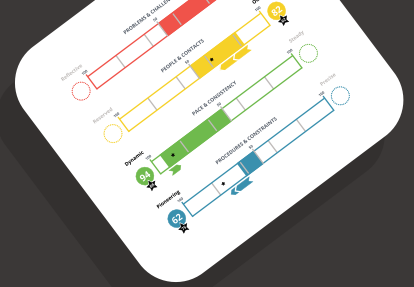


TTI SUCCESS INSIGHTS®

We are ✨



How to Use the Marketing Campaign



We Are TTI is a marketing campaign that supports enhanced visibility of the TTI brand and its offerings, with the goal of attracting partners to our network, utilizing our key differentiators to build on the company's rich history.

Through this campaign, we highlight several of our top partners, those with significant results, collaborative stories, multi-generational businesses, strong customer stories, and personal experiences that showcase the strengths and key differentiators of TTI.

We Are TTI will help support your business by strengthening your brand alongside TTI. The more well-known the TTI brand is, the more confidence the general public and future clients will have in your assessment offering.

On the Partner Resource page, you'll find a variety of resources for your use, including digital advertisements, short-form videos, and social media graphics.

Campaign Topics:

- Collaborative Network
- Community Mentorship
- Impactful Assessments
- Variety of Assessments
- Multi-science Advantages
- Assessment Research
- Partner Support
- Training Opportunities
- 40 Years in Business
- Other Competitive Factors

How to Use the Campaign Resources

Incorporate these campaign resources into your current marketing strategy to educate current customers and attract new clients.

Video (Long & Short-form)

- Share the long and short videos on your social media, over the course of several weeks, and/or invest in a paid social media advertising campaign.
- Post the videos with your own custom caption, talking about your perspective on the shared topic.

We Are TTI

How to Use the Marketing Campaign

- Tag @TTI Success Insights on [LinkedIn](#), [Instagram](#), and [Facebook](#) to reach a larger audience! The TTI HQ accounts will engage with these posts.
- Use the hashtags #TTISuccessInsights #AssessmentProvider #BusinessConsultant #BusinessCoach and any others relevant to your audience.
- Update hashtags based on the video topic, like #DISC #TTIPartnerNetwork #CompetitiveAdvantage
- Share the videos in your marketing emails to current or potential clients, and include details on the importance of a trusted assessment provider.
- Use the videos in training sessions to demonstrate the benefits of working with an established, reliable assessment provider.

Social Media Graphics

- Share the graphics on your social media, and/or invest in a paid social media advertising campaign.
 - Post the ad with your own custom caption, talking about how your experience as a TTI Partner.
 - Tag @TTI Success Insights on [LinkedIn](#), [Instagram](#), and [Facebook](#) to reach a larger audience! The TTI HQ accounts will engage with these posts.
 - Use the hashtags #TTI #TTISuccessInsights #AssessmentProvider #BusinessConsultant #BusinessCoach and any others relevant to your audience.
 - Update hashtags based on the video topic, like #DISC #TTIPartnerNetwork #CompetitiveAdvantage
 - Share the graphics in your marketing emails to current or potential clients, and the benefits of working with an established, reliable assessment provider.
 - Add the graphics to your sales presentations as images.