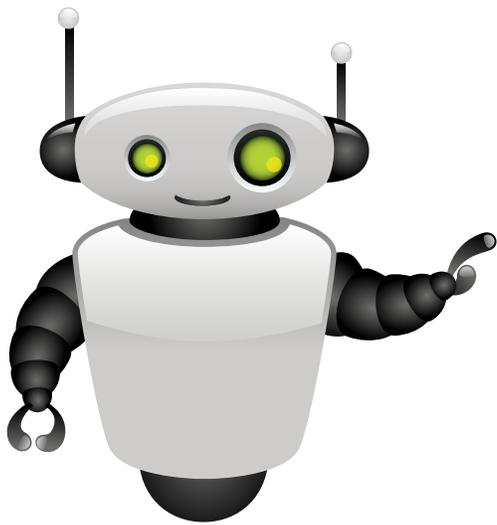




White Label Partner Marketing Toolkit



Our marketing toolkit is designed to provide support to you and your team with the launch and roll-out of your fully branded applicant tracking system by providing content, sales collateral, and marketing resources to introduce and sell the product to new prospects and existing customers.

Marketing Resources for White Label Partners

Introduction

Welcome! Thank you for becoming a new partner! We are so excited to have you on board, and we are committed to supporting your marketing efforts. Our objective is to provide you with marketing resources, content, and collateral that will help maximize your success. The items contained in this document were developed as an introductory marketing package. We intend to make it easier for you to begin promoting and selling [insert WL brand name] as a premier applicant tracking solution for your customers.

As you begin to market and sell [insert WL brand name], we always welcome your feedback and ideas. Please let us know how we can help you in the development and execution of your campaigns and other marketing initiatives. Meanwhile, please feel free to reference this document as needed — we encourage it!

Getting Started: Content Overview

Below is a list of marketing collateral available to you as a new partner. We can re-brand each of these to match your brand's unique look and feel.

Email Nurture Options

- 14-day free trial (if applicable)
- 90-day onboarding for new customers

Webinar Content: Branded content focused on hiring best practices

Blog/Web Content: Custom content for your website as well as your blog (if applicable)

Sales Sheets: Branded 1-page PDFs on the product and available services/integrations, including:

- Features & Pricing Overview
- Recruiting Review Overview
- Guided Setup Overview
- Assessments Overview
- Video Interviewing Overview

