Best Way to Frame Marketing Guide

This document is a guide to marketing the Best Way to Frame website to all of our target audiences. Please implement these marketing techniques according to the instructions so logos and layouts are used correctly. Any questions can be directed to Laura at lsoderlund@qualtim.com.

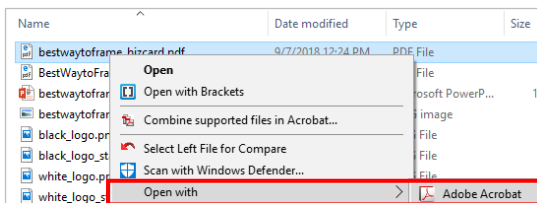1. **Business Cards (bestwaytoframe_bizcard.pdf)**
   Add Best Way to Frame to the backside of your business cards. When handing out the business cards, show the backside of the card and direct them to the Best Way to Frame website.
   Update the URL on the card to your company-specific link.
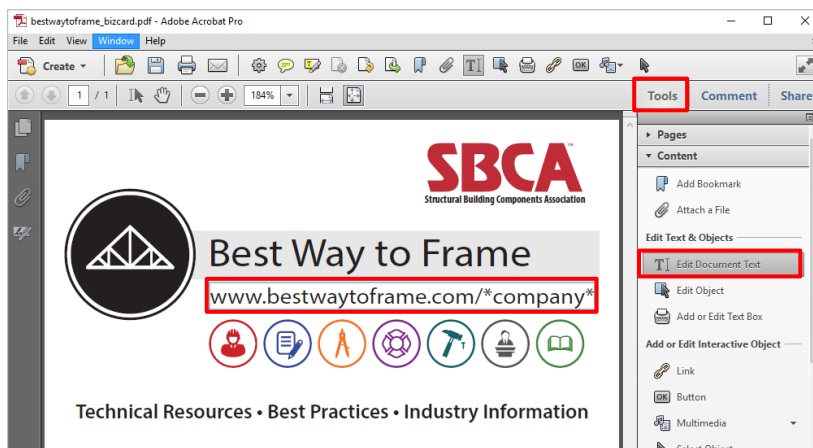

   Step-by-Step Business Card Instructions

   ➢ Open the bestwaytoframe_bizcard.pdf file in Adobe Acrobat (right-click on the file and open with Adobe Acrobat). Contact Laura at lsoderlund@qualtim.com if you have trouble or need the file modified for you.
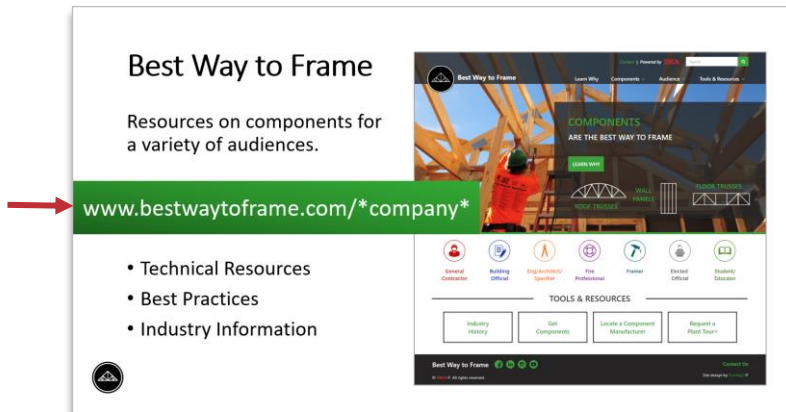

   ➢ Click Tools on the menu bar to open the Tools sidebar. Select the Edit Document Text tab and then modify the web address to your company-specific link. Save the PDF.

2. **PowerPoint Slide (bestwaytoframe_slide.ppt)**
    Add the following slide to any sales PowerPoints that you use. You may use your template with the Best Way to Frame content or use the template provided.
    Update the URL in the slide to your company-specific link.

