



Four Pillar Marketing Framework

Driving Marketing Success in Channel

Introduction

WHAT

Our Focus

- The Four Pillar Marketing Framework - more structured and strategic approach to marketing activity for our channel partners, to align best practice and achieve results
- Not a replacement for PFG — a guide to formalize and strengthen marketing activity to improve marketing lead results.

WHY

The Opportunity

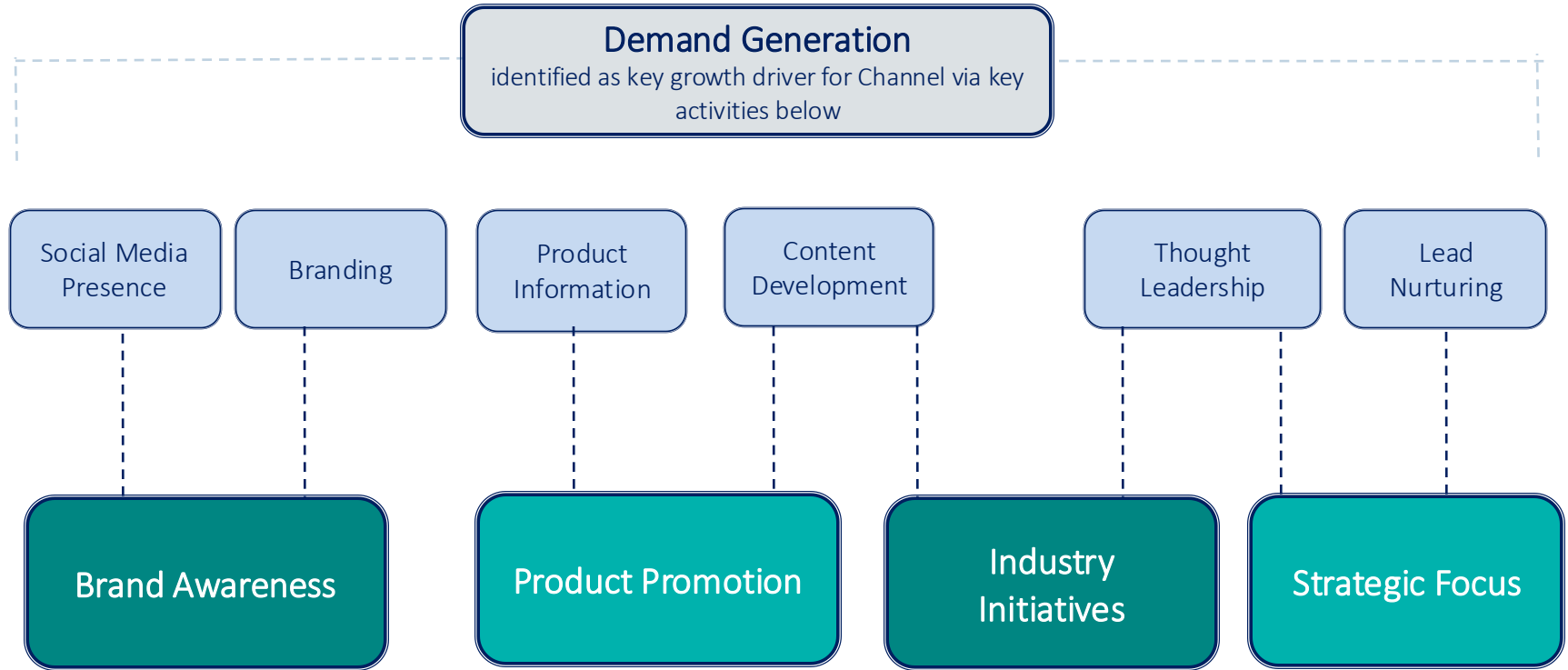
- Support Southco's shift to a marketing-led organization
- Establish a structured and strategic marketing framework for Southco's Channel Partner Network
- Provide partners with the support necessary to achieve growth objectives

HOW

The Way Forward

- Introduce Southco's Partner Marketing Framework
- Gather input and feedback to shape the approach
- Define priorities, support, and responsibilities
- Commit to a consistent, scalable way of working in 2026/27

Four Pillar Framework – Elements



Set guidelines within the four pillars to direct and support marketing effort throughout the year

Four Pillar Framework - Guidelines

Brand Awareness

Strengthen market presence through solely Southco + Distributor brand promotions

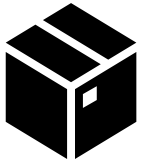
1. Quarterly LinkedIn brand posts highlighting Southco exclusively / Authorized Southco Distributor status.
2. Southco prominently featured on the partner's website homepage.



