NOTIFIER CONNECTED SYSTEMS

July 2021

ESD Digital Marketing Help Guide

NOTIFIER® by Honeywell

FIRE SAFETY THAT DOES MORE

NOTIFIER has been working, innovating, listening, and collaborating in order to meet the needs of our customers and to exceed the expectations of the industry. As always, thank you for your valued input and dedicated partnership.

We are excited to announce that **the next generation of NOTIFIER life safety systems is here**. We are thrilled to release our new panel series, **NOTIFIER INSPIRE™** and our game-changing **NOTIFIER Self-Test series of detectors**, both of which will take fire and life safety to the next level.

Empowered by Honeywell's **Connected Life Safety Services (CLSS)** software, NOTIFIER INSPIRE™ and NOTIFIER Self-Test minimize disruptions, maximize what you can do remotely, and deliver full compliance – helping make your customers' buildings safer and more protected.

As our valued partners, we encourage you to help us spread the word about our new connected systems. In this digital marketing help guide, we have tips, tricks, and recommendations on how you can help us bring NOTIFIER INSPIRE™, NOTIFIER Self-Test, and Connected Life Safety Services (CLSS) to the market in a cohesive, integrated way.

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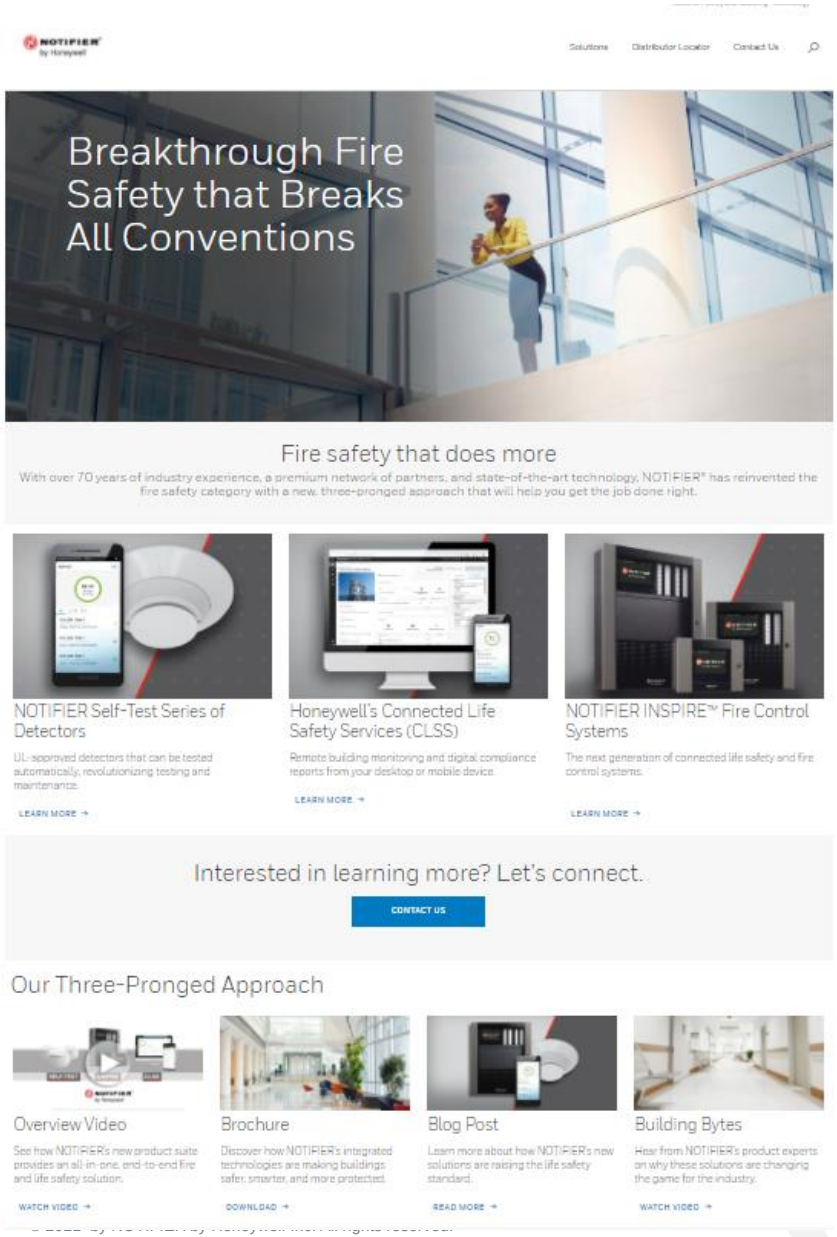
Demand Generation

