ADP Marketplace

ADP Marketplace
Partner Marketing and Content Guidelines

Table of Contents

Introduction

ADP Logos, Branding and Trademarks

Content Guidelines and Best Practices

**Communication with ADP Sales**

Introduction

Selling your solution on ADP Marketplace offers a unique opportunity to reach thousands of ADP® clients looking to simplify their HCM processes. We're glad you're here to grow your brand as an ADP Marketplace partner! As you promote your solution across your website, blogs, social media and other communications, please refer to this document for rules and guidelines on:

- Using your ADP Marketplace Partner Badges.
- Using ADP's logos, branding and trademarks.
- Content best practices.
- Communicating with ADP sales teams, and more.

ADP Logos, Branding and Trademarks

We highly encourage you to promote your ADP Marketplace solution through your own website, sales collateral, social media and beyond. When you do so, you must comply with specific ADP rules as outlined in this section.

ADP Logos, Branding and Trademarks
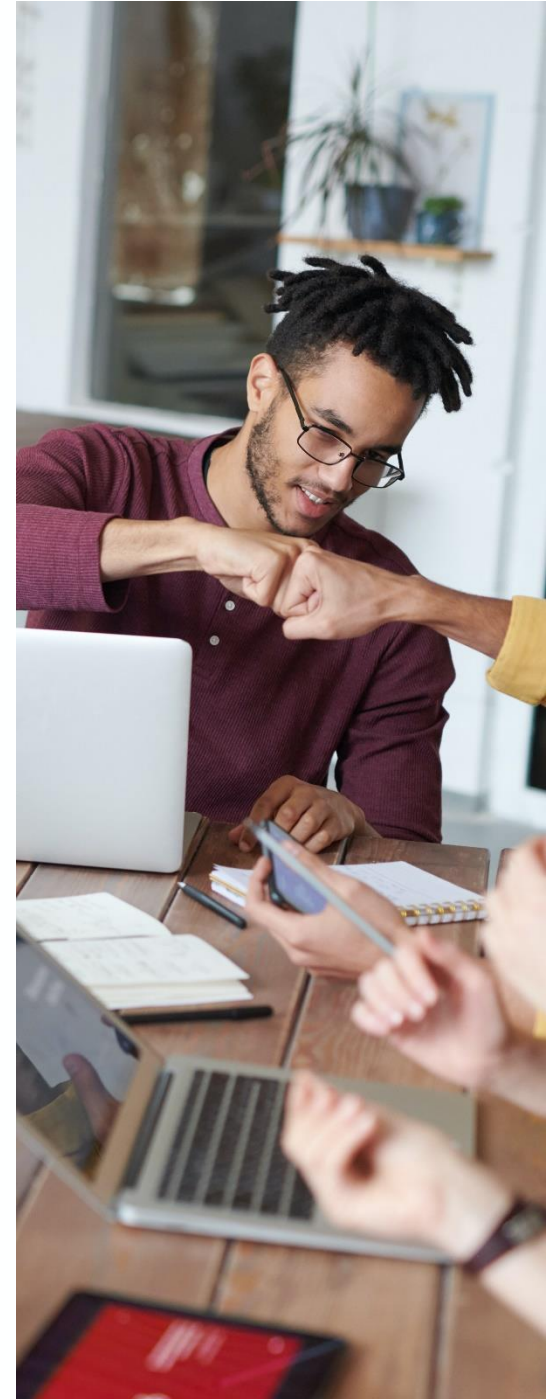
ADP Marketplace Partner Badges

Since we don't allow use of the ADP logo, we've created Partner Badges that align with your assigned tier in the ADP Marketplace Innovator Program. There are three color variants for you to choose from.

You can view and download the appropriate badges here (make sure you are logged in to the ADP Marketplace Partner Portal at partners.adp.com). If you're a Platinum partner, your partner development manager will send you your badges. ADP grants you permission to use the badge(s) for your partnership tier across any of your content, so long as you comply with all terms of use.

Gold and Silver Partner Badges

Platinum Partner Badges

Do:

✔ **Use the ADP Marketplace Partner Badges!** You can use the badge(s) for your partnership tier, without prior review or approval from our team, on a website or sales collateral that advertises, links to or otherwise references your ADP Marketplace solution.

✔ **Use any of the three versions available to you** according to your Innovator Program tier.

Don't:

✖ **Modify the badge.** You cannot create your own ADP Marketplace badge or edit the approved badges in any way.

✖ Use an ADP Marketplace Partner Badge that does not align with your Innovator Program tier.

✖ **Use the ADP logo.**

✖ Use the badges in a way that suggests a general endorsement or sponsorship of your business, or an affiliation with ADP other than through ADP Marketplace.

