



Equalis Group Request for Marketing Content

Welcome Aboard

Thank you for participating in our Request for Proposal (**RFP**) and congratulations on the contract award from Equalis Group. We are eager to establish a prosperous and mutually beneficial relationship in the years ahead.

Our Specific Requests for Marketing Content to Promote our Relationship

We develop initial sales tools for each of our supplier partner relationships and are requesting your assistance in providing the right content for two of those tools. Marketing brief [video](#).

- A one pager co-branded with your company and Equalis Group. One pager [video](#).
- Your company's landing page at www.EqualisGroup.org/contracts/. Landing page [video](#).

Both tools begin with a **Contract Highlights** section. *Please provide 3-6 approved bullet points beginning with an adjective or noun designed to help end customers understand the value our Master Agreement with your company provides to them.* Potential **Contract Highlights** include:

- A description of the products and services available from your company
- How the Master Agreement pricing model works (e.g., discounts ranging from X to Y% off list price, contracted pricing on a market basket of Z items, category discounts, etc.)
- Value-added services your company offers
- The capabilities of your customer service team
- Key competitive differentiators
- The size or scale of your organization, distribution capabilities, and/or dealer network
- Other capabilities or characteristics of your company that are meaningful to customers

These pieces also feature a **Who is Your Company** section. *Please provide 1-2 short, approved paragraphs of narrative describing your company written in third person voice.* This narrative may include information about the company's purpose or mission, history, evolution, market position, corporate commitments, differentiators, scale, scope of products and services, geographic reach, and the like, however you want your company to be positioned to end customers.

Additional Considerations

- For the purposes of the co-branded one pager, provide a **maximum of 175 words total** for **Contract Highlights** and **Who is Your Company** combined content.
- The top of the one pager includes a space for images and a company tagline.
 - *Please provide a photograph or collage to best represent your company and/or its products and services* (image size is approximately 8.5" W x 3" H, 2550 X 900 pixels).
 - *Please also provide a tagline or headline of up to eight words (optional).*
- *Please provide us with your company logos and company color palette Hex codes if you have not already.* For the logos, Vector format is preferred (e.g., .eps, .svg, or .ai); otherwise, a high quality .jpg or .png is sufficient. A width of around 1400 px or larger is best.

Please send all responses to these requests and any questions to Engagement@EqualisGroup.org.

One pager and landing page examples and a fuller brief are included on the following pages.



Sample One pagers & Supplier Partner Landing Pages

One pagers We Like

Here are links to supplier partner landing pages with some of our favorite one pagers, which are located as a thumbnail image in the right column under **Contract Overview**:

- [Musco](#) (sports lighting) provided multiple images and a trademarked tagline.
- [RoofConnect](#) (roofing) provided a single image and a headline.
- [FieldTurf](#) (sports surfaces) included a single point of contact for members and prospects.

Supplier Partner Landing Pages that Stand Out

The **Contract Highlights** and **Who is Your Company** sections on your customized landing page are initially populated with the same content as your one pager. We have tremendous flexibility to add more content and resources on your landing page, including videos, links to co-branded microsites hosted on your website, resource guides, case studies, marketing collateral, catalogs, and the like.

Here are links to supplier partner landing pages that generate traffic and receive great reviews:

- [EPS Operations, LLC](#) (educational learning supplies) added quality content and an abundance of resource links including videos, case studies, research articles, and brochures.
- [ESS Staffing](#) (staffing) added quality content, additional product brochures, and dedicated contact information.
- [ezCater](#) (catering) provided concise quality content, a product video tutorial, an email address created by ezCater specific to Equalis members, and product brochures for different audiences.
- [HES Facilities Management](#) (facilities management services) added an abundance of quality content, a highly produced HES overview video, and several product brochures.
- [HON](#) (furniture) developed and is hosting a co-branded microsite [here](#) to assist users with ordering details and developed an abundance of additional Contract Resources files to cover a variety of audiences, including co-branded brochures, and a product catalog, along with additional content for the *Who is HON?* section.
- [School Specialty](#) (educational supplies) developed a highly produced video co-branded with the Equalis Group logo so that it could be added to the Equalis Group YouTube channel and provided added concise quality content and an additional video about School Specialty.
- [SealMaster](#) (paving & sports maintenance) developed and is hosting a microsite [here](#) and provided quality content, useful resource links, and a zip code lookup tool to find nearby SealMaster providers.
- [Shred-it](#) (shredding services) developed a microsite it hosts [here](#) and provided several Contract Resource files, including two white papers about privacy legislation compliance and an infographic about the risks of non-compliance, a highly-produced company overview video, and additional content under the *Who is Shred-It?* section.
- [Spacesaver](#) (storage) added quality content, a highly produced Spacesaver overview video, several case study videos, and contact information for Spacesaver.
- [Uber for Business](#) (transportation) added quality content, several tutorial videos showcasing their products, multiple links to helpful resources, and a contact Uber for Business page hosted on the Uber website to gather contact information of prospective customers.