Getting end users in the game



End User Landing Page– Your one-stop shop for marketing content like blogs, videos, and brochures.

Access it here.

Audience Targeting

Getting end users in the game

Below is an example of the audience targeting that NOTIFIER is using on LinkedIn and Twitter for Phase 1 of our campaign. Please feel free to use this as a reference when planning your campaigns.

Locations: United States

Job Titles: Health and Safety Manager, Safety Manager, Chief Technology Officer, Chief Innovation Officer, Safety Compliance Manager, Director of Facilities, Head of Environment, Health and Safety, Operations Manager, Chief Compliance Officer, Superintendent, Facilities Manager, Head of Operations, Director of Operations

Member Skills: Fire Protection Engineering, Fire Safety Management, Fire Protection, Regulatory Compliance, Facility Management (FM), Fire Safety, Life Safety, NFPA, Safety Management Systems, Workplace Safety, Building Management

Lookalike Accounts: @NFPA, @NFPATraining, @FireBooks, @fireengineering, @IAFC, @wsfpco, @GA_DOI, @NFSAorg, @ansidotorg, @AFAA_, @IAFSS

Keywords: nfpa, fire engineering, fire system, fire suppression, fire protection systems

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Social Assets

Help us spread the word

We will be rolling out our social advertising plan in ‘batched’ phases! Phase 1 is focused on the **integrated NOTIFIER solution**: NOTIFIER Self-Test, NOTIFIER INSPIRE, and CLSS.

We encourage you to get ‘social’ with us with both an **organic and paid** approach.

Organic - means posting about these solutions natively on your own LinkedIn/Twitter account for your connections and followers to see.

Paid social - means applying advertising dollars behind the post on LinkedIn/Twitter to target a specific audience and drive them to get more information (a landing page). You can use your co-op funds *(100% reimbursable)* for paid social **(see slide 11).**

The batches in phase 1 will progress as follows:

Batch 1 – Integrated Solution (included here)
Batch 2 – NOTIFIER Self-Test
Batch 3 – NOTFIER INSPIRE
Batch 4 – CLSS
Batch 5 – Top performing assets from each phase

Note: The assets in this guide are focused on Batch 1 / Phase 1 only.

NOTIFIER will be providing you with additional assets once they are available.

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Social Assets

Help us spread the word

These assets can be found on the NOTIFIER.com resource page. They are sized for both **LinkedIn** and **Twitter**. See **slide 6** for suggested social copy and **slide 7** for tips on how to post.

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Social Assets

Suggested Social Copy – Integrated Solution

Be the first to discover how NOTIFIER's new technologies can help you save time, limit disruptions, and drive efficiency. LINK*

Remote monitoring, efficient testing, and digital compliance. Find out how NOTIFIER’s connected systems can take your facility to new heights. LINK*

Get real-time protection, proof of compliance, and unmatched scalability when you combine the power of NOTIFIER’s new connected systems. Learn more here. LINK*

***these should link back to the main end user site-**
hwll.co/NOTIFIERConnectedSystems

Please feel free to customize these to reflect your personal brand voice.

