



Seller Marketing & Communications Guidelines





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1.0

Introduction



Favorite local stores brought to your customers' doorstep.

We're excited you're a part of the Walmart LocalFinds network and encourage you to regularly create content celebrating your store's presence on Walmart LocalFinds, as well as your products and offerings. We have created the following guidelines to help your team promote your presence on Walmart LocalFinds and understand our marketing and communications requirements, as well as best practices for promoting our shared offerings.

We appreciate your support in upholding these guidelines among all relevant teams within your organization. Adherence to these guidelines is required for a successful presence on Walmart LocalFinds. Our internal teams review seller websites, blogs and social posts periodically to ensure content follows these guidelines and may reach out to request revisions. If in doubt, reach out to your LocalFinds contact or request support in the Seller Center.

INTRODUCTION





2.0

Messaging Best Practices



Messaging Best Practices

By joining Walmart LocalFinds, you’re showing customers the unique value local sellers bring to Walmart’s marketplace. Consistency and accuracy are paramount, so we expect our sellers to follow these guidelines when creating external materials that reference Walmart LocalFinds, our offerings and the positive impact we aim to deliver.



Example 1

<<**Name-of-local-favorite**>> is now on Walmart LocalFinds! Find and order your favorites just as easy as shopping on the Walmart app or Walmart.com. It’s all delivered to your door as soon as today.

LocalFinds is the easy way to support us and your community. Shop local. Support your neighborhood. All in a tap on the Walmart app.

Check out <<**Name-of-local-favorite**>> on Walmart LocalFinds.

Example 2

<<**Name-of-local-favorite**>> brought to your doorstep. Delivery as soon as today with Walmart LocalFinds.



Do's and Don'ts of Walmart LocalFinds messaging

Sharing Walmart LocalFinds communications

Sellers must adhere to all contractual confidentiality obligations. Some seller communications from Walmart LocalFinds are confidential and should not be shared publicly unless labeled for approved external and scaled release.



Do*

- Share published case studies
- Share public information about LocalFinds product launches and updates
- Reshare blog posts from the Sell Better Blog
- Reshare social posts (LinkedIn, X, Instagram)

*When a CTA links out to a non-Walmart blog post, landing page, webinar or other destination, ensure that there is no mention of any of Walmart LocalFinds' direct competitors on that same page.



Don't

- Share Product roadmaps
- Share Screenshots of Walmart LocalFinds Seller Center
- Inaccurately portray your relationship with Walmart LocalFinds. *Please avoid words that categorize the relationship like “special,” “preferred” or “trusted” and avoid legally definitive descriptions like “largest,” “biggest,” “lowest price” or “#1 seller.”*
- Refer to your business as “a partner” of Walmart. *Refrain from referring to your relationship with Walmart LocalFinds as the following: “partnership,” “partnered with” or “our partner(s).”*



3.0


Logo & Digital Decal Usage



Do's of using the Walmart LocalFinds name and logo

- ✓ Do use the Walmart LocalFinds name and logo when talking about Walmart LocalFinds or our programs/tools.
- ✓ Do use your partner decal as a visual shorthand for customers to access and understand how to order products through the app or website.
- ✓ Do comply with all requests made by Walmart LocalFinds or your contact concerning use of the Walmart LocalFinds name.






