

Sales Enablement Training

Thursday, July 18th, 2024

**Branding Guidelines & Super Charged Marketing of DMO + DAX
Copilot for your Business**



Nuance[®] **DAX[™]** Copilot

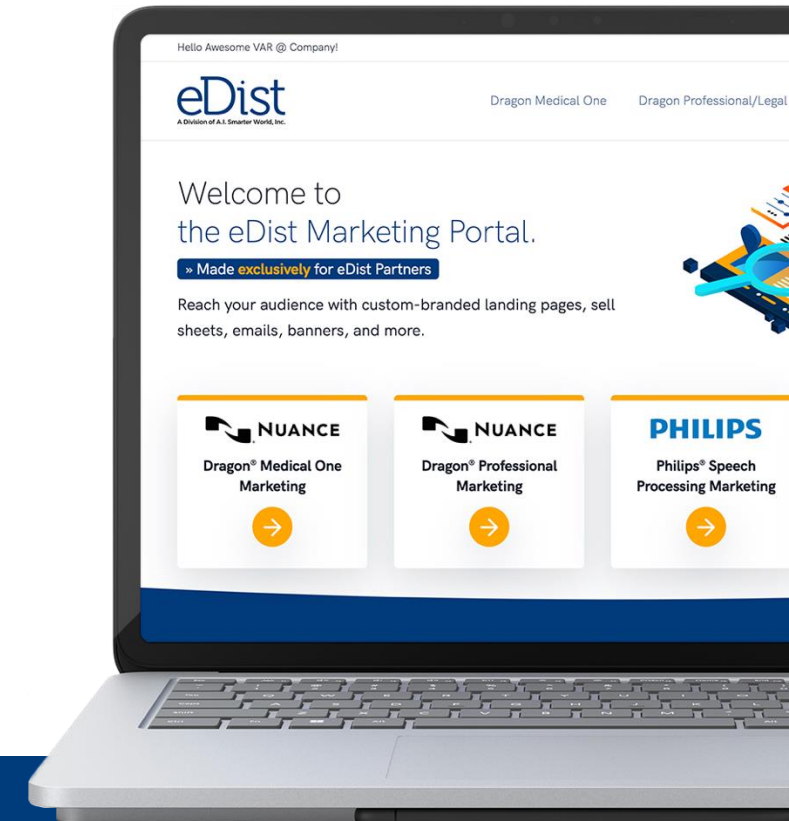
eDist
A Division of A.I. Smarter World, Inc.

Nuance[®] **Dragon[®]** Medical One

Welcome to the Partner Marketing Portal!

A gateway to effective and easy marketing for your business!

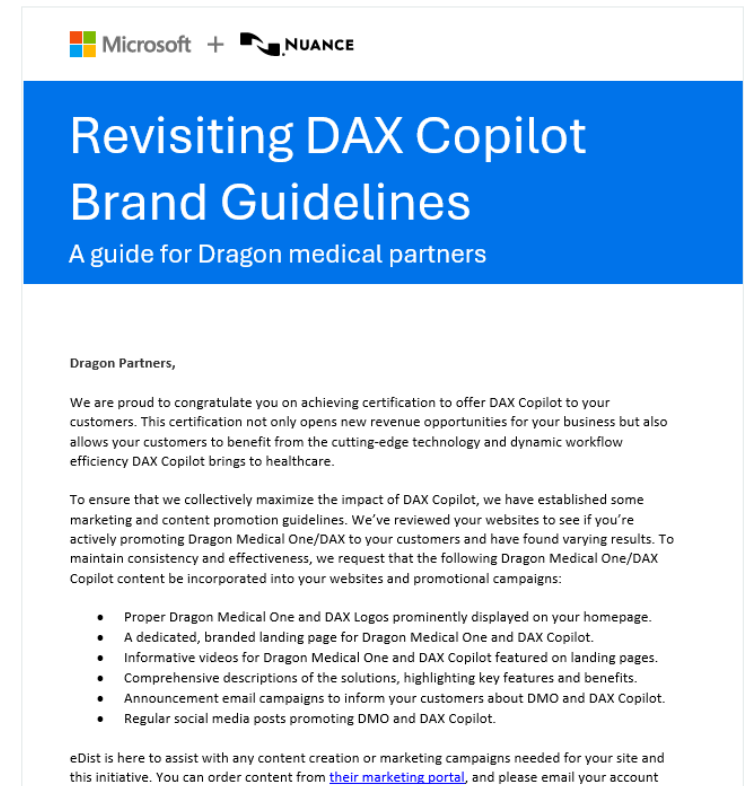
- This is a resource available from eDist to their partners
- How to use it: <https://marketing.edist.com>
- Do you have a login and password? Create an account!
- Why use it?
- This is a treasure chest!
- How is this portal linked to partner revenue?