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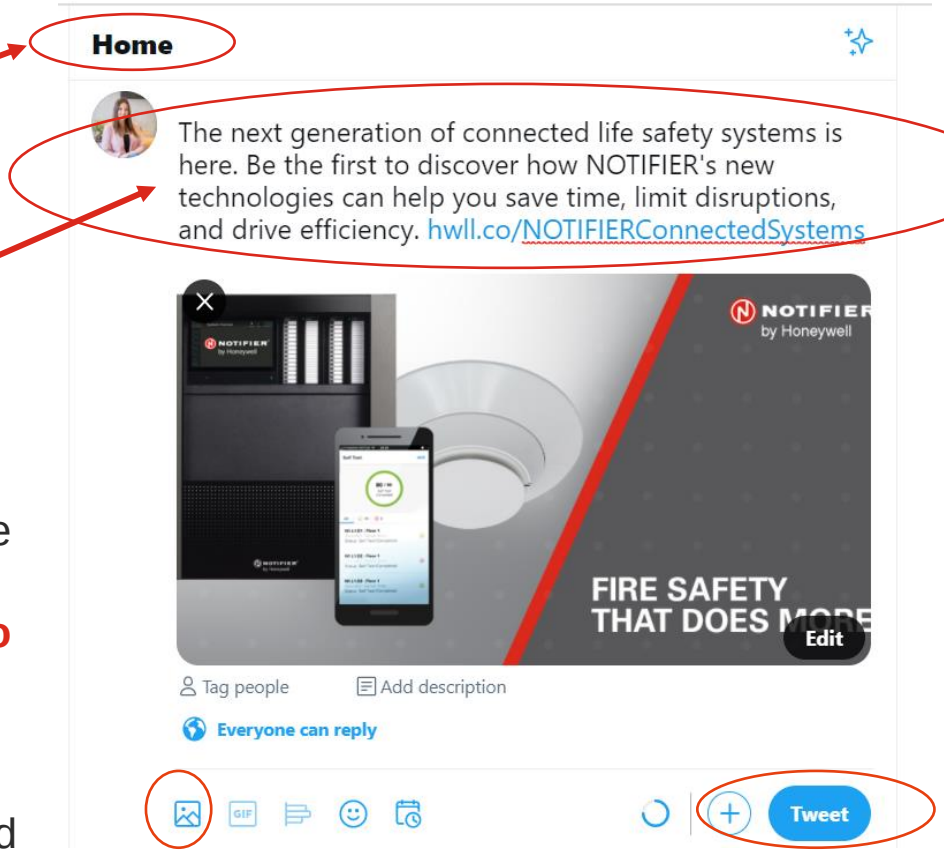
Social Guide – Twitter

Help us spread the word - Twitter Step by Step

Step 1: Go to Twitter and create a tweet

Step 2: Copy and paste suggested social copy **(slide 6)** into the text box. Be sure to include the web link here, too. **hwll.co/NOTIFIERConnectedSystems**