NEW YORK
STYLE BAGELS

PLAIN
SESAME
TOASTED SESAME
DARK

CAKE BAR - THE CAFE:
252 W GENESEE STREET,
SYRACUSE, NY 13202

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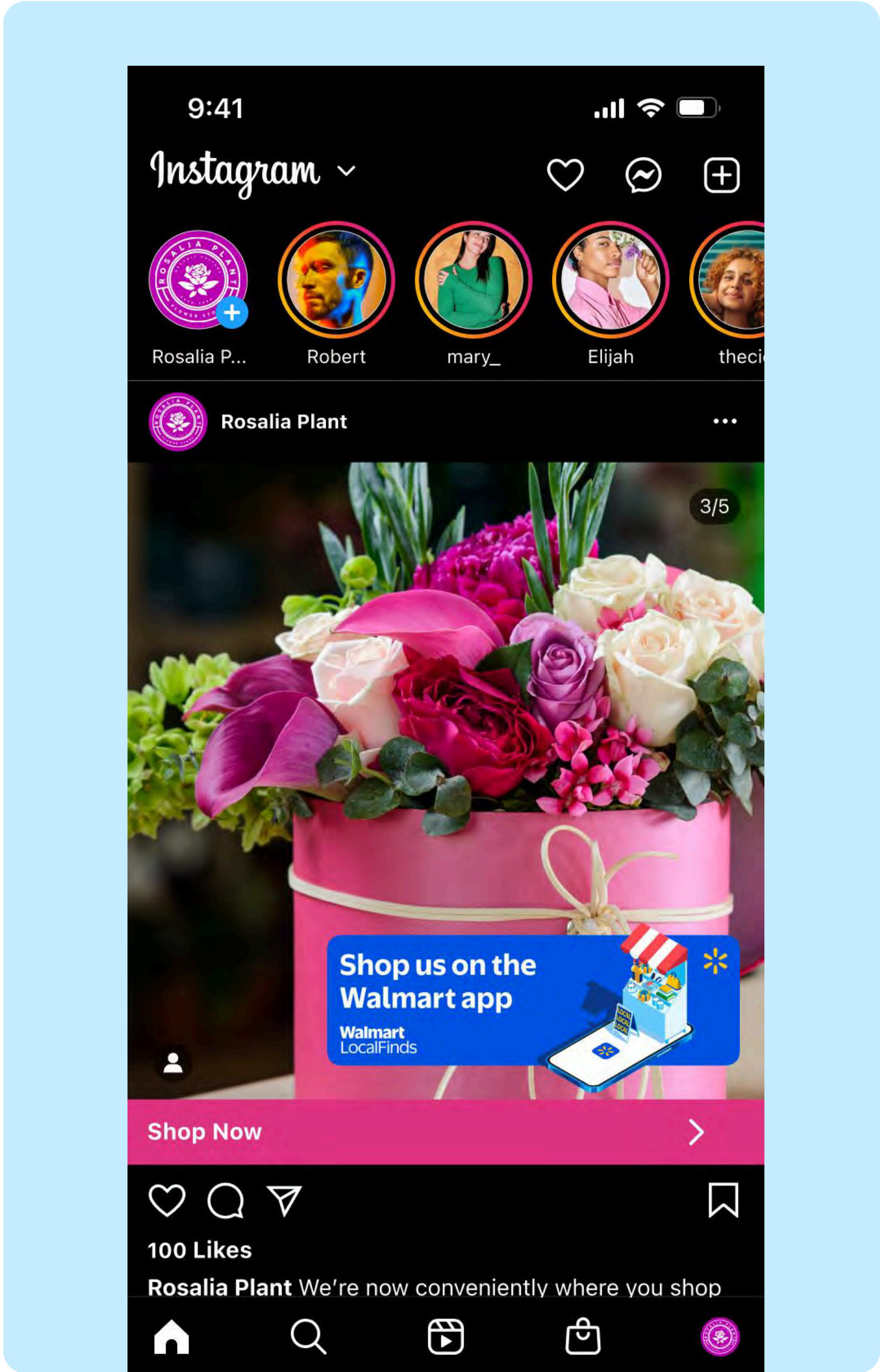
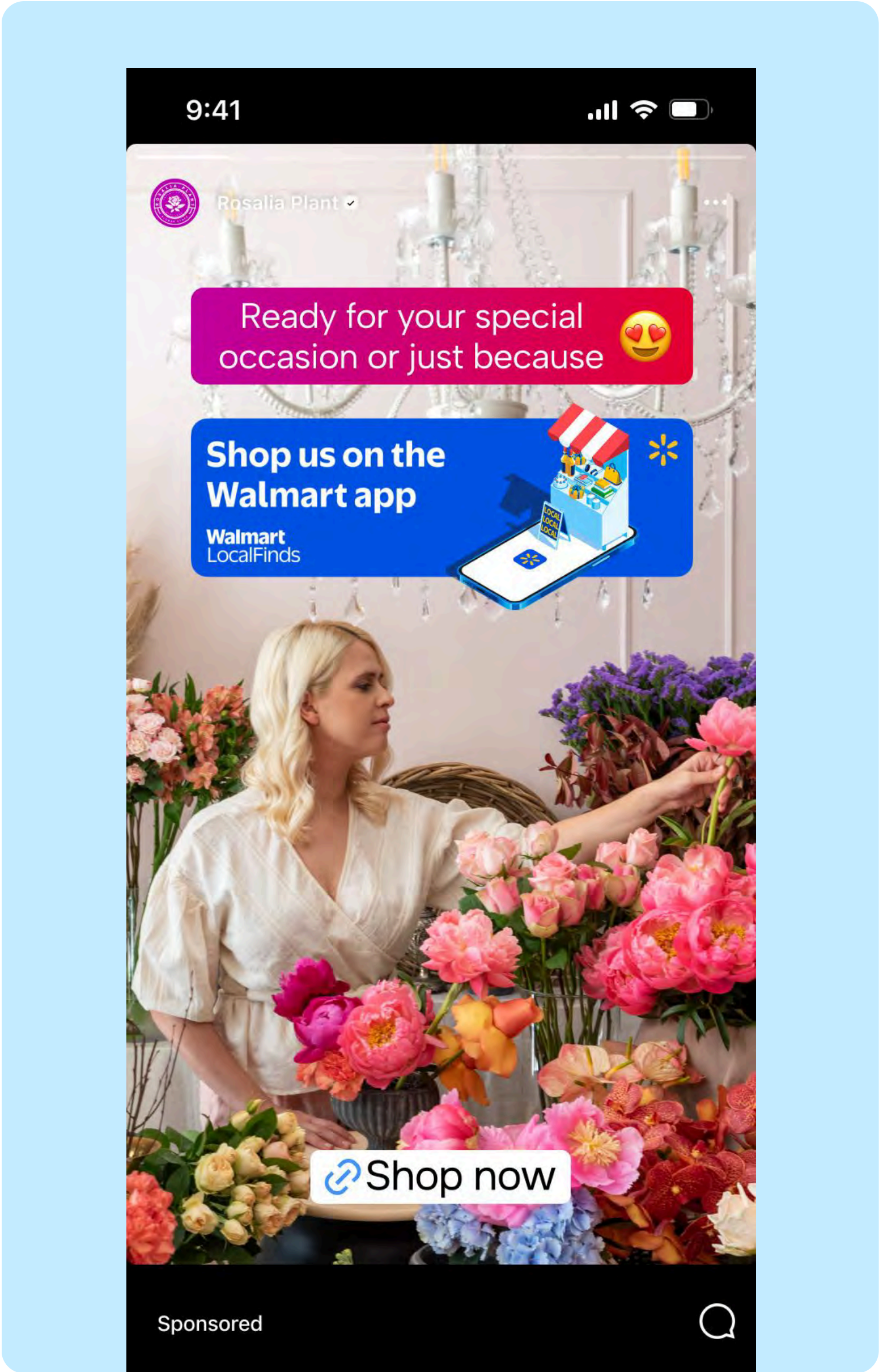


