

New Approach: Remove Investment Risk

Utilize Co-Op Marketing \$'s to generate REAL ROI for your OEM Partners

iNSUPPLi, has an annual cost of \$3500 USD. Our goal is to bring more online visibility to local distributors. We believe there is an option to disperse this cost among OEM partners using cooperative marketing dollars. This is a great opportunity to collaborate with your partners and make iNSUPPLi a cost-effective solution for all involved. It's easy, pick your top 10 OEM partners that provide Co-Op funds and send them the OEM message (see below).

5 Step Action Plan...

1. Pick your Top 10 OEM's that offer Co-Op dollars.
2. Identify a specific goal for iNSUPPLi that you would like to implement. Be clear on how this tool will help promote the OEM's products and drive sales.
3. Outline iNSUPPLi's features, benefits, and how it aligns with the OEM's products and target audience. Be specific about the cost of the marketing tool and how much funding you are requesting from the co-op marketing program. Example: The proposed marketing tool is inSuppli with an annual cost of \$3,500, and the amount of funding you are requesting from the co-op marketing program is \$1,750 to cover 50% of the cost.
4. Send the "OEM Message" below.
5. If the OEM has questions or concerns about the proposal, be open to negotiating. Work together to find a solution that meets both of your needs.
6. Once you have reached an agreement, ensure the terms are agreed to in writing and include the amount of funding, the expected results, and reporting requirements.
7. Implement iNSUPPLi as planned. Be sure to measure and report on the tool's effectiveness to the OEM, as outlined in your agreement.

OEM Message

Dear [OEM],

We are writing to inform you of our plan to use co-op marketing dollars to become a member of iNSUPPLi. iNSUPPLi is a powerful marketing tool that will help us promote your products and drive sales.

As you may know, iNSUPPLi is a membership-based mobile application that makes it easy to reach our target market, generate leads & traffic analytics, and grow our customer base. Their goal is to bring more visibility to E-Commerce and local distributors.

InSuppli will enable us to better understand the market, identify new opportunities, and position your products more effectively. We will be able to use the platform to conduct market research, analyze customer trends, and track the performance of your products.

Using co-op marketing dollars to become a member of iNSUPPLi is an investment in our partnership. We understand that co-op marketing dollars are a valuable resource, and we assure you that we will use them responsibly and effectively. We will provide regular reports on our use of iNSUPPLi and the results we are achieving. We will also work closely with you to ensure that our marketing efforts are aligned with your goals and objectives. We are confident that this investment will have a positive impact on our business and on our partnership with you.

Sincerely,

[Your Name]