Go To Market Strategy
Modern Marketing Content and Contact Process

Enterprise Marketing "To and Through" Channel

1		Segmentation / Targeting / Positioning					

2	Objective	Demand Gen	Lead Gen	Syndication Kits		Channel Comms	

3	Strategy	TCMA	SEM	Mfg to Channel	New Product Induction	Promotions	Channel sales enablement	Co-Designed content

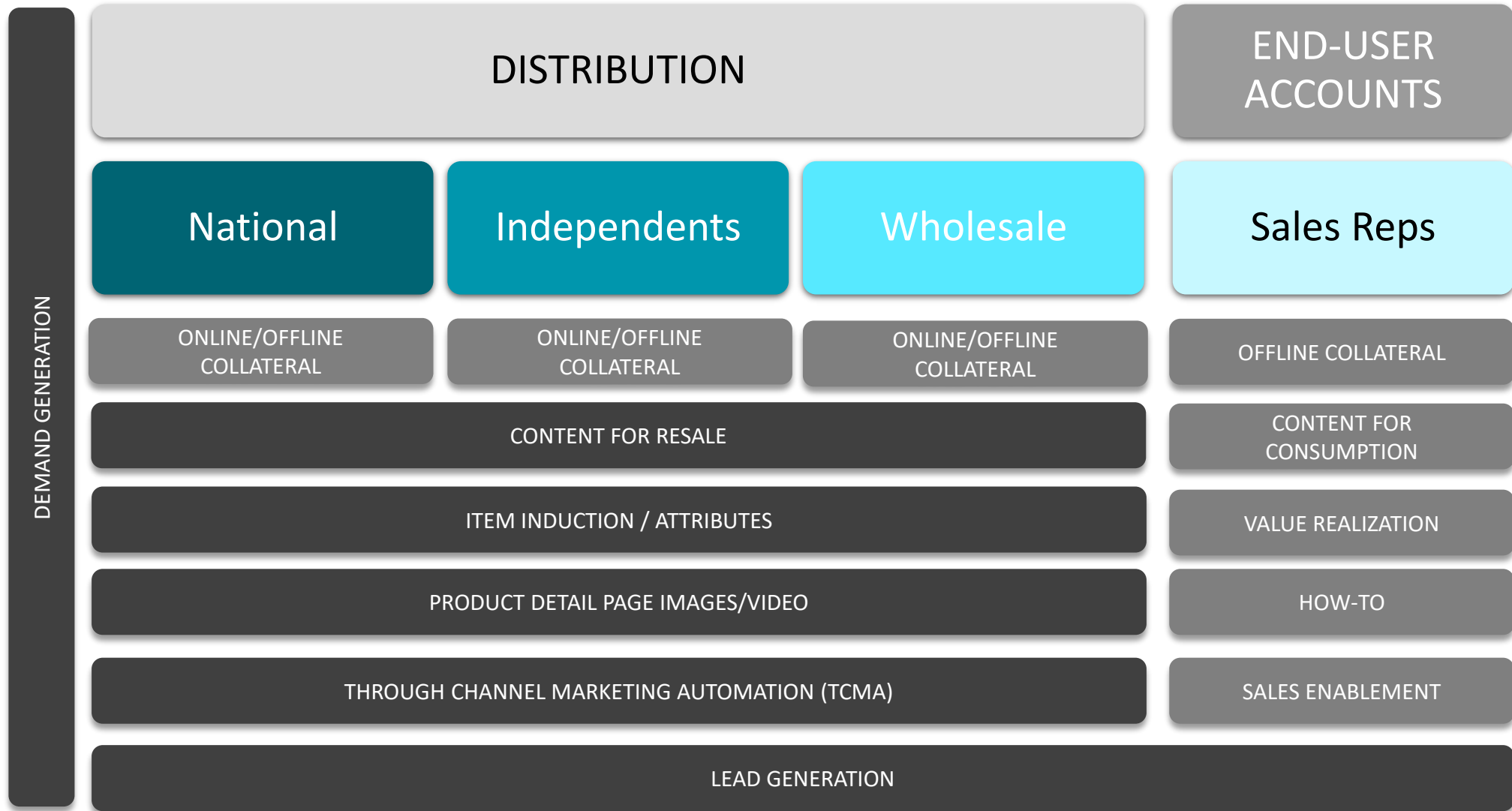| 4	Tools/Tactics	Promo design OYB Email	Predictive Analytics Google AdWords Amazon AMS	Lead Generation Engineered Leads	Partner Site Placement	Google AdWords Amazon AMS	Search Engine Placement Partner Site Placement Digital Outreach Promo syndication	Lead Syndication	On Your Behalf
		CRM Pipeline Social Educational/White-Papers Partner Site Placements Banners	Search Results Ads Product Detail Page Re-Directs	OYB Email CRM Pipeline Social Educational/White-Papers	Main Page Banners Category Page Banners Product Detail Page Banners	Search Results Ads Product Detail Page Re-Directs	Partner Campaigns On-Site Placements & Sponsorships	Email Social SMS Google AdWords Amazon AMS Price Discounts	OYB Email SFDC Pipeline	Promo funds

"To and Through" Channel Marketing

	DISTRIBUTION			END-USER ACCOUNTS
DEMAND GENERATION	National	Independents	Wholesale	Sales Reps
	ONLINE/OFFLINE COLLATERAL	ONLINE/OFFLINE COLLATERAL	ONLINE/OFFLINE COLLATERAL	OFFLINE COLLATERAL
	CONTENT FOR RESALE			CONTENT FOR CONSUMPTION
	ITEM INDUCTION / ATTRIBUTES			VALUE REALIZATION
	PRODUCT DETAIL PAGE IMAGES/VIDEO			HOW-TO
	THROUGH CHANNEL MARKETING AUTOMATION (TCMA)			SALES ENABLEMENT
	LEAD GENERATION			

Distributor eCommerce Assessment

Transactable website

Enhanced eCommerce Criteria

- No log-in required to complete purchase with secure shopping cart

- Product detail page (PDP) with image, description, price, and part number for in-scope products

- Provide sku-level ecommerce sales on a monthly basis

- Cause & Effect Matrix analysis (to be performed by marketing team). Metrics consist of:
  - Traffic & Engagement
    - Traffic volume/sources
    - SEO optimization
  - On-site Experience
    - Site navigation
    - PDP content
    - Purchase path
    - Marketing opportunities

Meets criteria

CUSTOM PROGRAMS
Program Components: Email, banner re-directs, lead-gen activity, SEO/SEM, campaign sponsorships

Program Management: Customized, Digital marketing team supported

Does not meet criteria

CURATED PROGRAMS
Program Components: Email, banner re-directs

Program Management: Standard set of pre-built assets

eCommerce funding eligible

Non transactable website

Not applicable
(due to lack of transactable website, but other support available)

† This is in addition to other available 3M promotional support, including 3M product features and benefits content, joint sales calls, etc.

* Criteria subject to revision upon notice

Effective April 5, 2019