



Generations of family fun.

NEW AND IMPROVED **JAYCO MARKETING HUB**

The **JAYCO MARKETING HUB** makes ordering dealership sales aids, including your product literature, **FASTER AND EASIER!** Log in today to make the most of this invaluable marketing resource.

We've put together a **Marketing Hub Workbook** to help you best utilize the latest changes and innovations on the new Jayco Marketing Hub. It's easier than ever to make this marketing resource work for you.

We think you'll be excited about the new Hub, your one-stop shop for all your dealership needs. From **product literature** to **hi-res photography**, from **running footage** to **dealership POP**, this online resource equips your dealership with all the tools you may need to sell Jayco RVs.

Happy online ordering!

— *Jayco Dealer Marketing Services*

www.jaycomarketinghub.com

WHAT'S CHANGED:

- **JAYCO PARTNERS LOGIN**

Now, you can access the Jayco Marketing Hub through your Jayco Partners account, so you only have to log in to one resource for all of your Jayco marketing needs.

- **FILTERED SEARCH**

Search for materials based on models on your lot.

- **RESPONSIVE SITE**

View the Hub on mobile devices!

- **ADDRESS BOOK**

Store and select your shipping address(es).

- **EFFICIENT CHECKOUT**

Order your materials more quickly.





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FILTERED SEARCH *PAGE 6*

Search for materials based on the products on your lot.

EFFICIENT CHECKOUT *PAGE 9*

Order your materials more quickly.

ADDRESS BOOK *PAGE 11*

Store and select your shipping addresses.

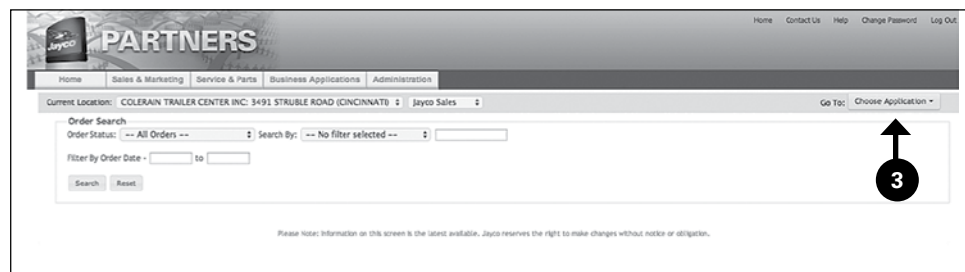


LOGIN

We've made logging in to the Jayco Marketing Hub even easier. Now you can access the Hub through Jayco Partners.



- 1 Above is the Jayco Partners login screen. Log in by entering your username and password.
- 2 Once you are logged in, click on "**BUSINESS APPLICATIONS**" in the top main menu.



- 3 You can access the Jayco Marketing Hub by clicking on "Choose Application" in the upper right corner dropdown menu. Then click on "**MARKETING HUB.**"



SEARCH

There are now multiple ways to search for products on the Hub, and you'll find that it's more responsive than ever before. Filter through the options available or simply enter keywords into the search bar.



1 SEARCH BAR

Enter any search term and the catalog will only display materials related to your search.

2 TOP NAVIGATION

3 BANNERS

4 BUCKETS

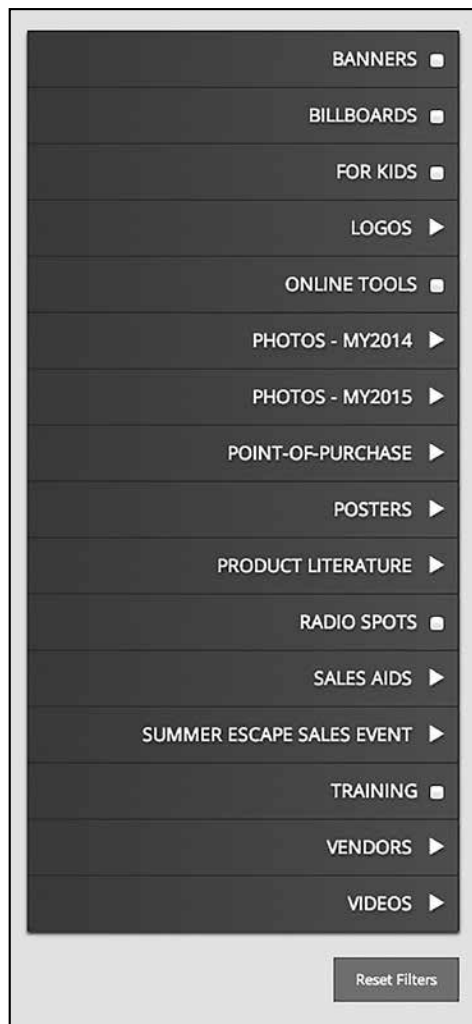
Click on any of these to dive into the Catalog! Then use the left rail to begin filtering your search.

