

# Guidelines for positioning Enhancv's brand:

## what you need to know before we start

### 1. How to present Enhancv

- You should always spell our brand as "Enhancv" (upper case "E" and lower case "cv").
- Our promo codes do not feel home in Spam emails.
- When using the Enhancv logo, please keep it consistent with the original – don't substitute colors, change the image ratio or use the logo sign and name separately.

### 2. Communicating promo offers

We try to be as specific as possible when communicating promo offers in order to delight users and make it easy for them to redeem their codes. Providing Enhancv promo codes to existing or potential users should always come with an accurate description of their validity conditions. We are strict in complying with the consumer protection laws in the EU, and you – as our partner – should be as well. Please use the following structure when distributing our promo codes:

**VALUE PROPOSITION** (e.g. Need a stellar resume? Our [partners / friends] from Enhancv are here to help!)

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**CALL TO ACTION** (e.g. Visit their resume building platform and get a [percent] discount for a monthly Pro plan.)

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**EXACT DESCRIPTION:** Activate the promo code [name] before [date] and enjoy full access to their Pro features, so that you show both your professional achievements, and your unique personality to impress employers before they even meet you.

### 3. Key benefits for your audience

Here is some essential information that you can share with your audience:

**Enhancv** is a resume building platform that allows you to put both your best professional achievements, and your unique personality in the spotlight.

The top 3 features which you can find on Enhancv are:

- **Content Analyzer** ➤

An outstanding feature that gives you real-time feedback on your resume. This helps you avoid common phrasing, grammar, style and punctuation errors.

- **Ask for Feedback** ➤

Now you can send your resume to your trusted advisors, tutors, friends etc. and collect their feedback. For them, sharing their thoughts and suggestions will be as easy as putting sticky notes on a paper resume.

- **In-app Tips & Examples**

Lost your inspiration? We're here to help with some suggestions right when you need them.

### 4. Presenting Enhancv through real-life examples

There are several use cases of Enhancv resumes. You can increase conversion rates if you share to your audience one of our real user experiences:

- **Plain and professionally looking resume** ➤

Here's a resume without any visual elements used for an Account Manager position. Joshua secured his new job within 45 days.

- **Visually compelling and personality revealing resume** ➤

Sam worked in banking for years and wanted to make a transition to a more exciting world of Startups. She landed a job at Spotify with an Enhancv resume. She added a section "Favorite Books", which changed the tone of her interviews.

- **Also, feel free to share some of our tutorials on how to use our platform to the fullest**

Here are a few useful links:

**Menu functions** ➤

**Customizing sections** ➤

## 5. How we work

In order to make the most out of our collaboration, we would like to get to know you better. Please share with us the size of your audience and what is your target group. Also, how do you plan to approach them to distribute the promo codes: via email, presentation or else?

Once we set up a collaboration activity, we make regular follow-ups with our partners, in order to review, adjust, and improve the process together. Our goal here is to bring value to people, so we welcome any feedback on your side – you can drop us a line any time.