Product Promotion

Increase Market Action relating to both New and Legacy Solutions

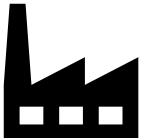
1. Replicate every New Product Launch
2. Minimum Biannual Product Campaign, at least one should be from a Channel Priority Product*
3. Product Campaigns should cover 4-6 months and execute min. of three different 'activities'.
All with clear calls to action (request call back/book a demo/order free samples).



Industry Initiatives

Drive market engagement through industry focused activity

1. Minimum Biannual Industry Campaigns, at least one should be from a Channel Priority Industry (non Southco Strategic Industry)*
2. Industry Campaign should cover 4-6 months and execute a minimum of three different 'activities'



Strategic Focus

Growth through joint Strategic objectives

1. Southco to Support under-covered territories and high-growth industry regions
2. Co-branded activities /support for strategic events and tradeshow (chosen jointly to support strategic direction)



What constitutes a Campaign Activity

- ❖ Email marketing
- ❖ Social media posts
- ❖ Dual-branded industry articles or advertisements for trade press (print/online)
- ❖ Partnership case studies with Distribution Customer
- ❖ Distributor Homepage visibility for featured products or product families
- ❖ SEO/PPC campaigns featuring solely Southco product
- ❖ Participation in at least one strategic initiative (e.g., CAD downloads or Content Store Syndication)
- ❖ Industry tradeshow participation
- ❖ Industry/Product solutions webinars (hosted by Channel Partner)
- ❖ Industry key-player seminars (supported by Southco where relevant)

What content should I use?

- ✓ Content for Brand, Industry and Product campaigns can be found in Global Distributor Resources on the Distributor Portal.
- ✓ Distributors can create their own content with Southco input/sign-off

Is this in line with PFG?

- ✓ Yes, all suggested activities are referenced within the Marketing Activity Table in the PFG Manual.
- ✓ The framework is as a guide to illustrate how these activities can be planned and executed throughout the year, providing structure and added value for both the distributor and Southco.

Brand Awareness – new templates



As an Authorised Southco Distributor,



We're proud to deliver engineered access solutions that combine innovation, quality, and global expertise.

CONTACT US TO FIND OUT MORE




As an Authorised Southco Distributor,



We're proud to deliver engineered access solutions that combine innovation, quality, and global expertise.

CONTACT US TO FIND OUT MORE



As an Authorised Southco Distributor,

We're proud to deliver engineered access solutions that combine innovation, quality, and global expertise.

CONTACT US TO FIND OUT MORE



Place your Logo Here

As an Authorised Southco Distributor,

We're proud to deliver engineered access solutions that combine innovation, quality, and global expertise.

CONTACT US TO FIND OUT MORE
INFO@DISTRIBUTOR.COM



Place your Logo Here



As an Authorised Southco Distributor,

We're proud to deliver engineered access solutions that combine innovation, quality, and global expertise.

CONTACT US TO FIND OUT MORE
ENTER YOUR CONTACT INFO HERE

Southco's (Enter Product Name)

sets the standard for durable, high performance access hardware.

Place Product Image Here

Enter Call To Action Here

Place your Logo Here



Ready to Use and Editable Brand Post Materials for social media and ad banners

Supporting distributors with Email Templates

Ready to use in Global Distributor Resources | Distributor Portal

Industry & Product Focus

Southco Industries

CORE

Enclosures
Industrial Equipment
Renewable Technologies
Self Service
Rail
Off Highway
Truck
Bus
Aerospace

ADVANCED

Automotive
Enterprise Hardware

Channel Priority Industries & Products

INDUSTRIES

Lighting
Special Vehicles
Food Equipment
Furniture
HVAC
Industrial Equipment
Digital Signage

PRODUCTS

Legacy:
Quarter Turn Fasteners
Compression Latches

Strategic:
Hinges (inc. Positioning, friction)
Keypanion® & Connected Access
Rotary

Partners for Growth

Global Program Manual

Where to Find Campaign Content - The Distributor Portal

The image shows a screenshot of the Southco Resource Center interface. At the top, a dark blue banner reads "RESOURCE CENTER". Below this, a navigation bar shows "Libraries" and "Global Distributor Resources" with "4 items". A grid of library icons is displayed, with "Global Distributor Resources" highlighted by a green rounded rectangle. A green arrow points from this icon to a larger view of the "Global Distributor Resources" library. In this view, "Marketing Resources (Four Pillar ...)" is highlighted with a blue rounded rectangle, and a green arrow points down to a row of three sub-libraries: "Industry Focus Marketing", "Marketing for Brand", and "Product Marketing".

