

**Associate Web Marketing Program  
 Updated June 2017**

Training and HR buyers rely on the internet to find products and companies. An effective website and search engine program will increase your visibility and boost your sales. TRACOM offers a robust web marketing program for our Associate / Reseller clients.

**Authorized Reseller Logos**

TRACOM offers resellers the use of several logos that establish your expertise and credibility. You are encouraged to use one or more of these logos on your website, on social media sites and in print materials. The available logos are:

	<p>This is appropriate for any reseller based in North America.</p>
	<p>This is appropriate for any reseller selling TRACOM's SOCIAL STYLE courses, assessments or content</p>
	<p>This is appropriate for any reseller selling TRACOM's Adaptive Mindset courses, assessments or content</p>
	<p>This is appropriate for any reseller selling TRACOM's Behavioral EQ courses, assessments or content</p>
	<p>This is appropriate for any reseller based outside of the United States</p>
	<p>This is only available to individuals who have been identified by TRACOM as Certified in SOCIAL STYLE.</p>

	<p>This is only available to individuals who have been identified by TRACOM as Certified in Behavioral EQ.</p>
	<p>This is only available to individuals who have been identified by TRACOM as Certified in Adaptive Mindset for Resiliency</p>
	<p>This is only available to individuals who have been identified by TRACOM as Certified in Adaptive Mindset for Agility</p>

The reseller logos are available for download in a variety of file formats on our Associate Web Resources page at:

<http://www.tracomcorp.com/associate-resources/>

Logos for certified instructors are available to eligible individuals via your TRACOM Account Manager or Client Relations Specialist.

### Website Links for Search Engine Optimization

Search engine rankings (SEO) are heavily influenced by links between different sites, and TRACOM's program supports your SEO. This helps prospects find you. Associates should place one or more of the TRACOM Group Reseller logos on their site and include one or more links to the relevant TRACOM page on [www.tracomcorp.com](http://www.tracomcorp.com). Below are several examples of text links that are appropriate.

- Learn more about [TRACOM's agility training programs](#).
- We resell TRACOM's [SOCIAL STYLE programs](#).
- (Company Name) is an authorized reseller of [TRACOM's Resiliency Training Programs](#).
- (Company Name) is proud to partner with [The TRACOM Group](#)

In return for Associates including one or more TRACOM logo and including one or more TRACOM text link, TRACOM will place the Associate's logo and link contact information on the TRACOM website. Associates are asked to provide a high resolution .JPG or .PNG file to TRACOM along with phone, e-mail and website details. Reseller listings are available on the TRACOM website at: <http://www.tracomcorp.com/resellers/>.

### Program Participation Required for Advanced Discount Pricing

Active participation in the Web Marketing Program is required for Associates to receive better than Standard-level pricing. Associates with public websites that buy at Bronze, Silver, Gold or Platinum discounts need to

include a TRACOM Group Reseller logo and a text link on an appropriate page of their site. This Logo should link to the appropriate product page of the TRACOM website.

### **Additional Web Support**

TRACOM also provides a wide range of whitepapers, videos, research studies, blogs, webinars and brochures that Associates are encouraged to use. This content can be used in several ways:

1. Videos on your website
2. SOCIAL STYLE Tip of the Day
3. Behavioral EQ Tip of the Week
4. Additional Web Content
5. Blog Content
6. Certified Instructor Logos

You may choose to follow one or more of these methods.

#### **1. Videos on your Website**

TRACOM offers numerous short videos available via YouTube. These include overviews of SOCIAL STYLE and other models and programs. You can place these videos directly on your website by:

- Going to the SOCIAL STYLE Channel on YouTube at: <http://www.youtube.com/user/tracomsocialstyle>
- Review the available videos and decide which you want on your website.
- Go to the video page for each video you want placed on your site.
- Click on the <Embed> button to generate an embedding code.
- Place the embedding code on your own website. This process varies with different web platforms. Contact your web expert for guidance.

#### **2. SOCIAL STYLE Tip of the Day**

TRACOM publishes a SOCIAL STYLE Tip of the Day that can be placed on your website and promoted via your ongoing social media presence such as Linked In and Twitter. Our recommendation for using the Tip of the Day follows:

- Embed the following code on your website:  
<iframe src=<https://www.tracomcorp.com/social-style-tip/> frameborder="0" width="400" height="500"></iframe>

#### **3. Behavioral EQ Tip of the Week**

TRACOM publishes a Behavioral EQ Tip of the Week that can be placed on your website and promoted via your ongoing social media presence such as Linked In and Twitter. Our recommendation for using the Tip of the Week follows:

- Embed the following code on your website:  
<iframe src=<https://www.tracomcorp.com/behavioral-eq-tip/> frameborder="0" width="400" height="500"></iframe>

#### **4. Additional Web Content**

TRACOM's whitepapers, research and brochures are typically available as Adobe Acrobat (PDF) files and hosted online. Resellers may link directly to these TRACOM-hosted files from your website by inserting the appropriate link on your web page. This method ensures fast downloads and allows us to analyze web traffic and download statistics. There are research libraries and whitepapers for all TRACOM product families.

## **5. Blog Content**

Resellers are encouraged to share articles from TRACOM's Positive Interactions Blog on their own websites, social media sites or via email communication. Articles should be attributed to TRACOM. Associates are invited to submit articles for publication via the blog. Articles are typically 6 – 12 paragraphs and can cover a wide range of individual and organizational topics. TRACOM will credit the author and provide links to author's website, LinkedIn profile, etc. Blog articles are featured in our weekly newsletters and can be promoted to more than 40,000 HR professionals globally. Inquiries or suggestions for blog articles should be sent to Sierra Charter at [scharter@tracom.com](mailto:scharter@tracom.com).

## **6. Certified Instructor Credential**

Individuals who have been certified to use TRACOM's Multi-Rater Profiles are encouraged to highlight this certification and the Certified logo on business cards, the web and social sites. LinkedIn and HR.com in particular offer sections of individual profiles where certifications can be highlighted. These logos are available to qualified instructors from your Account Manager or Client Relations Specialist.

## **Committed to Your Success**

These resources are here to help you differentiate your services. If you have questions about making use of them, contact Sean Essex at [sessex@tracom.com](mailto:sessex@tracom.com) or talk with your Account Manager or Client Relations Specialist.