



# CO-OPERATIVE MARKETING PROGRAM

## Dealer Guide

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## CO-OPERATIVE MARKETING PROGRAM INTRODUCTION

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We want to help you sell the advantages of a bifold door to your customers.

That's why we introduced our co-operative marketing program. It provides marketing teams from different companies the opportunity to share marketing costs and efforts. When used effectively, this results in a higher return on investment, generates more sales leads, and provides greater value for participating companies and customers.

These programs can take on a variety of forms, but at Diamond Doors, we believe that simple is better – just like our doors. That is why we have streamlined the program to make it accessible and easy-to-use for all our dealers.

You are pre-approved to join the program, and project approval and cost reimbursement are quick and easy. The program is also flexible, meaning that it can easily accommodate your marketing needs and strategy. How will we do this? This program shares marketing costs for the Diamond Doors brand and our dealers based on project needs and details. Diamond Doors will reimburse (credit your account) up to 50% of project costs for pre-approved projects.

### READY TO JOIN US?

We would love to see you take advantage of this program. If you have questions about your program funding for the year, or about submitting a claim, reach out to us!

We are always here to answer any questions you may have at [marketing@diamonddoors.com](mailto:marketing@diamonddoors.com).



## PURPOSE AND ADVANTAGES

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The primary purpose of the program is to help you reach a larger customer base, generate more sales leads, and increase bifold door sales. We designed the program for this purpose because we value the opportunity to work closely with you. In everything from sales to service, we want to build a partnership. This holds four main advantages for you beyond higher bifold door sales. The benefits include increased marketing budgets, cohesive branding, higher exposure, and free marketing tips, techniques, and content.



### **INCREASED MARKETING BUDGET**



### **COHESIVE BRANDING & HIGHER EXPOSURE**



### **OTHER ADVANTAGES**

### Increased Marketing Budget

Diamond Doors will cover up to 50% of pre-approved project costs. However, this doesn't include the free literature provided by Diamond Doors, the free marketing content designed for social media, print, or digital advertisement, and the marketing tips and techniques to help improve your marketing strategy.

### Cohesive Branding and Higher Exposure

Customers are more likely to trust a brand they recognize. Utilizing the Diamond Doors co-operative marketing program encourages cohesive, consistent brand standards across a variety of platforms. This will improve customer recognition of the brand, making sales leads more likely and more profitable.

### Other Advantages

We know that paperwork can be frustrating and time consuming. With that in mind, we designed our program to minimize paperwork and wait times.

Our claim forms only contain the information we need to make a decision or to process your credit. When your project is approved, we'll send you an email that contains all the information you need to finish the project and request a credit.

And, because we value integrity, there is no cost to join the program, no hidden fees associated with submitting a claim, and we will always be transparent with your funds.

# PROGRAM GUIDELINES

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## Program Qualification and Budget

You are automatically eligible to join the co-operative marketing program. You will receive an email detailing your program budget at the beginning of each calendar year. There is no approval process necessary.

**Your budget is calculated based on your previous sales. You will receive 1% of your previous year's door sales.** For clarity, this amount does not include shipping, work orders, or taxes.

Diamond Doors reserves the right to suspend the budget of any dealer with reasonable cause, including but not limited to overdue accounts, disagreements on advertising standards, and fraudulent claims on advertising costs. Diamond Doors may also adjust the budget amount within reason. Dealers will be notified immediately of any suspension or budget change and the reason for the change.

## Dealer Responsibilities




You are responsible for the creation of advertising with the exception of pre-designed templates provided by Diamond Doors. These advertisements will be subject to approval by Diamond Doors prior to credit.

You must provide all project information (as outlined in the Co-operative Marketing Program – Dealer Guide) prior to claim approval. You must complete a claim form (Co-operative Marketing Program – Claim Sheets) to be credited for project expenses.




## Diamond Doors Responsibilities

Diamond Doors must ensure that dealers are aware of their available budget and that accurate budget tracking is maintained. Diamond Doors must review all submitted preliminary ads within a reasonable period to ensure that projects are finished in a timely manner. Diamond Doors must communicate the approved percentage of ad spend and dollar amount that is covered for each marketing project. Diamond Doors must issue credit for the project within a reasonable period after receipt of the invoice.

### OUR RESPONSIBILITIES

-  Ensure dealers are aware of their available budget.
-  Review and communicate approved dollar amount covered in a timely fashion.
-  Issue credit for the project after receipt of the invoice.

### DEALER RESPONSIBILITIES

-  Responsible for the creation of advertising.
-  Provide all project information prior to claim approval.
-  Complete a claim form to be reimbursed for project expenses.



