

Welcome!

Congratulations on becoming our newest partner! **PartnerOn** provides you with consistent, relevant, and customizable content to share with your customers and prospects in just a few clicks.

Let's get you <u>logged in</u> and ready to start publishing content!

Join our **Getting Started with PartnerOn** webinar!

During this quick, 30-minute webinar, we'll review how to use PartnerOn to streamline your content marketing and help you close more sales. You will learn how to:

- Set up your account
- Select content channels that match your business and appeal to your audience Publish content to your email lists, website, blog, and social media in a few clicks

Register for an upcoming live webinar, or view our on-demand webinar recording.



Here's what you need to set up your account:

1. Your Profile Information

The information you provide in My Profile will be added to your marketing materials. You will need:

- Business name
- Business physical address
- Business phone number
- First name, last name, and email address of your default sender (for your email campaigns)
- Website (URL)
- Privacy Policy (URL)
- "About Us" copy for emails and your microsite

2. Your Banner and Logo

To add branding to your email content, **upload a banner (600 pixels wide)** in JPG or PNG format. Also **upload your company's logo** to brand your microsite. Ideally, your company's logo will be a PNG file with a transparent background.

3. Your Network Connections

To easily schedule and share your content, <u>connect your PartnerOn account to your social media accounts</u>, <u>your blog, and/or email lists</u>. You can post directly to:

- Your personal <u>LinkedIn Account</u> and/or your <u>LinkedIn Company Page</u> (must be an admin)
- Your Twitter account
- Your company <u>Facebook Page</u> (must be an admin/editor)
- Your email marketing lists to upload to DMC or connect through your existing email provider
- Your Wordpress, Hubspot, Blogger or Tumblr blog

Have the usernames and passwords ready for these accounts. If you plan to send email campaigns from lists you imported to PartnerOn, please review "Important Steps to Configure Your Domain for Sending Email".