OpenStax Ally comarketing guide

In our efforts to partner for our mutual success and in service of our instructors and students, these are some of the comarketing tools that OpenStax has available for OpenStax Allies, along with whatever is in your arsenal.

Guest blog posts

+ OpenStax Allies can post as a guest author on the OpenStax blog, offering guidance on a certain topic and featuring your product.
+ OpenStax will offer edits as appropriate.

+ Post will go on openstax.org/blog
+ There is an opportunity for the post to be shared on OpenStax social media and in our monthly email newsletter.

Social media

+ OpenStax is active on Facebook, Twitter, LinkedIn, and Instagram.

+ OpenStax can share out messaging about announcements on new products, features, or campaigns, as well as Allies' own events and webinars.

Co-hosted webinars

+ We offer the opportunity to co-host a webinar with OpenStax, offering guidance on a certain topic and featuring your product. OpenStax presents intro to OpenStax, messaging about OER. Always a plus if we can have faculty panelists.
+ OpenStax typically sets up the webinar on our platform, but the partner can host on theirs if they prefer.
+ OpenStax will list details on openstax.org/webinars

+ We will share on OpenStax social media channels.
+ We send a targeted email invite and a reminder email to the relevant segment of our audience.
+ We share the registrant list and recording with our Ally.
+ OpenStax posts the recording in the Past Webinars section of openstax.org/webinars

Academic conference copromotions

+ OpenStax shares its academic conference schedule, when applicable, in the OpenStax Partner Portal.
+ If attending the same academic conference, OpenStax can work with Allies on copromotion.

+ Examples include in-booth demos, joining an Ally's presentation, and promoting an Ally's presence on social media.

Academic conference copromotions

+ Due to the volume of releases coming from Rice and the size of our partner network, OpenStax cannot do press releases about individual partnerships.

+ OpenStax Allies are welcome to distribute press releases regarding our partnership, and OpenStax will support you by providing quotes and sharing with our social media networks. Please send language to OpenStax to review before release.

For more information, conatct info@openstax.org

Guest blog posts

+ To avoid email fatigue with our customers we do not offer one-off email marketing for our partners, but we consistently promote partner technology options in our regular communications with customers. We also rotate small features on partners in our monthly newsletter.

Ongoing promotional channels and opportunities

OpenStax website

+ OpenStax Allies are featured prominently in the OpenStax Tech Scout tool on the OpenStax website. Customers can request follow-up right from within the tool, and we share those leads with partners immediately.

+ OpenStax Allies are also featured on each relevant book page under "Instructor Resources."

Sharing leads, adoption reports, and book content updates

+ Lead and adoption reports are readily available in your OpenStax Partner Portal.

+ Our content schedule is listed in your Partner Portal. Every March, we share updated content files with our partners who are up to date on payment and reporting in advance of us releasing them to the public the following summer.

*Full comarketing and leads sharing applies to OpenStax full partners and referral partners.

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