One pager & Landing Page Brief

Our twin goals in developing this initial collateral are to make it easy for i) end customers to buy from your company through our publicly procured master agreement, and ii) your sales team to close business by leveraging our already-procured master agreement as a legal exemption to the traditional public sector bid process.

There are two different audiences to consider:

1. The process person, the individual who is primarily concerned with ensuring the end customer is purchasing through a legal and compliant contract vehicle and who ultimately decides whether to buy through a piggybackable contract or go to bid/RFP
2. The end user, the individual who will utilize the products and services purchased

Between them, these two audiences considering whether to purchase your company's products and services through our competitively solicited master agreement typically want to know:

- The contract was properly procured and awarded through a public sector solicitation
- Where they can find the request for proposal and contract documents
- The breadth of products and services they can purchase from your company through the master agreement and whether labor is included (if applicable)
- What value they are receiving by purchasing through the master agreement (e.g., better pricing, improved contract terms, or other considerations)
- The value your company offers that is unique or different vs. competitors

We also know that materials provided by members of our respective sales organizations to one or two end customer points of contact will likely be circulated to other end customer influencers and individuals involved in the decision-making process with whom we may never have direct interaction. Therefore, materials we provide must address questions those individuals are likely to raise internally that we may not have the opportunity to address directly.

We design the one pager and the landing page with all these considerations in mind. Both pieces are structured to follow the flow of a typical sales conversation, with the explicit intention that they can be sent to a prospect for review in advance of a conversation, used as a discussion guide during a sales meeting, or sent to a prospect as a follow up after direct interaction.



The Co-Branded One pager

This one-page, two-sided document is a co-branded piece of collateral. We produce the piece in your company's color palette, so it complements other collateral your company produces. The one pager is designed for internal use by sales reps (yours and ours) and for external use with customers.

There are four elements on the one pager that change from one supplier partner to the next. We are asking for your help by providing content for each of these areas:

- The graphic on the top of page one
- The tagline or headline that is included across the graphic (optional)
- The content under **Contract Highlights** on the first page
- *The content* under **Who is Your Company** on the first page

Our co-branded one pagers pack a substantial amount of information into a relatively small space in an easy-to-read format. Content we are requesting from you is *Italicized*.

- **Top of first page:** *imagery and a tag line/headline provided by you*
- **Left side of first page:**
 - *Your company logo and trade name* and the Equalis Group logo and name
 - Contract Highlights – *3 to 6 bullets describing the value of our master agreement*
 - Who is Your Company – *1 to 2 paragraphs describing your company*
- **Right side of first page:**
 - The Equalis Group promise – save time, save money, and stay legal
 - Contract information
 - How to get started – guidance for members to find the right point of contact at Equalis Group or send us a general email inquiry
 - **NOTE:** *we can include a phone number, email address, website link, or contact person for members to contact your company directly about our master agreement and/or making a purchase if you so desire*
- **Bottom of first page:** a link to view the entire Equalis Group contract portfolio
- **Top of second page:** the Equalis Group tagline
- **Body of second page:**
 - **Who is Equalis Group** – three paragraphs that describes Equalis Group in a nutshell, with a strong focus on compliance and public sector procurement.
 - **Time Saved through Equalis Group** – Chevron graphs in your company's colors comparing the lengthy and time-consuming traditional public sector procurement process to the streamlined process of purchasing through an Equalis Group master agreement. Additionally, we focus on leveraging our supplier partners' expertise to develop the best solution for the end customer based on the end customer's unique situation and specific needs.
 - **Become a Member** – an invitation for non-members to quickly and easily join Equalis Group to access our entire contract portfolio.