ADP Logos, Branding and Trademarks

ADP Marketplace

General ADP Branding

The following guidelines for usage of ADP's logos and trademarks apply to all content you create, including but not limited to your website, app listing, product UI, sales and marketing materials, social media and beyond.

You must send any content you create that mentions ADP or any of our trademarks to your ADP Marketplace partner development manager and marketing lead for review and approval before publication. Plan for about one to two weeks for review. Some content may also require additional review by our legal and brand teams.

Do:

✔ **Use "ADP" and ADP product names or other trademarks (e.g., ADP Workforce Now® or RUN Powered by ADP®) to the extent necessary to describe your ADP Marketplace integration or solution.** It must be in text form only, matching the surrounded text (i.e., do not style it look like a logo). See the ADP Product Names and Legal Attribution sections on pages 7-8 for proper usage of product names.

Don't:

❌ **Use the ADP logo, product logos or tagline (Always Designing for People).** We do not allow this in any circumstance, for internal or external materials. The only exception is the ADP Marketplace Partner Badges for Platinum partners, which contains the ADP logo and cannot be altered in any way.

❌ **Use the ADP name or any other ADP trademarks for any purpose, other than to advertise or describe your ADP Marketplace solution.**

❌ **Style ADP® in text form to look like a logo** (i.e., it cannot be red, bold font, or stylized font).

❌ **Use "ADP" in any email aliases or websites** for sales, marketing, support or any other use, e.g., adpsupport@partnername.com, adp@partnername.com or partnername.com/adpmarketplace.

ADP Product Names

When referencing ADP and our products, you must use the properly trademarked name, as noted below. You must also include our legal footnote on any external documents (the legal footnote does not apply to your app listing itself or social media posts).

The products and trademarks listed should always be written exactly as they appear below. Do not abbreviate product names or use internal acronyms (e.g., WFN, Vantage) unless otherwise noted. The trademark (®) symbol only needs to be noted in the first instance of use.

Do:

✔ **Use the below commonly referenced ADP products and trademarks.**
- ADP®
- RUN Powered by ADP®; RUN is permissible for use if the first use of the trademark says "RUN Powered by ADP® (RUN)"
- ADP Workforce Now®
- ADP Vantage HCM®
- ADP TotalSource®
- Wisely® Pay Paycard; Wisely® Pay, myWisely®
- ADP® Retirement Services
- ADP Marketplace (Note: If "ADP®" is not used elsewhere in the document, use ADP® Marketplace)

Don't:

❌ Abbreviate or otherwise modify any product names unless noted above (e.g., ADP RUN, WFN, Workforce Now, Workforce Now Powered by ADP).

Legal Attribution

You must include the following legal footnote on any marketing asset that mentions ADP or any of our products, with the exception of your ADP Marketplace listing and social media posts.

The footnote should only include the ADP products you reference in your content (e.g., if you only mention ADP Workforce Now, delete "RUN Powered by ADP" and "ADP Vantage HCM" from the below). Replace both instances of "[MP partner]" with your company's name.

Add the following statement in a footnote (at the bottom of the asset) on all external collateral, or in an appendix slide in an internal deck:

ADP, the ADP logo, ADP Workforce Now, RUN Powered by ADP, and ADP Vantage HCM are trademarks of ADP, Inc. or its affiliates or licensors. The information in this document was prepared by [MP partner] and [MP partner] is solely responsible for its accuracy and completeness. ADP makes no representation as to the accuracy or completeness of any information contained herein.

Content Guidelines and Best Practices

There are many ways you can show prospective buyers the value of your ADP Marketplace solution, from your app listing itself to supplemental marketing and sales content. Below you'll find our content guidelines and best practices, as well as additional resources to help set you up for success.

You must submit all content to your partner development manager or marketing lead for review and approval before release. We will typically review within one to two weeks, though it can take longer if it also needs to be reviewed by ADP's legal or brand team.

ADP Marketplace

General Content Guidelines

The following guidelines apply to all types of content, including but not limited to blog posts, your ADP Marketplace listing, marketing collateral, social media and more, unless otherwise noted.

Do:

✔ **Adhere to all the guidelines in the "Logos, Branding and Trademarks" section** beginning on page 4.

✔ **Leverage our branded marketing documents.** Work with our marketing team to complete the ADP Marketplace Spotlight and FAQs, then upload them to your listing. These documents, which are standard across all partners, are helpful for prospective buyers and ADP sales DMs to better understand your offering and how it works with ADP.

✔ **Cite your sources.** Provide sources for any claim you make (e.g., "We're the #1 rated app for recruiting") or statistic you cite in any collateral. Add the citation in a footnote at the bottom of the document.