3. **Email Signature (step-by-step instructions below)**
    You may use a variation of the email signature but make sure to include the text Best Way to Frame with your company-specific link. Follow the step-by-step instructions below to update your email signature and change the link to your company-specific link.
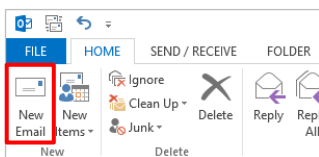
    John Smith
    Qualtim, Inc. | Web Design & Development
    Office: 608.310.6737 |Cell: 715.432.7837 | qualtim.com
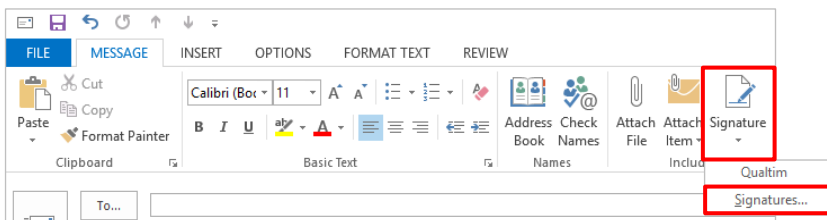
    Learn more about components at www.bestwaytoframe.com!

    Step-by-Step Email Signature Instructions
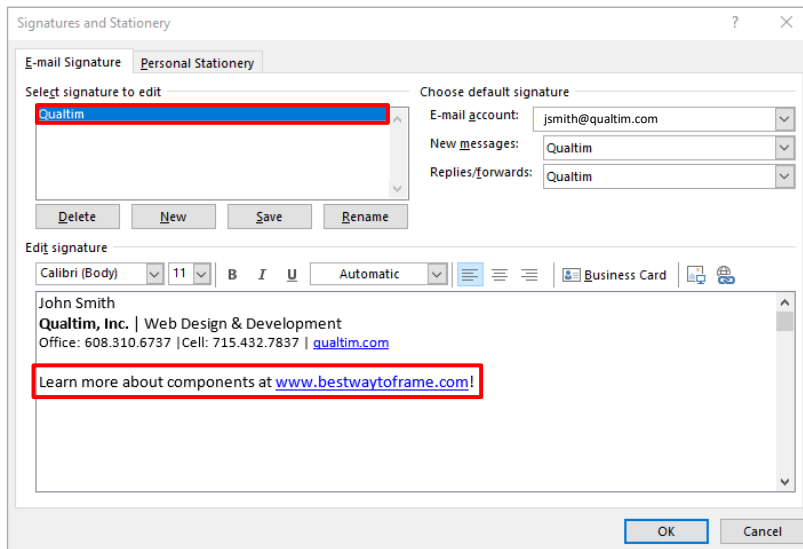
    ➢ Create a New Email
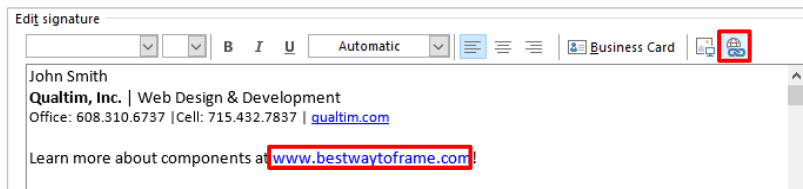

    ➢ Click the Signature tab and select Signatures

➢ Make sure your email signature is selected and edit the signature text by copying and pasting the text below (or type in the text so it formats the same as your current signature). Modify the text format (font and size) if necessary so it matches your current signature.
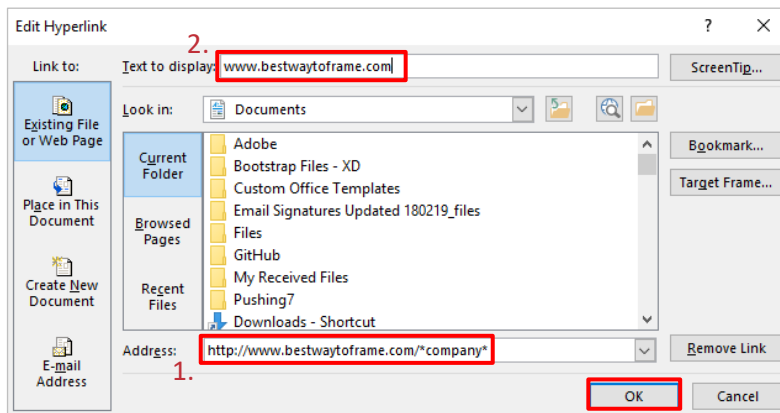
Learn more about components at www.bestwaytoframe.com!

