

Walmart  Marketplace

# Partner Marketing & Communications Guidelines

# Partner marketing and communications guidelines

*Note: As a member of the Walmart Marketplace approved Solution Provider Network, you understand and agree that you are required to comply with these guidelines.*

We value your partnership and encourage you to regularly create content that highlights Walmart Marketplace, our relationship, products and offerings. We have created the following guidelines to help your team understand Walmart Marketplace's marketing and communications requirements and best practices and to inform your efforts to promote our shared offerings.

- I. General best practices
- II. Public relations/media guidelines
- III. Walmart Marketplace brand and logo use
- IV. Data-related content review
- V. Content maintenance



We appreciate your support in driving awareness to uphold these guidelines among all relevant teams within your organization. **Adherence to these guidelines is required for a successful collaboration with Walmart Marketplace.** Our internal teams review Partners' websites, blogs, and social posts periodically to ensure content follows these guidelines and may reach out to require revisions. If in doubt, contact your Partner Manager.

## Summary

- Submit a request for approval before pursuing any media relations that reference Walmart Marketplace.
- Reference the [Walmart Marketplace Brand Guidelines](#) when creating content about Walmart Marketplace.
- Use the Walmart Marketplace brand name and logo as permitted and approved in accordance with the Brand Guidelines, when talking about our partnership and seller tools/programs.
- Make sure the Walmart Marketplace communications that you are sharing publicly are approved for scaled external use.
- Share data-related content with the Walmart Marketplace team prior to publishing it.
- Regularly review and update your Walmart Marketplace-specific content/collateral to ensure sellers receive the most recent and accurate information.

# I. General Best Practices





As a Partner in the Walmart Marketplace Solution Provider/Agency Network, you're a vital advocate of Walmart's value in-market. Consistency and accuracy are paramount, so we expect our partners to follow these general best practices and guidelines when creating external materials that mention Walmart Marketplace, our offerings and practices, and our impact:

- **All Solution Providers and Agency Partners in the Walmart Marketplace Partner Network should refer to themselves as an “approved solution provider,” never as a “Partner”.** In communications that reference your relationship with Walmart Marketplace, please avoid words like “strategic,” “exclusive,” “special,” “preferred,” or “trusted,” and avoid superlatives like “largest,” “best,” or “#1” Partner.
- **Refrain from referring to the collaboration with Walmart Marketplace as the following: “partnership,” “partnered with”, or “our partner(s)”.**
- **Partners should not guarantee results or performance** in Walmart Marketplace materials.
- **Make sure you have written consent from the brand or seller if you do reference them** in Walmart Marketplace collateral.
- When the CTA links out to a blog, landing page, webinar or URLs from the Solution Provider and Agency Partner's pages, **ensure that there is no mention of any of Walmart Marketplace's direct competitors (ex: eBay, Amazon, Shopify) on that same page.**
- **When talking about Walmart Marketplace, its products and solutions, always reference the Walmart Marketplace [Sell Better Blog](#), [Marketplace Learn](#), and sales materials to ensure that you are using the correct language, including product names and descriptions, or contact your Partner Manager for approved content.**
- **Walmart Marketplace does not support or endorse Partner-owned awards** or recognition of Marketplace sellers.

## Sharing Walmart Marketplace communications

Partners must adhere with all contractual confidentiality obligations. Some partner communications from Walmart Marketplace (e.g. Partner Newsletter, Product Roadmap, etc.) are confidential and should not be shared publicly (i.e., on social media) unless labeled for approved external and scaled release. When in doubt, always reach out to your Partner Manager.

## Dos and Don'ts when sharing Walmart Marketplace communications

		
<b>Do share publicly (e.g. on social media and only if labeled for scaled approved external use only)</b>	<b>Do share 1:1 or 1:few clients</b>	<b>Don't share publicly (e.g. on social media and/or with clients)</b>
<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Product/solutions information (launches, updates)</li> <li>• Resharing blog posts from the <a href="#">Sell Better Blog</a></li> <li>• Resharing social posts (<a href="#">LinkedIn</a>, <a href="#">X</a>, <a href="#">Instagram</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• Product one-sheets</li> <li>• Incentives (if applicable)</li> </ul> 	<ul style="list-style-type: none"> <li>• Product roadmaps</li> <li>• Partner newsletter (sent from Walmart Marketplace)</li> <li>• Screenshots of Walmart Marketplace Seller Center</li> </ul>

## II. General public relations and media guidelines

There are always surprises when it comes to public relations – so among Partners, let's avoid them when we can! **Please contact your Partner Manager prior to engaging with the media on any topics related to Walmart Marketplace or Walmart, including – but not limited to – our business or products.** This applies to pitching for public relations purposes or sharing content or quotes related to Walmart Marketplace with media outlets (earned or paid – inclusive of social media channels), such as speaking about our business or product performance. If you are contacted by a reporter about Walmart Marketplace, we ask for a heads up, as a courtesy.



