

# Marketing Guide



Print Collateral



eContent



Merchandising



Promotion



From printed brochures and sales tools to online eTours and apps, Hubbell offers a variety of tools to make ordering, specifying and merchandising products easier. Online tools such as the eTours, Hubbell University and videos make learning about the various products and their typical applications faster, easier and user friendly. Visit [www.hubbell-wiring.com](http://www.hubbell-wiring.com) to learn more.

www.hubbell-wiring.com

## Print Marketing



- Catalog
- Application Guides
- Brochures
- Charts
- Selectors

## eMarketing



- Landing pages
- Catalog
- Videos
- Literature
- Technical Help

## Training and Shows



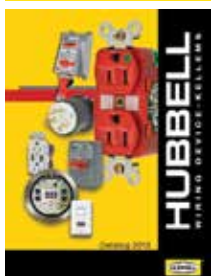
- eTours
- Hubbell University
- ShopTalk
- Hubbell School

## Merchandising



- Gondolas
- Counter Displays
- Accessories
- Hubbell Store

## Catalogs



Print catalogs are an allocated item that must be requested from territory manager. PDF and virtual catalog can be found on website.

## Literature



Brochures and data sheets can be ordered directly from Hubbellnet. PDF versions are available on the WDK website.

## Sales Tools



Charts and Selector tools make specifying and ordering easier. Custom labels can be ordered with the distributor's logo and information.

## Image Library



High resolution product images and logos are available through the image library.

## Print Ads



Hubbell makes specifying and ordering easier for customers.

Marketing and Sales Builder			
Product Info	Technical Data	Marketing Dev.	Product Selector
✓	✓	—	✓
✓	✓	—	✓
✓	✓	—	✓
✓	—	✓	—
✓	—	✓	—





## Home Page



Portal to Hubbell Wiring Device-Kellems e-content

## Strategic Market



- Industrial
- Commercial
- Residential
- Datacom
- Marine
- Healthcare
- Education

## eLearning



Dynamic, interactive online training sorted by

- Products
- Markets
- Solutions

## eTours



Explore virtual settings in the Interactive eTours to see the locations where Hubbell products are deployed.

## Videos



Over a dozen videos to view online or download. Available on the PC, tablets and smartphones.

## Ads/Telephone on Hold



- Web Ads
- Phone on Hold
- Scripts

## Marketing and Sales Builder

Product Info	Catalog Literature	Lead Generator	Training
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	—	✓
✓	—	—	✓
✓	—	—	✓
✓	✓	✓	✓





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## Hubbell School



Day training for distributor personnel typically includes hands on product training, product solutions and sales training.

## ShopTalk



ShopTalk Training Seminars are meetings designed to be an on-site training at the end-user's facility.

## Hubbell University



This sales training site offers many new features and benefits to users. Training courses can be accessed on a computer, tablet, or smartphone to make learning possible from any location.

## Trade Show Displays



Multiple product displays used with product table display. Good for open house, etc. Large booth with product display boards, monitors and demos.

## eTours



These hands-on, virtual tours of various strategic markets takes visitors through unique spaces which demonstrate where Hubbell products are used and the type of solution they provide.

## Marketing and Sales Builder

Product Training	Product Solutions	Sales Training	Lead Generator
✓	✓	✓	—
✓	✓	—	—
✓	✓	✓	—
✓	✓	—	✓
✓	✓	✓	—



## Product Displays



Hubbell offers a variety of free gondolas and accessories to enhance locations.

## Marketing and Sales Builder

Product Info	Product Selection	Technical Data	Print Document
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## Merchandising Accessories



Gondola accessories to customize your unit to fit your needs.

- Header Signs
- Baskets
- Literature Hooks



## Point of Purchase (POP)



Point-of-Purchase Displays increase sales and draw attention to new products.



## Counter Merchandising



Counter Merchandising units make specific products available at the point of sale.



## Counter Displays



Counter displays help market specific products at the point of sale.



[www.hubbell-wiring.com](http://www.hubbell-wiring.com)



www.hubbell-wiring.com

	Territory Manager	Website	Hubbellnet	Hubbell Marketing
<b>Print Marketing:</b>				
Full Line Catalog	✓	✓	—	—
Brochures and Data Sheets	✓	✓	✓	—
Charts and Selector Guides	✓	✓	—	—
Product Images	—	—	✓	✓
Print Ads	—	—	✓	✓
<b>Training and Shows:</b>				
Hubbell School	✓	—	✓	✓
ShopTalk User Training	✓	—	✓	✓
Trade Show Displays	✓	✓	✓	✓
Hubbell University	—	✓	—	—
eTours	—	—	—	—
<b>Merchandising and Promotion:</b>				
Displays and Accessories	✓	—	✓	✓
POP Displays	✓	—	✓	✓
Promotions	✓	—	✓	✓
Counter Displays	✓	—	—	—

<b>www.hubbell-wiring.com</b>	Home Page	Resources	Technical	Landing Pages	Mobile App Available
Strategic Markets and Solutions	✓	—	—	✓	—
Hubbell University	—	✓	—	✓	—
eTours	—	✓	—	✓	✓
Videos	—	✓	—	✓	—
Banner and Tower Ads	✓	✓	✓	✓	—
Product Specifications	—	—	✓	✓	—
Tools and Configurators	—	✓	—	✓	✓
Knowledge Base / Cross Reference	—	—	✓	—	—
Product Drawing & Installation Instructions	—	—	✓	✓	—
Case Studies	—	—	✓	—	—
Literature and Press Releases	—	✓	—	✓	—
eCatalog and Spec Data sheets	—	✓	—	—	✓