➢ Select the link text and click on the global link icon.

➢ Edit the URL address at the bottom of the popup with your company-specific URL and then edit the text to display to be either www.bestwaytoframe.com or the link with the slash and your company name. **Be sure to change the address first and then change the text to display or the link will likely display incorrectly in the email signature**. Select OK.
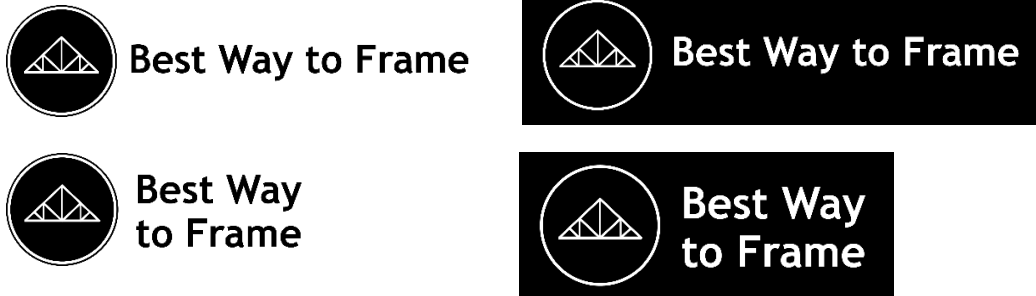

➢ Review the email signature and click OK to save the updated signature.

4. **Website Links (.png files)**
   Add the Best Way to Frame logo to your website (ex. website footer) and link to Best Way to Frame. Choose the logo layout that works best for your website. If you have a light color website background use the black logos and if you have a darker color website background use the white logos. Note the white option will not have a background (.png file).
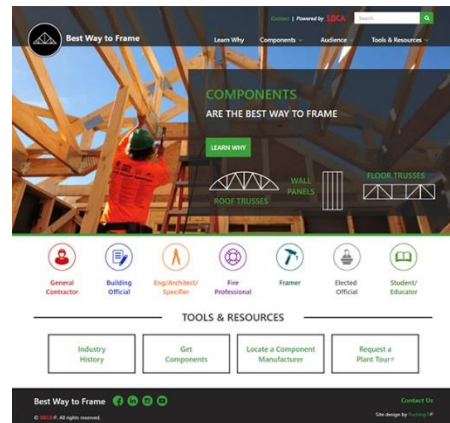   Make sure to link to your company-specific URL.

5. **Social Media (bestwaytoframe_social.jpg)**
   Post on your social media accounts (Facebook, Linked In, Twitter etc) the content below and link to your company-specific URL. If the post doesn't display a screen shot of the website you may choose to add the screen shot image to the right in your post (bestwaytoframe_social.jpg) or use the black logos (.png files). You may use a variation of these posts, just make sure to include the link to Best Way to Frame to direct them to the website.
   Make sure to link to your company-specific URL.

Instagram

Learn more about structural building components on bestwaytoframe.com. #bestwaytoframe
Make your framing crews more efficient. Go to bestwaytoframe.com. #bestwaytoframe

Twitter

Technical Resources, Best Practices, Industry Information and more at bestwaytoframe.com.

LinkedIn

The Structural Building Components Association (SBCA) recently launched a new website that explains components and why they are the Best Way to Frame. Visit the website to learn more at bestwaytoframe.com.

Facebook

The Structural Building Components Association (SBCA) recently launched a new website that explains components and why they are the Best Way to Frame. Visit the website to learn more at bestwaytoframe.com.