Step 3: Upload your preferred visual linked on the resource page



Step 4: Click 'Tweet' to share

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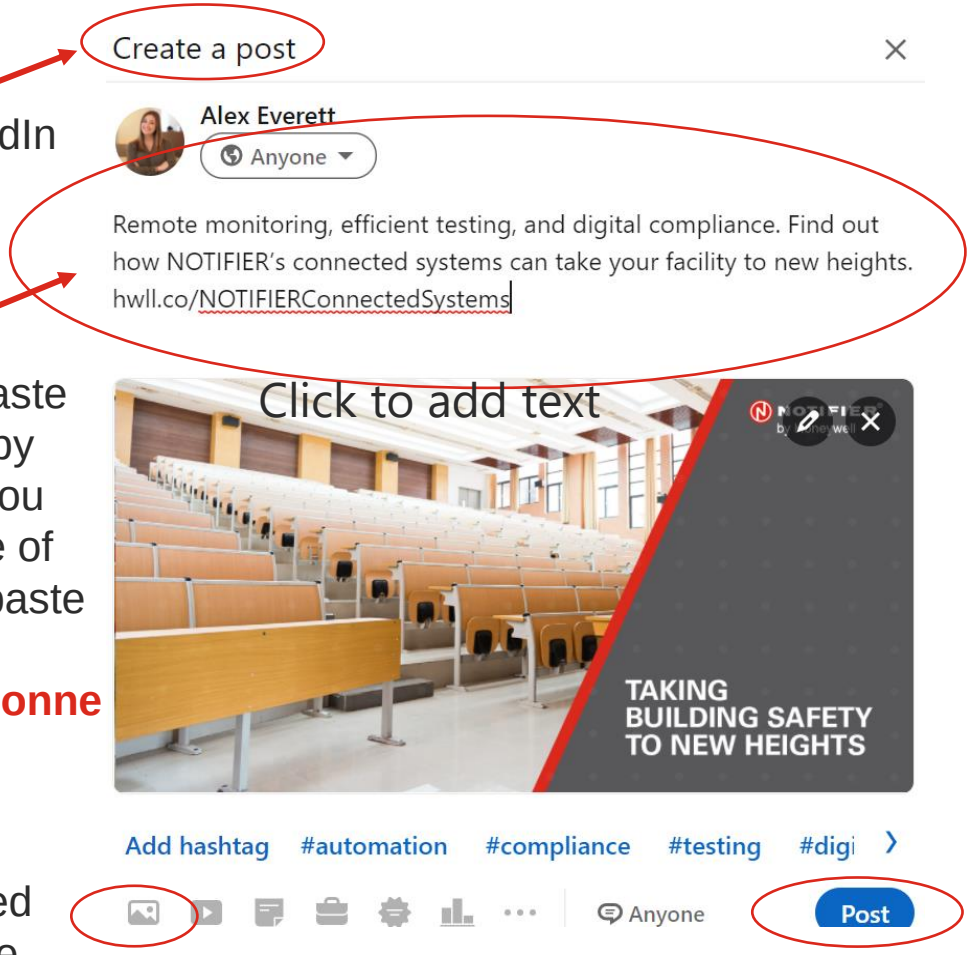
Social Guide - LinkedIn

Help us spread the word – LinkedIn Step by Step

Step 1: Go to LinkedIn and create a post.

Step 2: Copy and paste suggested social copy into the text box. If you are linking to a piece of content, be sure to paste the link here, too. **hwll.co/NOTIFIERConnectedSystems**

Step 3: Upload your preferred visual linked on the resource page



Step 4: Click 'Post' to share

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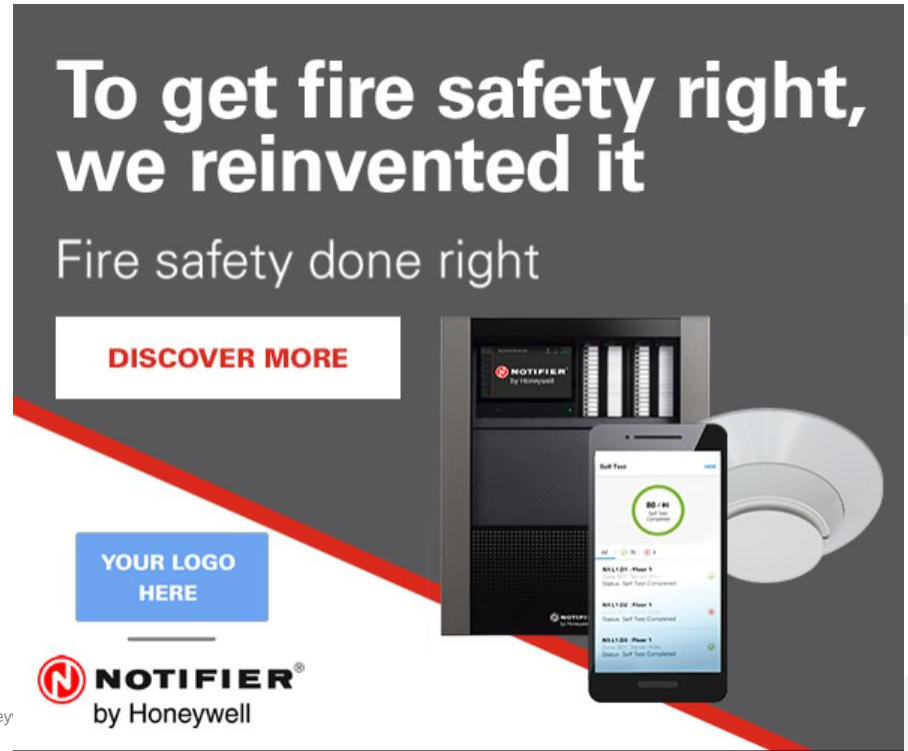
Digital Assets - Website