RESOURCE CENTER

Libraries
Global Distributor Resources
4 items

Asset Library
Global Distributor Resources
Public Files
Product Insights
Product Library
Salesforce.com Support

Marketing Resources (Four Pillar ...)
New Product Launch Materials

Industry Focus Marketing
Marketing for Brand
Product Marketing

Campaign Examples

Product Blog Promoted on LinkedIn



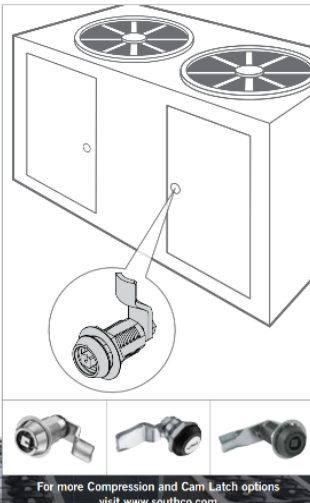
Efficiency & Consistency

Increasing Assembly efficiencies and consistency

Sophisticated and more intuitive hinge and latch designs reduce need for multiple components, offering manufacturers an increase in assembly efficiencies.

Manufacturers of industrial air conditioning units choose Southco's pre-set VISE ACTION® compression latches to seal panels and restrict contamination and noise. The fixed grip, pre-set latch enables savings in production line and installation costs.

- Fixed grip option removes need for user adjustment
- Fewer parts to install increases assembly efficiency
- Repeatable compression enables production and operation consistency



Industry or Product Brochure containing Product and Value Message – can be used in emails, social posts, downloadable from webpage, hard copies

Free Sample Marketing Email

Compression Latch Sample

Keep Assembly Time Down With Fewer Components

FREE SAMPLE REQUEST

Streamline Your Production With Southco

Fewer components mean smoother production, lower costs, and streamlined assembly. That's why Southco's preset E3 VISE ACTION® Compression Latch is a game-changer. The E3 does it all in one simple package: sealing panels, reducing contamination, muffling noise, and keeping your production line efficient.

Here's how Southco's pre-set compression latches keep your production running like a well-oiled machine:

- **No adjustments needed** - Fixed grip provides consistency
- **Fewer parts** - Efficient assembly speeds up production
- **Reliable performance** - Consistent compression for uniform seal
- **Easy flexibility** - Multiple head styles fit a single mounting hole

Don't take our word for it! Request a **free sample** of the E3 Compress for yourself! (Limited Quantities Available)



FREE SAMPLE REQUEST

One Message – One Product – Multiple Marketing Channels



CONSISTENCY IS KEY: HOW COMPRESSION LATCHES MOVE THE NEEDLE IN MANUFACTURING

by Natalie Brownell, Industry Manager, Diversified Technologies, Southco, Inc. October 07, 2023



In the fast-paced world of manufacturing, efficiency and consistency are the keys to success. When it comes to hardware, fewer components mean smoother production, lower costs, and a streamlined assembly process. That's why Southco's VISE ACTION® Compression Latch series is a game-changer, with consistent performance, reliable operation, and quick assembly driving product quality and production efficiency ever higher.

WHY FIXED GRIP LATCHES?

Hello Joan,

I wanted to check in and make sure you've had a chance to explore our E3 VISE ACTION® Compression Latch. While it's widely recognized for its reliable sealing and performance, it also offers significant efficiency gains—helping customers speed up assembly and improve application consistency. It could be a valuable addition to your projects as well.

Since they're pre-set, there's no need for adjustments, which helps with:

- ✓ Consistent assembly – Fixed grip eliminates variability
- ✓ Faster production – Fewer components mean smoother assembly
- ✓ Reliable sealing – Reduces contamination and noise
- ✓ Easy installation – Single-hole mounting for quick setup

If you're interested, I can send over a **free sample of an E3**, or you can request one directly, by clicking on the image (limited quantities available):



If you're evaluating which E3 may be the right one for your project, I would be happy to help.

I look forward to catching up.

All the best,
Jonathan Leafle
Key Account Manager
Southco
jleafle@southco.com
+44 7801617758

Product Refresher Email to Database

More Info

Resources: **Global Distributor Resources | The Distributor Portal**

- Engineering Advantage Marketing & Product Webinars
- Marketing Resources (Four Pillar Marketing Framework)
- New Product Launch Materials
- Partners for Growth (PFG) - Manuals and Event Submission Form
- Product Information Syndication

Contacts: Your Regional Distribution Manager

- Riccardo Cipriani - rcipriani@southco.com
- Stephane Baudouin - sbaudouin@southco.com

Or Channel Marketing: Natalie Brannelly – nbrannelly@southco.com