✔ **Highlight the value of your integration** with ADP and how it helps our shared clients.

✔ **Get permission to use client testimonials.** If providing client testimonials or writing a case study, you must have explicit approval to use their quote or reference their use of your product and ADP.

✔ **Link out to your ADP Marketplace listing(s)** so readers can find out more information and activate the integration.

Don't:

✖ **Make general or extreme claims about your solution** unless you have a source to back it up (e.g., "best," "biggest," "fastest-growing," "most," "#1 rated", "the top solution"). Some alternatives: "A leading solution," "one of the fastest-growing," etc.

✖ **Use the word "partnership" when describing your integration with ADP** (unless that is true pursuant to a separate agreement). You can say you are "an ADP Marketplace partner," but you cannot say you are "partnering with ADP" or "partnering with ADP Marketplace". Instead, we recommend talking about how your solution "integrates with [ADP or specific ADP platform]" or "is available on ADP Marketplace."

✖ **Mention ADP competitors** in any documents on your app listing, or in ADP-specific documents, social posts or marketing materials.

✖ **Disclose sensitive information,** including ADP client names (unless you have permission, e.g., in a written case study), sales DM information or sales figures.

✖ **Include your company's website or direct sales contacts** anywhere on your app listing, or on any ADP Marketplace-specific collateral.

Content Guidelines and Best Practices

Integration and Feature Announcements

We encourage you to announce to your clients and social networks that your solution is available on ADP Marketplace or publicize when you have new features available. However, ADP does not allow third-party press releases that mention ADP or ADP Marketplace, including those that highlight a new product/feature or a partner's entry into ADP Marketplace.

Instead, you can leverage several alternatives to press releases, including:

- Blog posts.
- Social media.
- Your regular marketing newsletters.
- Other marketing tactics.

You must submit all content to your ADP Marketplace partner development manager or marketing lead for review and approval before release.

Do:

✔ **Adhere to the guidelines under Logos, Branding and Trademarks** (page 4) **and General Content Guidelines** (page 10).

✔ **Make it clear that your company is taking the action described in the blog post, etc., not ADP.** (e.g., "<Partner> announces"; "<Partner> adds <Solution> to ADP Marketplace"; or "<Solution> now available on ADP Marketplace". You cannot say "ADP announces" or "ADP adds <Partner> to ADP Marketplace.")

✔ Express how your integration helps ADP clients and what is unique about your solution.

✔ State which specific ADP platform(s) your solution integrates with (e.g., ADP Workforce Now®).

✔ Include a link to your ADP Marketplace listing(s) so readers can find out more information and activate the integration.

Don't:

✖ Say that you and ADP are announcing, partnering, or doing anything else together.

✖ Use extreme/unproven language describing your offering (e.g., "employees love it," "the best").

✖ Include ADP's company boilerplate language as if it were a press release.

Social Media

Social media is a great way to promote your ADP Marketplace solution. **If you share any social media posts that mention ADP, ADP Marketplace, or ADP sales or events, you must submit them to your ADP Marketplace marketing lead for review and approval prior to posting.**

Do:

✔ **Adhere to the guidelines under Logos, Branding and Trademarks** (page 4) **and General Content Guidelines** (page 10)**.**

✔ Tag your final approved posts on Twitter, LinkedIn, Instagram and Facebook with @ADP and #ADPMarketplace.

✔ If ADP's social team sees the content, they will repost when appropriate.

✔ Include a link to your ADP Marketplace listing(s) so readers can learn more and activate the integration.

Don't:

✖ Mention ADP competitors in your posts that also mention ADP.

✖ Mention any ADP sales numbers, dollar amounts or rollcall details.

✖ Name any ADP clients or DMs without explicit permission.

✖ Include any screenshots of Salesforce, sales boards, or ADP or client financial or sales information.

Case Studies

Case studies are a fantastic way to help you gain exposure and demonstrate that your solution meets ADP client needs.

Do:

✔ **Adhere to the guidelines under Logos, Branding and Trademarks** (page 4) **and General Content Guidelines** (page 10).

✔ **Collaborate with our team if you have a client who purchased your solution through ADP Marketplace.** Reach out to your ADP Marketplace marketing lead and we may be able to help facilitate the case study.

✔ **Add your case studies to your app listing** (after your marketing lead reviews them). This is a great way to show potential clients how your integration has helped businesses like theirs.

✔ **Get explicit permission from clients.** Clients must give you permission to include their company's information, quotes, images, etc. in your case study.

Don't:

✖ **Mention ADP competitors in a case study that's featured on your app listing or shared to promote your ADP Marketplace solution**. It's OK to create and share case studies about clients who do not use ADP for their payroll, however, if you are using it to promote your ADP Marketplace solution, the content needs to focus only on the value of your solution in general, and not an integration.