How to use your digital decal on social media

Use the examples shown to guide your use of the digital decal in promoting your business.

- ✓ Feature the digital decal in posts, stories or videos to direct prospects to the Walmart app or Walmart.com.
- ✓ Use your Walmart.com seller profile URL when providing prospects and customers with a destination link to shop.
- ✓ Make your product assortment a focal point of your imagery.
- ✓ Do not isolate the Walmart LocalFinds wordmark from the decal and use it on its own.

[Click here](#) to download decal assets.





4.0

Public Relations & Media



If your team plans to pursue a press release that references Walmart or Walmart LocalFinds, approval is required by our team.

Reach out through Seller Center or to your contact early in your planning process with the details identified in the next slide.



Your materials should reference Walmart LocalFinds, not Walmart Inc. or other Walmart entities. You will need to provide the following for review:

- ☐ What's being announced and key messages
- ☐ Draft communications/ media outreach plan, including social activity
- ☐ Anticipated publication date
- ☐ Targeted media outlets



Do's and Don'ts when pursuing press releases and public announcements



Do

- Submit a request to your Walmart LocalFinds contact or through Seller Center for approval.
- Include what's being announced, your key messaging, anticipated publication date, draft communications plan/media outreach plan and targeted media outlets.
- Cite your sources. If you include data or statistics in your announcement, please use and cite public sources.



Don't

- Use headlines like "X seller and Walmart LocalFinds announce new partnership."
- Position Walmart LocalFinds as the voice of your announcement; your company should be the voice.
- Draft joint press releases, unless previously agreed upon.
- Position your status as a direct collaboration with Walmart; use "Walmart LocalFinds" instead.



Thank you