

 **monday** partnerships

Authorized Partner Marketing Kit

Everything you need to start marketing your monday partnership from day one.

01 Announcement Posts

02 Co-branded Social Ads

03 Webinar in a Box

What's inside

Your complete marketing toolkit

Three ready-to-use asset groups built around the moments that matter most as you start your partner journey.

You can find all the designed assets included in this kit — ready to download and customize- [in Figma](#)

01

Announcement Posts

Go public with your partnership.
Branded graphics, on-voice copy,
and hashtag guidelines - ready to publish.

02

Co-branded Social Ads

monday-branded LinkedIn images
with ready-to-use captions -
pick the message, write the post, publish.

03

Webinar in a Box

Full online event package:
invite email, reminder, post-webinar
follow-up, and a LinkedIn promo post.

01

Announcement Posts

Tell the world you're a monday partner. Use these assets and copy templates to announce on LinkedIn, Instagram, and X.

How to use

Publishing your announcement

1

Download your branded graphic from the asset folder

Choose the version you like.

2

Copy and adapt the suggested caption

Personalise with your company name, what you do, and a relevant CTA.
Keep it authentic to your voice.

3

Tag @monday.com and use #mondaypartner

Make sure your account is public. monday.com may reshare standout posts- more reach for you.

Copy templates

Ready to post – just add your name

Pick one and personalise the [brackets].

BRAND RULES

- monday.com – lowercase m, always include .com
- Say "monday partner" – not reseller or distributor
- Use "platform" – not tool or software

LinkedIn – Long

[Company] is now a monday partner We're joining a global network of partners who help teams work smarter using monday.com – the AI work platform built to help organizations move from ambition to execution, faster.

AI was supposed to make work easier. For most teams, it hasn't – yet. That's because AI is deployed beside the work, not inside it. monday changes that: one platform where your team and AI agents work together, with all context in one place.

We're here to help [industry/region] teams implement it and get real results. Let's talk

#mondaypartner #mondaydotcom

X / Instagram – Short

We're now a monday partner

We help teams run on the AI work platform – where people and agents work together, with everything in one place.

#mondaypartner #mondaydotcom

02

Co-branded Social Ads

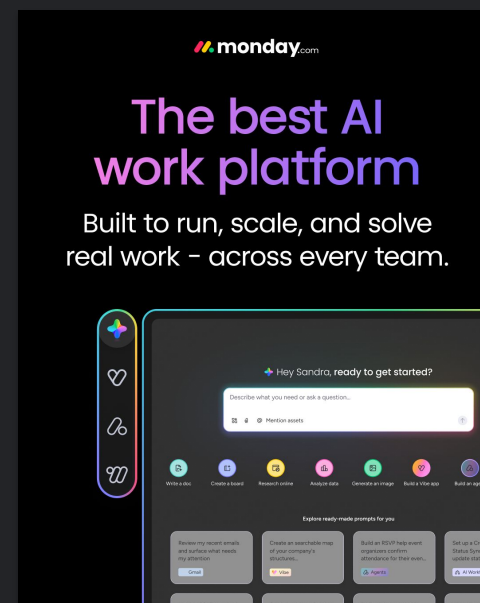
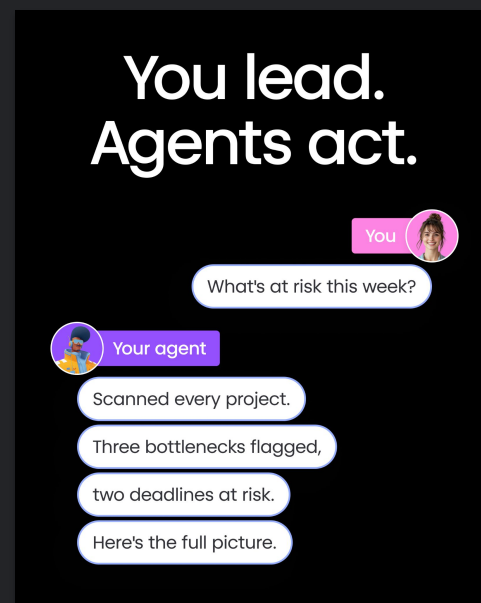
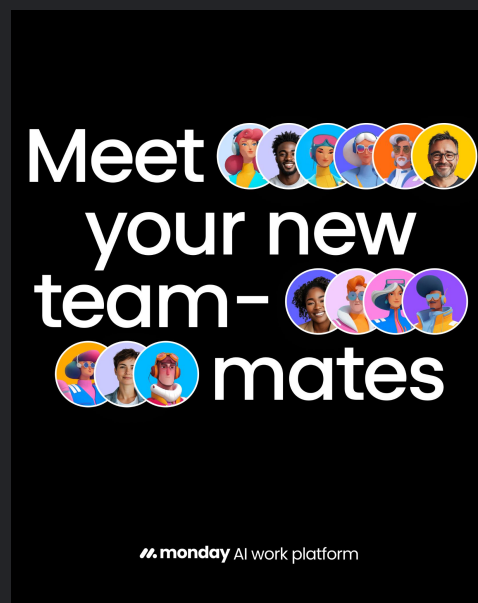
Leverage monday's brand to drive awareness in your market.
Three LinkedIn images – add your caption and post.