ADP® Marketplace

Messaging Cheat Sheet

Use this quick reference guide for how to describe and talk about ADP Marketplace, refer to our storefront and ADP products, and more.

	Do	Don't
Describe ADP Marketplace as:	ADP Marketplace is a digital HR storefront that allows clients to create a highly customized, fully integrated HR ecosystem, with ADP® and third-party solutions. With hundreds of HR apps available, ADP Marketplace is the first and largest digital storefront for HR buyers today.	
Refer to our storefront as:	✓ ADP Marketplace (if ADP® is mentioned elsewhere in the document) ✓ ADP® Marketplace (if ADP® is NOT mentioned elsewhere in the document) ✓ A digital HR storefront	X The ADP Marketplace X Marketplace X App Market X ADP Marketplace® X Appstore, app store or App Store
Refer to what we sell as:	✓ Solutions ✓ Integrations ✓ Apps, if used sparingly (always use "solutions" on first reference)	X Apps (on first reference)
Describe the breadth of products as:	✓ A collection of highly rated* HR solutions * According to reviews on G2	X Hundreds of solutions X Best-in-class
Describe partners as:	ADP Marketplace partners	X Certified Partners X ADP partner, partnership with ADP
Statement around security as:	✓ Secure and stable ✓ Each solution on ADP Marketplace has passed a world-class security assessment to help safeguard the confidentiality and integrity of your employee data. Security Magazine ranked ADP's security program in the top five in 2017 and 2018.* *Security Magazine, Security 500 Rankings, 2017 and 2018	X Each solution has passed rigorous security tests
Integrated with:	✓ RUN Powered by ADP® ("RUN" is permissible if the first mention says "RUN Powered by ADP® (RUN)") ✓ ADP Workforce Now® ✓ ADP Vantage HCM® ✓ ADP TotalSource® * Trademark symbol not required after first reference	X RUN (without first reference spelled out), Run, ADP RUN X WFN, Workforce Now, Workforce Now Powered by ADP X Vantage, ADP Vantage X TotalSource

Communication with ADP Sales

Building and fostering relationships with members of ADP's sales teams is a great way to help increase awareness of your solution and boost leads and sales on ADP Marketplace. However, ADP's ethical guidelines strictly regulate these relationships. Follow these guidelines and best practices to help form more effective connections with the right sales representatives at the right time.

Please note: These are general guidelines. If you have any further questions or need more specifics, don't hesitate to reach out to your partner development manager.

ADP Marketplace

Do:

✓ **Respond to your leads the day you receive them.** Following up with leads quickly can help build trust with DMs, and results in them sending more leads your way.

✓ **Follow up with DMs promptly after you give a training.** Email training attendees with your key talking points and resources and check in to see if DMs have questions while your solution is fresh in their mind. It's also helpful if you provide a tactical action item, e.g., encourage them to reach out to accounts in your top verticals, or send the gaining access email you wrote for your ADP Marketplace battle card.

✓ **Differentiate your solution.** Focus on what makes your solution different from ADP products or other partners.

✓ **Tell DMs about timely features and capabilities** and how your solution can help meet time-sensitive business needs (e.g., relevant to current events or new legislation).

✓ **Be specific in your networking.** If you're connecting with ADP DMs on LinkedIn, target those who make sense for your solution (e.g., not just searching ADP District Manager). Please talk to your partner manager about ways to strategize.

✓ **Get approval from your partner development manager** before communicating with anyone at ADP higher than Vice President.

✓ **Share your wins!** This can include BU-specific success stories, competitive insights, customer feedback and more. LinkedIn, trainings, and communications with DMs and their VPs are good places to do this. However, do not include dollar amounts, company details or any other confidential information. See our suggested template on page 18 for examples.

Don't:

✗ **Send multiple emails and spam DMs**, or hound VPs or sales executives.

✗ **Share confidential information** externally or with any third parties, including but not limited to email addresses, contact information, sales numbers or rollcall.

✗ **Solicit anyone at ADP for confidential information**, e.g., client names or contact information.

✗ **Offer DMs any monetary or other incentives** that could violate ADP policies. Cash payments and gift cards are not allowed. Branded items are permissible if they are given on occasion and valued below $50. All incentives must be approved by your partner development manager.

✗ **Send unsolicited mass sales communications**. If you send regular communications to ADP sales, you should only send to associates you've communicated with through a training or lead process (i.e., do not simply add DMs you find on LinkedIn). There must be an option to opt out, and content should be specific to your company's relationship with ADP (i.e., do not add them to your regular external company newsletter).