## 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 clickthroughs, and more

### **HOW IT WORKS:**

- 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

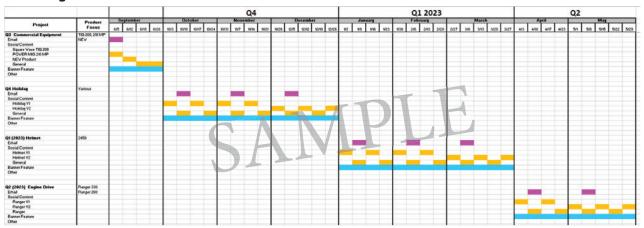
### **Distributor Marketing Requirement:**

- · 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



### Sample Marketing Support

### **Marketing Calendar**



### Landing Page Recommendation



### **Feature Banners**



### **Social Content**



The POWER MIG® 210 MP® multi-process welder is ready for any job — at home or in the shop. Click the link in our bio to learn

- Lightweight and portable just 40
- Intuitive push-and-turn digital
- Easy access to advanced settings



**Email Content** 

### **Product Page Enhanced Content**



#### CUSTOMER ASSISTANCE POLICY

The business of Lincoln Electric is manufacturing and selling high quality welding equipment, automated welding systems, consumables, and cutting equipment. Our challenge is to meet the needs of our customers, who are experts in their fields, and to exceed their expectations. On occasion, purchasers may ask Lincoln Electric for information or technical information about their use of our products. Our employees respond to inquiries to the best of their ability based on information and specifications provided to them by the customers and the knowledge they may have concerning the application. Our employees, however, are not in a position to verify the information provided or to evaluate the engineering requirements for the particular weldment, or to provide engineering advice in relation to a specific situation. Accordingly, Lincoln Electric does not warrant or guarantee or assume any liability with respect to such information or communications. Moreover, the provision of such information or technical information does not create, expand, or alter any warranty on our products. Any express or implied warranty that might arise from the information or technical information, including any implied warranty of merchantability or any warranty of fitness for any customers' particular purpose or any other equivalent or similar warranty is specifically disclaimed.

Lincoln Electric is a responsive manufacturer, but the definition of specifications, and the selection and use of specific products sold by Lincoln Electric is solely within the control of, and remains the sole responsibility of the customer. Many variables beyond the control of Lincoln Electric affect the results obtained in applying these types of fabrication methods and service requirements