



## Certified Business Partner Program

### Overview

As a Mozeo Certified Business Partner (MCBP), you will have the ability to offer your Customers the power of mobile marketing and messaging to complement and enhance your current marketing and advertising portfolio. In addition, Partners are offered significantly discounted pricing to best value these services to your end Customers.

### Benefits

As a Mozeo Certified Business Partner, you can now:

- Reach a new demographic
- Offer an entire suite of mobile services
- Offer your Customers one of the most direct marketing mediums available
- The more messages your Customers send, the more revenue you earn

### Support

All support is handled by Mozeo. 24/7 email and web support is included for each Customer. In addition, phone support is available, as needed.

### Training

Mozeo will provide training webinars to the MCBP. Training Material, a Knowledge Base, and Help links are available online through the Mozeo Customer Portal.

### Sales and Marketing Material

Mozeo will supply sales and marketing material in PDF format. It is up to the MCBP for all costs associated to print, mail, etc. any sales or marketing material.



## Choose How To Get Started

It is always in the best interest of the Mozeo Certified Business Partner Program to simplify the sales, sign-up and Customer experience. In doing so, Mozeo offers a unique approach to make the entire Customer interaction process as simple as possible. The MCBP chooses the level of involvement they want in the program. You can provide your Customers with a Turnkey solution and manage their sign-up process and/or mobile services, or choose a Customer Self-Directed model where they take charge of their own mobile campaigns. You can even mix and match between Customer Self-Directed or Turnkey involvement.

## MCBP Overview

Level of Involvement	Sign-Up Process	Package Selection	Mobile Campaign Management
<b>Customer Self-Directed</b> Customer manages process	Customer is given a promotion code and custom web page to visit  Customer completes sign-up process, chooses a messaging package and pays by credit card	All Mozeo products and services are available to the Customer at a pre-determined discount.  These messaging plans allow for roll-over and overage.	Customer manages their entire mobile campaign. They decide when they want to send messages, what keyword responses they want to send, and more.
<b>Turnkey</b> MCBP has direct involvement	MCBP signs-up the Customer with a promotional code on a custom web page	MCBP will select a monthly messaging plan for their Customer. Pay-As-You-Go messaging plans will not be available.  All other Mozeo products and services are available to the Customer at a pre-determined discount  No roll-over of monthly messages  If the Customer goes over their monthly message allowance, outgoing messages will be temporarily disabled until their plan is upgraded	MCBP decides if they or their Customer will manage the mobile campaign.