

This document describes our Standard, Premium and Enhanced services. While all listed services are available, you may not need them all. Based on your subscription rights, our digital support team will provide the necessary services as needed. If you require additional support, our Enhanced service team can assist.

TECHNICAL SETUP & CONFIGURATION

Our digital support team will lay the technical foundation needed to setup and configure your email campaign manager. This starts with collecting all the necessary information needed to optimize your W3 Branded Microsite (hereinafter referred to as the 'website').

This includes:

Standard Services

- **Email Technical Setup**
Our digital support team will work with you to setup and configure your email settings within your W3 account using your SMTP credentials.

Premium Services

- **Sales Representatives and Contact List Import**
Our digital support team will work with you to setup, collect and import your sales representatives and email contact list based on your W3 email marketing subscription limits.
- **CASL / CANSPAN Compliance**
You will inherit the W3 CASL / CANSPAN compliance module to manage and monitor your marketing permission rights.

Enhanced Services

- **Contact Groups and Sales Rep Association**
If you require assistance in setting up contacts groups and aligning each contact with the appropriate sales rep, speak with our digital support team for assistance.

EMAILCAMPAIGN SCHEDULING

Our digital support team will work with you to establish a campaign schedule that meets your objectives using vendor specific ready-to-send email campaigns.

Premium Services

- **Email Campaign Selection & Scheduling**
Our digital support team will schedule and send up to 4 email campaigns per month based on your email subscription limits.

Enhanced Services

- **Additional Email Campaigns and Messages**
If you require additional email campaigns and message sends, you can increase these limits by logging into your account and adding to your service subscription.

CONTENT SYNCHRONIZATION

The most successful websites are the ones that keep visitors coming back due to great content. To accomplish this, we've completed an extensive website build that's updated and maintained regularly to ensure your content efforts are always current and up to date.

Standard Services

- **Branded Content Synchronization**

This includes:

- ✓ Ready to send email campaigns
- ✓ High converting landing pages for all campaigns
- ✓ Branded website resources (when available)
 - Infographics
 - eBooks
 - Presentations
 - Videos
 - White Papers
 - Data Sheets
 - Case Studies
 - Research Reports
 - Solution Guides and more (html, pdf, ppt, xls, videos and more)
- ✓ Call-to-actions (CTA's)
- ✓ Lead Capture System
- ✓ Images

CUSTOM CONTENT

Our digital support team can create, edit or add custom content as needed. Speak with your representative to learn more.

Enhanced Services

- Email campaigns
- Resources
- High Converting Landing Pages
- Custom Forms, Special Events and more

ONGOING CONSULTATION

Our team of highly trained digital specialists are here to help scale your business quickly, easily and cost effectively. Based on your requirements, our digital support team can custom create a marketing strategy that meets your goals and objectives.

Premium Services

Access to our team of digital specialists include:

- Digital Marketing Strategy
Our digital support team will work with you to create a custom marketing strategy that meets your goals and objectives.
- Campaign audit results
Our digital support team will be available to schedule monthly review calls to optimize your strategy to match your objectives. During this time, we'll review and evaluate your campaign progress and recommend the appropriate actions.

Enhanced Services

Our digital support team can custom create a plan that meets all your requirements.

Access to our team of digital specialists include:

- On-call customer service
Our digital support team is available by phone, email, online chat and via our support ticketing system.

SERVICE AND PERFORMANCE REPORTING

Our digital support team will provide you with access to your W3 Back Office Portal.

Standard Services

- Technology dashboard (Login & Password to be provided)
You will receive access to the W3 Back Office Dashboard where you can manage and monitor your email content and activities.

TRAINING & SUPPORT

Based on your service subscription, training and support services are provided by your W3 Authorized Agency Partner as follows:

Standard Services

- W3 Back Office Support Ticketing System
Via your W3 Back Office, you'll have access to open, manage and submit support tickets 24/7.

Premium Services

- W3 Authorized Agency Partner
Included with your subscription, your W3 authorized agency partner will provide an adequate level of training and support based on your subscription level.

Enhanced Services

- W3 Authorized Agency Partner
As a fully customizable solution and service partner, your W3 Authorized Agency Partner can provide a suitable training and support package to meet your needs.