

# Zoho Branding

— for Partners —



# Document Objective

This document is about one of the key Tier evaluation criteria: Zoho Branding, and the parameters considered during its evaluation.

Given the pivotal role partners play within our ecosystem, it is imperative for you to align with a cohesive brand messaging across all digital and physical touchpoints. Embracing a robust brand strategy not only fosters organic growth but also enables partner companies to establish a unique market identity.

## Note:

A detailed break-up of the scores based on recommendations are listed in the table below. On an annual basis, Partner Account Managers (PAMs) will assess these criteria and assign ratings to individual partners. These ratings will subsequently contribute to the overall Tier evaluation process.

We have also recently updated the partner branding guidelines, you can find the same under on the [marketing resources page](#)

	Recommendation	Scores if recommendations are met.	If not	
Website/Online	Website traffic (monthly)	>10K	5	0
	Authority Score	>30	5	0
	Clear details on services provided on Zoho Products and Signup links	Yes	5	0
	Following Zoho branding guidelines across business practices (Websites, Events, Social Media, Collaterals)	Yes	10	0
	Active Zoho Blog, Podcast, and youtube videos in last 12 months (One per month between all combined)	Yes	10	0
	Customer Testimonials on website	Yes	5	0
	Customer case studies on website	Yes	5	0
	Customer references on website	Yes	5	0
<b>Total Score</b>			<b>50</b>	



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