What's included

3 LinkedIn images, ready to post

HOW TO USE

- Download the image that fits your message from the asset folder
- Copy the matching caption from the next slide, edit the [brackets]
- Post on LinkedIn · tag @monday.com · use #mondaypartner



Post copy examples

Pair each image with one of these captions

Image 1 — AI Platform

95% of organizations aren't seeing real AI impact. Not because they're not trying – but because AI is sitting beside the work, not inside it.

monday.com changes that. One platform where your team and AI agents work together, with all data and context in one place.

At [Company], we help teams in [region/industry] implement it and actually see results. Curious? Let's talk

#mondaypartner #mondaydotcom

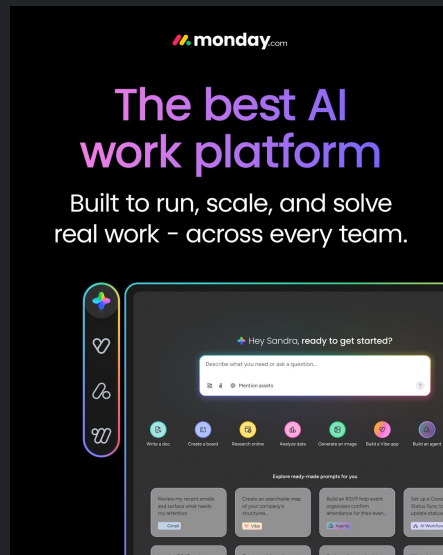


Image 2 — Agents

Your next team member doesn't need a desk. monday agents work 24/7 alongside your team - handling execution so your people focus on what actually needs them.

You set the direction. Agents handle the rest: moving tasks forward, flagging what needs a human, keeping everything in sync.

We help [region/industry] teams get this running. DM us for a live demo.