## APPROVAL PROCESS

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The approval process has been streamlined to make it easier for you to take advantage of the program. Checklists will be provided to you to make submission of paperwork simple. The approval process should take no more than 2 business days.

### 1. Submission of Preliminary Project

The dealer will submit a preliminary project design or written copy to the program manager. The included materials will depend on the project's category. For each category, the estimated cost of the project should be included.

### 2. Approval by the Program Manager

The program manager will review the preliminary project and evaluate it based on approval process guidelines. This will take no longer than 2 business days.

**If the project is approved** – the program manager will assign the approved project a project number, notify the dealer of the approval, the approved dollar amount (up to 50% of the total project cost), and any other relevant information.

At times, the project may be approved after suggested revisions have been made. The program manager will contact the dealer regarding these revisions and a plan will be outlined at that time.

**If the project is NOT approved** – the program manager will notify the dealer of the rejection and reasons for the rejection. The dealer may choose to make changes to the project and reapply at any time.

### 3. Reimbursement of the Dealer

After the project has been completed, the dealer will submit all necessary materials to be processed for the reimbursement. **Please note that “reimbursement” refers to a credit to your account with Diamond Doors.**

The program manager will verify that the project has been completed correctly and will notify the accounting department of the reimbursement. You will receive a credit memo for your records.



## ELIGIBLE MARKETING EXPENSES

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This program covers expenses in three categories: print advertising, digital and radio advertising, and literature. For each category, the audience of the chosen marketing channel (e.g. radio station, magazine, etc.) should reflect the target market for Diamond Doors.

### Print Advertising

This includes printed materials in newspapers, magazines, or direct mail. Other applicable forms of marketing may be considered.

These advertisements must have the Diamond Doors logo prominently displayed following applicable brand standards (as found in Co-operative Marketing Program – Dealer Guide). Other logos, excluding the dealer's logo, should not be displayed. Mentions of other brand names may result in denied reimbursement.

### Digital and Radio Advertising

This includes any online marketing such as social media advertisements, Google Display Ads, email marketing, and other web-based advertisements, and radio advertisements.

For visual advertisements, the Diamond Doors logo should be easily recognizable and should follow applicable brand standards. Other logos, excluding the dealer's logo, should not be displayed. Mentions of other brand names may result in no denied reimbursement.

For radio advertisements, the tone and voice must match that of Diamond Doors. Again, mentions of other brand names may result in denied reimbursement.

### Literature

Banners, decals, and brochures are covered by the program and are always available free of charge. You will be provided with a claim sheet to request literature for your marketing needs.

## ELIGIBLE EXPENSES

NEWSPAPER ADS

MAGAZINE ADS

DIRECT MAIL

EMAIL MARKETING

GOOGLE DISPLAY ADS

FACEBOOK ADS

RADIO ADS



# DESIGN APPROVAL GUIDELINES

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## Print and Digital Advertisements

All advertisements should have a professional and modern appearance.

**Logo.** The Diamond Doors logo must be prominently displayed in appropriate brand colours. It should be clearly visible against a contrasting background. Appropriate spacing should be used to prevent crowding. No effects should be applied to the Diamond Doors logo.

**Voice.** The language used in the copy must be both professional and personal. It should avoid any vulgar language, cliches, and slang.

**Content.** Any images used in the advertisement should feature a Diamond Door. The image must be of high quality and be professional looking. The content must appeal to the Diamond Doors target market. Images will be available in the provided marketing materials or upon request.

**Marketing channel and format.** The chosen marketing channel (i.e. distributor of the material, social media channel) and format (e.g. newspaper, magazine, etc.) must be relevant to the Diamond Doors target market.

**Miscellaneous.** Other brands, excluding the dealer's brand, must not be mentioned. This will result in a rejection of the project, except in rare cases where it will result in fewer funds being credited.

## Radio Advertisements

All advertisements should be easy to understand, relevant, and have a clear marketing message.

**Voice.** The language used in the copy must be both professional and personal. It should avoid any vulgar language, cliches, and slang.

**Radio station.** The radio station chosen for the advertisement must have a large audience that fits the Diamond Doors target market.

**Miscellaneous.** Other brands, excluding the dealer's brand, must not be mentioned. This will result in a rejection of the project, except in rare cases where it will result in fewer funds being reimbursed.

## Literature

Diamond Doors will provide dealers with pre-designed literature free of charge.

You can find templates and pre-designed content [here](#). (New content will be added periodically)





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