

Hypertherm Marketing Playbook

If you read the articles outlining the launches of the Powermax45 SYNC® and the new Powermax investment positioning campaign, you likely saw references to the 2024 Marketing Playbook. The playbook is resource, based in our XNET partner portal, where our partners can find the marketing resources needed to build their Hypertherm plasma business with Hypertherm Associates.

Some key points regarding this resource are as follows:

What's in the playbook?

As shown below, there are six primary tabs, and sub-tabs within those. The primary tabs are:

- **Campaigns** - Major initiatives, often supporting new product introductions, market opportunities, or to address competitive threats
- **Promotions** - Relatively short timeframe initiatives that typically promote a product or product line
- **Programs** - Ongoing programs that support sales of Hypertherm plasma products
- **Ecommerce support** - An EXCEL based listing of product information (descriptions, photos, etc.) by part number, primarily to support partner web pages
- **Other marketing initiatives** - Support materials for products and applications not covered in other tabs/categories
- **Partner guidelines and information** - Guidance to ensure a successful partnership

The screenshot displays the Hypertherm Associates Marketing Playbook interface. On the left is a navigation sidebar with categories such as 'Xnet home', 'Channel partner resource center', and 'Document Library'. The main content area is titled 'Marketing Playbook' and includes a large image of a hand pointing at a screen with various icons. Below the image, there is a section for '2024 Marketing Initiatives' with a welcome message and a list of initiative types. At the bottom, there are tabs for 'Campaigns', 'Promotions', 'Programs', 'ECommerce support', 'Other marketing initiatives', and 'Partner guidelines and information'. The 'Campaigns' tab is active, showing a table with columns for 'Title' and various languages, and a list of asset types like 'How to use this content', 'Photos/Product Descriptions', 'Videos', etc.

- The playbook will contain assets and content for both regionally specific initiatives as well as key global initiatives, like new product launches.

- On the campaign tab, sub-tabs for new product launches will be hidden until launch campaign assets are made available. For the Powermax45 SYNC launch, partners will see launch materials – product brochures, webpage-ready product information/photos, videos, competitive comparisons, and more - on April 22nd.
- The playbook headers and copy, much of which you see above, will be translated into our supported international languages.

Where is the marketing playbook?

The playbook is [here](#) on the XNET, within the Channel Partner Resource Center

How should the playbook be used?

- The playbook is a 'one-stop shop' resource for partner marketing assets.
- Whether you need to download a template on which to build a Hypertherm product promotion, see what point-of purchase material we offer, or need content to build an email to support the Powermax45 SYNC launch, you can find these marketing support materials in the playbook.
- The Marketing Playbook provides the marketing assets you need to construct a Hypertherm plasma marketing plan, thereby building the basis for constructive discussions regarding marketing during business planning and business update meetings with your Hypertherm Associates sales manager.

We will highlight specific features of the playbook in upcoming monthly newsletters and will continue to refine its structure based on any input you provide to marketing.emea@hypertherm.com or your Hypertherm Associates sales managers.