

# PREFERRED ONLINE DISTRIBUTOR E-COMMERCE PARTNERSHIP PROGRAM



## BUILD & EXPAND YOUR ONLINE CUSTOMER BASE

Get Lincoln Electric Support to Help Grow Your Sales

### PROGRAM ADVANTAGES:

- » Be part of an exclusive network of Lincoln Electric Preferred Online Distributors
- » Prominent placement as a Preferred Online Distributor on the Lincoln Electric website, which draws over 150,000 visitors per month
- » Direct "one-click" link from Lincoln Electric site to Distributor's product pages for the top e-commerce products
- » Preferred Online Distributor badge displayed on Distributor's site to demonstrate credibility
- » Dedicated content support, including product information and turn-key brand approved assets to assist with product page and landing page development, social and e-mail marketing
- » Access to key data points, including brand visibility, product click-throughs, and more

### HOW IT WORKS:

1. Distributor signs Preferred Online Distributor E-Commerce Program Addendum.
2. Distributor creates and maintains a Lincoln Electric landing page
3. Distributor prominently features the top Lincoln Electric e-commerce products and participating partnership program related products on their site, and supports them with top-of-the-line content (see products identified in the E-Commerce Program Addendum)
4. Lincoln Electric features Distributor as a Preferred Online Distributor on lincolnelectric.com and drives direct traffic for top e-commerce products to Distributor's Lincoln Electric branded landing page or related product pages
5. Distributor actively participates in required marketing activities and provides quarterly recap report to demonstrate compliance
6. Lincoln Electric provides monthly analytics reports to establish trends and recognize optimization opportunities

**Contact your Lincoln Electric Sales Representative for full details.**

See Partnership Program Agreement for full details. Program may be updated or canceled at any time.

### Content Support

#### Lincoln Electric Supplied Materials:

- Product and landing page recommendation
- Marketing calendar
- Digital banners & social content
- Email campaign support
- Monthly analytics
- Additional support as needed

#### Distributor Marketing Requirement:

- Branded Lincoln Electric landing page
- Top e-commerce products prominently featured
- One prominently featured banner per quarter
- One email communication per month
- One social media post per week
- Quarterly recap of marketing activities



