



Marketing Do's and Don't

Pre-Approved Marketing Tactics

Print Advertisements

- Pre-approved by Charter
- In the event that you want to do your own print advertisement, you must submit the artwork to Vomtel for approval from Charter.

The advertisement features the Spectrum logo and 'AUTHORIZED RETAILER' text in the top left. In the top right, it says 'Retailer's Name', 'Address', and 'Phone Number'. The main headline reads 'GET AN UNBEATABLE PRICE ON SPECTRUM SERVICES.' followed by 'TV + INTERNET + VOICE from \$99.97 (plus for 12 mos when bundled)'. Below this, there are images of a TV, a laptop, a tablet, and a smartphone, all displaying the Spectrum interface with various program listings like 'Chopped', '2017 Solheim Cup', and 'The Real Housewives of Dallas'. At the bottom, a large '\$500' is displayed with the text 'Stuck in a contract with another provider? We'll buy out your current contract up to \$500** Ask us how!'. Fine print at the very bottom provides terms and conditions for the offer.

Spectrum | AUTHORIZED™
RETAILER

Retailer's Name
Address
Phone Number

GET AN UNBEATABLE PRICE ON SPECTRUM SERVICES.

TV + INTERNET + VOICE
from
\$99.97
(plus for 12 mos when bundled)

Chopped
Chefs in a Pickle
8:00 - 9:00 PM | 81 FOODHD
TV-G, SD, CC | 2017 The tricky challenge in this competition is to include pickles in every dish -- including dessert! The first...

8:23
Chopped

2017 Solheim Cup
English Premier League Soccer
The Real Housewives of Dallas
The Real Housewives of D
Zagascars
Hotel Transy
Southern Justice

Stuck in a contract with another provider?
We'll buy out your current contract up to

\$500**
Ask us how!

Limited-time offer; subject to change; valid to qualified residential customers who have not subscribed to any services within the previous 30 days and have no outstanding obligation to Charter. *Bundle price for TV Select, Internet and Voice is \$99.97/mo. for yr. 1; bundle price is \$119.97/mo. for yr. 2; standard rates apply after yr. 2. Installation, equipment, taxes, fees and surcharges extra; additional services are extra. General Terms: TV: TV equipment required; charges may apply; channel and HD programming availability based on level of service. INTERNET: Available Internet speeds may vary by address. VOICE: Taxes and fees included in price. **Restrictions apply. For contract buyout qualifications, go to Spectrum.com/buyout. Services subject to all applicable service terms and conditions, subject to change. Services not available in all areas. Restrictions apply. © 2018 Charter Communications.

Pre-Approved Marketing Tactics



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 Marketing Tactics

Cross-selling by retailer sales representatives on inbound or follow up phone calls. Calling to follow up on your customers previous activation? Why not offer them Spectrum Services for their home?



Pre-approved Marketing Tactics



Radio Ads

- Spectrum has Pre-approved Radio Scripts for you to use.
- Do you want your own Radio Script please submit it for Approval to your Vomtel Account Manager

Authorization Needed Marketing Tactics

Social Media

Do not use non-approved ads on social media.

Vomtel will provide Pre-approved marketing ads to use on social media. If you would like a custom advertisement, please make sure to submit the art work to Vomtel for approval before posting. We do not want you losing your Spectrum Authorized Retailer status over a social media post.



Authorization Needed Marketing Tactics

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.



Prohibited Marketing Tactics

The following marketing tactics will result in immediate termination of your Spectrum Authorized Retailer status.

Best Business Practices

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



Prohibited Marketing Tactics

Door to Door

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



Prohibited Marketing Tactics

Digital Tactics

Do not use branded keywords in paid searches like Google AdWords, Bing, Yahoo, Yelp, etc.

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.

Prohibited Marketing Tactics

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.

Prohibited Marketing Tactics

Sub-Distribution

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



Prohibited Sales Tactics

Swap meets or 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.

No swap meets ever.

Prohibited Sales Tactics

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:



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

Prohibited Marketing Tactics

Soliciting subscriptions 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.

Contractors and employees



Any person the Retailer engages for the purpose of soliciting Charter services is the sole responsibility of the Retailer. This includes agents, sub-agents, contractors and 1099 workers. Retailer assumes responsibility for market tactic violations of any person or entity that is representing the Retailer.

Best Practices for Marketing Tactics

- Always use pre-approved material
- For non pre-approved material always submit to Vomtel 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 account manager.

CLICK HERE
TO BEGIN
QUIZ