

APPENDIX B: Best Practices Checklist

Company Website

- Experience and references are readily apparent.
- Case studies, white papers and third-party research reports are easily accessible.
- Partners are easily found and clearly listed.
- Analyst quotes and coverage are highlighted.
- Content is available for visitors with a variety of industry roles and experience levels.
- Core marketing and PR resources are not cut to support company blogs.

Content

- Focuses on total solution and benefits to user, with less emphasis on technology specifications and performance.
- Provides clear and realistic guidance on costs and business case associated with the technology /application being described.
- References direct experience and explains how experience with other industries/applications/ technologies is relevant.
- Partners are featured prominently.

Partners

- Partners are referenced in case studies, press releases and other material.
- Featured prominently on website.
- White papers, webinars and other education content is developed specifically for technology and integration partners.
- Important partnerships are announced with press releases.

Case Studies

- Content clearly communicates how RFID is integrated with other systems and solved specific business problems.
- Other technology providers and integrators are named.
- Customer profiles are repurposed in other collateral (e.g. ads, webinars, references in white papers).
- Case studies are provided to partners and industry associations for use on their own websites.
- Case studies are promoted and distributed through content syndicators.

White Papers

- Specific content is developed for readers with different knowledge levels.
- Customer implementations are referenced in white papers.
- Content demonstrates understanding of RFID-related integration and business issues.
- Roles of other solution providers (e.g. integrators, software providers, etc.) are acknowledged.
- White papers are provided to partners and industry associations for use on their own websites.
- White papers are promoted and distributed through content syndicators.

Events

- RFID-focused events are prioritized over vertical industry events.
- Speaking opportunities are pursued proactively.
- Collateral appropriate for partners/prospective partners is available at booth.

Advertising

- Advertising is used to message themes that the RFID audience responds positively to, such as experience, customer wins, partner programs and other influential developments.
- Customer profiles and testimonials should be given strong consideration as ad content.
- Advertising is used to support channel development.
- RFID-focused mediums are prioritized over vertical industry outlets; online is prioritized over print.

Public Relations

- RFID-focused media receive regular outreach.
- Communication to non-RFID media is highly targeted to the publication audience rather than narrowly focused on RFID.
- Company news is released selectively, with the goal of media coverage.
- Partners are referenced frequently in press releases as appropriate.

Analyst Relations

- RFID industry analysts receive regular outreach.
- Customer wins, new partnerships and product announcements are regularly communicated to the analyst community.
- Citations in analyst and research reports are made available to prospects.