# FORTELLIS

Automotive Commerce Exchange™

# Marketing & Branding Guidelines for Contributors

# ✚ WELCOME TO FORTELLIS

AS A CONTRIBUTOR, YOU'RE JOINING A GROWING COMMUNITY OF FORWARD-THINKING DEVELOPERS, PUBLISHING INNOVATIVE APIS AND APPS AND DRIVING RAPID INNOVATION WITHIN THE AUTOMOTIVE INDUSTRY BY ENABLING A MORE EFFICIENT AUTOMOTIVE COMMERCE ECOSYSTEM.

Thank you for being a part of Fortellis. We're looking forward to working together for many years to come!

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This document provides an overview of the marketing resources and guidelines you can use to communicate the launch of your new APIs and Apps to the industry.

# + ABOUT FORTELLIS

FORTELLIS IS A TECHNOLOGY PLATFORM THAT ALLOWS THE AUTOMOTIVE INDUSTRY TO LEVERAGE, BUILD, INNOVATE AND INTEGRATE APPLICATIONS AND WORKFLOWS TO TRANSFORM BUSINESSES OF ALL SIZES. THE FORTELLIS PLATFORM'S DEVELOPER NETWORK AND MARKETPLACE CONNECTS SOFTWARE DEVELOPERS, OEMS AND DEALERS SO THEY CAN CREATE NEW AND UNIQUE EXPERIENCES.

**Contributors on the platform generally follow two paths to success.**

## API PUBLISHERS

BY PUBLISHING YOUR APIS ON THE FORTELLIS PLATFORM, YOU'RE NOT ONLY ADDING TO THE CAPABILITIES OF THIS EVER-EXPANDING ECOSYSTEM, YOU'RE ALSO ACCELERATING TIME TO MARKET TO ACHIEVE YOUR BUSINESS GOALS, WHETHER YOUR STRATEGY FOCUSES ON API USAGE OR MONETIZATION, THE NEXT STEP IS TO QUICKLY DRIVE ADOPTION. THIS DOCUMENT PROVIDES YOU WITH THE MARKETING TOOLS YOU NEED TO DRIVE AWARENESS OF YOUR API AND HOW IT WORKS WITHIN NEW FORTELLIS APPS.

## APP PUBLISHERS

PUBLISHING YOUR NEW APP LISTING IN OUR MARKETPLACE IS JUST THE BEGINNING OF THE JOURNEY.  AS YOU ONBOARD EXISTING USERS TO YOUR NEW INTEGRATION, FORTELLIS WILL HELP ENSURE YOU CONTINUE TO DRIVE NEW SUBSCRIBERS TO YOUR FORTELLIS APP. WE'RE HERE TO SUPPORT YOUR EFFORTS WITH A VARIETY OF MARKETING TOOLS TO HELP MAXIMIZE YOUR EXPOSURE.

# + MARKETING GUIDELINES

WE'RE EXCITED TO HAVE YOU AS A FORTELLIS CONTRIBUTOR — AND WE WANT YOU TO PROMOTE YOUR NEWLY PUBLISHED APIS AND APPS TO AUTOMOTIVE THIRD-PARTY DEVELOPERS, OEMS AND DEALERS.  WE LOOK FORWARD TO COLLABORATING WITH YOU TO BRING YOUR API OR APP TO MARKET.

## Dual Promotion

Fortellis is proud to support contributors who are continually publishing new APIs and Apps to the platform. Once your API or App has been approved and published, promoting it is the next part of the process. Below is list of comarketing efforts that can be part of the promotion for any public API or App published on the platform.

| FORTELLIS PROMOTION | PUBLISHER PROMOTION |
|---|---|
| **Blog**<br>We'll publish a blog about your new API or App on Fortellis. This post will be cowritten with your Go-to-Market staff. Both parties must agree on language. Post will include your team member as the author. | **Press Release**<br>Your team can use our template to draft a press release about your API or App. The release must be approved by the Fortellis team before it can use the Fortellis name or branding. |
| **Tech Connect Newsletter**<br>Your API or App will be featured in our monthly newsletter and linked to your API or App listing or related blog post. | **Fortellis Branding**<br>Approved Fortellis branding can be added to a publisher's web site and communications where the publisher's API or App is promoted. |
| **Social Media**<br>We will create social media posts featuring your new API or App. This post can be cowritten with your Go-to-Market staff. | **Social Media Promotion**<br>Publishers should use approved Fortellis hashtags and branding in any posts related to APIs or Apps on Fortellis |
| **Fortellis InVents**<br>InVents are live broadcasts based on a theme that promotes new offerings for dealers or developers. They are then published on the Fortellis website and YouTube channel. Let us know if you would like to be considered for one of these events by emailing Fortellis.GTM@cdk.com. NOTE: Not all new APIs or Apps will be featured in an InVent. We will review all requests and determine if an event is necessary. | **Publisher Events**<br>The Fortellis team can be contacted to participate in live events or recorded segments promoting new Fortellis APIs or Apps. Appearances will be approved on a case-by-case basis and are subject to CDK Global communications approval. |

**As a Fortellis Contributor, your organization will be highlighted in any listing of an API or App on the Fortellis platform. Links to your organization's profile will appear in:**

- Your API listing in the Fortellis API Directory
- Your App listing in the Fortellis Marketplace
- A blog posting related to new releases of APIs or Apps

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# **+ TOOLS AVAILABLE**

## AS A FORTELLIS CONTRIBUTOR, YOU HAVE ACCESS TO THE FOLLOWING BRANDING TOOL KIT:

- Fortellis lockup artwork (see available badges and the download link on the next page)
  - Use these on your promotions of your API or App.
  - Approved uses include webpage, social media and email
- Press release template (with quote options from leadership)

## ✛ Fortellis Badge

**The "Powered by Fortellis" badge helps you promote your contributions to Fortellis.**

If you want to use the badge in a print or digital ad or an email campaign, Fortellis must review the creative prior to release. This ensures accurate usage of the Fortellis brand. Please allow 48 hours to review materials.

