

Partner Marketing Playbook

Powerful tools designed to complement your own marketing
to make the most of your integration with RemoteLock.



Welcome to the RemoteLock Partner Marketing Program

Congratulations! We're so glad to have you on board as a RemoteLock partner.

Building upon the strengths of our shared applications, together we will bring more complete, best-in-class access control solutions to customers. Along the way, you'll enjoy powerful tools from our RemoteLock Partner Marketing Program designed to complement your own marketing and help you make the most of this integration.

Partner Benefits

As a RemoteLock partner, you have access to marketing tools and access control subject matter experts to help support your business expansion. With a range of sales and marketing tools available in the Partner Marketing Program, you can leverage RemoteLock's market position as a leader in universal access control to help you win more business.

About RemoteLock

RemoteLock is the leading provider of universal access control software for smart lock management and access control.

- 100 Million+ Opens Per Year
- 40 Million+ Access Users Per Year
- Installations in 65+ Countries
- Founded in 2011



Branding

RemoteLock Partner Logo

Promote your integration partnership by using the RemoteLock Partner logo.

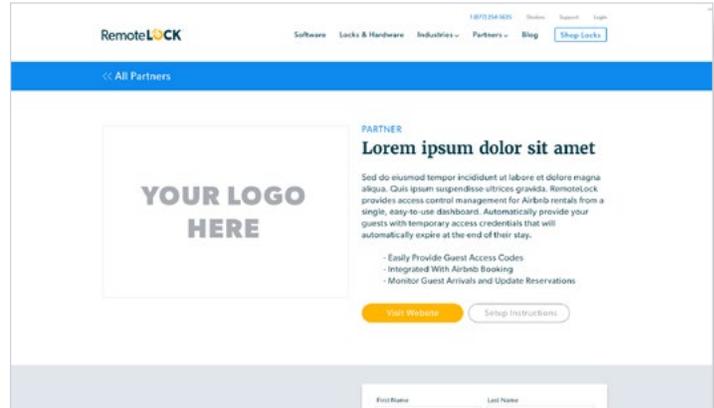


Light Backgrounds

Dark Backgrounds

Landing Page on RemoteLock Website

Gain exposure from our website that attracts hundreds of thousands of visitors every year. Your logo is featured on our Partners page. Plus, we design a landing page that tells site visitors more of your story.



Branding in the RemoteLock Application

Your integration status is front and center as our customers set up their accounts and configure their properties in the RemoteLock application. (Additional qualification criteria required; please contact us for complete details).

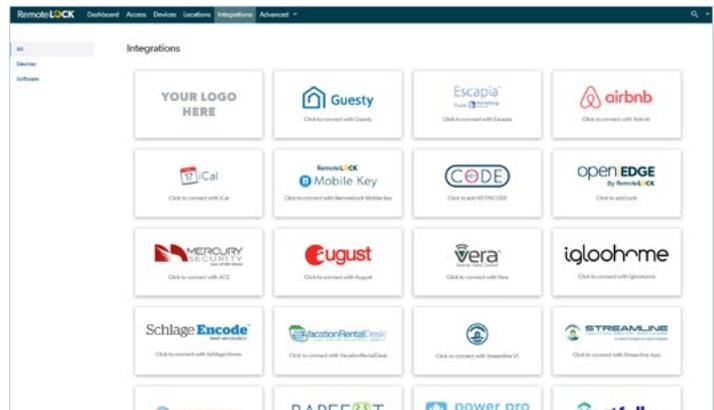
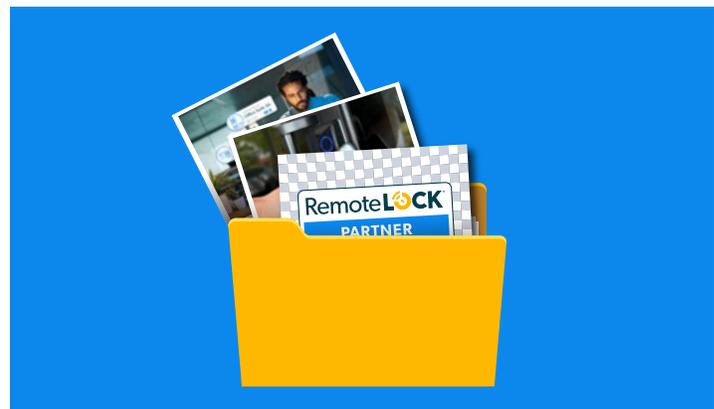


Image Library

Get exclusive access to RemoteLock's image library where you can download screenshots, logo files, and lifestyle photography to support your co-marketing programs.



Digital Marketing

Social Media Engagement

Our followers love to hear about new technology integrations, so we help spread the word through our social media channels. We also provide suggested social media posts that you can use on your own channels to help you promote your access control integration.



Email Marketing

Our partners find that sharing the benefits of RemoteLock universal access control with their customers and prospects helps build their business. We make this easy for you by providing pre-written content you can leverage in your own email campaigns to your target audience. Or have one of our marketing experts provide supporting review and content suggestions about access control to supplement your messaging.



Partnership Announcement

Press Release

Spread the news about your integration through a shared press release. We provide a quote and supporting review of your draft and, once finalized, distribute the news to our media list, social media followers, and include it in our monthly newsletter.



Content Marketing

Contributed Content to RemoteLock Blog

Got a compelling use case, blog, infographic, or another short-form content piece that will resonate with our readers? We accept contributed content to the RemoteLock blog and will distribute the post in the RemoteLock newsletter and on social media.

(Complete specifications and guidelines available from RemoteLock Marketing).

Guest Content from RemoteLock

You know your audience. We know access control. RemoteLock can provide contributed content according to your blog guidelines that can help further tout the benefits of access control to your audience.

Training and Events

Partner-Hosted Webinars

If you need an authority on universal access control on your next webinar, our team of experts can help. Get additional promotional exposure to our audience to help drive attendance when you include one of RemoteLock's leading subject matter experts on your webinar.



Events & Tradeshow Support

Got an event that could benefit from marketing collateral or sales support from RemoteLock? We can help with that. We provide RemoteLock Partner signage in a variety of sizes so you can pick what best fits your booth design needs. We can also provide digital supporting collateral.



Ongoing Checkpoints

Regular Checkins

RemoteLock is committed to your success as part of the Partner Marketing Program. We will hold periodic check-ins with you throughout the year to ensure the tools and resources are working well toward our mutual success.



More Information

For more information about RemoteLock's Partner Marketing Program, contact marketing@remotelock.com.

Additional Note

RemoteLock requires that software integration has been completed and passed RemoteLock's quality control requirements, technical documentation has been shared with RemoteLock's Support Team, and a fully-executed Mutual Non-Disclosure Agreement is on file before RemoteLock Partner Marketing Program benefits can begin.