

Supplier Recruitment Marketing Brief: Partnering with Agencies for Global Streaming Services

To: Sara

From: GreenWays

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Subject: Campaign Strategy for Supplier Recruitment (LinkedIn & Facebook Focus)

1. Objective

Our primary objective is to launch a targeted marketing campaign to attract **new Suppliers, specifically agencies that provide live video streaming services**. This campaign aims to significantly expand our active supplier base in key regions globally. The focus will be on leveraging platforms like LinkedIn and Facebook to reach decision-makers within these agencies.

2. Target Audience: Professional Agencies (Our Suppliers)

Our ideal **Suppliers are legal entities, such as agencies, that specialize in or are capable of providing live video capture services**. These agencies contract with our platform, and in turn, they are responsible for managing and deploying their own "**workers**" (**individual streamers**) to fulfill client requests. These agencies serve as the "eyes" that can be deployed anywhere, anytime, to capture real-time footage.

A. Supplier Profile and Key Representatives for Targeting

When an Supplier registers our "database" system collects comprehensive information crucial for establishing a professional B2B relationship and for targeted outreach on platforms like LinkedIn. This includes:

- **Official Name, Physical Address, and Contact Telephone.**
- **Tax Identification (ITIN) and International Bank Account Details (IBAN)** for formal contracts and payments.
- Their **Official Website**.
- A **Stripe_ID** for seamless integration with our payment infrastructure.

We also maintain detailed profiles of Supplier **representatives**, who are often the key decision-makers or operational managers we aim to connect with directly. This includes their full name, address, contact number, and their **professional category**.

B. Motivations for Agencies to Partner with Us

Agencies are motivated to join our network due to several key benefits:

- **Expanded Global Opportunities:** Our platform offers access to a broad and consistent demand for live streaming services from a global customer base. Agencies can define their service areas precisely using **NUTS Regions** (Nomenclature of Territorial Units for Statistics)

for territorial classification, from country-level (NUTS0) down to sub-regions (NUTS3) within the EU, enabling accurate matching with client demand.

- **Operational Flexibility:** Agencies retain full autonomy to define their operational protocols and service offerings, including:
 - **Types of Requisition:** How service requests are initiated and managed.
 - **Service Offer Categorization:** The technologies and solutions made available to clients.
 - **Worker Information Transparency:** The level of information agencies choose to share with the platform regarding their personnel.
 - **Technical Integration Capabilities:** The ability to integrate with Greenways through SharePoint or API connections.
- **Fair and Transparent Payments:** Agencies receive secure and reliable payouts for each completed service.
- **Streamlined Onboarding:** A clear and structured process for registration, contract formalization, and technical integration, supported by our dedicated back-office team.

C. Barriers & Concerns for Suppliers

Potential concerns for suppliers typically revolve around:

- **Trust and Legitimacy:** Ensuring our platform is a reliable and reputable partner.
- **Payment Reliability:** Guaranteeing consistent and secure payouts.
- **Technical Integration:** Concerns about the complexity of connecting their systems.

3. Value Proposition for Suppliers

Our platform offers a compelling value proposition tailored for suppliers:

- **Work Globally, Earn Reliably:** Expand your service reach to new markets and access a continuous flow of paid opportunities from a diverse global customer base.
- **Flexible Operational Model:** Maintain full control over how you deploy your services.
- **Seamless Integration & Payments:** Leverage our robust "database" (central operational hub) and **Stripe-powered payment system** for efficient booking, automated invoicing, and secure, multi-currency payouts. Our system handles VAT calculations, including reverse-charge mechanisms for intra-EU B2B transactions, ensuring compliance.
- **Full Autonomy over Your Workforce:** Crucially, our platform contracts directly with the Suppliers for services. Suppliers is **fully responsible for its own "workers" (individual streamers)**, including their recruitment, assignment to tasks, and internal labor agreements. This relationship is explicitly **outside the direct scope of our agreements**, granting agencies complete autonomy over their workforce management and labor practices.

4. Our Central Operational Hub ("The Database")

Our operational framework is powered by a sophisticated and robust "**database**" system, which functions as the **central operational hub** for our multi-entity streaming ecosystem. It is designed for efficiency, security, and scalability, streamlining service delivery from recruitment to billing.

