



JitterTeam™ Reseller Program



JitterJam™ combines social media, e-mail and mobile engagement with an intelligent contact database and the tools needed to turn social interaction into new opportunities for revenue growth. JitterJam makes sophisticated, targeted multi-channel marketing strategies easy for you to plan and execute for your clients and helps you differentiate your marketing capabilities from your competitors.

Marketing Firms
Advertising Agencies
PR Agencies
Consultants

- Extend your services and capabilities
- Generate a new recurring revenue stream
- Deliver leads instead of reports
- Use JitterJam data to create focused pitch strategies for target clients
- Present new strategic value to existing clients—give them a reason to renew
- Streamline your current clients' social and marketing activities—save time and resources
- Offer unique capabilities and value far beyond your competition





JitterJam: Integrated Social Marketing Platform

JitterJam™ is the first solution that brings together social, e-mail and mobile marketing in a single integrated platform with an intelligent contact database at the core.

By linking social engagement and marketing directly to a contact database, businesses can capture deep insight about all the individual voices in the marketplace, identifying the prospects, customers, and influencers they want to engage. They can rapidly turn new conversations into new customers. By making each conversation and contact actionable, businesses can quickly and effectively build community, build brand, and drive revenue while receiving clear metrics and ROI data for each activity and channel.

“While few companies question the need for some sort of effective community engagement strategy, measuring that effectiveness (ROI) remains elusive. JitterJam provides clear data that can help shape a deliberate approach to social media [and] community building, as well as measure which marketing initiatives are sparking conversation.”
– Rich Price, Director of New Media, Select Design

JitterJam for Agencies, Marketing Firms and Consultants

Marketing services companies like yours are looking to differentiate their offerings, generate new revenue sources, and—most importantly—continue to provide new strategic value to their clients. JitterJam's unique capabilities help agencies, marketing firms and consultants manage their clients' social engagements and turn those engagements into measurable results for their clients.

With JitterJam, social media integrates with and complements your email, mobile and online marketing strategies and activities. Better yet, JitterJam helps you effectively manage these activities—saving you time and resources and allowing you to work smarter and faster.





The JitterTeam Reseller Opportunity

The JitterTeam™ Reseller Program is focused on helping you provide the best tools and services—and results—to your clients. By incorporating JitterJam as part of your product/service offerings, you can expand your capabilities by offering more options, resources and services to your clients than ever before. Our aim is to provide a simple and powerful program to help you grow your business and to build a mutually beneficial, long-term relationship between your company and ours.

Being a member of the JitterTeam will:

- Provide you with an ongoing revenue stream from JitterJam
- Enable you to increase your professional services revenue
- Enhance your sales success with quality sales, marketing and technical resources
- Improve your competitive differentiation

Who Should Join

JitterJam resellers provide strategic and campaign-oriented services to consumer-facing businesses, including:

- Marketing firms
- Advertising agencies
- PR agencies
- Direct marketing companies
- Social media and marketing consultants

JitterTeam members are value-added resellers. They are responsible for initiating and closing sales of the JitterJam platform and managing the relationships with their clients. They provide strategies and guidance to the client on how to implement social marketing campaigns, what messages are appropriate, what markets to target, and how best to utilize the different channels to reach the intended audience. JitterJam provides the ultimate tool to easily execute these strategies—whether the reseller or the client is in the driver's seat.

To become a member of the JitterTeam Program, you must:

- Be an established and recognized business entity in good standing registered to do business in the geographic area you serve



- Be willing and able to promote, close end customer sales and support JitterJam services to your clients
- Abide by e-mail, mobile and social marketing best practices
- Sell JitterJam services as an independent 3rd party
- Complete and submit the JitterTeam Program Application, including providing your valid Federal Tax ID or Social Security number

JitterJam reserves the sole and exclusive right to determine the criteria for acceptance into the JitterTeam Reseller Program.

JitterTeam Reseller Program Tiers

The JitterTeam Reseller Program provides three levels of compensation that are based upon the monthly net JitterJam revenue generated by the individual reseller. All resellers begin at the same basic tier and are automatically moved to the appropriate tier based upon their net revenue generated for a given month. Commissions are paid monthly.