This visual identity may not be altered or recreated. Only the supplied approved digital art files may be used. All marketing materials must be sent to Fortellis.GTM@cdk.com for approval.

**How to use the badge:**

Use the "Powered By Fortellis" Badge on social media, webpages and marketing emails to build awareness of your new offering on Fortellis.





**Below is an example of how a company logo might look alongside the Fortellis badge.**





The preferred format is shown here on a white background. If you feel that there is an issue affecting readability or creative impact, please email our creative team at Fortellis.GTM@cdk.com and they will provide suggestions or an alternative design.

**Download Badges**

# ✚ Using Your Fortellis Badge

**You can use the badge to identify yourself as a Fortellis partner on a company website.**

In the event that you want to use the badge in an advertisement (print or digital media) or email campaign, the creative must be reviewed by Fortellis prior to release. This ensures accuracy and consistency with the program. Fortellis must be given 48 hours to review materials.

This visual identity may not be altered or recreated. Only approved digital art files may be used to reproduce our Fortellis lockup.

Proposed materials must be routed through Fortellis.GTM@cdk.com for approval.

Powered by
**FORTELLIS**

### Sizing

The minimum size of the badge should not be any less than 1.125" in width to ensure visibility and readabilty.

### Colors

The colors within the framework of the badge should not be altered in any way. If a full-color option is not acceptable, please email Fortellis.GTM@cdk.com for an alternative option.

### Clear Space

To ensure readability and to promote the partnership, we request that a clearance be maintained around the badge. Please refer to the diagram above to see the minimum clearance. The clearance is based on the size of the plus sign. No text, logos or objects should go within this area. Patterns used within backgrounds are okay behind the badge.

### Preferred Size

Interactive: 150 px in width;
Print: 2" in width

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# ✚ COMMUNICATION GUIDELINES

## READY TO LET THE INDUSTRY KNOW ABOUT YOUR CONTRIBUTOR STATUS? THESE GUIDELINES WILL HELP ENSURE CONSISTENT AND ACCURATE COMMUNICATIONS.

### ✚ PR Guidelines

There are a number of public relations opportunities available to you as a contributor. Our only request is that we approve all communications referencing Fortellis. Your available opportunities include:

- **Contributor news release announcement:** As a contributor, you're encouraged to issue a press release after becoming a Fortellis contributor or publishing a new API or App.  Your Fortellis representative will provide a press release template with approved language from Fortellis and CDK Global. This template should be completed by your organization's marketing team. Any press release mentioning Fortellis or CDK Global must be <u>sent for final review</u> before it can be broadcasted..

- **Contributor Blog on Fortellis:** As a contributor, you can promote your new API or App listing to our Insights blog with links to active listing for immediate subscription. Blog posts should be sent to Fortellis.GMT@cdk.com for inclusion in Fortellis Insights. Our team will review the article and publish it to Fortellis on your behalf.

- **Fortellis Newsletter:** Once published, your API or App listing will appear in the next issue of our TechConnect newsletter.

- **Social Media Promotion of Blog:** Our team will promote your new API or App on Fortellis Social Media channels and direct visitors to your **Blog** on Fortellis to learn more.

- **Interview requests:** Please route any Interview requests regarding your new Fortellis API or App to Fortellis.GTM@cdk.com.

- **Testimonial opportunities:** Fortellis may contact contributors for PR opportunities on an individual basis. If you want to provide a testimonial about your Fortellis experience, please forward your request to Fortellis.GTM@cdk.com. Please note that your testimonial may appear in Fortellis and/or CDK Global marketing materials or be considered as an interview source for Partner Program media stories.

- **Participation in Fortellis InVents:** You may be asked to participate in a live or recorded discussion panel during a Fortellis InVent. You can request to participate in a Fortellis InVent by contacting brian.milller@cdk.com

## ✚ Social Media Guidelines

**We will need the following items from you to promote our partnership.**
Please send these items to Fortellis.GTM@cdk.com

- Contributor logo (vector file)
- Contributor social media handles for tagging purposes

## ✚ Facebook, Twitter, LinkedIn

**We may publish social media posts featuring logo images of new partners with a link to our landing page:**

Example: "We're proud to announce that 14 new contributors joined Fortellis in June. See if your favorite developers are on the list." (Post with link.)

**Contributors are welcome to respond or share these posts with messages like:**

"We're excited to announce our new publishing with @FortellisACE! Ask us how we can better help serve you."

**Other social media guidelines:**

- Partner must tag FortellisACE in any posts
- Use the supplied badge with your logo (vector file)
- Fortellis reserves the right to do additional promotion for partners through social media as it deems appropriate.

# **+ FINAL THOUGHTS**

**We want to extend our sincere thanks for your contributions to the Fortellis Platform. We look forward to working with you to deliver innovations to the automotive industry.**

This guide is a summary of our high-level marketing benefits and guidelines. We'll continue to update this document as needed. If you have questions that weren't answered in this guide, please contact us at Fortellis.GTM@cdk.com

# FORTELLIS

**FORTELLIS.IO**