A. Core Functions for Supplier Management

The "database" is essential for managing our relationships with suppliers:

- **Supplier Registration & Management:** It maintains a comprehensive record of all agencies (Suppliers), their contract statuses, and operational protocols.
- **Contract Management:** Our central operational hub manages various types of contracts with Suppliers, defining fees, billing triggers, and service terms. The "database" supports different **contract types** (e.g., "Supplier recruitment agreement," "Service provision contract"), **payment modalities** (e.g., Monthly, Quarterly), and **pricing structures** (e.g., Fixed, Variable). Contract sections can also detail territorial coverage using specific geographical codes (NUTS0, NUTS1, NUTS2, NUTS3).
- **Demand-Driven Matching:** The "database" uses advanced filtering capabilities to automatically identify eligible agencies (and implicitly, their workers) based on service demand and geographical requirements, ensuring efficient matching of supply and demand.
- **Data Integrity & Review:** Modifications or updates to Supplier and contract information are primarily performed through the **Django administration interface**, with **SharePoint lists** often used by our back-office team to compile and review changes, ensuring data integrity and compliance.

B. Robust Payment Infrastructure

Our central operational hub primarily utilizes **Stripe** for all financial transactions, streamlining payments to and from agencies (Suppliers):

- **Automated Payouts:** Stripe Connect is employed for automated split payments and payouts to Suppliers.
- **B2B Invoicing:** The system issues and reconciles invoices with Suppliers (e.g., for services provided).
- **Global Transactions:** Stripe facilitates low-cost currency exchanges and settlements, crucial for our international operations with agencies.
- **VAT Compliance:** Stripe automates VAT calculations, including reverse-charge mechanisms for intra-EU business-to-business transactions, ensuring compliance with tax regulations. While Stripe handles VAT calculation, for full Portuguese SAF-T compliance, it integrates with AT-certified third-party software.

C. Simplified Technical Operations

Behind the scenes, the "database" relies on robust, yet operationally streamlined, technical components to support live streaming services:

- **Cloud Computing Resources:** The live streaming services run on flexible cloud computing resources (like Azure Virtual Machines). These resources can be automatically started and stopped to optimize costs, typically provisioning about 30 minutes before a scheduled stream, ensuring a highly adaptable and cost-efficient backbone.
- **Dedicated Streaming Servers:** Specialized streaming servers (like Janus server) are at the core of our live video capability, responsible for real-time communication during streaming sessions.
- **Secure Communications:** During live streaming sessions, the system generates secure digital tokens (JWT) to validate access, ensuring that **only authorized parties can participate**.

5. Marketing Channels & Approach

Our campaign will primarily target agencies on **LinkedIn and Facebook**:

LinkedIn

- **Target:** Agency CEOs, Managers, Media Professionals, and individuals responsible for service delivery and business development within agencies.
- **Format:** Sponsored posts, direct outreach campaigns, and engaging with relevant industry groups.
- **Messaging:** Professional and partnership-focused – "Expand your agency's reach globally. Partner with our platform to access new live video streaming opportunities and streamline your operations."

Facebook

- **Target:** A broader demographic, including smaller agencies, entrepreneurial videographers who operate as agencies, and tech-savvy individuals looking to grow their agency's business.
- **Format:** Targeted ads, stories, and engaging with professional groups.
- **Messaging:** Benefit-driven and accessible – "Grow your agency's client base with flexible live streaming projects. We connect your talent with global demand, with easy payments and full control."

6. Suggested Campaign Elements

- **Visuals:**
 - Images depicting professional teams collaborating on live events, agencies in a modern office setting, and diverse individuals utilizing mobile devices for video capture.
 - Graphics highlighting global connectivity, seamless data flow, and secure payment icons.
 - Emphasize efficiency, professional growth, and modern partnership.
- **Headlines:**
 - "Partner Your Agency for Global Live Streaming Success."
 - "Unlock New Revenue Streams for Your Video Agency."
 - "Your Workforce, Our Platform: Seamless Global Streaming."
 - "Agencies: Redefine Presence. Expand Your Reach."
- **Calls-to-Action (CTAs):**
 - "Register Your Agency Today and Explore Partnership Opportunities."
 - "Learn More About Our Agency Program & Benefits."
 - "Connect Your Agency with Global Demand."

7. Next Steps for Marketing Team

1. Define **target geographies** for ad delivery (priority cities/regions where agencies are concentrated).
2. Prepare **ad creatives** (images, short videos, testimonials from early adopter agencies, if available).
3. Set **campaign KPIs:**
 - Cost per lead (Supplier registration).

- Conversion rate (registered Supplier → approved/contracted Supplier).
 - Monthly Supplier growth target.
4. Align campaign tracking with "database" registrations (number of new Supplier sign-ups per week).

This document is designed to equip your marketing team with a clear understanding of our target Suppliers, the robust infrastructure supporting them, and the compelling value proposition to drive successful recruitment on LinkedIn and Facebook.