Spectrum AUTHORIZED RETAILER

Marketing Do’s and Don’t

Marketing Notice

Any type of marketing tactics must be pre-approved by Charter in writing.

Failure to get approval could result in de-authorization of your Spectrum Authorized dealer status.

We will go over some pre-approved marketing tactics as well as some prohibited ones.

What is Pre-Approved marketing?

Pre-Approved marketing are marketing tactics that have been ok'd by Spectrum to be used by our partners. No need for approvals just need to stay within marketing guidelines.

Failure to stay within the marketing guidelines may result in termination of Spectrum Authorization

Solicitation at retailer's location

You may offer and advertise Spectrum Services from your physical retail location.

All sales must be solicited face to face with the customer at the physical retail location.

Counter signs, flyers, and other similar pre-approved materials may be used within the physical retail location

Pre-Approved Print Marketing

Pre-Approved print marketing are designed by Spectrum for use by our partners. You may use print marketing flyers to print at your local print shop or by you to distribute to customers or display at your retail location. This may also be used for print advertising in News Papers, Magazines, and any other print format.

Most Pre-Approved material allows you the partner to change address and phone number in order to direct customers to you or your location.

Print Marketing must be current. DO NOT print and distribute any offers that are no longer valid! DO NOT use Print Marketing materials for any Social Media/Digital Ads. DO NOT Alter design. If you need to alter size or layout, contact your account manager and submit for approval.

Follow Up Calls/Cross Selling

Cross-selling by retailer sales representatives on inbound or follow up phone calls. Calling to follow up on your customers previous activation or servcie?

Why not offer them Spectrum Services for their home?

Radio Ads

Spectrum has Pre-approved Radio Scripts for you to use.

Do you want your own Radio Script? Please submit your script for Approval to your Account Manager

Tactics that need Pre-Authorization

The following marketing tactics are permissible with prior approval from Spectrum.

Failure to stay within the marketing guidelines may result in termination of Spectrum Authorization

Submit for approvals on Vomtel Partner Dashboard

Events/Festivals

Any Event or Festival that uses branded advertising (including, but not limited to tents and banner) must have prior approval and must have either a written authorization from the property owner, manager, or applicable permit.

Note: Give adequate time for approval.

Tradeshow

Any Tradeshow that uses branded advertising (including, but not limited to tents and banner) must have prior approval and must have either a written authorization from the property owner, manager, or applicable permit.

Note: Give adequate time for approval.

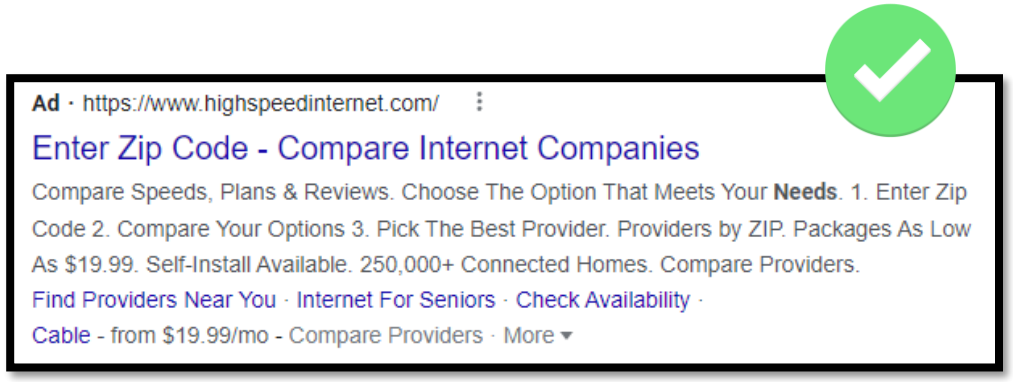
White Label Social Media Ads

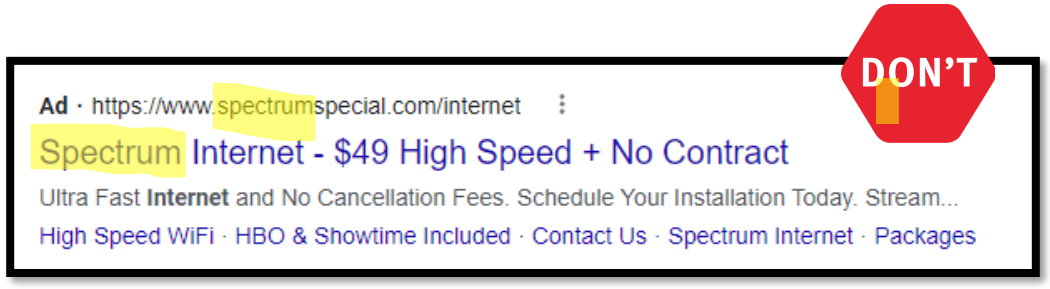
All social media/marketplace ads must be white labeled with NO mention of Spectrum in the Description, Landing Pages, or artwork.