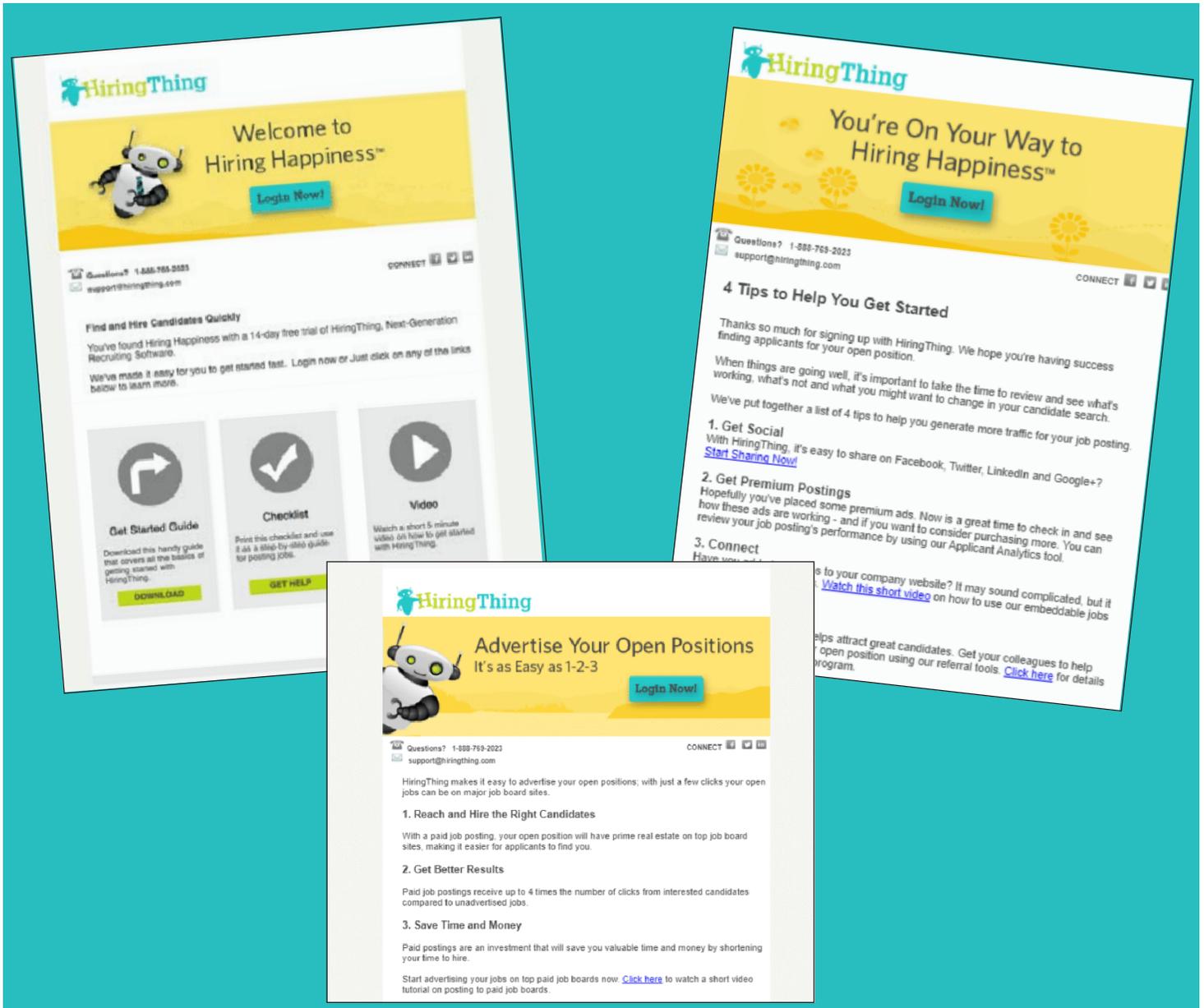
***Please note: There is a minimum 1-week turnaround time for most re-branded marketing materials.**

Email Nurtures

Our personalized email nurture campaigns are designed to help you create relationships with your customers. Our drip email campaign can increase conversion, as well as assist with onboarding new users to the platform. We offer two specific email nurture campaigns:

- 14-day free trial (if applicable)
- 90-day onboarding for new customers

Example email nurtures include:



Webinar Content

We offer re-branded webinar content with topics focused on hiring best practices for you to present to your customers. We can also provide [custom email templates](#) that you can use to help promote your webinar.

Example webinar topics include:



Blog/Web Content

We offer blog and/or web content that includes the benefits of using an applicant tracking system (ATS), addressing specific pain points and solutions (e.g., difficulty finding qualified candidates, tracking applicants during the hiring process, etc.).

The research and content is already done for you and will be ready to help you create your own blog post/series or landing page for your website.

We can also provide [custom blog/web content](#) depending on your direct needs.

Sales Sheets

We offer 1-page branded sales sheets that provide a product overview and also explain available services and integrations.

- **Features & Pricing Overview:** A general overview of system features and functionality
- **Guided Setup Overview:** A general overview of guided setup/implementation service.
- **Assessments Overview:** A general overview on the benefits of pre-employment testing with **Wonscore™** — how to hire smarter and get started
- **Video Interviewing Overview:** An overview of video interviewing, including setup and keys to success
- **Recruiting Review Overview:** This sheet is an overview of our recruiting recommendation service. It will be useful when one of your customers has an established account and you are looking to optimize and further the customer's success with the platform. We will conduct a full review of the customer's account and provide recommendations for optimizing the customer's hiring processes.

For more information, or if you have any questions or comments, please contact HiringThing Marketing at: marketing@hiringthing.com