

# Standard ERP

Partner Marketing Pack  
2017

# 1

# Introduction

We understand that marketing is not our partners' core business and developing and executing a marketing campaign, together with supporting assets and material, is often a challenge.

We are excited to introduce this campaign pack to all HansaWorld partners.

This pack contains co-branded templates, with a consistent look and feel, to assist our partners in achieving the following:

- Introducing yourselves as an accredited HansaWorld partner
- Creating awareness of the Standard ERP offering
- Generating demand for Standard ERP

We encourage partners to integrate their company's brand voice into the campaign by using alternative but suitable images and personalizing offers and text.

We hope that this will assist you in growing your business within the Standard ERP space and will provide help when and where required.

Looking forward to seeing all your campaigns in action!

Warm regards

Karl Bohlin  
HansaWorld

# 2

## Campaign

The main objective of this Partner Marketing Pack is to promote and sell Standard ERP by utilizing a complete, pre-built, marketing campaign with templated assets that include:

Campaign Guide:            Diagram of campaign execution

Direct Mail:                Postcard

E-Mail:                      Template  
Landing Webpage

Banners:                    Web Banners  
Social Media Banners

Events:                     Postcard Invitation  
E-Mail Invitation  
Registration Webpage  
Thank You E-Mail  
Thank You Webpage

Other:                        Posters  
Roll Up Banners

Additional Assets:        TeleSheet  
Social Media Guide

# 3

## Execution

To obtain the assets for the campaign please contact HansaWorld Marketing and these will be sent to you in either Adobe Illustrator, Adobe InDesign or PDF.

Should you require any assistance with customizing or executing your marketing campaign, please contact HansaWorld Marketing.

Please note that an external agency will be responsible for this and will quote according to your requirements.

We would appreciate it if you would submit any campaigns, not executed through the Marketing Agency, to HansaWorld Marketing prior to starting the campaign.

If you require campaigns for any other product from HansaWorld, please let us know.

HansaWorld Marketing: [marketing@hansaworld.com](mailto:marketing@hansaworld.com)

# 4 Demand Generation Campaign Flow



Postcard / Letter

# Standard ERP

Insightful • Elegant • Intuitive

## One application for all business processes.

Standard ERP offers an intuitive Enterprise Resource Planning suite of modules including accounts, order processing, stock manufacturing and job costing. It offers a range of Contact Relationship Management modules all in the same application.

**Standard ERP is an insightful, seamless application suite with the lowest cost of ownership.**



Partner Logo

## Keep Control

With the landscape of business constantly changing it is becoming even more important for you to know what is happening in your business at any time.

## Reduce Overheads

Standard ERP boasts the lowest total cost of ownership of an ERP system as you will only pay for what you use, when you need it.

## Industry Solutions

In partnership with HansaWorld, [Partner Name] offers solutions to suit every type of business - reducing consulting hours that may be required tailoring other products to suit your requirements.

## The Future

We will be contacting you shortly to arrange a meeting where we will show you how Standard ERP will take your business into the future.



Partner Logo

# 6 E-Mail

## Template

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**FAST**  
implementation  
**EASY**  
customization

**>30**  
Languages  
and Country  
Localizations

**LOWEST**  
total cost of  
OWNERSHIP

More than 550,000 companies trust us with their data

 Partner Logo

Contact details to go here  
Contact  
Contact  
Contact

## Landing Page


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 Partner Logo [I am interested](#)

  
Standard ERP is able to deliver an elegant level of integration between its component elements. It also provides a series of modules designed for specific industries, all with the same ease of integration.


- Over 30 Languages
- Integrated CRM
- Multi-Currency
- Tax / VAT Zones
- Flexible pricing
- Secure cloud hosting

  
An elegant ERP with intuitive functionality enables insightful business process management.

Controlled costs with fast implementation and easy customisation.

Versatility with Multi-Language and Multi-Currency enables cross border business with ease.

Our development template ensures a familiar and consistent user experience.

  
PartnerName is an established partner within the ERP market.