Nuance Branding Guidelines

6/26/24 Email for Revisiting DAX Copilot Brand Guidelines

- Nuance requested updated branding and marketing efforts to promote DMO and DAX Copilot.
- Requesting 6 parameters to be met:
 - » DMO/DAX Copilot logos on the home page
 - » Dedicated landing pages for DMO/DAX
 - » Promotional videos
 - » Solution benefits outlined
 - » Email campaigns and lead outreach
 - » Social media campaigns
- These benchmarks should lift awareness from your customer base and improve DAX Copilot numbers for all certified partners.
- eDist will provide partners with all assets, content, and support to ensure these branding guidelines can be supported.



Branding Assets Library

We created a one-stop-shop for Dragon Medical One + DAX Copilot branding

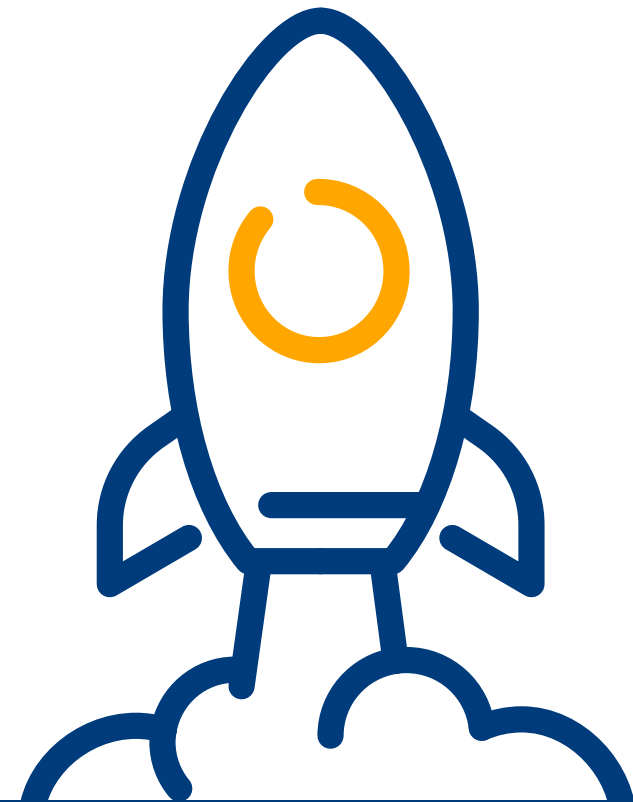
- Available after the webinar » <https://marketing.edist.com/branding>
- The page contains quick links for:
 - » Webinars and PowerPoints
 - » High-resolution Logos
 - » Landing Pages
 - » Videos
 - » Infographics
 - » Playbooks
 - » Email Campaigns
 - » Social Media
- Reach out to marketing@edist.com for custom requests.



Maximizing Impact: Branding Guidelines

Key Guidelines for Promoting DAX Copilot and Dragon Medical One.

