HomePass Landing Pages

Contractual Obligations

- Maintain an evergreen and prominent presence on Provider's owned channels (web, CRM, social, customer support, and sales) identifying Plume as a provider
  - Evergreen: Provider shall have dedicated messaging on its web homepage and supporting landing pages
  - Prominence: Provider shall conduct bi-quarterly marketing campaign (email, newsletters, etc.) to all or a subset of subscribers (at Provider's sole discretion, "Customers") with the Plume Services as a central message
- Launch and sustain efforts in Provider's earned and paid campaigns (PR and Advertising)
  - Launch: Provider shall conduct a coordinated PR and paid marketing campaign to launch the Plume Services to Customers
  - Sustain: Provider shall conduct ongoing marketing efforts, including above-the-line (paid) advertising campaigns
- Provider shall provide Plume monthly analytics and reports concerning the marketing conducted by Provider under the Agreement (including CTRs and ROAS).

Branding elements

Brand hierarchy is structured and leads to a clear CTA

1. Your corporate identity

2. Your product/solution

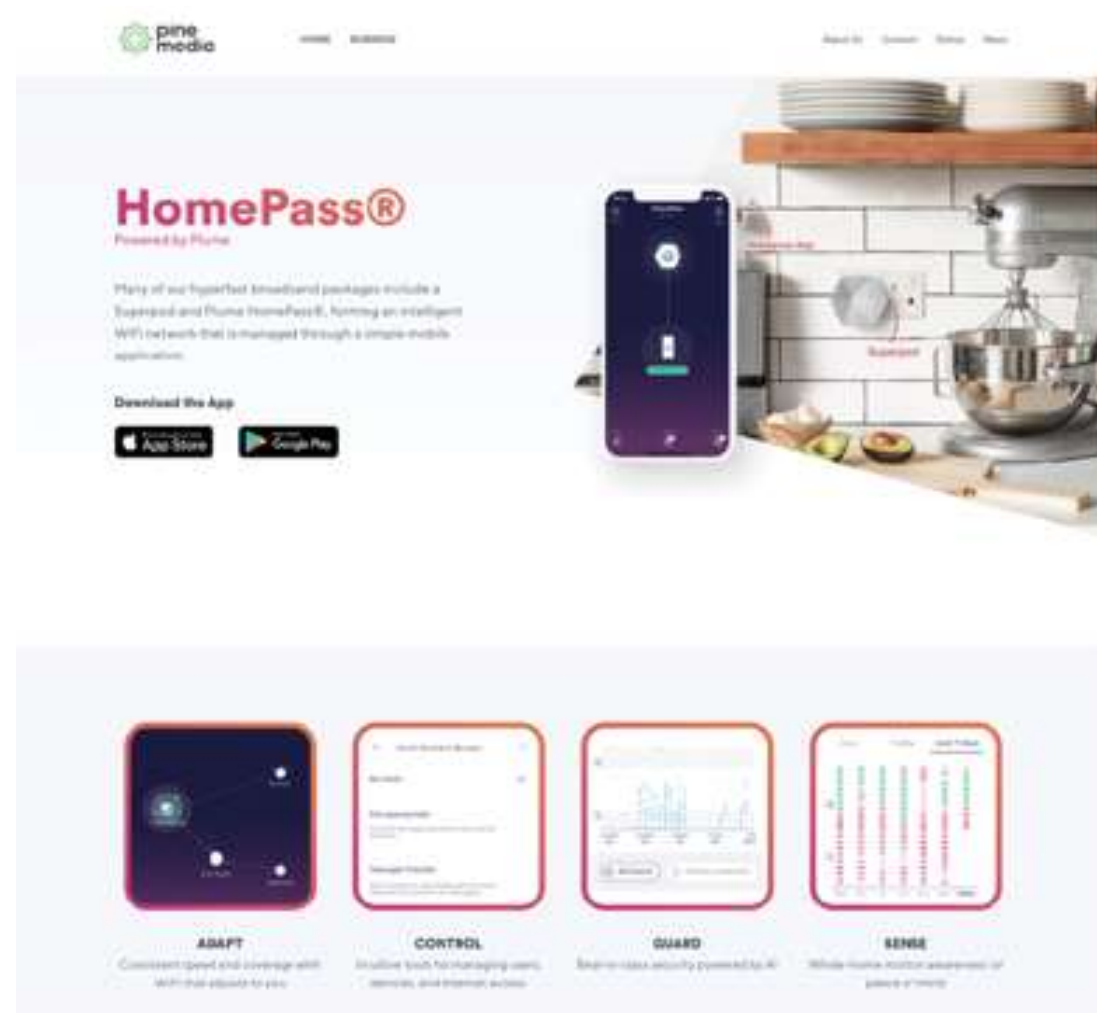3. Plume HomePass branding

4. Benefits statement

5. CTA

Clearly express the benefits

Use practical and relatable use-cases

Note the correct use of co-branded logos and trademarks

Clearly express the benefits

Use practical and relatable use-cases

In this example, JT Global uses multiple use-cases. Below is one of those key messages — learning from home

