

# Mastering your H2 Marketing

June 2024

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# Agenda

## Mastering your H2 Marketing

What will you learn?

- Our expectations and goals
- 2N's **content plan** for H2
- A reminder of our **WaveKey for Every Project discount** campaign & how to communicate it
- A recap on the **new extended warranty policy** & how to communicate it

# Marketing plans of distributors

- Please send us reports of your activities including **statistics and evidence of activities in H1**
- We need to monitor success, confirm effective budget spending
- **Need to fill out marketing template with all marketing activities for H2**, include KPIs so that we can then measure success of the activities, deadline **July 31**

2N

EMEA Marketing Plan Co-Op Funding Distribution

Date:

xxx

Distributor name:

xxx

Country:

xxx

Contact:

xxx

Revenue target:

1 000 000

EUR

2N Marketing development fund (MDF)

MDF

2

%

MDF

20 000

EUR

Paid from

Turnover without shipping and insurance

Activity

Targets & Objectives

Budget/MDF request

2N contribution

Marketing category

Type of Activity

Description/Topic

Audience

Activity Start Date

Activity End Date

KPI #1

Additional KPI

Total activity cost

2N MDF contribution

Requests from 2N

Results

Evidence of activity

# Content strategy: topics in H2 2024

	20%	10%	20%
Months	July	August	September
Product/Solution push	"Wavekey for every project" discount campaign	My2N + WaveKey	New 2N Solution suite launch + "Wavekey for every project" discount campaign
Suggested promo tactics	Social Media post Home Page promotion Email marketing	Trend Article Social Media post Email marketing	Home Page promotion Trend article Signature banner Printed advert

....% reflects the importance of the topic in content strategy (H2)

# Content strategy: topics in H2 2024

15%

25%

10%

Months	October (month of cybersecurity)	November	December
Product/Solution push	Cybersecurity (e-book) + IP One push	Indoor View WiFi	Christmas campaign
Suggested promo tactics	Email marketing Trend article Homepage promotion	Product listing Social Media post Category page banner Email marketing	Home Page promotion Email marketing

....% reflects the importance of the topic in content strategy (H2)

# Distributor Hub

## Everything is stored here

**Monthly assets** according to content plan which include:

- **New product launches**
- **Product renders and Datasheets**
- **Image photos** (for banners, campaigns, online promo)
- **Promotional videos**
- **Texts** (for social media, homepage promo, product listing, detailed product information for all campaigns)

## JUNE 2024

PROMO MATERIALS

2N Access Commander Box 2.0 + 2N Clip with inbuilt Induction Loop

[DOWNLOAD MARKETING PACKAGE](#)



**WaveKey**  
for Every Project

# Wavekey for Every project campaign

**Unlock a 20% discount on all Bluetooth-enabled 2N Access Units and 2N IP Verso Bluetooth Modules**

**Official duration of the campaign:** June 10- November 15, 2024

**This discount is valid in EMEA** (excluding the Czech Republic and Slovakia).

## **Terms & Conditions:**

This offer cannot be combined with any other promotions and discounts. The offer applies only to direct 2N partners. Products purchased as part of this promotion cannot be included in the stock rotation.

Link to landing page on **Distributor Hub:** [WaveKey for Every Project - 2N](#)



# WaveKey

## for Every Project

# Wavekey for Every project campaign

## What we need from you?

Please **communicate this campaign** through:

- Social media post
- Banners on your website/homepage
- Newsletters
- Printed advert
- PDF describing the campaign with co-branding (2N and your logo) that you can send to your customers

➤ Texts and graphics available. We advise spreading all the assets out across the months.



