



**momentum**  
by NowCerts

**2024-2025**

**Preferred Vendor Partner Program**

Seamless Integration / Maximize Marketing Impact



# Momentum Integration

## Are you a solution provider?

Here's why you should integrate with us:

- Read write access
- Seamless data flow & no duplicate entry
- Reach agents where they want to work
- Better reporting & Insights
- Increased adoption & market reach
- Enhanced functionality
- Access to new data streams
- Improved client retention
- Collaboration on innovation
- Enhanced security & compliance
- Faster implementation cycles
- Joint marketing opportunities





**PVP PROGRAM BENEFITS**

**INTEGRATION**

Integration into the Momentum AMP Platform

1

**BLOG POST**

Partner Spotlight on the Momentum Blog

1

**VISIBILITY & ADVERTISING**

Logo and link on the Momentum Partners Page

1



**PACKAGE COST: \$6,000**

# PVP Marketing

## Momentum Marketing Levels

Also need marketing?

Add on One of Five Marketing Levels





	Level 1	Level 2	Level 3	Level 4	VIP
Social Media & Blog Posts	✓	✓	✓	✓	✓
Events, Webinars, Training	✓	✓	✓	✓	✓
Communications	✓	✓	✓	✓	✓
Data	✓	✓	✓	✓	✓
Visibility & Advertising	✓	✓	✓	✓	✓
Public Relations	●	●	✓	✓	✓
Videos	●	●	✓	✓	✓
Podcasts	●	●	●	✓	✓
Integration with Button inside the AMS & Advanced Integration Support	●	●	●	●	✓

Specifics per level are detailed  
on the following pages



### PVP PROGRAM BENEFITS

#### SOCIAL MEDIA

- Posts about the partnership on Momentum social media pages     1
- Posts/Announcements about the partnership in the Momentum FB group 1

#### EVENTS/WEBINARS/TRAINING

- Happy Hour Event (in the Momentum app) 2
- Educational webinar of training (for Momentum users) 1

#### DATA

- CTA button links sent to the Partner's landing page (tracking clicks or form-fill analytics) 1

#### COMMUNICATIONS

- Email sent out announcing partnership 1
- In-app notifications of happy hour leading up to the event/events (two weeks prior) 2
- In-app notifications of educational webinars leading up to the training/webinar 1
- Email sent out regarding the educational webinar 1
- Cross-promotion of any email blasts within the Momentum dashboard/system messages 1

#### BLOG POSTS

- Partner spotlight /Press release on the Momentum blog 1

#### VISIBILITY & ADVERTISING





- Logo and link on the Momentum Partners page 1

**PACKAGE COST: \$5,000**



**PVP PROGRAM BENEFITS**

**SOCIAL MEDIA**

- Posts about the partnership on Momentum social media pages     1
- Posts/Announcements about the partnership in the Momentum FB group 1

**EVENTS/WEBINARS/TRAINING**

- Happy Hour Event (in the Momentum app) 2
- Educational webinar of training (for Momentum users) 2

**DATA**

- CTA button links sent to the Partner’s landing page (tracking clicks or form-fill analytics) 1

**COMMUNICATIONS**

- Email sent out through announcing the partnership 1
- In-app notifications of happy hour leading up to the event/events (two weeks prior) 2
- In-app notifications of educational webinars leading up to the training/webinar 2
- Emails sent out regarding the educational webinar (Two weeks prior to the webinar) 2
- Cross-promotion of any email blasts within the Momentum dashboard/system messages 1

**BLOG POSTS**

- Partner spotlight /Press release on the Momentum Blog 1

**VISIBILITY & ADVERTISING**





- Logo and link on the Momentum Partners page 1
- Partner landing page 1

**PACKAGE COST: \$7,000**



**PVP PROGRAM BENEFITS**

**SOCIAL MEDIA**

Posts about the partnership on Momentum social media pages    	1
Posts/Announcements about the partnership in the Momentum FB group	1
Month-long promotions of any Momentum public-facing webinars, on all Momentum pages	1

**PUBLIC RELATIONS**

Press release to industry media sources	1
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**EVENTS/WEBINARS/TRAINING**

Happy hour event (in the Momentum app)	2
Public facing webinar guest/training	1
Educational webinar of training (In-app, for Momentum users)	2

**DATA**

CTA button links sent to the Partner's landing page (tracking clicks or form-fill analytics)	1
Webinar attendee list (with email addresses)	1

