

Marketing with

Concur:

Tools & Resources

Get started now



Welcome Marketers!

Welcome to the Concur Solution Provider Program.

We understand that part of making any program successful is having the right tools and materials to promote and communicate our joint propositions.

Our program is not like a typical channel program – we don't ask you to re-sell Concur but to simply refer your clients and we will do the selling. As a result, our marketing options may be slightly different to what you are used to. We approach our marketing like a self-service buffet – what is ours is yours. If you feel you can utilise it, we will do our best to help you. Our mantra is to make things as easy as possible for our partners to market and leverage all the materials that we create for your own use including our whitepapers, lead generation campaigns and collateral.

Please read through this guide to understand all the marketing options available to you. If there is anything that you would like to get involved with (or any questions), please contact me at kerry.lancaster@concur.com.

Kind Regards,

Kerry Lancaster
Channel Marketing Manager ANZ

Leverage: Our Brand

Share: PR & Social

Have your say: Blog

Promote: Website

Engage: Events

Growth: Lead
Generation

Getting Started:
Checklist

Leverage: Our Brand

The Concur brand aims to come across in all our communication as **Clear, Optimistic and Knowledgeable**.

As a partner of Concur, should you want to use or mention the Concur name or logo in any press, collateral, website, this must be approved by a marketing contact at Concur. We aim to make this process as quick and easy as possible. Feel free to take a look at our brand site which will include usage guidelines and logos for download directly:

www.concurbrand.com (username: Concur; password: Click.Done)

Should you have any queries, please contact Kerry Lancaster at kerry.lancaster@concur.com.

We have 3 logos that are available for your use :



Share: PR & Social



16,200 followers



27,200 likes



10,900 members



587 followers

Social Media is a big part of Concur's own marketing strategy, as we understand the importance and reach that it has.

We are happy to amplify any of your social media efforts around events or campaigns that we run in conjunction with you.

Tag us! @Concur

What you need to do:

1

Provide us with your social media posts and any relevant hashtags.

2

Make sure to connect to all your contacts at Concur, so we can also help amplify your message.

3

Provide us with plenty of lead time to coordinate with your launch to maximise impact.

Have your say: Blog

The Concur blog is a great opportunity for you to use another channel to reach your target audience and build brand awareness. Moreover, it's mutually beneficial as link-building increases trust and credibility through social amplification.

We recognise that you bring a unique perspective and specialised knowledge in your area of expertise and as a result, we have carved out specific slots in our blog calendar dedicated for our Advisors.

Blog posts are shared with all our social media networks.

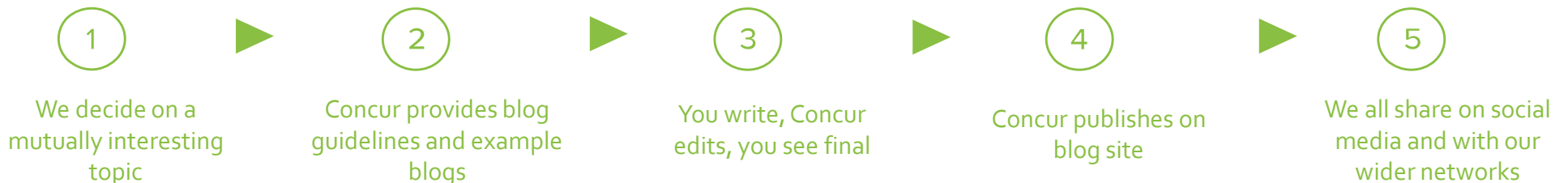
www.concur.com/blog



A blog is...

- 400 – 500 words
- Includes a strong CTA (Call-to-Action)
- Includes supporting evidence, research to cite sources
- Helpful, interesting and relevant
- Builds an emotional connection with its audience
- Campaign related or helps Concur market itself (as an add-value to your solution)
- Answers: "So what, what's in it for me?" for the reader.

How it works: (avg. timeframe is 3 weeks from ①)



Promote: Website

Your website is a great way of promoting our partnership and driving referral leads to Concur and ultimately easy revenue for your business.

Since all public mentions of Concur must be approved by Concur marketing, we want to make this as easy as possible for you, and included some pre-approved web copy (below) that you can post on your website. Alternatively, draft your own and send it through for a quick approval.



