

@brivo®

# PAID SEARCH MARKETING GUIDE FOR PARTNERS



# Paid Search Marketing Guidelines for Partners

Paid search marketing (PSM) or pay-per-click (PPC) advertising helps both Brivo and you to promote your business where everyone is searching - the Internet. But working together in paid advertising is imperative to help protect the Brivo brand, manage investment in paid advertising and help minimize areas where we compete against each other to win more customers and drive revenue.

As a well-established premium brand, Brivo relies on our partner community to add value to the brand, its products and services. It is important that we work together to universally manage paid search marketing and ensure we provide customers with clarity around brand specific search queries.

We encourage authorized business partners to participate in pay per click advertising but want to ensure we establish clear guidelines to make it successful and profitable for everyone. These guidelines are designed to help you manage your PPC budget and strategy and for us to work together to drive brand recognition and leads in the market.



## Search Engine Rules around Brand Advertising

Google and other major search engines recognise the importance of trademarking as it helps brand owners like Brivo ensure their brand is used responsibly in online advertising. That in turn safeguards the quality and relevance of search engine results for everyone.

# Search Engine Rules Around Brand Advertising & How to Drive a Successful PPC Strategy



## 1 Referencing Brivo Products & Solutions Correctly

Brivo-branded keywords can only be used if the products are referenced on the business partner site.

**Brivo Solution** – e.g. Brivo Complete  
**Brivo Product Name** – e.g.  
Brivo Access, Brivo Visitor Management

This includes updating brand names, spelling, and version numbers, if needed.

## 2 Add Value to the Brivo Brand

In your ad copy, emphasize the value you add rather than cost or discounts.

Brivo seeks to set a quality standard and discounts or price-lead messaging **damages** the Brivo brand and impacts margins.

**Acceptable**  
Brivo Access

**Unacceptable**  
Brivo's Access

The use of **discount price message in conjunction with any Brivo-branded keyword is discouraged**. This includes emotive terms like 'cheapest,' 'low cost,' 'bargain,' 'sale,' etc.

### 3 Promote your "Unique Selling Points" as a Brivo Reseller

Promote your USPs in ad copy. Specialization, vertical markets, extra services, location, or brand values are examples. This technique boosts the Brivo brand and products.

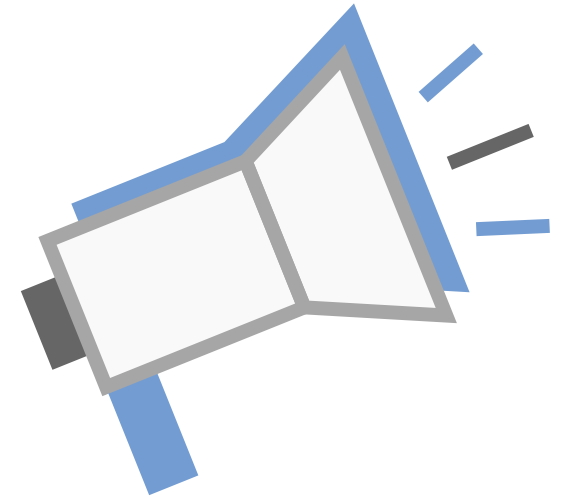
e.g. Certified Brivo Specialist in Local Area

### 4 Do Not Bid on the Brivo Trademark Keywords

The standalone pure brand term '**Brivo**' is **only** for Brivo to use and must not be actively bid upon under any circumstances. As the registered holder of the trademark, Brivo reserves the right to rank in position 1 for all search terms that include the keyword 'Brivo.' Not only does this reduce the up-bidding of the same keywords, it also ensures the prospect or customer is not confused by who is Brivo and the corporate entity providing the core products.

### 5 Using Brivo Trademarks in Google Ad Copy

You may use Brivo trademark words in Google Ad copy with permission. Fill out this Trademark form to utilize Brivo Trademarks in Google Ads, and send your Google Ads Customer ID to Digital Marketing Manager, Terry McMillan at [terry.mcmillan@brivo.com](mailto:terry.mcmillan@brivo.com)



**There is a difference in using Brivo Trademarks in ad copy versus bidding on them as keywords. Do not bid on brivo trademark keywords.**

## 6 Avoid Defamation of the Brivo Brand, Products and Other Resellers

Do not make unfounded claims in advertising that cannot be clearly substantiated. Any use of ambiguous ad copy relating to status such as ‘best,’ ‘preferred’ or ‘number one’ should not be used in conjunction with any Brivo branded keywords.

Brivo proactively monitors paid search activity on ‘Brivo’ keywords on a daily basis via automated tracking software to ensure the Brivo trademark is being used responsibly and in-line with these guidelines.

Thank you for your cooperation  
and we are proud to do business with  
partners who are equally supportive  
of the brand and the integrity it holds