(See the next page for more on this great filtering tool.)



SEARCH

THE NEW AND IMPROVED FILTERING TOOL



- 1 Above is an extensive list of filtering options to help search through the available materials. Check the box to the right of the product to view your filtered search results. If there are more options to view, there will be an arrow to the right of the product. Click on it to expand your options (see next page).



SEARCH

FILTER OPTIONS

AUDIO ▶

BANNERS ■

FOR KIDS ■

LOGOS ▶

ONLINE TOOLS ■

PHOTOS - MY2014 ▶

PHOTOS - MY2015 (1) ▼

All Photos - MY2015 ■

Camping Trailers ■

Eagle FW ■

Eagle HT

Eagle TT ■

Eagle Premier ■

Eagle Touring Edition ■

Greyhawk ■

Jay Feather ■

Jay Flight ■

Lifestyle Photography ■

Pinnacle ■

Precept ■

Redhawk ■

Seneca ■

White Hawk ■

POINT-OF-PURCHASE ▶

POSTERS ▶

PRODUCT LITERATURE ▶

SALES AIDS ▶

TRAINING ■

VENDORS ▶

VIDEOS ▶

Reset Filters

SEARCH BY MODEL!

Looking only for Eagle photos? Just check the box next to "Eagle" (as seen in the example). You can also search for photographs based on model year.

- 1 After expanding the arrow, continue selecting your filters.

A number next to the filter will help you keep track of your filtered selections, especially if you collapse a filter category.

DID YOU KNOW?

Alternatively, you can type in "Eagle" (or any model) in the search bar, which is located at the top of the page.



ORDER

ORDERING INSTRUCTIONS

Follow these instructions to start ordering Jayco Sales Aids, such as Product Literature:

The screenshot shows the Jayco Marketing Hub interface. At the top, there's a navigation bar with links for 'My Account', 'Cart (1)', 'Checkout', 'HP Admin', 'Admin', and 'Logout'. Below that is the 'Jayco MARKETING HUB' header with a search bar. A secondary navigation bar contains 'HOME', 'CATALOG', 'HI-RES PHOTOGRAPHY', 'PREVIOUS ORDERS', 'SHOPPING CART', and 'JAYCLICK PROGRAM'. The main content area is titled '2015 Eagle Brochure'. Below the title, it states 'This item is eligible for 100% Co-Op'. There is a quantity selector showing 'Quantity: 50 - \$25.00' and an 'Add to Cart' button. A circled '1' with an arrow points to the 'Add to Cart' button. To the right of the product information is a large image of the '2015 Eagle Brochure' featuring a family at a campsite with a Jayco trailer. The brochure cover includes the Jayco logo, 'Generations of family fun', 'EAGLE', '2015 TRAVEL TRAILERS AND FIFTH WHEELS BY JAYCO', and a '2 YEAR WARRANTY' badge.

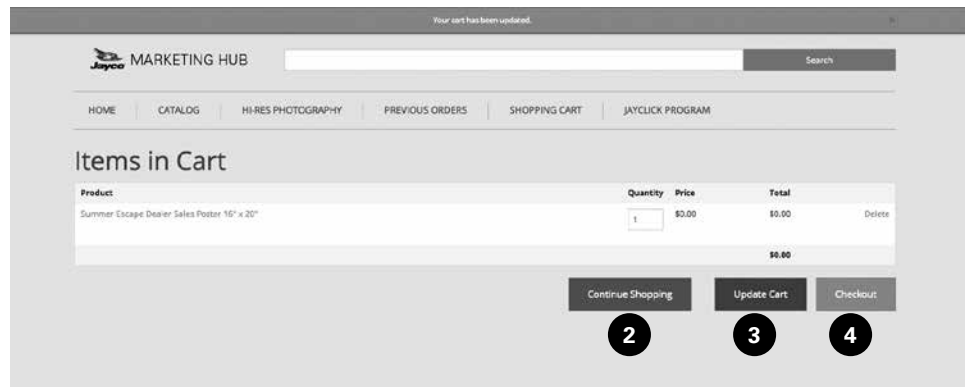
- 1 Once you have selected your product and quantity, click **ADD TO CART**.



ORDER

ORDERING INSTRUCTIONS

You can keep shopping and return to your cart any time. The products in your cart will stay where they are, and you can always alter the quantity or remove them altogether.



