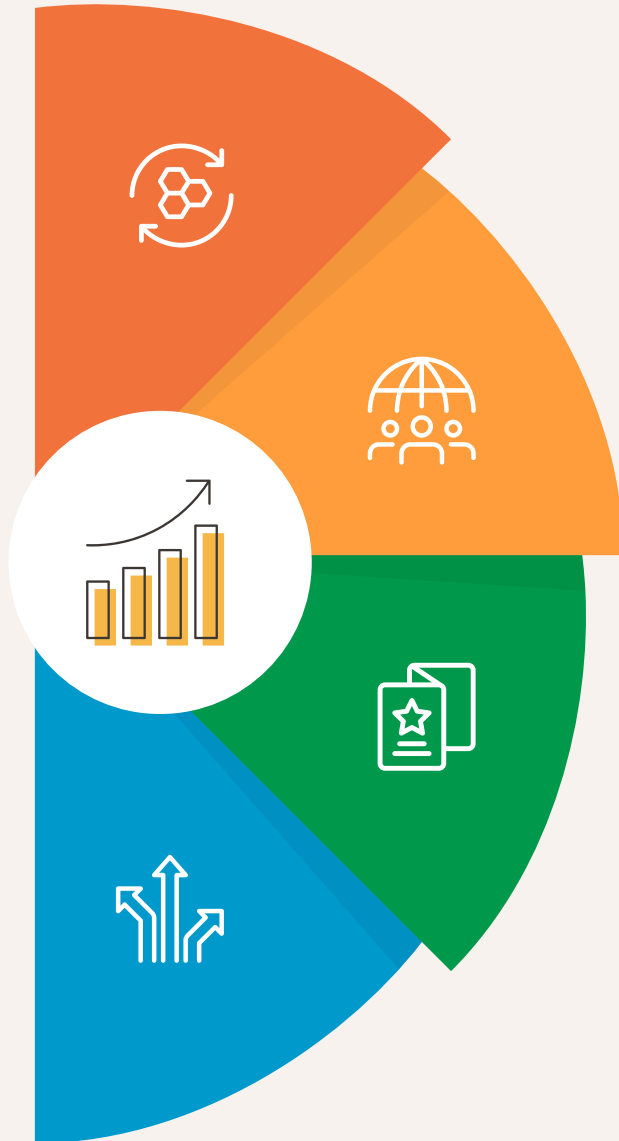


Marketing Grower360

TO YOUR CUSTOMERS



Consistent brand image

- Customize the portal with recognizable company images and colors
- Brand your app with a custom name and icon

Website and Email

- Prominently place the grower portal link on your website
- Email your customers an introduction and the link
- Ask sales reps, location managers, or front office staff to send a more personal follow up email to remind and offer assistance

Print marketing

- Design a flyer and add it to statements, invoices, and other mailings
- Create a QR code that links to the grower portal and print the code and a short message on stickers that can be applied to envelopes
- Use flyers or posters on-site at the counter, in the office, store, or loading areas
- Hang banner signs outside the building

Personal Conversations

- Schedule group customer meetings to explain the features and assist with setup
- Train-the-trainers: Schedule a staff meeting preparing all staff to promote the portal and offer customer assistance one-on-one by phone and in person