Website Assets

Update Your Sites -

On the NOTIFIER.com resource page you will find assets of many sizes that can be cobranded and added to your site. We have included .PNG and .PSD files in case you need to resize the asset. If you choose to add this to your site, please link back to the main end user site-

hwll.co/NOTIFIERConnectedSystems



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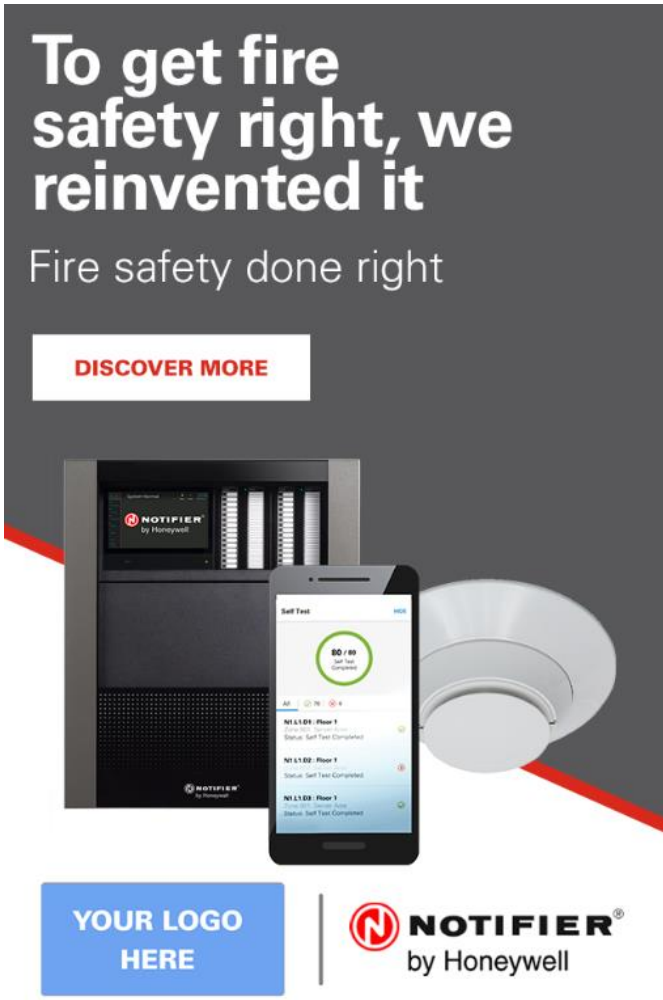
Digital Assets- Media Buying

Programmatic Advertising Assets



Put $$ Behind Your Message:

We've included banner ads on the resource page should you decide to use your co-op funds to implement a paid programmatic campaign

[see slide 11].

ESDs are responsible to identify their own local agency for support on this type of digital campaign.

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Using Coop for Advertising

Help us spread the word – Paid Advertising & Website Presence

If you choose to support NOTIFIER's end user campaign with co-branded **paid advertising** via social media, through **programmatic ad targeting** OR by **updating your websites** you can reimburse these activities at 100% with your Co-op dollars!

MARKETING ENGAGEMENT & MEDIA ADVERTISING
(Reimbursed Up to 100%)
NEW PRODUCT Digital Advertising - Paid Social Media / Media Buying**** Reimbursement for co-branded digital advertising which promotes *NEW* NOTIFIER products exclusively*(NOTIFIER INSPIRE, SELF-TEST, CLSS, BDA, Xtralis, SWIFT, OnyxWorks)
Website Presence / Digital App Development Reimbursement for costs associated to adding new NOTIFIER product or vertical market specific NOTIFIER branded landing web pages to ESD company website or digital apps

Visit NOTIFIER.com for more information on NOTIFIER's 2021 Co-op program policy and access to the Co-op reimbursement claim form.

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