**Oilfield Marketplace** 

# **Becoming a Seller on OFMP**

The step-by-step process for joining the first, true eCommerce marketplace in O&G

		Sign-up	Onboarding	Sales & market	·inσ	
	STEPS & YOU'RE READY TO SELL ONLINE!	Meet and greet Documentation review Contract preparation Contract signing	Onboarding meeting Product(s) prep Marketing prep Product(s) launch	Social media Advertising Email marketing First sale	Analytics Events Future sales	
		WHAT YOU RECEIVE F	ROMUS	WHAT WE NEED FROM	YOU	
STEP 1 Sign-up	Meet and greet	to achieve, and what the	Introduce OFMP, what it stands		Introduce your brand, its plans for the future, and its expec- tations from OFMP.	
	Documentation review	A set of documents includi an introductory presentat the onboarding process, sa invoices, and our standard seller contract.	tory presentation,		de and P can	
	Contract; preparation	A contract stating the term of our agreement, includin expectations, costs, and liabilities.	ng>	Decide the products and variants (i.e., SKUs) that y like to place on OFMP.		

Let us know what kind of business system you use, so we may tailor our output (e.g., Excel files, invoices, etc.) to your needs. <

	Contract signing	>	A revised and signed contract.	<ul> <li>A countersigned version of our tailored contract.</li> </ul>
			WHAT YOU RECEIVE FROM US	WHAT WE NEED FROM YOU
STEP 2 Onboarding	<section-header><section-header></section-header></section-header>		A review of the workflow, along with our Brand, Seller, and Product Guidelines to help you prepare your first product set for upload on OFMP. Here you'll also meet the other key members of the OFMP team.	A review of your decisions re- garding product selection, along with an understanding of what kind of additional sup- port your might be looking for when launching your first products on OFMP.
	<section-header></section-header>		Access to our proprietary Seller Hub, which will be your go-to platform for all things product management (e.g., upload, pub- lishing) and additional resourc- es to help supercharge your dig- ital sales.	<ul> <li>Prepare all documentation that supports your selected products. This includes high-resolution imagery, supporting videos, data sheets, and product manuals. You will need these when you prepare your product description pages on our Seller Hub.</li> </ul>
	<section-header></section-header>		Prepared promotional materi- als for you to use when an- nouncing your product avail- ability on OFMP. These are all made available to you 24/7 via the "Resource library" on our Seller Hub.	An understanding of what kind of marketing channels and tools you have available to you and can be leveraged to pro- mote your products on OFMP. We're always looking for better ways to collaborate on this front and understand that each selling brand will have its own approach.
	<section-header></section-header>		One (or more) final product page(s) live on the website, along with a homepage banner dedicated to your brand joining OFMP.	
			WHAT YOU RECEIVE FROM US	WHAT WE NEED FROM YOU

## Sales and marketing

### Social media

An ongoing series of well-designed social media posts across Facebook, Twitter, and LinkedIn promoting your product(s) on OFMP. The content of these will always be built on product details that you've already made public. A unique quote from someone in your organization's leadership team speaking to the positive aspects of joining OFMP.

Interaction with and sharing of our social media posts, along with the implementation and distribution of the social media materials found in the "Promo resources" section of our "Resource library" (always at your fingertips via our Seller Hub).

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#### Advertising

A Seller-specific marketing questionnaire meant to better understand your top product(s), which ones you'd like to push, who your target audience is, and other questions that ensure any paid advertising we do on behalf of your brand is directed towards the right people.

The completion of our Seller-specific marketing questionnaire, along with any other information that you feel is important for us to know when allocating a portion of our budget towards promoting your products across search engines, social media, and/or industry media.

Email marketing Promotion of your launch as a seller via our OFMP newsletter.

An email template that you can use to inform your customers that you've joined OFMP and that they can now purchase your product(s) online. Communication regarding your joining OFMP as a seller to your contacts and peers via company newsletters and personal emails.

Implementation of the designated banner for your email signature found in the "Promo resources" section of our "Resource library" (always at your fingertips via our Seller Hub).

**First sale** 

Our customer service department sends all of the information regarding the order to your organization's main point of contact.

Once product availability and an estimated delivery time is relayed

Confirmation that the product is in stock and an estimate on delivery time.

Announce our customer service department a week prior to shipment, confirming the es-

Announce our customer ser-

vice team when shipped, in-

cluding the final shipping date

timated delivery time.

and tracking number.

back to us, a confirmation email is sent to the customer.

A week prior to shipment, we begin the payment process with the customer.

Once you announce us of shipment, we relay the shipping date and tracking number back to the customer.

Upon delivery, we circle back with the customer to ensure that everything ran smoothly and to acquire feedback wherever possible.

A monthly infographic including 10 key performance metrics and how they compare to your results in the previous month.

Events

Analytics

Designed and ready-for-print event materials such as a roll-up, brochure, flyer, and business card in the "Promo resources" section of our "Resource library" (always at your fingertips via our Seller Hub). A calendar of the events that your organization plans on exhibiting at and the opportunity to collaborate on the ground whenever it makes sense.

Future sales

The same, seamless process detailed in "First sale" is followed.

The same, seamless collaboration detailed in "First sale" is expected.

### Oilfield Marketplace by HEXACOM

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