 provides FREE monthly maintenance, web-based technical support and on-demand online training. The W3 eMarketing Solution is fully automated and dynamically maintained so you don't have to dedicate any resources to maintaining it. No hardware, no bandwidth and no software required. All you need is your User ID, password and access to the Internet.



No Hardware
Required



No Software
Required



No Bandwidth
Required



No Resources
Required

In addition, W3 provides resellers with an affordable, step-by-step upgrade path to Enterprise level eBusiness Solutions and professional consulting services. For more information, please contact your W3 Account Representative for more details.

