



A simple checklist for new RingCentral Partners

Generating brand awareness to drive sales

**RingCentral**<sup>®</sup>

# Drive sales by generating brand awareness

Complete this checklist for success.

## 30 days: **Know** the basics

- Identify your **buyers** to produce sales qualified leads
- Download **RingCentral Co-Branding Guidelines**
- Begin your **RingCentral certification courses**
- Assemble your **resources**
- **Request to join** the **RingSocial for Partners** program

## 90 days: **Execute** awareness campaigns

- Execute a **social media campaign**
  - Use these **social cards** and **copy** to execute a simple LinkedIn campaign.
- Email your **current customers**
  - Download, tailor, and deploy **these emails** to let your current customers know you now sell RingCentral.

## 60 days: **Execute** the basics

- Add the **RingCentral Partner logo** to your website and email signature
- Create a **RingCentral landing page** with a lead form
- Add **web banners** to your website and landing page

## 120 days: **Execute** a targeted campaign

- Download a **Campaign in a Box** from the Partner Portal
  - Follow **best practices** when implementing your campaign.