The Marketing Add-on

Gabriel Wallén - 2024-12-17 - Introduction

This article provides an overview of the initiatives included in the Marketing add-on. If your company has signed an agreement for the marketing add-on, we will provide a similar document with further instructions on the content we need from you for each section.

1. Digital content

Below you will find a brief description of each area concerning digital visibility, followed by screenshots or examples.

Visibility on web

The partner's logo will be prominently displayed on our website, featured in our dedicated partner section. This ensures visibility to our wide audience of educators, decision-makers, and industry professionals, highlighting your collaboration with Skolon and enhancing brand recognition.

Banner in the Skolon App Store

Your banner will be prominently displayed at the top of the Skolon App Store, ensuring maximum visibility to educators and decision-makers exploring digital tools and resources. This prime placement highlights your brand and solution, making it one of the first things users see when accessing the Skolon App Store.

Visibility at events

All of our demo stations will feature a dynamic advertising campaign with your banner throughout the year at events, exhibitions, and fairs. As part of this package, your brand will also gain visibility at our stand during these occasions. Your banner will be prominently featured on our demo screens, ensuring attendees notice your presence.

Additionally, your application will be featured in the App Collection in the Skolon Platform. Potential customers will see your tool in the App Collection during all demos, and the Skolon Staff will highlight your integration by opening up the tool, giving potential customers an interactive and engaging introduction to your solution.

2. Sponsored article

We will publish sponsored articles from you during the year on our website. Simply provide us with the content, and Skolon will feature it on our blog, which reaches thousands of readers. Additionally, the article will be included in our newsletter sent to current customers, further extending your reach and visibility.

3. Event information

The marketing package provides diverse opportunities to engage with potential customers at exhibitions, tailored to the specific market for which the add-on is purchased. Each market offers unique features designed to maximise your visibility and customer interaction.

For example, in the Swedish market, you can take part in EdTalks—short, engaging presentations on educational topics that are highlighted at our stand, drawing significant interest from attendees. Meanwhile, at events like BETT, you can host live demos directly at our stand, showcasing your solution to a global audience of educators and decision-makers.

Goodiebag

Skolon gives away thousands of goodie bags throughout the year at different events. These bags will include a brochure featuring our partners, giving you the opportunity to showcase your solution and deliver your message directly to attendees.