All Social Media Ads must be submitted for approval on the Vomtel Partner Dashboard.

Do not use non-approved ads on social media. *You are to maintain and stay within the marketing guidelines and not promote fraud or use fraudulent marketing/selling tactics.*

Digital Ads (Google, Bing, Yahoo, Yelp, etc)

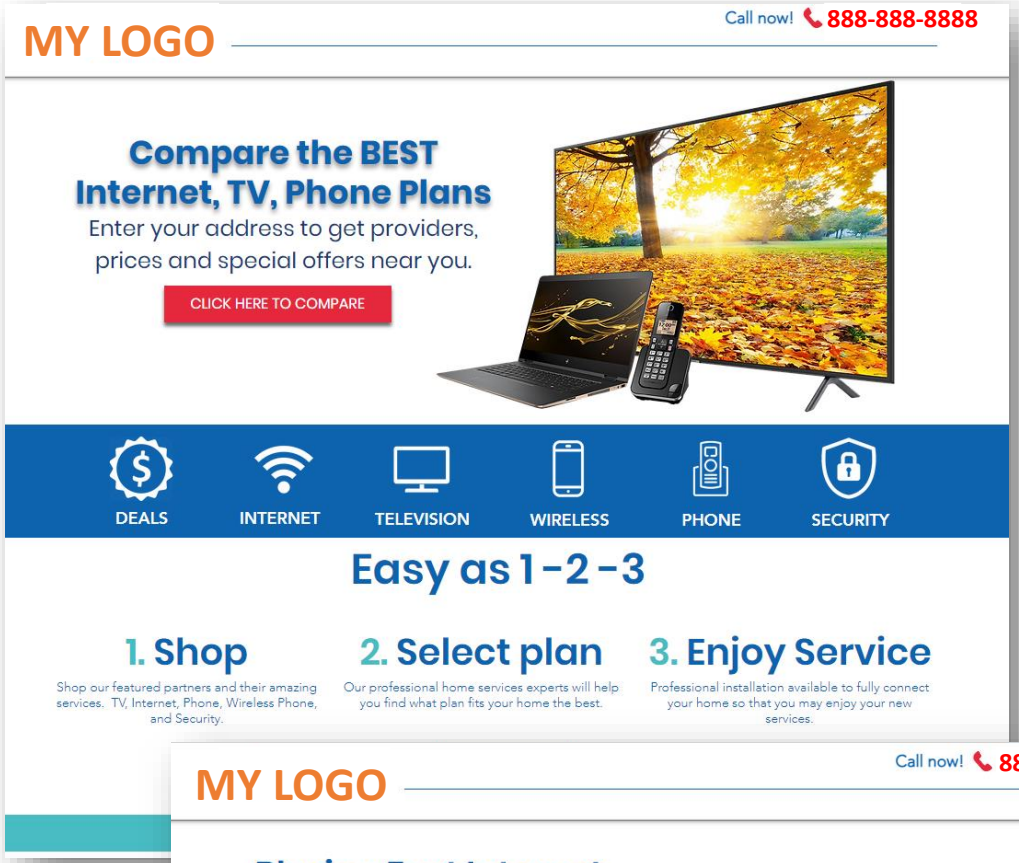


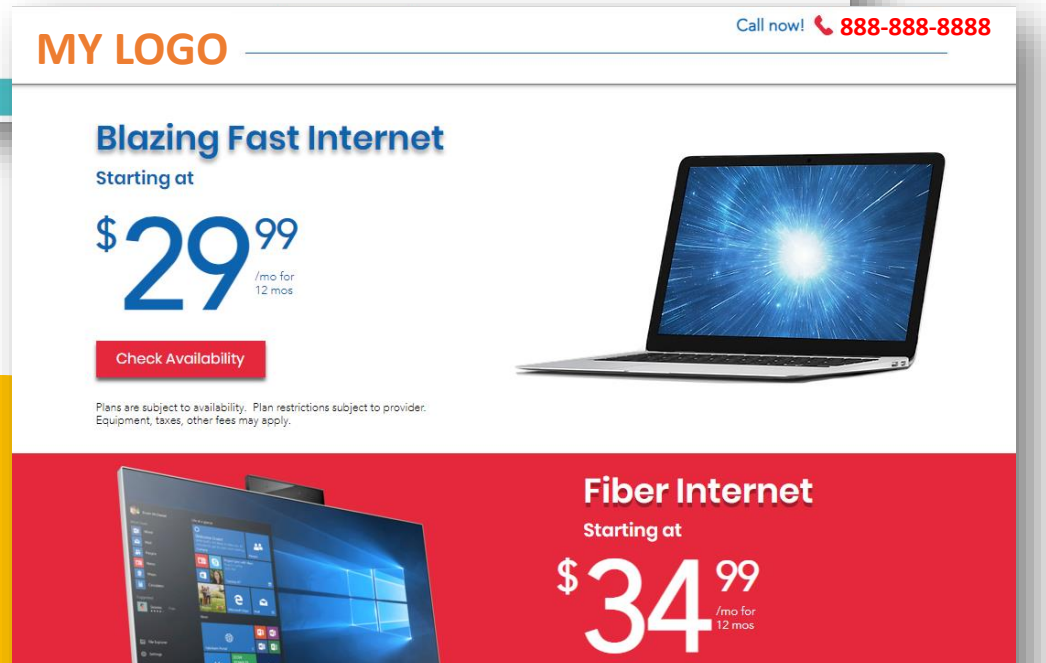


All Digital ads must have NO mention of Spectrum in the Description or Landing Page URL. All Digital Ads must follow keywords guidelines and always have negative keyword file in play!

All Digital Ads must be submitted for approval on the Vomtel Partner Dashboard.

Do not use non-approved ads. *You are to maintain and stay within the marketing guidelines and not promote fraud or use fraudulent marketing/selling tactics.*





Website Landing Pages White Label

White Label Landing Page may only use the Spectrum Authorized Retailer Logo on the page.

Pricing of plans must never be shown in conjunction with the Spectrum Logo. If partner wants to show pricing, see next slide.

Website Landing Pages Branded

- Branded Landing Page may only use the Spectrum Website Template.

- The Website Template gives you Spectrum Branding and feel to your page. Template changes as the offers change so you will need to keep it up to date to avoid any marketing violations.

Purchase Leads from Lead Generator

If you are going to purchase leads from a lead generation source. Please consult and get approval from your account manager prior to investing.

