

MAHTO GROUP

MAHTO CORPORATION

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(An I.S.O. 9001:2015 Certified Company)

Introduction

We are Mahto Corporation and we have been in the industry since 2008. Having clientele in 27+ nations worldwide. Mahto Corporation is into Digital media buying & selling via Zool Ad Network, Automobiles Designing and R&D, Robotics, Agricultural Products, Organic Farming, NGO and seed capital investment through Mahto Holdings LLP.

What is Zool Ad Network?



We are a digital advertising platform, We serve cheapest traffic world-wide for performance offers, sales, promotions etc. Our advertising network serves over 19.75 billion ad opportunities daily. Zool Ad Network is an innovative solutions driven platform and focused on results, conversions and ROI. Our traffic pricing starts with \$ 0.001 and the traffic channel like native ads and push notification are the unbeatable USP of Zool Ad Network.

We offer real time statistics, advanced targeting options, CPM & CPC based billing, and advanced campaign optimization. It offers push ads, banner ads, native ads, pop traffic and video ads. Get media from over **100+ top traffic Sources** in the world.

Digital Marketing Services as offered by Zool Ad Network:

1. Traffic for website via mobile, desktop and app
2. Mobile App promotions for targeting installations in particular geography.
3. Traffic for performance offers, sales, promotions, installs, download campaigns etc.

Defining Digital

The marketing of products or services using digital channels to reach customers. The key objective is to promote brands through various forms of digital media.

Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones, social media marketing, display advertising, search engine marketing, and any other form of digital media.

Most experts believe that 'digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behavior.

Channel Partners

This business plan is associated with software company (Zool Ad Network) of Mahto Corporation and the particulars of Channel Partners for our digital marketing services.

Channel Partners is a **marketing program** for advertising agencies or third-parties that manage Zool Ad Network accounts on behalf of other brands or businesses. When you sign up for Partners, you'll get access to a range of benefits, including special events and training, industry research, and more.

This article explains the steps you need to follow to sign up for Zool Channel Partners.

Channel Partner Enablement: On-Boarding and Training

Enablement Requirements

Channel partner enablement spans sales, marketing, technology, support, and operations and typically includes the following deliverables:

- Core Bill of Materials
 - Sales presentations for the business decision maker and technical decision maker
 - Joint product demonstration
 - Quick Reference Card

- Training Program
 - Learning management systems
 - Training certification programs

- Communication vehicles
 - Win wires
 - Newsletters
 - Social media (Twitter, LinkedIn, Facebook, Blogs, etc.)

Roles and Responsibilities

Within the Zool Ad Network and the channel partner, there will be parallel activities among disciplines to executive the plan. Typically responsibilities are as follows:

Sales and Marketing

- Partner planning and joint investment of energy
- Sales alignment and enablement
- Sales/Presales training, collateral
- Partner marketing

Technology

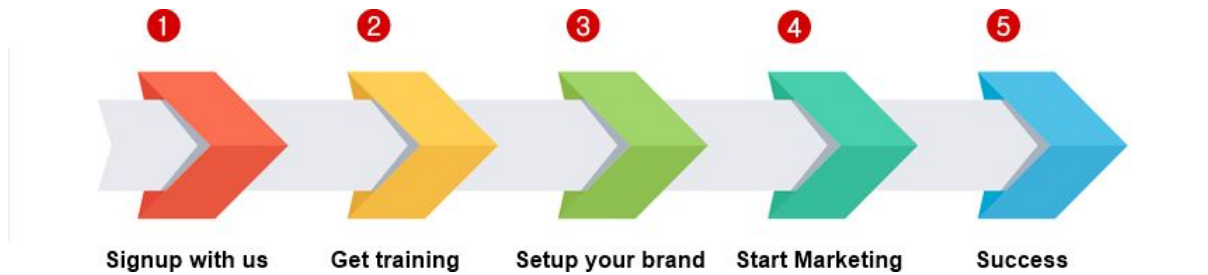
- Joint solution planning/product management
- Upgrade and product roadmap planning
- Joint go to market strategy
- Company will provide a basic website with SSL Certificate and 1 year of SEO package for lead generation by search engines.

Pre-Sales and Support

- Guidance in company setup of channel partner and bank account opening.
- Channel Partner training (and optionally, certification)
- Channel Partner support models and offers
- Services and support agreements
- Demo/lab systems
- Dedicated Expert Manager for escalations

Timeline to Revenue

A typical cycle for developing the channel is six to nine months. At that time you may have the infrastructure/digital platform in place to begin actively working on joint sales opportunities. If your infrastructure is in place nine months after you begin and your sales cycle is three months, then you could begin to see revenues about 12 months after beginning your channel partner plan. You may consider engaging Channel Partner specialists to help jumpstart your program to reduce your time to market.



Grow Digital with Existing or Enhanced Levers

- Channel Program
- Partner Portal and UI for campaign management
- Partner Reps
- Marketing Materials & Content
- Marketing Technology
- Data/Targeting
- Guidance & Connections

Benefits

- **Earn the Zool Channel Partner badge:** Your company can earn the **Zool Channel** Partner or Premier **Zool Channel** Partner badge. The badge shows that certain employees at your company have demonstrated **Zool** Ads skill and expertise by passing assessments and earning certifications through Skillshop. The badge also shows that your company has met Zool Ads spend requirements, delivered company and client revenue growth, and sustained and grown its client base.
- **Earn company specializations:** Companies that have Partner status and meet the requirements can earn specializations. Company specializations display your specific product expertise to help win business and differentiate yourself in the market.
- **Connect with Zool Ad Network:** Companies who have earned Partner status may have access to additional events, training, and more. You'll also be able to access Zool Ads promotional offers for prospective and existing clients.
- **Sales Partners** – These partners are Certified Companies who work with Zool Ad Network to help sell our products. Sales Partners enjoy special perks like co-marketing opportunities and sales and customer management tools.
- **Education** – Develop your skills by completing learning courses and certifications, and reading case studies
- **Rewards** – Take part in Rewards, designed to help you grow through a series of challenges for acquiring new clients, optimizing client campaigns or getting certified. You will have access to first-hand Zool Ad Network insights and exciting rewards.
- **Support** – Access product support that's relevant to your needs with a variety of resources including the Zool Ad Network Support Insights

- **Growth** – Demonstrate thought leadership and expertise with Connect, an opportunity to host co-branded events. You can also pitch and onboard new clients with Zool Ads promotional offers.

You'll be charged a one-time payment of INR 1,00,000 (\$1500) + GST for 1 year of contract. Renewal amount is INR 20,000 + GST for one year of contract.

You can also refer people for sign up and we will pay you 10% royalty (Contact us for full details).

Channel Partner ROI Case Study



Case 1: *If the average monthly spending of advertisers is INR 5,000

No of Advertisers per month	Total Revenue (INR)	Amount Spent on Zool Ads (INR)	Net Profit Margin	Net Profit (INR)
10	50,000	25,000	50%	25,000
20	1,00,000	50,000	50%	50,000
50	2,50,000	1,25,000	50%	1,25,000
100	5,00,000	2,50,000	50%	2,50,000
250	7,50,000	3,75,000	50%	3,75,000

Documents Required For Joining.

1. Agreement
2. Address Proof
3. I.D. Proof

4. Education Qualification Proof
5. Recent passport size Photographs (4 Nos)

Thank You

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