



Retail Network Plan

As Zipscreen continues to grow and demand increases we are turning our efforts into optimising our online retail network. We intend to heavily invest in the Zipscreen program and increase our consumer advertising with targeted social media campaigns and advertising/listing in popular digital and print publications. This will ultimately help drive further traffic to the website, and point consumers to the where to buy section of our Zipscreen website, ultimately driving enquiry traffic through to our retailers. Our first change was to the “Where to Buy” page on the Zipscreen website, which now features a more refined user experience. The journey begins with three questions: suburb/post code, distance & type of enquiry (new sales or repair). This will then result in a map and retailer listing organised by distance from the selected home base post code & range. We have included icons to indicate whether the customer has a mobile service, showroom or offers repairs. The retailer can now be contacted directly using the “contact retailer” form which also creates a library of enquiries for Marketing to report on monthly to Sales. A new “contact us” form has been built into the site, which drives new sales enquiries to your closest retailer while also allowing for installer & retailer inquiries to come directly to us. Our customers can now register to be part of the retail network online, which gets submitted to marketing for action. All submissions will continue to require verification from sales.

In order for our existing 200+ customers to continue to feature on our Zipscreen website network, we are asking that the following criteria are met;

- 1 An outdoor shade section visible from the landing / home page.**
It must be clear to a consumer that the retailer offers outdoor shades, as we want the consumer to have the best and easiest possible online experience.
- 2 If promoting multiple outdoor product brands, clearly distinguish Zipscreen from other products.**
Ensure there is no ambiguity or confusion between Zipscreen & Ziptrak. Use supplied marketing material if required.
- 3 Reference the Zipscreen logo, name & brand correctly.**
Ensure Zipscreen is written as one word, no spacing between zip and screen, capital Z
- 4 Maintain accurate and up-to-date marketing support information**
Ensure manuals are current and updated (refer to RA site), ensure marketing information is current and referencing website or print material.

Over the coming weeks all those who currently feature on the site need to be contacted and asked to adhere to these conditions to continue promoting their company on our site. We will allocate a three-month period for the customer to comply, but if not, they need to be advised they will be removed and can re-apply once conditions are met. **Communications to begin August 1 and customers given to October 30.**

Our support package

A package of assets featuring Zipscreen logo files, images, icons & content from our brochure can be downloaded to facilitate qualifying to above guidelines.

Up to date comprehensive support documentation to support efficient assembly & installations. Ensure you are logged in to access manual documentation.

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