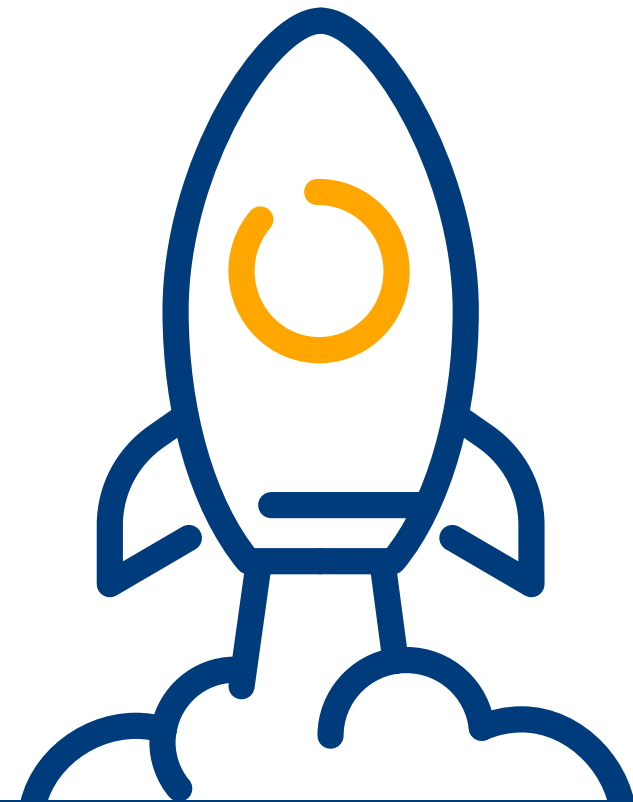
- To effectively maximize the impact of DAX Copilot, we have set specific marketing and content promotion guidelines.
- After reviewing your websites for active promotion of Dragon Medical One/DAX, we've noted mixed levels of engagement.
- To ensure consistent and effective marketing, we request the inclusion of the following Dragon Medical One/DAX Copilot content on your websites and in your promotional campaigns:



Maximizing Impact: Branding Guidelines

A quick guide for marketing DAX Copilot + Dragon Medical One.

- **Logo Placement:** To enhance brand visibility, display the Dragon Medical One and DAX Copilot logos prominently on your homepage.
- **Branded Landing Pages:** Develop a dedicated, branded landing page for the solution to provide a focused user experience.
- **Video Content:** Include informative videos on the landing pages to communicate the products' functionalities and benefits effectively.
- **Detailed Product Descriptions:** Offer comprehensive descriptions that highlight the key features and benefits of Dragon Medical One and DAX Copilot.
- **Email Campaigns:** Initiate announcement email campaigns to keep your customers informed about the latest developments and features of both solutions.
- **Social Media Engagement:** Conduct regular social media posts to actively promote Dragon Medical One and DAX Copilot, ensuring ongoing engagement with your audience.



DMO/DAX Promotion Score Card

Ensure usage and effectiveness of marketing DAX Copilot + Dragon Medical One.

Each DAX Copilot-certified VAR will have their websites reviewed for a weighted score based on Branding Compliance and Marketing activities:

- Logo Placement: **10%**
- Branded Landing Pages: **40%**
- Video Content: **20%**
- Detailed Product Descriptions: **15%**
- Email Campaigns: **10%**
- Social Media Engagement: **5%**



VARs will be contacted for further DMO/DAX promotional activities.

Any VAR under 70% branding and promotional activity will have their certifications come up for review.

Upcoming DAX Copilot Webinar

See DAX™ Copilot + Dragon® Medical One in Action

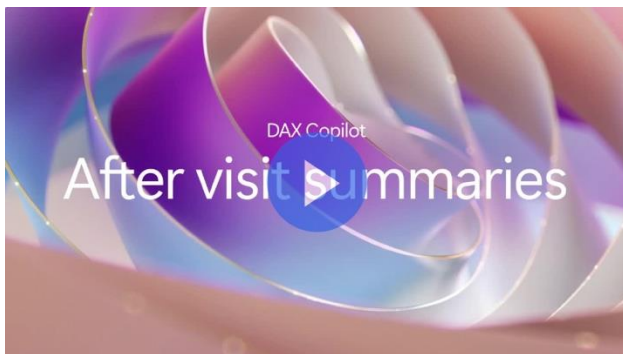
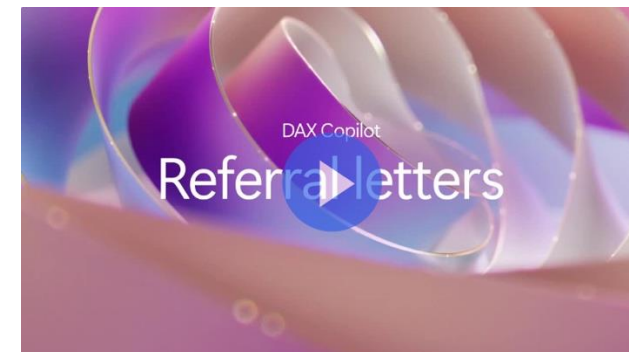
- Thursday, July 25th

[12:30 pm EST - Register Here »](#)

[5:30 pm EST - Register Here »](#)

Latest DAX Copilot AI Capabilities Videos

<https://www.youtube.com/@NuanceInc/>



Questions?