If you would like to link our Test Drive (currently our highest conversion tool) to your website, or any of our many other assets, don't forget to ask for a coded link so we can track all enquires back to you!



Our partner website is currently under construction, so please bear with us, and once we get it completed we will be in touch to get you on our site as well.



Examples of what other Advisors have written:

[Company] chose to partner with Concur for their intelligent solution to the time consuming problems surrounding expense management. The global leader in travel and expense management Concur works with your ERP solution through cloud- based data storage, optimising your operations and streamlining your processes. Their solution allows the remote approval of expenses through a mobile app, enabling you to pay your employees faster. It reduces processing costs by as much as 83% and cuts back on user errors.

Concur is the global leader in travel and expense management. [Company] is partnered with Concur because we believe that, when it comes to expenses and business travel, they are quite simply the best partner to help your business do more, more efficiently.

Engage: Events



Live events

We find that one of the easiest ways to drive referrals for the program – and ultimately revenue for their organisations is to invite Concur to their prospect and customer events!

It's really quite simple. Invite us, and we'll show up with speakers, exhibition booths, freebies – you name it.



Webinars

In addition, we are more than happy to present at your webinars – provided that you drive the attendees. We can work with you on content and in some circumstances provide the platform to drive the webinar from.

Partner Webinar Kit

Use this quick guide to manage the nurture process for the *Scaling up: preparing for the challenges of growth* webinar. In a few simple steps, you'll engage your clients or prospects, encourage their participation and, most importantly, give them the kind of information they want. And that makes you a resource they can count on.



Anyone that we speak to at your event with interest we will track and report back to you.

Concur Driven Events:

At times we will provide events – typically informative networking lunches where we may approach you to invite some of your customers and prospects that we are currently speaking with. Some of these opportunities will require a financial investment, and some we'll take care of.



Fusion Exchange:

We have an annual customer & prospect event held in Sydney in which we have limited partner sponsored spaces available. Contact Kerry Lancaster if you are interested.

Grow: Lead Generation



Email Templates

Most of our whitepapers and e-books available on our resource centre (<https://www.concur.com.au/resource-center>) have corresponding email templates that we can deploy on your behalf, or we can provide you to deploy yourselves.

We can provide you with unique links that allows tracking as well as social media copy to utilise.



Test Drive

Our test drive allows prospects to see our experience live. We have uploaded a selection of receipts and approvals for prospects to go and complete so they can see just how simple expenses can be.

We can provide you with a unique link that allows us to track any prospect who signs up for our test drive to you – ask us how.



Collateral/Whitepapers/ Brochures

We have a large selection of research, whitepapers, e-books and brochures that we can provide you with. These are constantly updated and reviewed, so please reach out to get our best and most current selection.

Feel free to pass these onto your prospects, employees and customers to help educate and start the expenses conversation.



Comprehensive marketing campaigns

Complete marketing campaigns are only available for our platinum elite advisor partners and are discussed on an as-needs basis.

Please contact Kerry Lancaster if you are interested in conducting a joint marketing campaign.

Get started: checklist



Launching the program

The launch is the first and important part of a successful partnership. Getting the word out there is key.

- Email program launch to internal stakeholders, customers & prospects (sample template provided)
- Ensure your business is signed up for training. Attend yourself.
- Understand the program and Concur – Read provided materials
- Update your website with Concur partnership
- Follow Concur on social media – twitter, linkedin, facebook etc.



Driving Engagement

Engagement is a continuous effort. Make sure to ask questions and include Concur where possible. We will do the same in return.

- Consider incentivising your sales reps to refer Concur?
- Share your events calendar and invite Concur to any upcoming events
- Provide Concur with contact details of internal stakeholders to be included in partner-wide communications
- Include Concur in your monthly/quarterly marketing plans – share and ask for our plans as well.



Enablement

Educating sales and providing right tools and information to get comfortable to start a conversation around expenses.

- Provide feedback to Concur on what tools are missing and what format is needed.
- Include Concur with your own product suite in your sales materials
- Ensure that your sales team has had a look and play with our test drive



Celebrate your success

Recognising successful members of your team are integral to keeping the program momentum.

- Is this client a potential case study or reference? Concur has a team who can write, produce and publish case studies for you to use – part of the Solution Provider benefits..
- Recognise those who have passed qualified leads, leading to a sale – we would love to feature them in our newsletters and they will likely be eligible for our incentives.