



What Defines a Channel Partner with TutorABC?

Here's what's involved

1 Commit to Featuring TutorABC in Their Offerings



Add a dedicated section about TutorABC on your website



Showcase TutorABC in your brochures or marketing materials



Include TutorABC in your service catalogs or portfolios.



2

Commit to Marketing TutorABC Actively



Run targeted email or SMS campaigns.



Feature TutorABC in newsletters or blogs.



Conduct social media promotions.



3

Collaborate on Service Integration



Offer TutorABC as part of workforce training programs.



Include TutorABC in employee benefits packages.



Host client-facing webinars or events



Engage in co-branded efforts like joint workshops or webinars





Here's what's involved

1 Leverage Day-to-Day Interactions to Recommend TutorABC

- ✓ Share sign-up opportunities with customers

Displaying TutorABC promotional materials at their place of business.



- ✓ Discuss TutorABC during routine interactions

Example roles: Maids, caregivers, airline staff, supermarket employees

2 Distribute Promotional Materials or Collect Information

- ✓ Hand out brochures, flyers, or other materials

- ✓ Displaying TutorABC promotional materials at their place of business.



- ✓ Encouraging customers to sign up for a free demo via:

QR codes

- ✓
 - Physical sign-up sheet
 - Online forms

3

Guide Clients to Their Landing Page

- ✓ Referral Partners sign up clients via their personalized landing page, ensuring proper tracking and credit



- ✓ The demo registration process is seamless and efficient.



Channel vs. Referral Partners

Aspect

Channel Partners

Referral Partners

Focus



Earning Potential



Integrated into business operations.

Promote informally in daily interactions.

Involvement



Direct Engagement



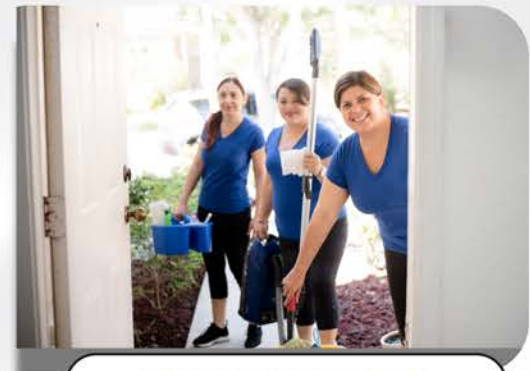
Active marketing and service integration.

Share materials and collect leads.

Examples



Some Industries or roles our partners serve.



HR firms, trainers, consultants.

Maids, airline staff, ethnic supermarkets.

Partnering to Drive



Language Learning Revenue