Please Share Any Thoughts or Questions About DAX Copilot

If you have any additional questions following this presentation, please reach out to:

Alex Sobeck

alexs@edist.com

Nuance Partnerships and Channel Manager

Mark McIntyre

mark@edist.com

Nuance Partnerships and Channel Manager

Kristi Bubrig

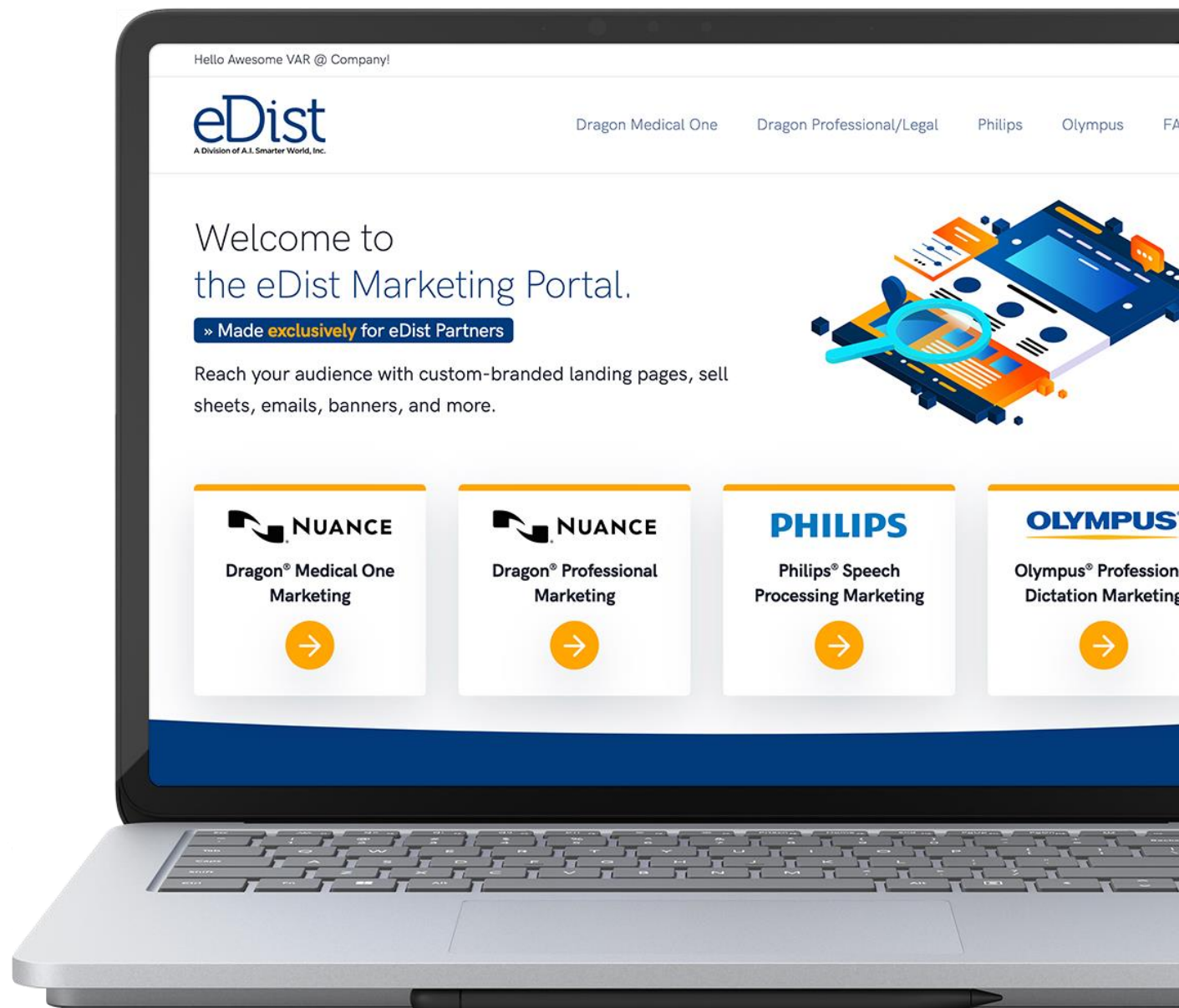
kristi@thedragonpeople.com

EVP Professional Services Division

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Q&A

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