Once you add an item to your cart, you will be taken directly to your cart to review your order. You can use the buttons to:

- 2 CONTINUE SHOPPING**
Click this option to return to the previous page to review more products and continue shopping.
- 3 UPDATE CART**
Click this option after you've adjusted the quantity. To remove an item from the cart, enter "0" or click "Delete" to the right of the total.
- 4 CHECKOUT**
Click this option to proceed with your order.



ORDER

ADDRESS BOOK

Easily add shipping information to your address book from the checkout page. This new feature makes it easier for dealerships with multiple locations to manage their orders.

The screenshot shows a checkout form with two main sections: 'Contact Information' and 'Shipping Information'. The 'Contact Information' section includes fields for Dealership Name, Name (filled with 'Jala Curtis'), Email (filled with 'jalac@huebnerpetersen.com'), Phone Number (filled with '970-775-7140'), and Special Instructions. The 'Shipping Information' section includes a dropdown for 'Addresses' (set to 'Select Option'), a text field for 'Address' (filled with '6853 North Franklin Avenue'), a text field for 'City' (filled with 'Loveland'), a dropdown for 'State/Province' (set to 'CO'), a text field for 'Postal Code' (filled with '80538'), a dropdown for 'Country' (set to 'United States'), a checkbox for 'Save to Address Book' (checked), and a dropdown for 'Shipping Method' (set to 'Select One...'). A circled '1' with an arrow points to the 'Save to Address Book' checkbox. A 'Review Order' button is located at the bottom right of the form.

- 1 When you proceed to checkout, you can choose to save your shipping information to your address book for future order placement with the simple check of a box!



ORDER

ADDRESS BOOK

You can save multiple addresses for your dealership and keep a record of addresses. Simply select the address where you'd like your shipment delivered in the dropdown menu during checkout.

My Address Book

	Address	City	State	Zip	Country
Profile	124ABC Street	Loveland	CO	80538	US
Address Book	124ABC Street	Loveland	CO	80538	US
My Orders					

2

- Under **MY ACCOUNT**, select **MY ADDRESS BOOK** on the left-hand menu column. Here, you can enter the address you'd like to save for future orders. You can also save multiple addresses here if you have multiple dealership locations.



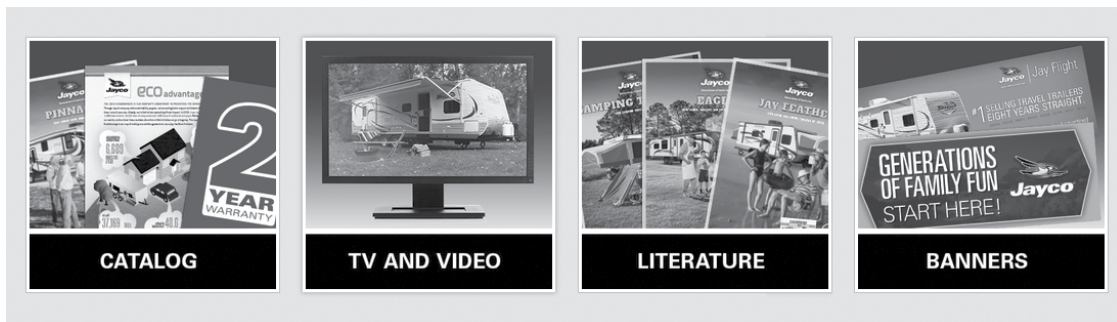
HUB Q&A

YOUR QUESTIONS ANSWERED

Q

WHICH JAYCO MATERIALS ARE AVAILABLE ONLINE?

All of them! So that means hundreds of different Jayco sales aids are available at your fingertips! We've organized the available materials into easy, searchable categories, such as the four categories below, which are located directly on the main page. More categories are searchable through the catalog!



ALSO AVAILABLE

**LOGOS • POSTERS • RADIO SPOTS
SALES AIDS • TRAINING
VENDORS • VIDEOS • KIDS' MATERIALS
HIGH RES IMAGES • POINT OF PURCHASE
ONLINE TOOLS • PLUS MUCH MORE!**



HUB Q&A

YOUR QUESTIONS ANSWERED

***Q* CAN I ORDER PRODUCT LITERATURE THROUGH THE HUB?**

Yes. This is where ALL future brochure orders must be submitted.

***Q* DOES IT COST MY DEALERSHIP MONEY TO ORDER MATERIALS?**

For standard marketing items, like product literature, Jayco will automatically deduct the co-op amount from your account and invoice for the balance.