



Responsive Aftermarket Support



GOVERNOR CONTROL SYSTEMS, INC.

Responsive Aftermarket Support

TURNER ECS

Responsive Aftermarket Support



peaker services, inc.

Responsive Aftermarket Support



PM CONTROL

Responsive Aftermarket Support

Channel Partner
Woodward 505 Marketing
Kit: Usage Guidelines

2015



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1 Overview

The Woodward 505 Channel Partner Marketing Kit has been designed to support your local marketing activity with consistently branded and readily available marketing materials. All materials are delivered pre-set with your logo and the Woodward channel partner tag line, “Responsive Aftermarket Support”, additionally, your contact details have been added where appropriate. The GCS marketing team are on-hand to offer advice and support in getting the most out of your Woodward 505 marketing kit.

The launch materials delivered will support you in generating early stage leads and creating awareness of the product. Phase 2 launch materials help you develop those leads as you enter a conversation with the customer.

Activity	Deliverable	Marketing Kit
Branding	Plug and play web content	<ul style="list-style-type: none"> Header, product and HMI images Content Keywords, page title and meta description
	Tag line development	“Responsive Lifecycle Support”
	Teaser campaign art	Delivered
	Advertising artwork shells	Full and ½ page art
	Plug and play social media launch campaign	Suggested sequence of 8 posts for a duration of 2-3 months
	Video storyboard development (product demo/interview)	Woodward
Press	Press release content and shell	Woodward Product Update
	Media contact guidelines	Woodward
Collateral	Value proposition	Phase 2
	Features and benefits statement	Phase 2
	Case study – Beta sites	Phase 2
	Product specification for initial product launch	Woodward
	Woodward Letter of Introduction	Woodward
	Product brochure	Branding with CP logo and contact details
	Presentation slides	Phase 2
	E mail campaign shell	Header, product imagery and draft content

2 Kit Contents

2.1 Image Library

- High resolution channel partner logo with tag line “Responsive Lifecycle Support”
- Web-ready (low resolution) version of the channel partner logo
- Complete set of Woodward 505 product images
- Complete set of HMI screen shots (latest version)

2.2 Print files

- Print ready Woodward 505 four page brochure, with channel partner logo and contact details (no full color bleed, can be supplied if needed)
- Full and ½ page advertising art, with channel partner logo and contact details

2.3 E mail

- Header with logo
- Header without logo
- Draft content for product launch

2.4 Web

- Header with logo
- Header without logo
- Draft content
- Suggested key words
- Suggested page title and meta description

2.5 Social Media

- A phased sequence of eight posts for a duration of 2-3 months (depending on existing Channel Partner activity level)

3 Usage guidelines

3.1 Image Library

A complete image library has been created for you containing high and low resolution images for print and digital use. Within this library are your custom Channel Partner logo files, product imagery and HMI screen shots. As additional images become available, these will be sent to you to add to your image library.

The complete set of product images are delivered with various background and angles, and a complete set of the latest HMI screen shots. These images provide you with graphic content for use in web, e mail, social media and presentation slides. They have also been incorporated into the print-ready artwork such as the brochure and advertising art.

These images can be used with your current marketing activity. While many files have been provided to you as a “plug and play” solution, you may also want to develop materials and messaging that works directly with your current marketing. The GCS Marketing Team is on-hand to support you in working the Woodward 505 marketing into your current activity.

3.2 Print Files

The Woodward four page brochure has been pre-set with your Channel Partner logo and contact details. Please contact the GCS marketing team if you need any additional contact details to be added to this artwork.

The brochure ensures that your branding is placed right alongside the Woodward branding, positioning you as the partner for your market’s 505 needs.

This version will not print with full color bleed; however it can be used digitally or for your in-house print-on-demand. Should you or your printer need any additional versions of this file, please contact the GCS Marketing Team and we’ll be happy to help.

Advertising artwork has been supplied to you in full and ½ page formats and are pre-set with your logo and contact details. These files can also be used for web content, or as part of an e mail or social campaign. The GCS marketing team is available to discuss any creative options you may want to look at.

Should you wish to place a print or banner ad and need an alternative format, please contact the GCS Marketing team and we will create it for you.

3.3 E mail and Web

The header image can be used in both e mail and web page development (and can be reconfigured as a banner ad if required). Header art has been supplied with and without your logo. Draft e mail and web content has been supplied to you as a starting point. However, we can work with you to tailor the content so that it fits more closely with the tone of your existing content if needed.

As we move forward, additional e mail content will be supplied to you to continue to generate leads through e mail campaigns.

3.4 Social Media Calendar

A sequence of eight social media posts has been supplied, with corresponding images pulled from the Woodward 505 image library. Using an average of a post per week, this sequence should last for a duration of 2-3 months and is designed to support product and brand awareness by calling out some of the key product features while positioning the Channel Partner. Posts work in both LinkedIn and Facebook. However, feedback from the Channel Partners shows that LinkedIn is the main social media channel used, so LinkedIn is the benchmark. If you use Twitter and/or additional social media channels, please let the GCS marketing team know and we will provide posts for these additional channels. Facebook uses hashtags, LinkedIn does not. Suggestions for the use of hashtags are included with each post, but should only be incorporated with Facebook posts. The posts are suggestions, please feel free to edit the post content to your own style so it fits with your exiting social media presence.

If you would like to create additional posts, case studies, e mail campaigns, ad's and brochure downloads all make good posts, and can be crafted in and around the sequence supplied.

If you are not yet using social media, and would like advice on starting a social media campaign, please speak with the GCS Marketing Team for support.