

# ERA PR@TECT

SERIOUS ABOUT SECURITY



MARKETING SUPPORT GUIDE

# INTRODUCTION

Welcome to the ERA Protect Marketing Support Guide. As a reseller of ERA Protect, we are keen to support in helping you and your business be successful. We know investing in a new product line is a big step, so we want to make life easier by providing all of the marketing support we can to help you get started and attract new business.

## **Fully Committed to ERA Protect?**

Join our ERA Smart Supplier scheme. You can become a [Smart Centre](#), with lots of benefits and support in store, or if you feel a smaller package is better for you, you can choose to be a [Smart Hub](#) or [Smart Partner](#). You buy the stock and we will do the rest, creating marketing support materials that help you sell - read more about it on page 2.

To sign up and make the most of the marketing support available to you, please see the back page for ordering details.

## **Not quite sure yet?**

If you aren't sure whether becoming a Smart Supplier is right for you, take a look at any of the marketing support materials available, from small flyers to use as handouts, or counter top boards that talk about the product, through to demo boards and web pages. Alternatively, if there is something specific you need help with, that is not included here, please email us and let us know at [marketing@erahomesecurity.com](mailto:marketing@erahomesecurity.com)

## **Joining as an ERA Installer**

In addition to joining our Smart Supplier scheme, which includes listing you as a an ERA Stockist, you are also eligible to join our free ERA Installer Scheme, which recommends local installers to homeowners. There is no cost to join, you will get an installer kit which consists of clipboard, pens, freepost feedback forms and van decals. To join, all you need is customer liability insurance and a DBS valid within 5 years. Just email your documents and company details to: [marketing@erahomesecurity.com](mailto:marketing@erahomesecurity.com) and we will do the rest for you.

# ERA SMART SUPPLIER SCHEME

Sign up to work with ERA and choose one of the below options that best meets your needs:

**1.**

## ERA Smart Centre

1m Display Stands  
Social media support and 'Where to buy' status  
On-site training and dedicated support line  
Additional marketing material - FSDU's / Stickers / Printed Leaflets  
SOA Promo  
35% discount  
A1 or A2 posters  
Product data sheets  
Outdoor PVC banner  
  
See following pages for merchandising examples

**£2500  
BUY IN**

**2.**

## ERA Smart Hub

Full range display  
Additional training at ERA HQ  
Marketing material - Stickers / Printed Leaflets  
SOA Promo  
30% discount  
A1 or A2 posters  
Product data sheets  
Outdoor PVC banner

**£1000  
BUY IN**

**3.**

## ERA Smart Partner

Single product display  
Additional training at ERA HQ  
Marketing material - Printed Leaflets  
SOA Promo  
25% discount  
A1 or A2 posters  
Product data sheets

**£500  
BUY IN**

INDOOR POS



FROM **£6** PLUS DELIVERY Posters

FROM **£1** PLUS DELIVERY Flyers



**£35** PLUS DELIVERY Strut board



**£35** PLUS DELIVERY Postcards

- Single sided A4 & A5 Flyers - £43 for 100
- A1, A2 & A4 Posters - £9, £6 & £1 per poster
- Counter strut boards - £35 each
- Double sided A5 Postcards - £35 for 100

All of the above can be branded with your details on request via: [marketing@erahomesecurity.com](mailto:marketing@erahomesecurity.com)



£5 PLUS DELIVERY

Leaflet holder

- Pop up banner  
- 850mm x 2150mm
- A4 Leaflet holder
- Product Datasheets  
- up to 50 - FREE  
- 50+ £5 per 100 copies
- Brochures  
- up to 20 - FREE  
- 50+ £10 per 100 copies



£100 PLUS DELIVERY

Pop up banner



FROM  
£5 PER 100 COPIES

Datasheets



FROM  
£10 PER 100 COPIES

Brochures

# OUTDOOR POS



FROM **£65** PLUS DELIVERY  
1m x 0.5m PVC banner

- PVC Banners
  - 3m x 1m (8 eyelets) - £80 including hem & eyelets
  - 1m x 0.5m (4 eyelets) - £65 including hem & eyelets
- A Frame Boards
  - A1 size - £92
  - A2 size - £68



FROM **£92** PLUS DELIVERY

A Frame boards

## PRESENTATION CASE

For someone who doesn't have a show room but does want to be able to present the products to customers and show them easily without the need to carry boxes around, you can purchase an ERA Protect Presentation Case.



£320 INCLUDES STOCK

Presentation Case

- Presentation Case includes:
  - Outdoor Camera
  - Floodlight Camera
  - Hub
  - Keypad
  - Door/Window Sensor
  - Remote x2
  - PIR

# PRODUCT DISPLAYS STAND ALONE MERCHANDISERS

Self standing units that allow pack storage and demo of products. Products can be plugged in and interactive.



1m Display Stand - Standard

- 1m Display Stands
  - Standard £495
  - Premium £625
- 0.5m Display Stands - £390
  - Standard format



1m Display Stand - Premium



# COUNTER TOP OR WALL MOUNTED



£180

Single product display

- Single product display
  - Showing one product of choice
  - 30cm display with solo product - £180
- Full range display
  - Shows full range
  - 1m display with four products - £300

All prices including stock



£300

Full range display

# DIGITAL SUPPORT

## Non Chargeable Support

- Social Media Banners
- Product Images
- Web page content
  - We can provide you code to put on to your website which will bring up ERA Protect Product Pages for your customers to explain the product features and why buy.



If you sign up to be a [Smart Centre](#), we can work with you to promote ERA Protect in your own geographical area via social media and google ads, promoting your business as the local stockist.

## Chargeable Support

- 1 - 4 Week Social Campaign - £65 per week  
Advertising your business/ERA product via social media channels in your geographical area and to agreed target audience
- 1 - 4 Week PPC Campaign - £40 per week  
Advertising your business/ERA product via google so your business appears in searches for your local area for these looking for alarm systems or cameras.

Find out how to book digital marketing support at the back of this leaflet

# ORDER REQUIREMENTS

Follow the steps below to order any of the support materials:

**Step One:** Open an email and address it to; [marketing@erahomesecurity.com](mailto:marketing@erahomesecurity.com)

**Step Two:** Tell us in detail on the email the following information - this will be used to create your marketing materials:

- **Contact Name**
- **Contact Phone Number**
- **Business Name**
- **Business Address** (This will be used on marketing material)  
Please let us know if you have any other business addresses

**Step Three:** Tell us if you are signing up to be a Smart Supplier or whether you just require some basic marketing support - Someone will be in touch with you to confirm your requirements.

**Step Four:** Review the below points and let us know which support materials you require. Note that some offer dual branding - if you require dual branded materials, please attach a copy of your high resolution logo.

**Step Five:** Send the email and leave the rest to us!!

	ERA BRANDED	OWN BRANDED		ERA BRANDED	OWN BRANDED
Single sided A4 or A5 Flyer	✓	✓	Brochures	✓	✗
A1 / A2 or A4 Poster	✓	✓	Outdoor Banner	✓	✓
Counter strut board	✓	✓	Presentation case	✓	✗
Double sided A5 postcard	✓	✓	1m display stands	✓	✗
Datasheets	✓	✗	Counter top display x4 products	✓	✗
Pop up banner	✓	✗	Counter top display x1 product	✓	✗

 Can have your own branding alongside ERA
  ERA branded only available

Please note that the images provided in this leaflet are representative and may not be an exact match to what you receive

**ERA**  
**PROTECT**

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