



Integration Marketing Checklist

Shepherd's post-launch integration marketing campaign

Our launch campaign will begin once the involved parties are ready to announce the live integration. Integrated companies may request that any assets be sent for approval before publication.

Campaign outline

Shepherd will announce the new integration via the following marketing channels:

- Shepherd website:
 - ▶ Integrations are featured on our webpage: www.shepherd.vet/integrations/
 - ▶ Includes logo, brief description, integration perk, & link to company's website
- Quarterly Integration Marketplace email blast to Shepherd users and database
- Newsletter spotlight
- Blog post featuring the integration

What we need from you:

- ☐ High-resolution logo (PNG and/or EPS)
- ☐ Maximum 100-word description about your company/service/product
- ☐ Preferred contact method/CTA for interested parties
- ☐ Flyer/one-pager for Shepherd sales representatives to reference and share with potential customers
- ☐ Guest blog post about your company - tying in the integration

Please submit your assets to Shepherd's Marketing & Communications Manager, Sydney See, at sydney@shepherd.vet.