Please understand that **YOU** are held liable if the lead generator violated any marketing tactics to attain the lead! Things you can do to avoid termination:

- Vet your lead generators properly before purchasing any leads.
- Make sure that the campaign that they use to attain leads is not violating any Social Media or Digital Ads guidelines.
- Make sure that Lead Gen is NOT advertising on any Negative Keyword Search terms.
- Make sure that the Lead Gen is getting authorization from the consumer to contact them prior to contacting them
- Make sure the Lead Gen can provide compliance that authorization was given by customer to be contacted for any lead that Spectrum may ask for.
- Vet customer on the Do Not Call List prior to contacting them

Google/FB/Bings Ads View Access

If you will be participating in any digital Ads techniques, you must give Spectrum / Vomtel Ads View Access to any of the platforms that you will be advertising on.

Spectrum will use view access to verify that Negative Keywords are in place at any given time and to make sure that all ads are compliant with the marketing guidelines.

Failure to do so will result in possible termination of Spectrum Authorized Partner Status

Prohibited Marketing Tactics

The following marketing tactics will result in immediate termination of your Spectrum Authorized Partner Status.

Best Business Practices

Always consult with either your Vomtel or Spectrum account manager prior to engaging in non-traditional marketing tactics.

Door to Door

Direct sales in residential neighborhoods or apartment complexes conducted by retailer or retailers' employees are strictly prohibited.

