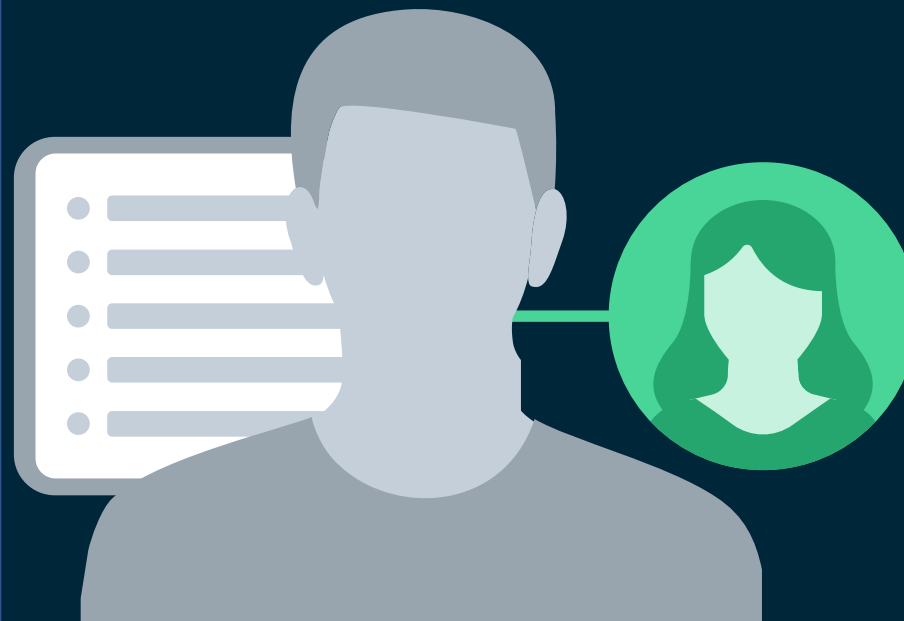


# Connecting With a Co-Marketing Partner

# Agenda

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- Functionality overview
- How this helps you win
- In-platform training
- Best practices
- Your next steps!



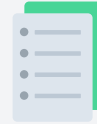
# Benefits of Co-marketing

Drive collaboration and foster better partner relationships with powerful, intuitive content tools.

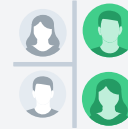
- View and build relationships in one platform
- Work together... better than ever
- Track and understand performance

# How this helps you win

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Access to attractive, co-branded marketing materials.



Generate low-cost, high-quality leads.



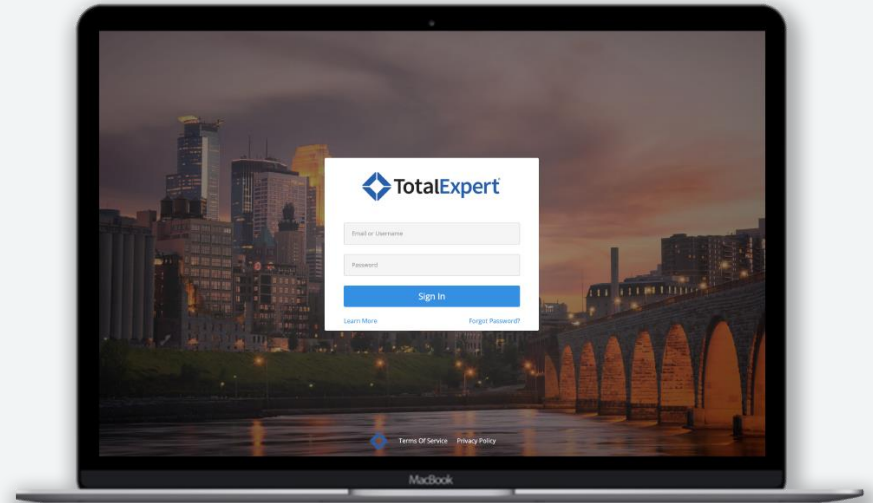
Increase brand recognition.

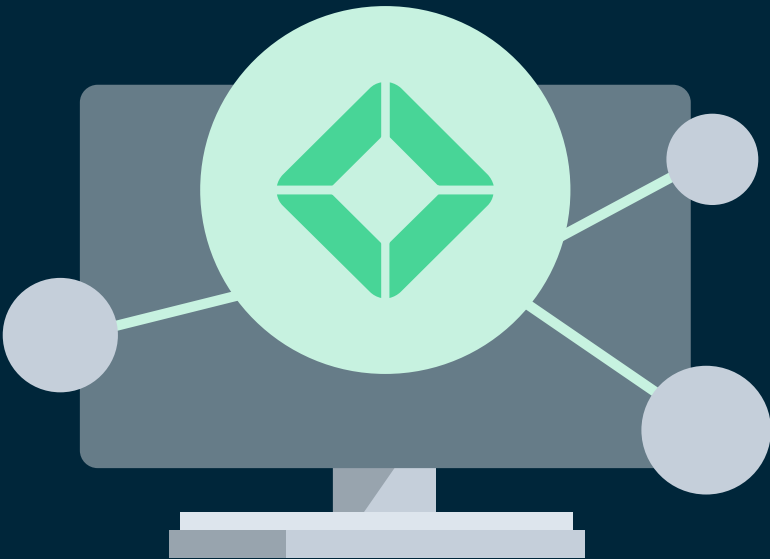
# Logging in and platform training

**Step 1:** [www.totalexpert.net](http://www.totalexpert.net)

**Step 2:** Work email address

**Step 3:** Password





## Best Practices

- Create a contact.
- Have a conversation or meet in person before sending the invite.
- Complete as much as their profile as possible.
- Create a marketing kit.
- Continuously evaluate effectiveness of partnerships.

# Going forward from here



Next steps



Documents



Videos



Support

Thank you