# New 5-Year Warranty

**We have extended our warranty on all 2N hardware devices to 5 years.**

## **New & improved service**

- 5-year warranty period as standard, for free
- Reliability alongside innovation
- Hassle-free device ownership
- First-class quality & support
- Secure investment in 2N hardware
- Better control of costs

**Please communicate this to your network via emailing. All assets available on the [Distributor Hub](#).**



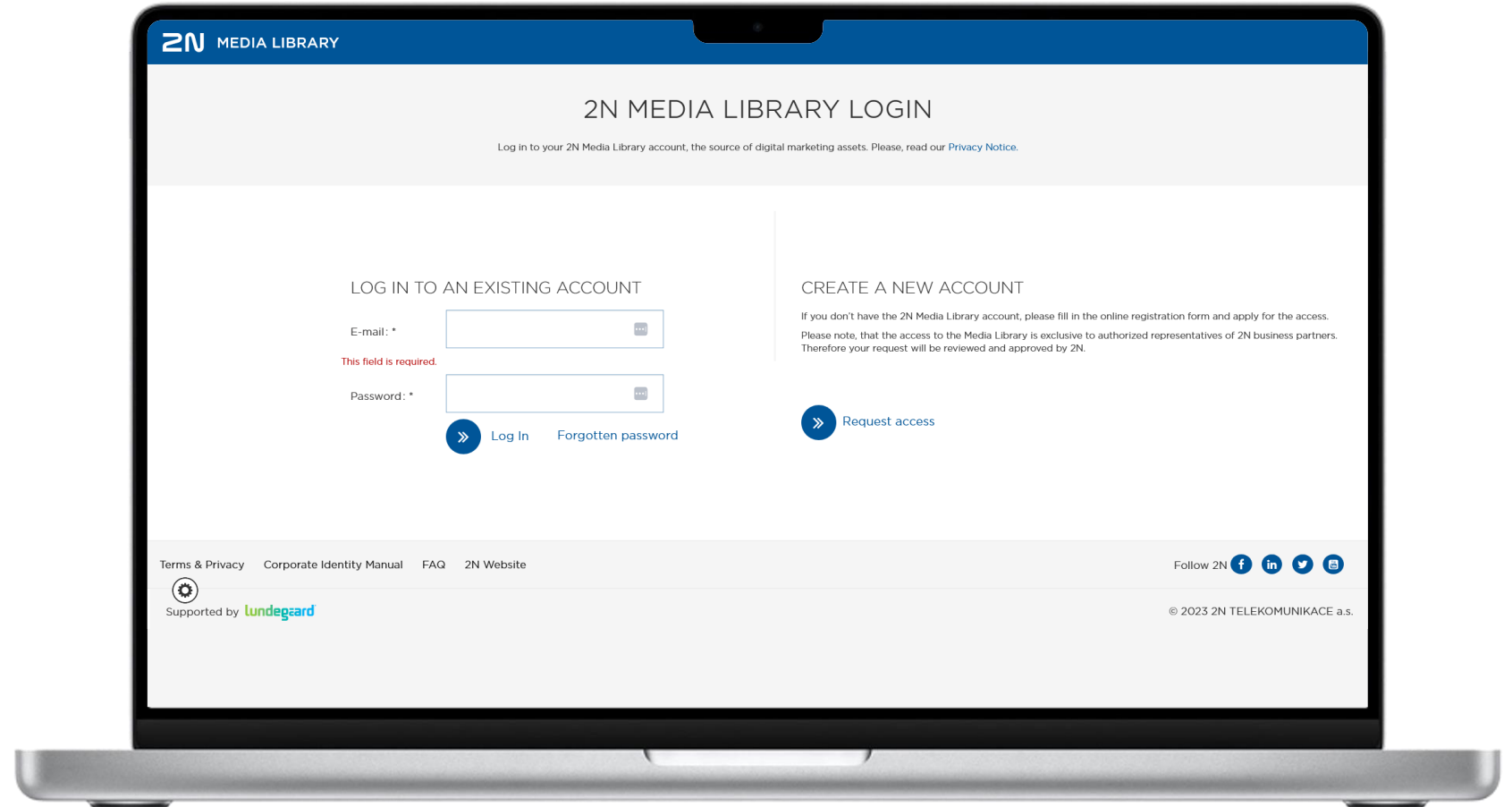
# Present 2N effectively on your websites

