



# Website Toolkit for Brivo Partners

Brivo encourages reseller, technology, and specifier partners to promote Brivo and Brivo products on their corporate websites. Doing so will influence visitor perception, confidence in your capabilities and aid search by leveraging your partnership and training and accreditation.



## SUGGESTIONS

### Placement & Navigation

Here are a few ideas:

- Use your homepage, about page, or partner page
- Build a URL-specific page on your website. This URL would be something like **<https://yourdomain.com/brivo>**
- Include Brivo in your website navigation, including a partner drop-down list. Samples below:

#### Navigation Example 1

Products	Customers	Brivo	About	Contact Us
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#### Navigation Example 2

Products	Customers	Partners	About	Contact Us
Brivo Access		Brivo		



#### Restrictions & Guidance

Instead of implying that you represent Brivo, be honest about your relationship.

Your description may include certifications and authorized specializations.

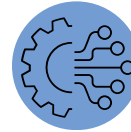
Avoid placing Brivo's partner badge or logo next to competitors' logos.

# Sample Website Copy



## Reseller Partners

As a Brivo Reseller Partner for <locale>, we <exclusively> sell Brivo and have full access to Brivo hardware, software, and professional services. In addition, we can also access assistance from Brivo in delivering comprehensive post-sales service and technical support to our customers.



## Technology Partners

As a Brivo Technology Partner, we've leveraged their API to create a seamless customer experience in <segment, e.g., parking garage management.> This experience lets us offer our customers a holistic physical security ecosystem, including cameras, identity management, intercoms, biometrics, and more.



## Specifier Partners

As a Brivo Specified Partner, we're authorized to work with architectural and engineering firms to spec buildings for technology solutions like access control. We provide guidance on positioning Brivo and using our brand assets to recommend solutions for your clients.



## Restrictions & Guidance

It is important to be factual and clarify your relationship with Brivo, rather than infer that you represent Brivo. You may use your certification credentials and any approved specializations in your description. Avoid making claims such as largest, best, number one, etc., as such claims can be subjective and misleading.

# Lead Generation from your Website

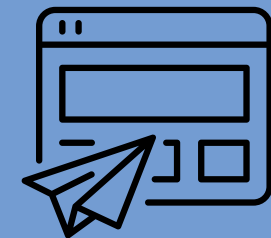
Brivo encourages our partners to use their website to build awareness and generate sales leads. You can target prospective customers by sharing digital content that communicates your expertise and the benefits of your and Brivo products and services. Examples of this content include:

- ⊕ Case studies
- ⊕ Customer testimonials
- ⊕ Infographics
- ⊕ Press Releases
- ⊕ Sales sheets
- ⊕ Videos
- ⊕ Webinars



Brivo recommends customized co-branded landing pages for your lead-generation activities. The vendors listed to the right make it easy to build, simple to connect to your website or campaign and effective at lead capture with proven forms:

- ⊕ Clickfunnels
- ⊕ Convert Kit
- ⊕ Divi
- ⊕ Instapage
- ⊕ Kickofflabs
- ⊕ Unbounce
- ⊕ Wix





# Templates for Social Networks

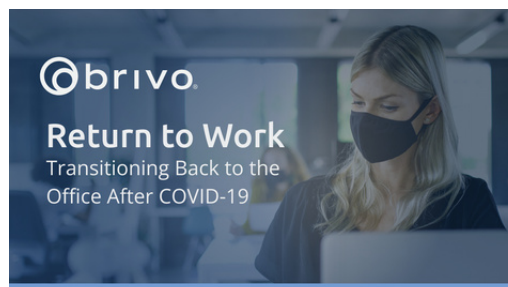
Brivo suggests opening a LinkedIn account for your company and publishing regularly

Use LinkedIn to raise awareness for your products and services and to help achieve marketing and sales goals.

LinkedIn is the most trusted business social network in the U.S. It has 875 million members and 55 million companies. It's also available in 200+ countries in 24 languages.

Sample posts from the Brivo company LinkedIn page are below. Feel free to share them from your company page along with your commentary and insights.

There's still time! Sign up to be the first in your industry to gain access to our annual security trends ...see more



## Restrictions & Guidance

When you post on social media, please make sure that no confidential information is shared. Do not share about Brivo's intellectual property or sensitive information.

Avoid discussing Brivo internal information, like agreements or business plans that have yet to be communicated publicly. Do not share information that can help find someone, such as a colleague or partner contact.

Partners must avoid offensive or discriminatory material. Topics to avoid because they might be offensive include politics, religion, violence, and sex. Comments concerning sex, gender reassignment, race, nationality, handicap, sexual orientation, religion, views, or age are discriminatory, bullying or harassing.



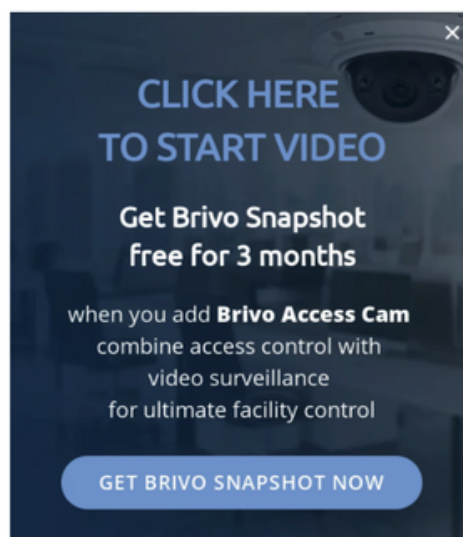
# Finished Assets & Promotional Content

Brivo provides partners with finished assets and promotional content

Brivo provides logos, icons, images and finished assets that use the Brivo company logo, are in the Brivo style guide, and promote our products and services. You can use these assets and add your logo and contact information for fast and easy marketing needs.

They are available for download on the Media Center page on the Brivo website at [www.brivo.com/about/media-center](http://www.brivo.com/about/media-center).

Finished assets should be used as-is and cannot be manipulated. Examples follow:



## Paid Search

Learn how to optimize paid search marketing (PSM) and pay-per-click (PPC) advertising.

PSM Guide

## Partner Newsletters

An email newsletter can serve as a high-impact marketing channel. You can share news, make announcements, and nurture relationships with your customers and prospects.

Brivo recommends using the content from

Sales Tools

to include as features, series, and updates in your newsletter.