## Press releases and public announcements

As a general practice, Walmart Marketplace does not issue press releases about solution provider relationships. We also typically don't offer quotes for press releases or Partner announcements, though we may include quotes when sharing news on Walmart Marketplace's owned channels.

**If your team plans to pursue a press release that references Walmart or Walmart Marketplace, approval is required by our team.** Reach out to your Partner Manager early in your planning process with the details identified below. While Walmart usually does not issue media materials related to solution provider relationships, we do recommend highlighting our partnership in your own media activities and channels (e.g. social media, blogs, newsletter, in-app messaging).

Your materials should reference Walmart Marketplace, not Walmart Inc. or other Walmart entities. You will need to provide the following to your Partner Manager:

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

## Dos and Don'ts when pursuing press releases and public announcements



### Do

- Submit a request to your Partner Manager 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 public sources and include those source citations.



### Don't

- Use headlines like "X Partner and Walmart Marketplace announce new partnership."
- Position Walmart Marketplace 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 Marketplace" instead.

### III. Walmart Marketplace brand and logo use

Walmart owns valuable intellectual property in each of the Walmart and Walmart Marketplace brands, including trademark and copyright rights. We have the exclusive right to use and authorize the use of our brand names, logos and other signifiers that distinguish our goods, services and business activities and Partners may use these names, logos and brands only as permitted by Walmart Marketplace. Please note, **Walmart Marketplace is a business group under Walmart Inc.**, and as such, the brands (and elements of them) should not be combined.

#### Dos and Don'ts of using the Walmart Marketplace brand name and logo



##### Do

- Use the Walmart Marketplace brand name and logo, available [here](#), when talking about Walmart Marketplace or our partnership and programs/tools.
- Add a dividing line in between our logos when co-branding.
- Comply with all requests made by Walmart Marketplace or your Partner Manager concerning use of the Walmart Marketplace name, logo or brand.



##### Don't

- Use the Walmart brand name or logo unless talking about the retailer.
- Change, alter or modify our logo.
- Combine your logo with the Walmart Marketplace logo or Walmart Logo.
- Use the Walmart Marketplace brand name in domain names or URLs, email addresses, company or trade names, online account names, social media handles.

primary



secondary



clear space and lockup guides



These guidelines clarify proper usage of the Walmart Marketplace name, logo, and brand, but Walmart reserves the right to take any action (including changing these guidelines) to protect its intellectual property if doing so becomes necessary.

## IV. Data-related content review

While we do not require advance review of the general Walmart Marketplace content that you create, **we do require advance review of any content that is targeting media** (see PR guidance above). **If you plan to include data related to our business or product performance (results, benchmarks, comparisons, etc.), please share any reports containing Walmart Marketplace data with your Partner Manager** once they reach the final stage and at least a month before they go live. We also ask that you share plans for such reports at least a month in advance.

### Best practices for data-related content

- **Clarify context.** If your business is sharing data based on proprietary analysis, add the context, methodology and source of the data. For example, in a performance report, make it clear that the results reflect your client base and are not representative of Walmart Marketplace's entire platform. This is important to prevent any implications that your team's assessment, insights or views reflect the totality of Walmart Marketplace's performance.
- **Make it clear that the views, data and insights in your external content are based only on your data and analysis** and have not been vetted or endorsed by Walmart Marketplace.

## V. Content maintenance

As Walmart Marketplace innovates and grows, our products, content and policies are also evolving.

**We expect our partners to regularly review and update their Walmart Marketplace collateral** (websites, blogs and articles, client pitches, etc.) to accurately represent our business. **We also ask that Partners archive public materials that are over one year old and/or are no longer applicable or relevant** to ensure advertisers receive the most recent, accurate information.

### Contact us

Our teams are happy to strategize with you or provide any additional guidance to these guidelines. Please reach out to your Partner manager if you'd like to connect further.