



## Marketing support proposal for Bastion plant's export clients





**BASTION IS A WELL-KNOWN  
MANUFACTURER OF RELIABLE  
ELECTRONIC EQUIPMENT.**

Bastion plant is ready to provide support  
for effective sales in your country.







# PROMOTIONAL PRODUCT SUPPORT

- ✓ Original layouts of printed products (catalogs, flyers, booklets, business cards, commercial offers).\*
- ✓ High resolution photos of our products.
- ✓ Original layouts of souvenir products (see annex Bastion catalog of souvenir products").\*
- ✓ Video content about product lines, trainings, etc.

\*We can adapt contact information while maintaining the structure and appearance.





## DIGITAL SUPPORT

- ✓ **Website audit (placement of our product categories).** We can give recommendations for placement of our product on partner's website and provide content edits.
- ✓ **Context and targeted advertising in search engine and social media.** We create advertising campaign and give access to a partner specialist. We can make efficiency analytics for advertising campaign (not more than once a month). Partners can make payments in personal account.
- ✓ **Content plan for social media.** We suggest content plan for 1-3 months. Afterwards, content plan will be created by partner independently. "Bastion" marketer can give recommendations on request. Text and visual part are formed on sources provided by us.
- ✓ **Consulting on any issues about internet promotion.**





# DIRECT SALES PROMOTION

- ✓ **Promotions development for end customers.** Discussed individually with each partner based on the market specifics.
- ✓ **Motivation programs development for partner employees:**



Prize draws for  
a certain amount  
of sales

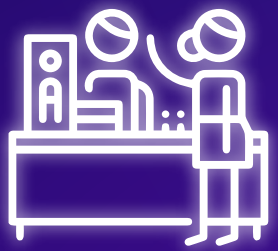


Present for  
every sale



Cashback from  
the amount  
of sales





# MERCHANDISING

- ✓ **Sales racks, stands, posters layouts**  
(see annex Bastion catalog of advertising products).\*
- ✓ **Design development for outlet**  
(signboards, signs on the shelves).\*
- ✓ **Product placement on shelves recommendations.**

\*We can adapt contact information while maintaining the structure and appearance.







# SUPPORT OPTIONS

## marketing support WITHOUT COMPENSATION

1. Bastion plant marketer consults on any issue regarding promotion.
2. We provide articles, product videos and layouts with adapted contact information.
3. We provide learning material and access to all webinars.

## marketing support WITH COMPENSATION

1. Setting budget for advertising campaign by Bastion marketer.
2. Marketing plan preparation. Partner prepares proposal with budget on every channel. "Bastion" marketer approves budget.
3. Coordination of documentary marketing activity reporting.
4. Partner start program and submit a report in the form to marketer. Afterwards, compensation is calculated and paid.





# SUPPLIER MARKETING BUDGET

**Marketing expenses are reimbursed at the rate of:**

**3% from purchase volume**

**For distributors**

**1,5% from purchase volume**

**For dealers**

**Individually**

**For large wholesale  
small wholesale**

**The compensation amount is 50%** of the spent marketing budget.

**The marketing budget is calculated for 6 months** from the moment of the first transaction with the partner.