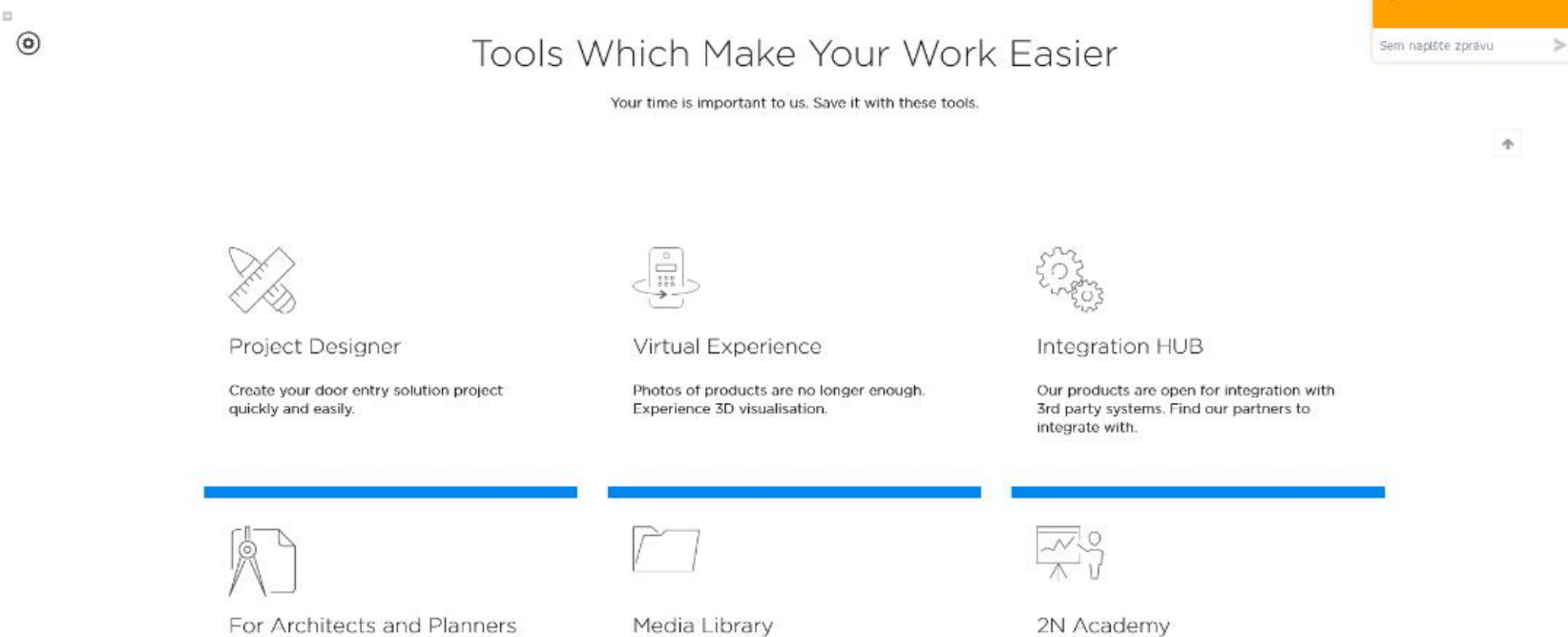
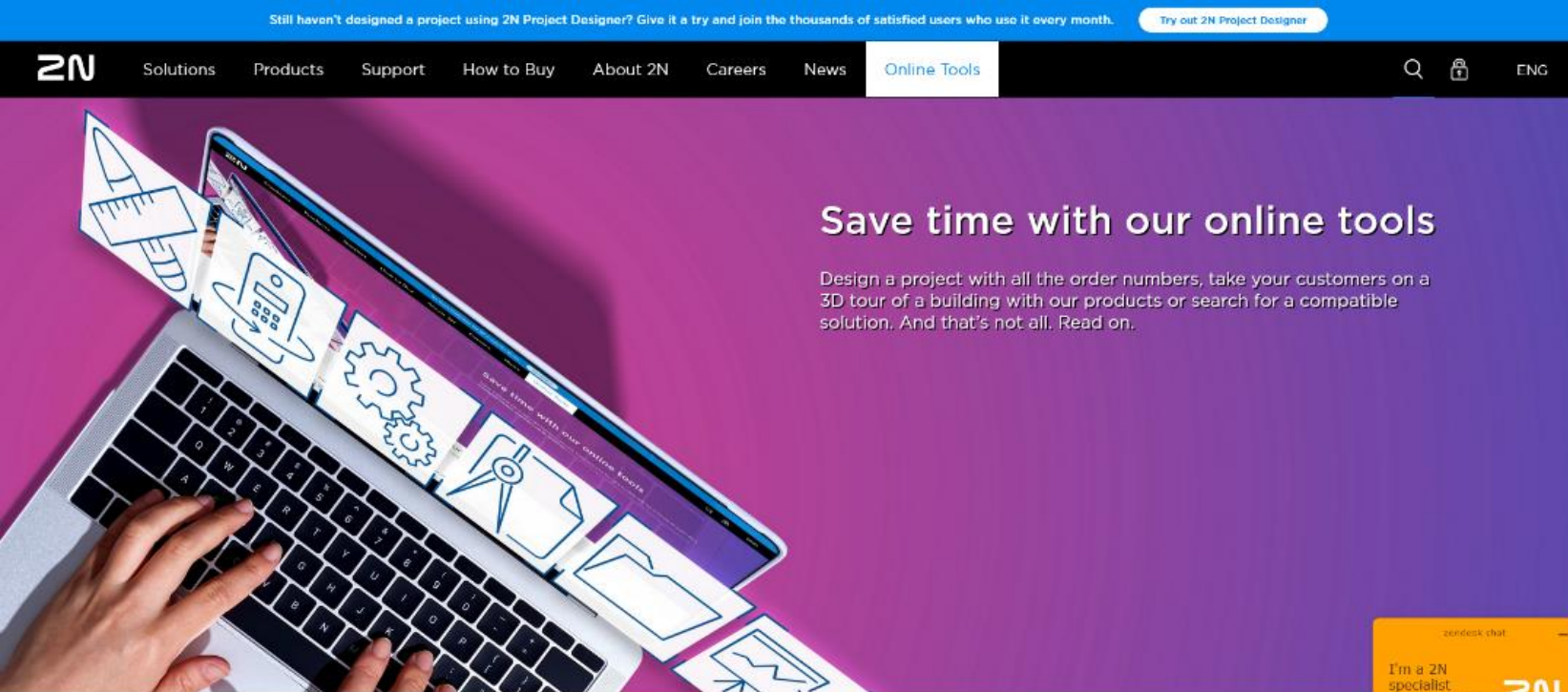
- Focus on having [2N's branding updated on your website](#)
- We believe that a good presentation contributes to [better business results](#)
- Parallels the content road plan
- Is a [crucial activity](#) and is an important [part of the communication plan](#)
- Very important to have all product info updated on your website, e.g. [IP One](#)
- We will again be [analyzing distributor websites in H2 2024](#) and you will be receiving mailing about what you should change/update



# Media Library

- Leaflets, catalogues, product sheets
- Images, renders
- Campaign materials
- Available for main products, modules and accessories





# Other online tools

## Unlock the full potential of 2N products:

- 2N Wiki
- FAQ
- Project Designer
- Virtual Experience / 2N AppeAR
- Integration HUB
- 2N Academy

**Launch of new 2N web  
August/Sept. 2024**



# Next steps

- **Time to plan for H2:** please send the marketing department a review of marketing activities in H1 and fill out marketing template for H2 according to content plan **by July 31**
- Please actively push the following topics: **New 5 year warranty** and **'Wavekey for Every Project' discount campaign**
- Keep **online presentation of 2N updated**, plan to review distributor websites in H2



# Introduction of new Channel Marketing Manager



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Channel Marketing Manager

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**Any Questions?**