**COMMUNICATIONS**

Email blast sent out through HubSpot announcing the partnership	1
Email blast about Partner sent through HubSpot (clients, subscribers, on trial subscriptions)	1
In-app notifications of happy hour leading up to the event/events (two weeks prior)	2
In-app notifications of educational webinars leading up to the training/webinar	2
Emails sent out regarding the educational webinar (two weeks prior to the webinar)	2
Cross-promotion of any email blasts within the Momentum dashboard/system messages	1

**BLOG POSTS**

Partner spotlight /Press release on the Momentum Blog	1
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**VISIBILITY & ADVERTISING**

Branded client discount codes to use in the app	1
Logo and link on the Momentum Partners Page	1
Logo and link on the Momentum Integration Page	1
Partner landing page	1

**VIDEOS**

Meet the partner video	1
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**MOMENTUM TOOLBOX**





Listing in Momentum Toolbox within the Momentum App Store	1
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**PACKAGE COST: \$10,000**



**PVP PROGRAM BENEFITS**

**SOCIAL MEDIA**

Posts about the partnership on Momentum social media pages    	1
Posts/Announcements about the partnership in the Momentum FB group	1
Month-long promotions of any Momentum public facing webinars, on all Momentum pages	1

**PUBLIC RELATIONS**

Press release to industry media sources	1
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**EVENTS/WEBINARS/TRAINING**

Happy hour event (in the Momentum app)	3
Public facing webinar guest/training	2
Educational webinar of training (In-app, for Momentum users)	2

**DATA**

CTA button links sent to the Partner's landing page (tracking clicks or form-fill analytics)	2
Webinar attendee list (with email addresses)	2

**COMMUNICATIONS**

Email blast sent out through HubSpot announcing the partnership	1
Email blast about partner sent through HubSpot (clients, subscribers, on trial subscriptions)	1
In-app notifications of happy hour leading up to the event/events (two weeks prior)	3
In-app notifications of educational webinars leading up to the training/webinar	2
Emails sent out regarding the educational webinar (two weeks prior to the webinar)	2
Cross-promotion of any email blasts within the Momentum dashboard/system messages	1
Promo of podcast restream in Momentum in email newsletter	1

**BLOG POSTS**

Partner spotlight /Press release on the Momentum Blog	1
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**VISIBILITY & ADVERTISING**

Branded client discount codes to use in the app	1
Logo and link on the Momentum Partners Page	1
Logo and link on the Momentum Integration Page	1
Partner landing page	1

**VIDEOS**

Meet the partner video	1
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**MOMENTUM TOOLBOX**

Listing in Momentum Toolbox within the Momentum App Store	1
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**PACKAGE COST: \$15,000**





**PVP PROGRAM BENEFITS**

**SOCIAL MEDIA**

Posts about the partnership on Momentum social media pages    	1
Posts/Announcements about the partnership in the Momentum FB group	1
Month-long promotions of Momentum public facing webinars, and any videos on all pages	1

**PUBLIC RELATIONS**

Press release to industry media sources	1
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**EVENTS/WEBINARS/TRAINING**

Happy hour event (in the Momentum app)	4
Public facing webinar guest/training	3
Educational webinar of training (In-app, for Momentum users)	3

**DATA**

CTA button links sent to the Partner's landing page (tracking clicks or form-fill analytics)	3
Webinar attendee list (with email addresses)	3

**COMMUNICATIONS**

Email blast sent out through HubSpot announcing the partnership	1
Email blast sent out through HubSpot about partner (clients, subscribers, on trial subscriptions)	1
In-app notifications of happy hour leading up to the event/events (two weeks prior)	4
In-app notifications of educational webinars leading up to the training/webinar	3
Emails sent out regarding the educational webinar (two weeks prior to the webinar)	3
Cross-promotion of any email blasts within the Momentum dashboard/system messages	1
Promo of podcast restream in Momentum email newsletter to all users.	2

**BLOG POSTS**

Partner spotlight /Press release on the Momentum Blog	1
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**VISIBILITY & ADVERTISING**

Branded client discount codes to use in the app	1
Logo and link on the Momentum Partners Page	1
Logo and link on the Momentum Integration Page	1
Partner landing page	1

**VIDEOS**

Meet the partner video	1
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**MOMENTUM TOOLBOX**

Listing in Momentum Toolbox within the Momentum App Store	1
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**PACKAGE COST: \$50,000**



# **Stacie King**

**Senior Vice President  
Brand & Partnerships**

**[stacie@momentumamp.com](mailto:stacie@momentumamp.com)**