Digital Tactics – Negative Keyword Search

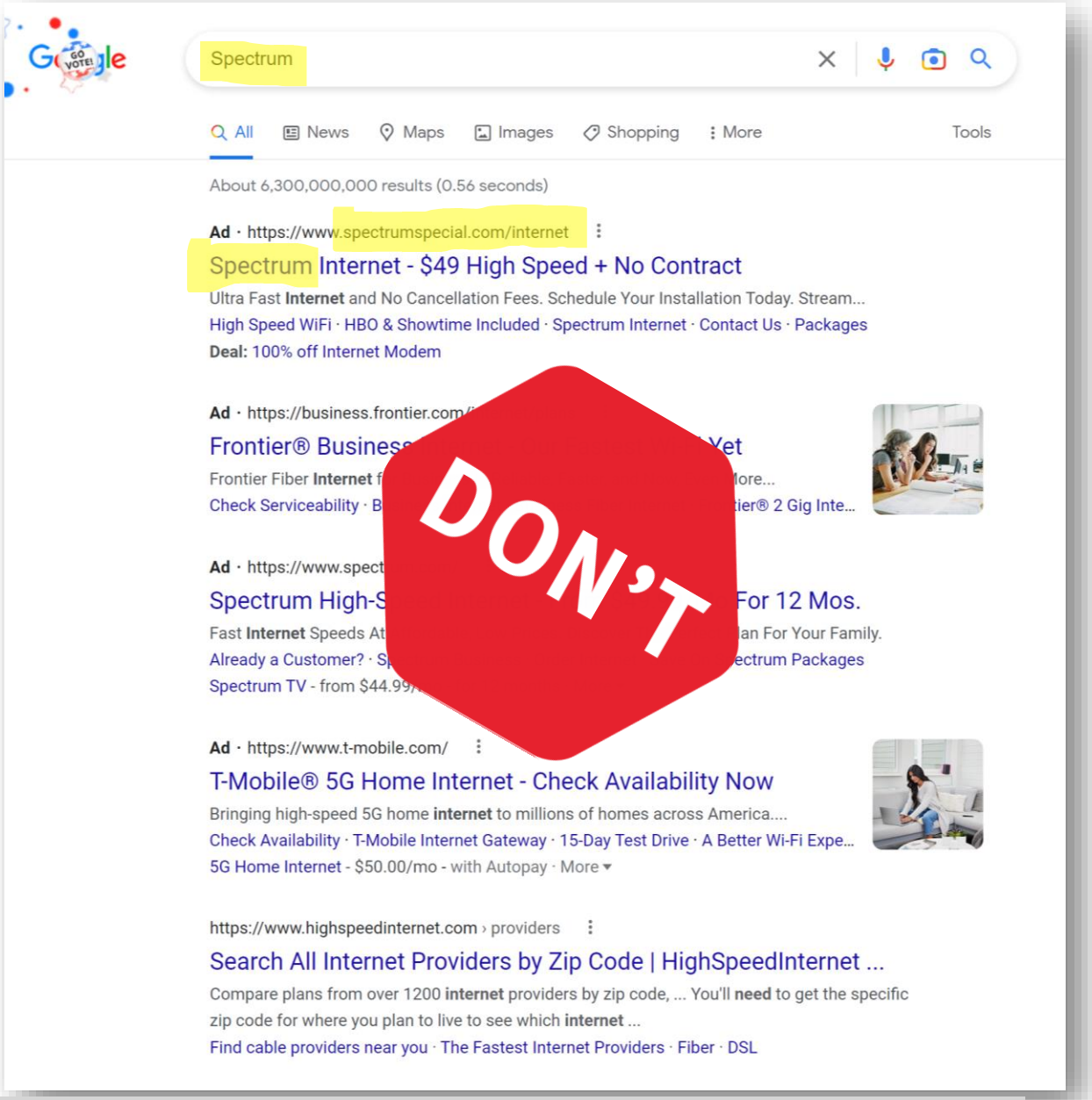
Do not use branded keywords in paid searches like Google AdWords, Bing, Yahoo, Yelp, etc. Make sure to always have the Negative Keyword File in place.

