

Partner contribution guidelines for industry playbooks

What is an industry playbook?

- This is a large, comprehensive written asset created by Spryker to be used as a cornerstone piece of content for raising awareness and capturing leads.
- Spryker is actively pushing and advertising these content assets.
- Spryker's focus industries are Automotive, CPG, Industrial Goods, and Wholesale & Distribution. Partners should **focus on only one of these industries** for their contributions.
- Here is an example of [The Automotive Playbook](#), which is the most extensive and includes one contribution already.
- Here are the MVP versions of the [CPG Playbook](#), [Industrial Goods Playbook](#), and [Wholesale & Distribution Playbook](#).

What does a partner contribution to an industry playbook look like?

- Here is an example of [Tealium's contribution](#) to the Automotive Playbook.
- It includes:
 - A backlink to the partner's website
 - Thought leader positioning and an image of a representative from the partner's company
 - Content related to the industry

Why should a partner contribute to an industry playbook?

- As a cornerstone piece of content, Spryker will put a large amount of effort and resources into advertising and distributing this content, leading to **great exposure for the partner**.
- **Easy** way to piggy-back on Spryker's marketing efforts, as it will also **raise the partner's profile** within the industry.
- It's an opportunity to further position **thought leadership** in the market.

How can a partner contribute?

- A partner can contribute to an industry playbook in many ways:
 - Providing written content in bullet points or paragraphs as answers to a Q&A:
 - We have 3 large slots per industry playbook for a max 500-word contribution where at least 50% is industry-relevant information.
 - We have 2 small slots per industry for a 250-word contribution, answering 1 x industry-specific question, and 1 x company-specific question.
 - Providing content via a Zoom call:
 - Turned into written content
 - Edited into a video - we have 1 x slot for a video per industry playbook
- What else does a partner need to provide?
 - A spokesperson
 - A high-resolution photograph of the spokesperson

What is the timeline for partner contribution?

- The industry playbooks are 'living documents' that are added to over time, so there's no strict timeline. However, the playbooks are undergoing a 'tune-up' process between May and June, so this would be the best time to finalize partner contributions. Therefore, please aim to submit any contributions by **mid-June**.

Guidelines for partner contributions to industry playbooks

- Any content should be specific to the industry, and add value for the reader.
- The content should not be a pure sales pitch for the partner product or service, but offer unique insights.
- Partners can contribute as little or as much as they would like, but ultimately Spryker will decide how much to include in the playbook. The partner will get a final look at the content before it goes live.

Format

- The playbooks are created in Hubspot (thus shared with readers as a link, not as a PDF) which has multiple benefits for us, the partners, and the readers themselves
 - Responsive design, looks good on any device
 - Analytics: we can track how people consume the content, e.g. how long they stay on the page, how far they scroll, etc.
 - Versionless and easy maintenance: everyone always has access to the latest version and we can add further statements easily; it will be a living document
- We will provide social media banners for the partner to post / promote the asset easily
- **Partners are not allowed to do their own lead gen with the playbooks**, and Spryker will not share leads, but we will position partners as subject matter experts, and actively promote their names and brands to our database and through all our marketing channels