#mondaypartner #mondaydotcom

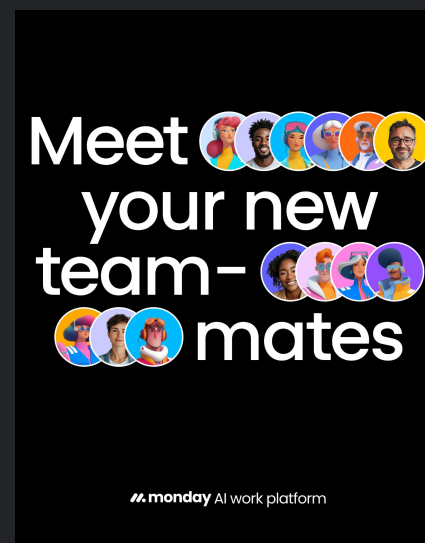


Image 3 — Scale

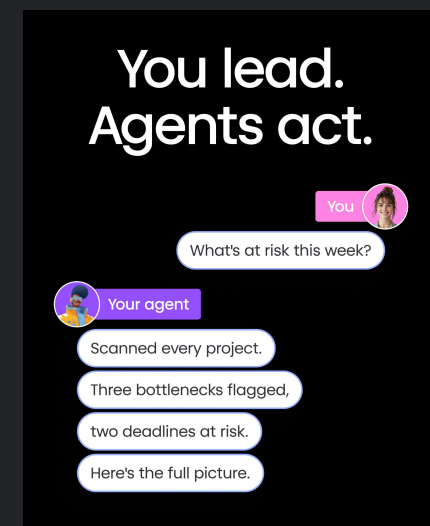
High-performing teams don't just work hard - they work in a system.

monday.com gives your team a single platform to orchestrate every workflow, with full visibility and AI agents that keep work moving even when no one's looking.

At [Company], we implement monday for teams serious about scaling.

[Link to case study or discovery call]

#mondaypartner #mondaydotcom



03

Webinar in a Box

Host an online AI webinar and generate qualified pipeline.
The content is ready - your job is to bring the audience and follow up.

Full webinar package

Everything you need to run an AI webinar online

WHAT'S INCLUDED

- [Master webinar deck](#) - monday's AI work platform narrative, ready to present
- Invite email - personalised outreach to your prospects and customers
- Reminder email - sends 24h before the webinar
- Post-webinar follow-up email - recap + CTA to book a call
- LinkedIn promo post - drive registrations before the webinar

YOUR RESPONSIBILITIES

- Send invites - reach out to your network using the email template
- Post on social - drive registrations using the LinkedIn promo post
- Follow up - send the post-webinar email and book next steps

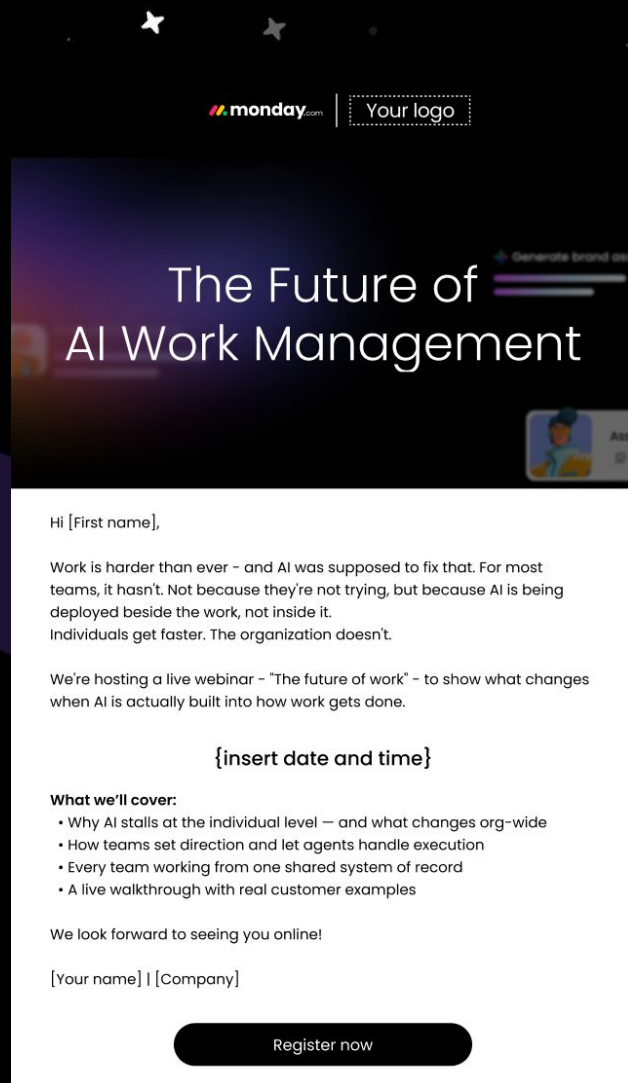
WHAT THE WEBINAR COVERS

- Why most AI rollouts stall at the individual level
- How people and agents work together on one platform
- A live walkthrough with real customer example

Email template 1 of 3

Invite email

Send 2–3 weeks before. Personalise the [brackets].