Do not use branded keywords on URL's for websites

Branded Keywords include:

"Charter", "Spectrum", "Time Warner Cable", "Bright House Networks"

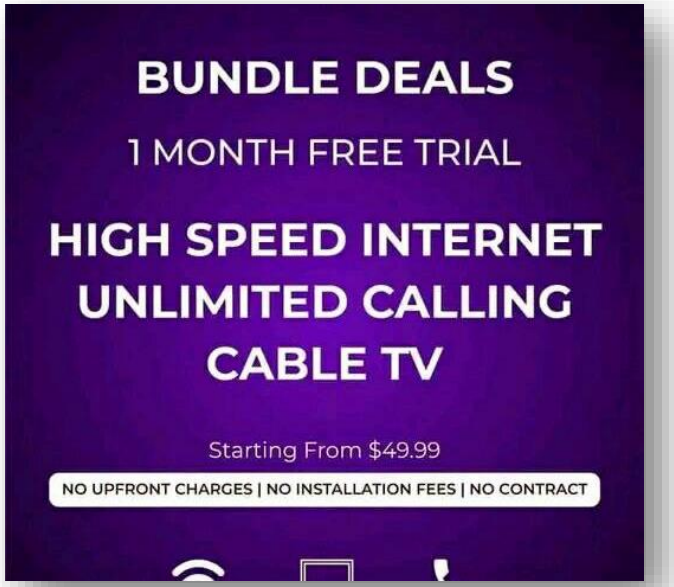
* Any variations and/or misspellings, and any word created/used for the purpose of directing Spectrum Business is prohibited.

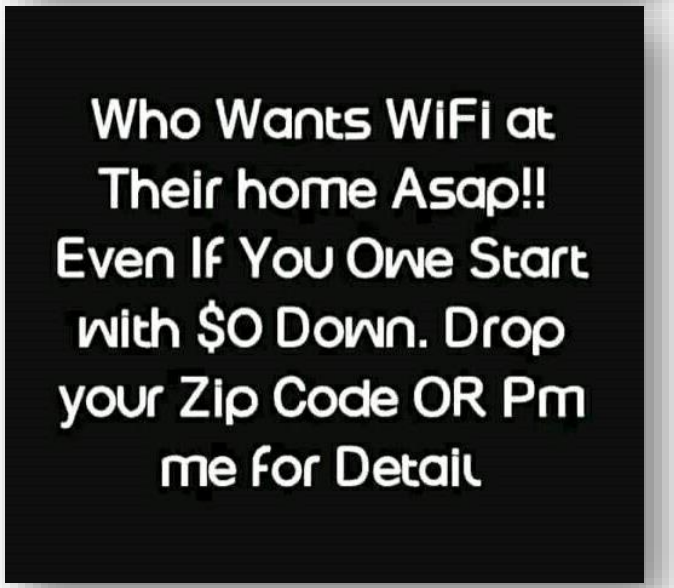


Promoting Fraud

- Spectrum Services may not be solicited by advertisements that promotes fraud such as “owe money, no problem”, “no money down”, or “no social security, no problem”

- Even if you are not naming Spectrum or any of it’s branded keywords. This type of advertisements will be strictly prohibited.





Manipulating Customer Information

As a partner it is your responsibility to maintain a high level of ethics when conducting business. Manipulation of customer information to bypass past due balances, first month payments, or to give existing customers new customer promotions may result in termination of your Spectrum Authorized Partnership.

Charter owned or Big Box Retail Partners

Events that are in the area of a Charter Company owned store or Big Box Retailer that has a relationship with Charter are prohibited.

This includes: Walmart, BEST BUY, H-E-B, P.C. RICHARD & SON

We will update this list as we continue to add new retailers

Prohibited Sales Tactics

Any areas that are away from the vicinity of your retail location.