With over 20 years experience, we are proud to offer Standard ERP as our preferred ERP solution.


Partner Name is based in Town, Country and has already installed more than 30 instances of Standard ERP throughout many diverse industries.

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# 7

## Banners

Web & Social Media Banners

A horizontal banner with a white background on the left and a blue gradient on the right. The text is arranged as follows:

- Standard ERP** (Large, bold, black font)
- Insightful • Elegant • Intuitive** (Medium, bold, black font)
- One application for all business processes.** (Medium, bold, white font, positioned on the blue gradient)
- Partner Logo (Small, black font, inside a white box with a blue border)

A vertical banner with a white background and a blue gradient at the bottom. The text is arranged as follows:

- Standard ERP** (Large, bold, black font)
- Insightful**  
**Elegant**  
**Intuitive** (Medium, bold, black font, stacked vertically)
- One application for all business processes.** (Medium, bold, blue font)
- Partner Logo (Small, black font, inside a white box with a blue border)

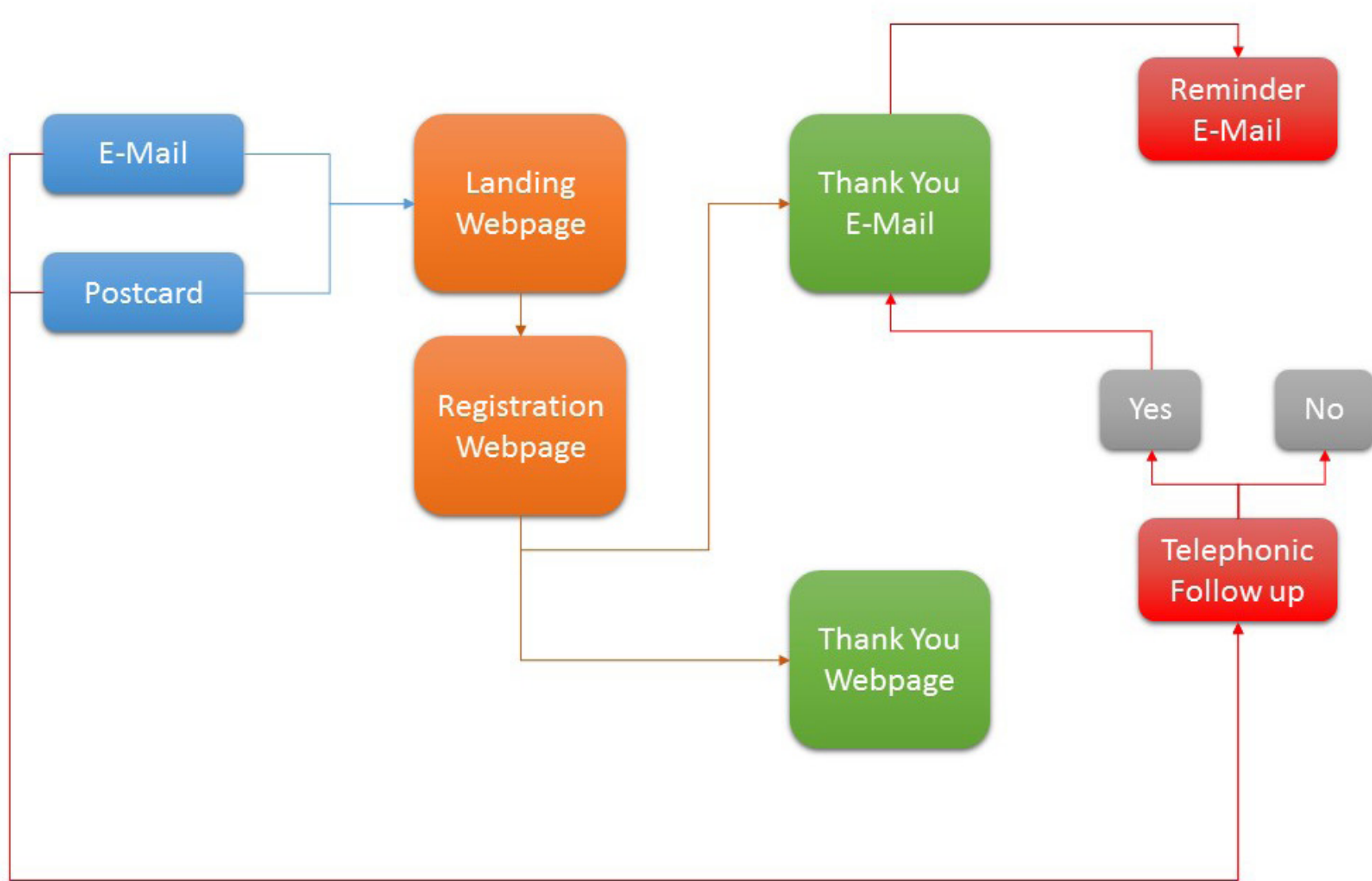
A vertical banner with a white background and a blue gradient on the right side. The text is arranged as follows:

- Standard ERP** (Large, bold, black font, rotated 90 degrees counter-clockwise)
- Insightful • Elegant • Intuitive** (Medium, bold, black font, rotated 90 degrees counter-clockwise)
- One application for all business processes.** (Medium, bold, black font)
- Partner Logo (Small, black font, inside a white box with a blue border)



# 8

## Event Flow



# 9 Events

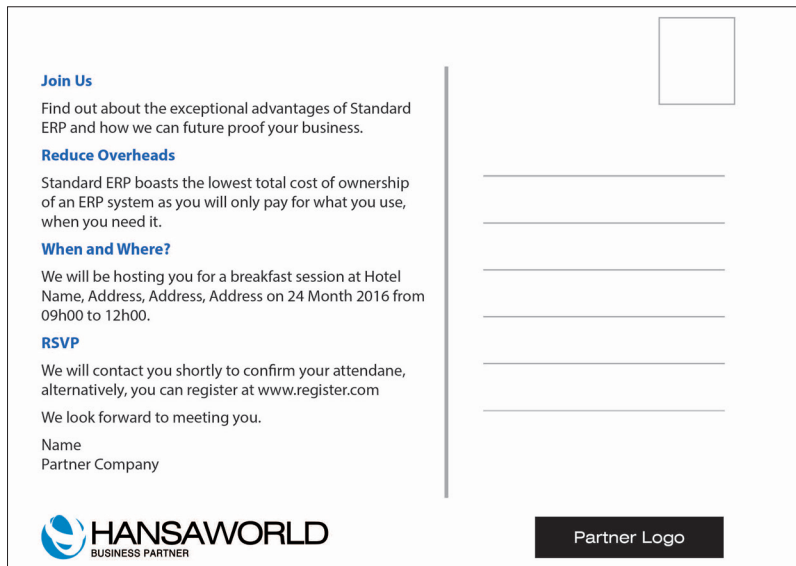
## Postcard Invitation



**Standard ERP**  
Insightful • Elegant • Intuitive

**INVITATION**  
An exciting event is taking place and we would like you to be part of it.





**Join Us**  
Find out about the exceptional advantages of Standard ERP and how we can future proof your business.

**Reduce Overheads**  
Standard ERP boasts the lowest total cost of ownership of an ERP system as you will only pay for what you use, when you need it.

**When and Where?**  
We will be hosting you for a breakfast session at Hotel Name, Address, Address, Address on 24 Month 2016 from 09h00 to 12h00.

**RSVP**  
We will contact you shortly to confirm your attendane, alternatively, you can register at [www.register.com](http://www.register.com)  
We look forward to meeting you.

Name  
Partner Company

## E-Mail Invitation



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# 10 Other

## Posters

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 **HANSAWORLD**  
BUSINESS PARTNER




## Roll Up Banners

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TAX / VAT ZONES	FLEXIBLE PRICING	CLOUD HOSTING

 **HANSAWORLD**  
BUSINESS PARTNER

