

Partner How-To: Promote my application

INTRODUCTION

Welcome to the Partner How-To series! This guide empowers you to maximize your Procore partnership by leveraging the Procore Marketplace and other resources to effectively promote your application, ensure your integration stands out, and drive partnership success.

Optimize Your Marketplace Listing

The [Procore App Marketplace](#) is the first stop for Procore prospects, mutual customers, and internal Procore sellers who want to learn more about Procore's partnerships and integrations. We train Procore reps to leverage the App Marketplace, and we also promote and market it holistically. A compelling listing is your most powerful tool for visibility and lead generation within the Procore ecosystem.

Create a Comprehensive & Compelling Listing:

- + **Explain the How:** Clearly describe how your integration works with Procore (see our [Marketplace Listing Guidelines](#) for more detail).
- + **Specify Procore Tool Requirements:** List any specific Procore tools or modules needed for your integration to function.
- + **Highlight the Value:** What unique benefits and ROI can customers expect from your integrated solution? Focus on solving their pain points.
- + **Rich Media is Key:**
 - **Demo Video:** Include a short (2-3 minute) demo video. *Visuals significantly increase engagement.*
 - **Data Integration Map:** A visual map helps users quickly understand data flows.
- + **Complete Every Section:** For instance, don't skip the 'Security & Compliance' details.
- + **Link to Your Resources:** Add direct links to your website for assets like slicks, case studies, webinars, and additional marketing content.

Keep it Current:

Outdated information can deter potential customers. Schedule time (quarterly or bi-annually) to review your listing. Ensure it always reflects your latest integration capabilities, features, and messaging.

Prioritize Clarity and Readability:

Make it easy for everyone to understand the value to the customer. Avoid technical jargon. Use bullet points, short paragraphs, and simple language.

Leverage Procore's Self-Service Marketing Resources

- + We provide tools to help you co-market your integration effectively: Access the [Procore Communications Toolkit](#) for ready-to-use templates and guidelines. You'll find resources for press releases, social media posts, blog content, and logo usage.
- + Amplify on Your Channels (first ensure content approval from Procore, please follow the processes outlined within the [Toolkit](#)).
- + Feature the Procore Integration on Your Website: Create a dedicated page or section on your website detailing your Procore integration. Link back to your Marketplace listing.
- + Promote via Your Social Media: Announce new features or share customer successes related to your Procore integration. Tag Procore where appropriate.
- + Educate Your Sales Team: Ensure your sales team understands the Procore integration's value and can speak confidently about it.

Elevate Your Visibility: Procore Groundbreak Sponsorship

Groundbreak, Procore's annual user conference, is the construction innovation conference of the year, attracting over 4,000 industry professionals. Sponsoring Groundbreak offers unparalleled opportunities to:

- + Connect directly with Procore users and decision-makers.
- + Boost your brand visibility within the construction tech community.
- + Showcase your solutions in a dynamic environment.
- + Generate high-quality leads.

Learn more about Groundbreak and sponsorship opportunities [here](#).

Ready to Grow?

By optimizing your Marketplace listing and leveraging available marketing resources, you can significantly enhance your visibility and drive adoption of your Procore integration. We're excited to see your success! For any questions or support, please contact techpartners@procore.com.