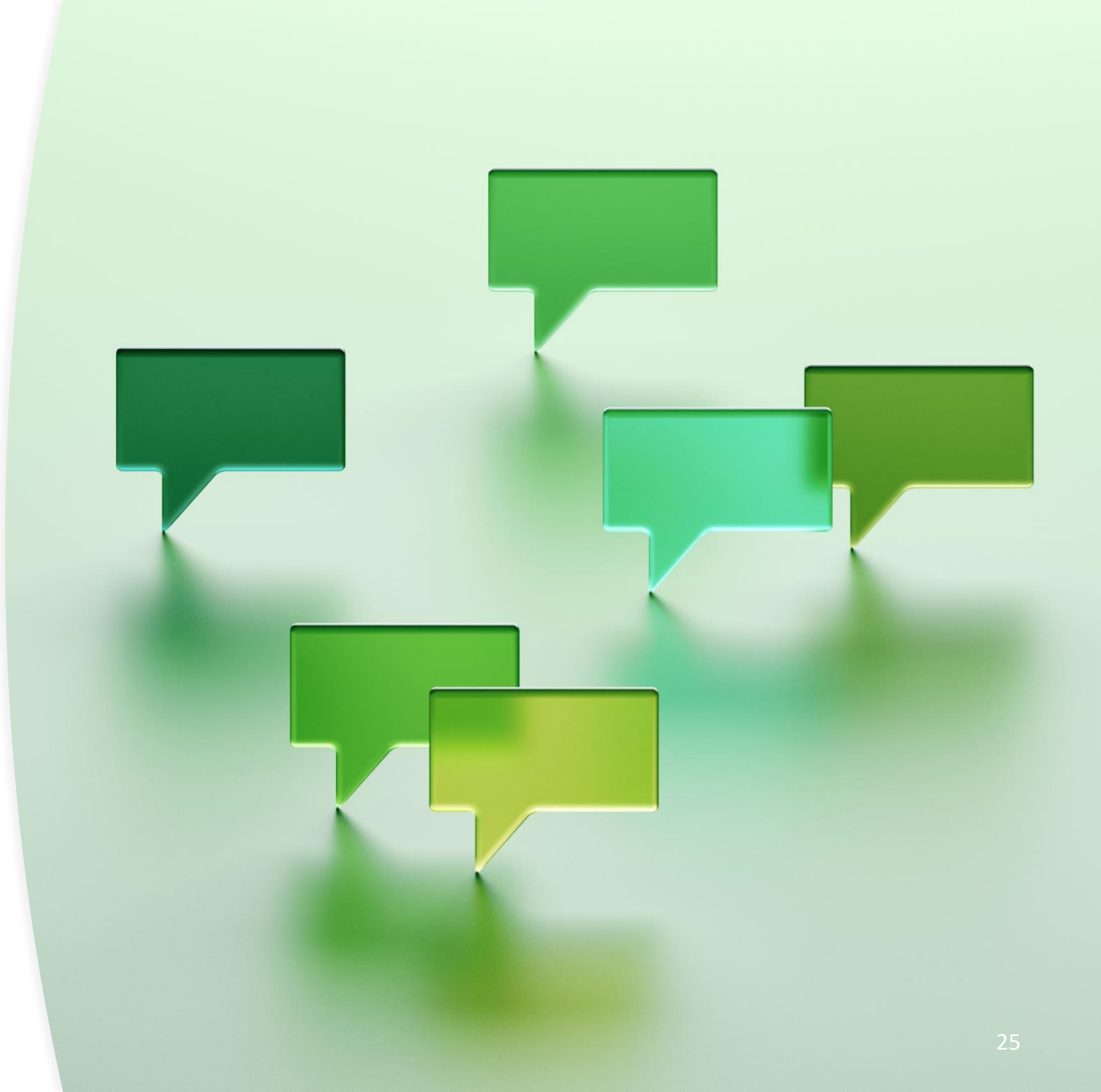
- Do not set up away from your retail location.
- Do not set up at the corner of any intersection
- Do not set up on sidewalks
- Notify Vomtel or Spectrum of any tent events at your retail location where you plan on having exterior marketing exposure.

Sub-Distribution

Retailer agrees not to solicit other resellers for the purpose of selling Charter services.

Customer Consent

Soliciting subscriptions without customer consent for Charter Services, directly or indirectly, via facsimile, email, direct mail, shared mail, social networking sites or applications, (or similar), text messaging or outbound telemarketing , either live or recorded is prohibited.



Best Practices for Marketing Tactics

- Always use pre-approved material
- For non pre-approved material always submit to Vomtel / Spectrum for approval.
- Do not post, print, or participate in prohibited marketing tactics.
- If you are not sure if your marketing tactic is prohibited it is always best to ask your Vomtel or Spectrum account manager.

Contractors, Employees, Marketing Agencies, Lead Generators, etc.

Any person the Partner engages for the purpose of soliciting Charter services is the sole responsibility of the Partner. This includes agents, sub-agents, contractors, 1099 workers, marketing agencies, lead generators or any other entity working under partners Ssales ID. Retailer assumes responsibility for market tactic violations of any person or entity that is representing the Retailer.

CLICK HERE TO BEGIN QUIZ