SUBJECT: AI is everywhere. But executing with it is still hard.

Hi [First name],

Work is harder than ever - and AI was supposed to fix that. For most teams, it hasn't. Not because they're not trying, but because AI is being deployed beside the work, not inside it. Individuals get faster. The organization doesn't.

We're hosting a live webinar - "The future of work" - to show what changes when AI is actually built into how work gets done.

[Date] | [Time] [Timezone] | Online, free to join

What we'll cover:

- Why AI stalls at the individual level - and what changes org-wide
- How teams set direction and let agents handle execution
- Every team working from one shared system of record
- A live walkthrough with real customer examples

[Save your spot - link]

[Your name] | [Company]

Email templates 2 and 3

Reminder + Post-webinar follow-up

REMINDER — send 24h before

SUBJECT: See you tomorrow!

Hi [First name],

Just a quick reminder — our webinar “The future of work” is tomorrow.

[Time] [Timezone] | Online

Your link to join:
[Webinar link]

See you tomorrow,
[Your name] | [Company]

POST-WEBINAR — send within 24–48h

SUBJECT: Thank you for joining us!

Hi [First name],

Thank you for joining us!

I'd love to explore what this could look like specifically for your team – 30 minutes, focused on your setup and where monday could have the most impact.

[Book a call — link]

Best,

[Your name] | [Company]

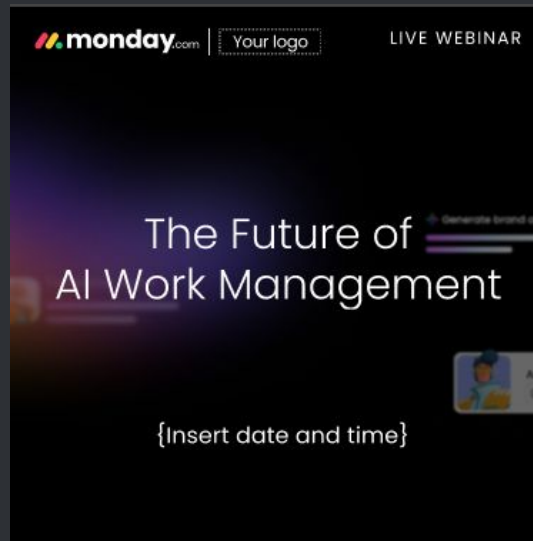
LinkedIn promo post

Drive registrations before the webinar

Post 1–2 weeks before. Tag monday.com and attach the event graphic from the asset folder.

- Post from your personal profile for max organic reach
- First two lines are your hook – make them stop the scroll
- Attach the event graphic from the asset folder

[Attach event graphic from asset folder]



LinkedIn post

95% of organizations aren't seeing real AI impact. Here's why – and what we're doing about it.

Most teams use AI for individuals – a faster email, a quicker summary. Useful, but it doesn't move the business forward.

The teams getting results use AI inside the work itself – full context, clear ownership, one system keeping everything in sync.

That's what this webinar is about.

On [Date, Time], we're hosting a free online session. A live look at how teams move from AI experiments to real org-wide impact.

45 minutes. Fully online. Practical, not theoretical.

Register here: [Link]

#mondaypartner @mondaydotcom #AI #FutureOfWork

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You're all set.
Go make an impact.

All assets are in the shared folder.

For questions on asset usage or your partnership, reach out to your [monday.com](https://www.monday.com) contact.