Program Features

As a JitterTeam reseller, you will be provided with a number of resources that provide significant benefit, including:

- One reseller JitterJam account (20 social searches, 10k contact points) for use with your own marketing efforts
- Demo accounts that enable you to develop intelligence, strategies and actionable insight for target clients
- Introductory webinars that provide basic product training open to you and your clients
- Educational webinars and materials on social marketing topics open to you and your clients
- Branding, sales, marketing materials and other resources in a 'members-only' reseller portal
- Account management resources to help you get up to speed and to support your sales efforts
- Product support for you and your clients to address issues with the JitterJam platform

Frequently Asked Questions

Q: What are the reseller commission rates?

A: Reseller commissions start at 15% of net revenue for the basic Select tier. Please contact JitterJam for more information on requirements and compensation rates.

Q: How much does JitterJam cost the customer?

A: The JitterJam service currently starts at \$290 per month. Pricing is based upon number of contacts and number of social searches. Please refer to the current pricing on the JitterJam website.

Q: As a JitterTeam reseller, am I an employee of JitterJam? How do I represent my relationship with JitterJam?

A: While you will be selling JitterJam services, you are representing your own company and are selling under your own company name and brand. You may use the JitterJam JitterTeam logo to denote your association with JitterJam as well as use JitterJam's brand (as outlined in our branding guide) on your website and collateral. As a JitterJam reseller, you are an independent entity and not a JitterJam employee.

Q: Who bills and collects fees from the customer?

A: A valid credit card is required in order to activate a JitterJam account, and JitterJam bills the credit card either monthly or annually. You may enter your own credit card or that of your client to activate an account depending upon the billing relationship you have with your client—for instance, if you choose to bill JitterJam services as part of a product and service bundle.

Q: Does JitterJam provide me with sales leads?

A: JitterJam may occasionally provide referrals to its top reseller partners, but in general, the reseller is responsible for developing its own sales opportunities.

Q: Do I receive commissions on the clients that sign up for the 30-day free trial?

A: Your commissions are solely based upon the net revenue that JitterJam collects from your clients for JitterJam product packages. Since no revenues are generated during the trial period, you will not be commissioned until the client begins to generate billable revenue.



Q: Do I receive commissions on Contact Point Overage charges, SMS messages, SMS Keyword fees or 3rd party service fees like email?

A: JitterJam pays commissions only on net revenues on JitterJam service packages and Contact Point Overage charges. JitterJam does not pay commissions on SMS message, SMS Keyword or 3rd party services.

Q: How do I sign up to become a part of the JitterTeam?

A: Go to <http://www.jitterjam.com/resellers/reseller-application/> and fill out the JitterTeam reseller application.

Q: How do I get started selling JitterJam?

A: The best way to understand the value of the JitterJam platform is to utilize its advanced features for your own integrated marketing efforts. As a JitterTeam reseller, you will be provided with an account for use with your business. Your continued use of the product will put you in the best position to counsel your clients on its value.

Q: What kind of businesses should I target?

A: JitterJam benefits a wide variety of businesses. Businesses that have the most pressing need for JitterJam are customer-facing businesses that are engaged in social marketing and are experiencing pain points such as:

- Managing social engagement and finding relevant conversations is time consuming and overwhelming
- Gathering and utilizing intelligence through different channels is difficult to coordinate and unify—social media is another separate marketing silo
- Cannot point to measurable results of social interaction
- Unsure which social / marketing channels are the most lucrative for driving customer and revenue growth
- Unsure of the value of social interaction

Q: Do you have materials to help me frame JitterJam's value and overcome obstacles to a sale?

A: Yes, we have a number of resources to help you engage and close customers. These resources are all part of the JitterTeam program benefits.



Q: How do I create accounts for my business clients?

A: Either you or your client will go through the sign-up process on the JitterJam website. We are in the process of creating a reseller portal that will enable you or your client to create JitterJam accounts that are controlled and accessible by your master reseller account. In the mean time, you will report the account to us and we will enable the ability for you to access and manage multiple client accounts through a single log-in. Contact us for more information.

Q: I don't want to resell JitterJam, but I'd like to refer my customers to you. Do you have a lead referral / affiliate program?

A: Yes. Registered referral partners are able to provide JitterJam with leads and are compensated for those referrals if the lead becomes a paying JitterJam customer. We have not yet implemented an affiliate program, but are planning to in the future. Contact us for more information.

Q: I have more questions. Whom do I contact?

A: Email us at jitterteam@jitterjam.com or call us at our headquarters at (877) 600-0681. We're happy to answer your questions and help you become a JitterTeam member!

©2010 JitterJam, Inc. All rights reserved. JitterJam and JitterTeam are trademarks of JitterJam, Inc. Information contained herein is subject to change without notice.