# IBM Retail Store Solutions

**IBM**®

## IBM Business Partner Co-Marketing Templates
### Generate demand for your retail store solutions, software and services

Competition is ever increasing in retail. And solutions for retail in this environment are all the more needed and appreciated. This is why we we've created a co-marketing program aimed directly at the "pain points" of the retail industry. A program that will generate demand for your solutions, software and services with co-marketing materials that will leverage the IBM Retail Store Solutions image and messaging. It's a program that you can easily customize and execute with your own message and offers.

**We've segmented the co-marketing campaign into three specific retail industries:**
**1.Specialty Stores**
**2.Grocery**
**3.Food Service and Hospitality**
This segmentation allows us to focus our message to the specific and different needs of each of these businesses. The templates offer you a great way to target your market with direct and consistent messages that break through the clutter.

**The co-marketing template program includes:**
**Self-Mailer**
**Postcard**
**Sample ads** (with specific directions as to how to best build a targeted ad)
**Typography fonts, hi-resolution artwork, product photos** and individual segment folders containing **product-specific copy and a choice of headlines** There are several areas open for customization, including a choice of headline, your own solution story (or product -specific copy), your company name and logo, and your "call to action "information (phone number and Web URL).

**IBM e-business and StoreProven\* logos, and the IBM Business Partner emblem**. (\*The StoreProven logo an be used only by IBM StoreProven partners. The IBM StoreProven program is a relationship between IBM and select software companies designed to provide increased compatibility, reliability and software performance. Software companies test their specific solution configuration to meet compatibility criteria established by IBM.)

**All co-marketing materials are in a 2 CD set.** The CDs feature an eBrochure with PDF examples of all the co-marketing materials you may utilize and customize, along with a tutorial on how to use the mechanicals. QuarkXPress templates of the Self-mailer and Postcards are located on your CD, along with all the high-resolution photography, fonts and files you will need to print and execute your job. The Ads are in PDF format only with a guide as to how to develop your own mechanical.

**We've made it simple and turnkey** – all you have to do is select the template you want to use, develop your customized copy (message and offer), then deliver both to your

printing supplier for output. It's important to work closely with your vendor who will be familiar with the appropriate standards to adhere to (fonts, image resolutions, typography "ragging", maximum amount of character space you have for each customizable area, and the like.)

**Creating a successful campaign**
Below are a few suggestions on how to utilize the co-marketing templates for a successful campaign:
- Provide a compelling offer to increase your rate of response
- Offer multiple ways to respond - include your phone number, Web site, etc.
- Take advantage of the areas designated for customized copy with information like:
    - Any special service you offer
    - Specific industry messaging
    - Your company logo
- Follow up on the leads generated by your campaign as soon as possible. Anyone who responds may be a potential customer, now or in the future.


**We invite you to participate, and to get excited. This could be a huge opportunity for us all**. If you have any questions about the IBM Business Partner CO-Marketing Templates, please contact: Nancy Greene at nagreene@us.ibm.com, or (803) 328-0667.