Below the fold, messaging shifts to whole-home WiFi with supporting video content.
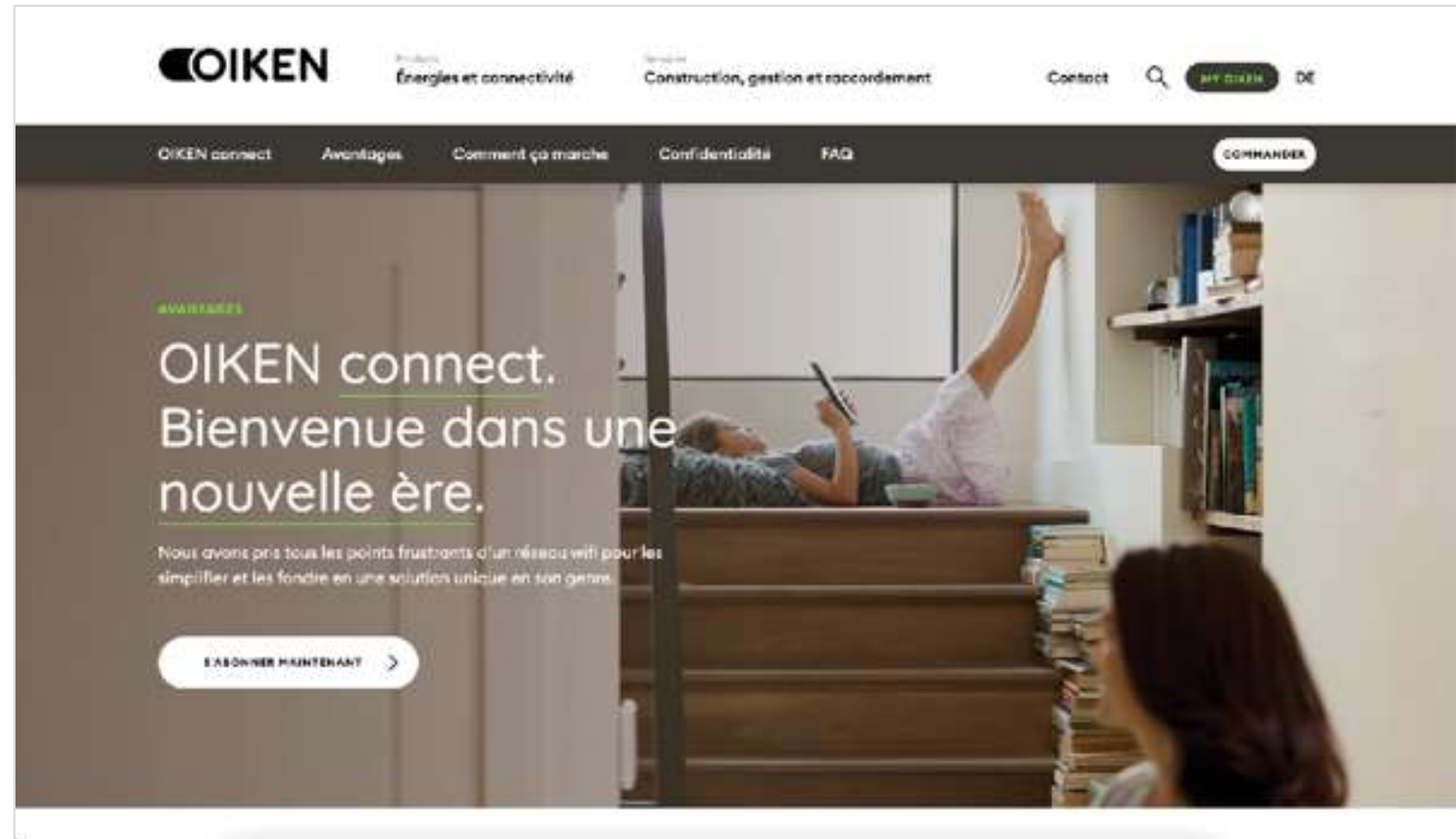

Note the correct use of co-branded logos and trademarks

…highlight the advantages

WiFi is a ubiquitous technology and it's often better expressed through how it enables a simple and elegant human experience — less technical

...and highlight the offers

WiFi is a ubiquitous technology and it's often better expressed through how it enables a simple and elegant human experience — less technical

Interactive HomePass Guides for Desktop, Laptop and mobile

CTA's can take many forms

Create a user journey that motivates users to engage with you

Common examples:

- Contact Us
- Purchase
- Call Us
- Check Availability
- Watch
- Learn more
- Chat
- Download
- FAQs

Legal trade and registration marks

Review available guidance, then contact us

When and how to use trademarks can be contextual, so it's best to review the general guidelines, then follow up with your Delivery or Success manager

https://discover.plume.com/trademarks

HomePass™
WorkPass™
Harvest™
Haystack™
OpenSync™
Adapt™
Clarity™
Control™
Crusade™
Flow™
Frontline™
Generate™
Guard™
Keycard™
Link™
Panorama™
Plume IQ™
PowerPod™
Sense™
Shield™
Signal™
SuperPod™
Thrive™