For reference, one pagers that have received rave reviews include:

[Musco](#) (sports lighting)

[RoofConnect](#) (roofing)

[FieldTurf](#) (sports surfaces)



Your Company's Landing Page at www.EqualisGroup.org

The landing page is a sales tool designed to provide key information to an end customer about our master agreement, your company's available products and services, your company, and the next steps to begin purchasing through the master agreement. It is intended for consumption by customers evaluating whether to purchase through our master agreement and as a resource that can be referenced by our respective sales teams during in-person or virtual sales calls.

The right side of the landing page is designed for the process person evaluating whether the customer will buy from your company through our master agreement. We have carefully designed the following layout for each supplier partner's landing page, and we populate your landing page with this information:

- **Contract Information:** information about the master agreement, including the contract number, lead agency, contract term, and potential for contract renewal
- **Contract Overview:** a thumbnail image to download the co-branded one pager
- **Contract Documentation:** links to download frequently requested RFP and contract documentation, including the original RFP, proof of publication, bid tabulation, your company's RFP response, the award letter, and the executed master agreement

The left side of the landing page is designed for the end user and follows the flow of a typical sales conversation to maximize the landing page's effectiveness as a real-time sales tool in the field. Your landing page is your real estate on www.EqualisGroup.org. What additional material and how much information you want to add to our baseline is entirely up to you. Content you provide is *Italicized*.

- **Your Logo (standard):** *please provide us with your logo if you have not already - Vector format is preferred (e.g., .eps, .svg, or .ai); otherwise, a high quality .jpg or .png is sufficient*
- **Contract Highlights (standard):** *bullet points that highlight the value this master agreement and your company offer to end customers – please provide additional content you want to include here beyond the 3 to 6 bullet points on the one pager*
- **Contract Resources (optional):** *we will enable this section on your landing page if you choose to provide additional content to post, such as videos, case studies, catalogs, resource guides, white papers, product overviews, etc. – please provide any such Contract Resources you want us to publish here to further promote your company and your products and services*
- **Who is Your Company (standard):** *narrative describing your company, such as your company's purpose or mission, history, evolution, market position, corporate commitments, differentiators, scale, scope of products and services, geographic reach, product line, service capabilities – please provide additional content or company overview videos you want to provide here beyond the 1 to 2 short paragraphs on the one pager*
- **How Do I Get Started (standard):** *text inviting end customers who are not yet Equalis members to join Equalis and providing them with their direct point of contact at Equalis*
- **Your Company Contact Information (optional):** *we will enable this section on your landing page if you choose to provide an avenue for end customers to contact your company directly, such as an individual point of contact, a general phone number, or a general email address – please provide contact information for end customers to contact your company directly if you choose to have that information published on your landing page*
- **Sales Rep/Dealer Lookup (optional):** *we will embed or link to a sales rep or dealer lookup tool if you choose – please provide the appropriate content and links if you choose to include a sales rep or dealer lookup function*



- **Links to Your Company's Website and/or a Microsite (optional):** we can insert links to your company's website throughout the landing page and/or highlight an opportunity to click through to a co-branded microsite you develop and house on your company's website – *please provide content and a link to the co-branded microsite your company developed for Equalis customers on your website*

Again, your landing page is your real estate. How much content you choose to include over and above the standard content we publish on supplier's landing page is entirely up to you. How frequently the collateral you provide for us to post is updated is up to you. For reference, landing pages that have received rave reviews include:

[EPS Operations](#) (educational learning supplies)

[HES Facilities Management](#) (facilities management services)

[SealMaster](#) (paving & sports maintenance)

[Uber for Business](#) (transportation)

[ESS](#) (educational staffing)

[HON](#) (furniture)

[Shred-it](#) (shredding services)

[ezCater](#) (catering)

[School Specialty](#) (educational supplies)

[Spacesaver](#) (storage)

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