
MARKETING GUIDE

HYTERA COMMUNICATIONS (CANADA) INC.



FOR DEALER USE ONLY

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The Hytera logo is displayed in a large, white, 3D-style font. The letters are bold and have a slight shadow, giving them a three-dimensional appearance. The logo is positioned in the lower right quadrant of the page, partially overlapping the background image of a building facade. The background image shows a modern building with a grid-like pattern of windows and a blue sky with a white cloud.



WHERE TO FIND US

HYTERA CANADA

ADDRESS, PHONE & EMAILS

100 Leek Crescent,
Unit 11,
Richmond Hill,
ON L4B 3E6

T: (905) 305-7545

E: info@hytera.ca

Marketing:

ludovic.benistant@hytera.ca



2018

Order your customized marketing pack now and receive banners, brochures, stickers and swag.

<http://hytera-partners.ca/marketing-pack/>

FOLLOW US



Facebook – hyteracanada



Linkedin – hytera-canada



Youtube – Hytera Canada



Twitter – Hytera_Canada



Google+ – Hytera Canada



OUR VALUES

SUPPORT – INVESTMENT – GROWTH

Localized professional support: A major factor which sets Hytera apart from its competitors is the localized service and support they are able to provide you around the clock. No repair, task or customer query is ever too big or small. Part of Hytera's business policy of providing local service includes building relationships with dealers in their specific markets, enabling more effective communication and a better understanding of market and cultural nuances. At Hytera, we understand that keeping this kind of support in-house is the key to striving toward a better future for all.

Investment and Innovation: Advanced technology and reliable quality are at the heart of our business principles at Hytera. Hytera invests heavily in R&D in order to support our commitment toward remaining at the forefront of ever-changing technologies.

Growing Together: Hytera's ethics are based on building relations and working towards creating, fulfilling and achieving customer satisfaction. In order to grow, we understand that creating value and setting the brand apart from others in the industry requires a long-term approach to fully understanding customer needs and requirements. For dealers this is the perfect opportunity to work in sync with Hytera and share their success story.

SERVICES AND OFFERS

2018

■ **Marketing Portal**

Many of our dealers are aware that we launched a marketing portal, available to registered users only. This has been one of our most successful marketing tools implemented last year. If not already registered, visit the portal at the website provided here and get access to high resolutions images, product brochures and other marketing assets for your use. hytera-partners.ca

■ **Dealer Events and Exhibitions.**

In order to maximize the opportunity of future events and exhibitions we have decided to adapt a new way of taking part. If our dealers are looking to take part in any exhibitions/ events in 2017 and feel Hytera would benefit from taking part, then we would be willing to split the cost of the event with the dealer. Please get in touch with your account manager or provide more details about the event by filling out the form which is available on our marketing portal. Once your proposed exhibition/event has been reviewed we will get in contact with you to discuss in further detail. We also offer fully designed banners, brochures and stand!

■ **Sponsorship**

This year we have also introduced a Sponsorship program. If you know an individual or organization taking part in an event that Hytera could be interested in sponsoring, we would be happy to hear more about it. Please get in touch with your account manager or directly contact Hytera Canada's marketing team to discuss the sponsorship opportunities in more detail.

■ **Newsletter**

Need a way to grab the attention of more prospects or distribute relevant information to your current customer-base? Hytera now offers a set of email templates to help streamline the appearance and effectiveness of email communications. The templates provided are all suitable for most of the popular email platforms, allowing for simple and quick integration.

■ **Advertising**

All the advertising materials you need at your disposal!

We propose several ideas and designs created by professionals to help advertise companies in an effective way. Whether it be a magazine print ad or an online version, our team can work their magic to craft your brand's image the best way. Feel free to add your own company logo on materials provided.

■ **Roller Banners**

All our roller banners are ready to be used! They have been designed specially for the Canadian market. You can borrow our banners or if required you can get one printed using your company's logo. It's that simple.

■ **Presentations**

We provide Keynote, PDF & PowerPoint presentations! If you are using a Mac or PC, laptop or a tablet these presentations are fully adapted for you.

■ *Please provide us with some feedback and bring us the next big idea. What do you need? What can we do to make you succeed? We are here to work around your needs all you have to do is click on the right button.

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CASE STUDIES

FREE ADVERTISING OPPORTUNITIES

Are you looking for free advertising opportunities with Hytera?

Help us create a case study by providing a few details on what you have sold and what measures were taken to meet a customer's needs.

Our case studies will be publicized on Hytera's website and publications with your company logo alongside ours. Also, we offer **CA\$1000** direct marketing budget! Keep this section in mind when you close a great deal!

Please note that we only accept a case study if a minimum of 100 radios was purchased. Also, the case study must be in one of the following vertical markets oil&gas, transport and public safety.

MARKETING FUNDS

Policy

–A dealer can ask up to **1% of their current sales**. A family dealer can ask for **1% of their yearly commitment or 2% of their current sales**. All funds that are earned in a calendar year (Jan–Dec) expire on March 31st of the following year.

–Each fund request have to be pre-approved by Hytera’s marketing team.

–Up to 70% of a marketing initiative can be funded for Family Dealers. For Signed Dealers, we will cover up to 50%.

–Brochures and promotional items (SWAG) cost is covered –in limited quantities only–.

Process

1. Fill out the online application for your marketing initiative. (<http://hytera-partners.ca/marketing-offers/budget-request/>).
2. Hytera Marketing department to assess the opportunity and will make a decision within 1 week of submission.
3. Dealer sends invoice(s) related to the marketing initiative.
4. Hytera to issue a credit note to Dealer’s account.
5. Hytera and Dealer work together to evaluate the success of the co-op marketing initiative.

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MARKETING SUGGESTIONS

You want to launch a great marketing campaign but you don't have the time to sit down and think it through? And, if you don't have a marketing background you might not know where to start. Then, let us propose you some ideas that are customized to your needs.

Simply fill out this form <http://hytera-partners.ca/signed-dealers/>, and we will get back to you with our best **ideas and suggestions about what marketing activities we could do together in your region.**

You can count on us to support your plan, launch, monitoring and evaluation of your marketing activities.

Sum up

1. **Follow us** on social media and get latest news.
2. **Order** your customized marketing pack.
3. **Register** to our Portal: hytera-partners.ca/.
4. **Sign up** for our monthly newsletter (Hylights).
5. **Register** to the dealership program.
6. **Co-build** a case study with us.
7. **Let us know** what we should do to help you better.

“Not only do we have ideas in the pipeline, but we are also bringing a range of new opportunities to the table, allowing us to work hand-in-hand with our dealers and offering as much support and assistance as we can to build better relations.”



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