**Sales and Marketing Strategy**

Next2Friends will have two sales teams being fuelled by one central product marketing unit based in the UK Head Quarters. The two sales teams will have two different focuses in terms of marketing and revenue generation, however both will be managed by one head of sales.

***Central Product Marketing Team***

A Head of Product Marketing has been appointed and upon funding being made will look to appoint two Product Marketing Specialists within the first year based out of the UK Head Quarters.

The Product Marketing team will focus on two areas;

1. Tactical and Strategic Viral Marketing for subscriber growth and loyalty
2. Lead Generation for Sales Team 1

*Strategic Viral Marketing Campaigns*

Next2Friends will have several marketing strategies to promote their products. Our marketing will be focused on;

1. Founder user referral program based on Member Gains Member (MGM) sales model. Next2Friends already have 1,000s of users pre registered for the commercial launch of Next2Friends in order to gain the greater earnings and also capture those first and valuable cult screen names
2. Monthly and Quarterly Competitions to win an Ipod or Laptop based on the volume of referrals
3. We will drive users to the site with key word association advertising, banner exchanges and placements on high traffic/ visibility blogs, all of which is low cost and high impact
4. We will build brand awareness with cool ,low cost and environmentally friendly merchandising such as fair trade t-shirts, caps and biodegradable stickers, all of which carries the Next2Friends logo
5. Next2Friends will have a number of freelance Hit Squads which will Gatecrash key events such as the Tour de France , Glastonbury and Live Aid with a view to mass market attraction such as giving away water bottles by body painted models baring the Next2Friends logo
6. Worthy cause support to build brand awareness around social and corporate responsibility- Examples;

* We will plant a sapling tree for every 1,000 paying users to off set the carbon footprint of the electricity used in our data centre
* We will sponsor non fuel powered events such as surfing, skateboarding and mountain biking events
* We will sponsor the Give a Child Smile Campaign to the tune of $0.50c per paying user per month
* We will sponsor the World Wild Life Fund paying to the tune of $0.50c per paying user per month
* Proactively encourage and sponsor Next2Friends staff to take part in charitable events or run marathons, etc for recognised charitable causes

*Lead Generation for Sales Team 1*

Next2Friends will have several marketing strategies to generate leads with for their field sales team. Our marketing will be focused on;

1. Agreed electronic direct marketing to named key decision makers from lists acquired from conferences and 3rd party providers to promote our advertising modules.
2. GMSA Membership and Contract base
3. Personal Introductions from the management team

**Sales Team 1**

An externally dedicated sales and technical pre sales team of 6 staff operating as a buddy pair (Sales and Technical Lead) will be located in each of the following UK, Malaysia and the USA. The team’s sole responsibility will be to generate alliances and manage relationships with a large subscriber or membership/ customer base organisations. These large customer bases will be targeted as potential new subscribers to Next2Friends, and by using the Next2Friends service/s will generate greater revenues and Customer loyalty for the partner.

**Example**

Founded in 1987, GSMA is a global trade association representing over 700 GSM mobile phone operators across 218 countries of the world. In addition, more than 200 manufacturers and suppliers support the Association’s initiatives as associate members.   
  
The primary goals of the GSMA are to ensure mobile phones and wireless services work globally and are easily accessible, enhancing their value to individual customers and national economies, while supporting a competitive environment, creating new business opportunities for operators and their suppliers. The Association's members serve more than 2 billion customers – over 82% of the world's mobile phone users.   
  
The GSMA plays a pivotal role in the development of the GSM platform and the global wireless industry. Much of the GSMA's work is focused on two areas: Emerging services and emerging markets. The GSMA helps its members develop and launch new services, ranging from mobile instant messaging to video sharing to mobile Internet access, which will work across networks and across national boundaries. At the same time, the GSMA is heavily engaged in the industry’s push to extend basic voice and text services to more people in emerging markets.   
  
GSM is an evolving wireless communications standard that already offers an extensive and feature-rich 'family' of voice and data services. The GSM family of technologies consists of today's GSM, General Packet Radio Service ([GPRS](http://www.gsmworld.com/technology/gprs/index.shtml)), Enhanced Data rates for GSM Evolution ([EDGE](http://www.gsmworld.com/technology/edge/index.shtml)) and third generation GSM services ([3GSM](http://www.gsmworld.com/technology/3g/index.shtml)) based on W-CDMA and HSDPA access technologies. Together these technologies underpin the GSM platform.   
  
The [GSMA's Board](http://www.gsmworld.com/about/people/gsmaboard.shtml) comprises top-level representatives of some of the world's leading mobile operators, such as Cingular Wireless, China Mobile, Orange, Telefonica Moviles, T-Mobile and Vodafone.

The GSM Operators all have one thing in common, Increase Average Earnings per User ( ARPU) GSM Operators are measured and valued heavily by Investors and the Global Markets based on ARPU. By using the Next2Friends Real-time Broadcasting service Registered Next2Friends Users of the mobile application are able to record live video streams from the camera in their mobile phone This is achieved by encoding the video stream into a real time streaming codec and is then streamed to a video server over a real time protocol (RTP) using the mobile phones internet connectivity such as GPRS or WIFI connection, all of which will generate great ARPU for the GSM Networks.

Next2Friends will benefit from this strategy by having direct access to a captive target market on a global basis, with very little costs of which will ensure a sizable contribution to subscriber growth. The GSM networks have stated they would be interested in this type of partnership as it drives ARPU and has zero cost implications.

The team will enjoy a reasonable base salary with an excellent commission plan based on recurring revenues from fee paying Subscribers generated from the Partnership, therefore ensuring Corporate Client Retention via Key Account Management ( KAM) with the Partner.

**Sales Team 2**

Next2Friend’s Sales Team 2 will be an internal based telesales team located in the UK Head Quarters. The team’s sole responsibility will be to target retailers, service providers, restaurants and other customer related brands with a view to that brand subscribing to the Next2Friend’s;

* + - * Category Sponsorship of Live Broadcasting Network
      * Demographic/ Rules Based Revenue Generation Advertising

The team will enjoy a reasonable base salary with an excellent commission plan based on initial contract win and recurring revenues, therefore ensuring Corporate Client Retention again via Key Account Management ( KAM)

**Sales Controls and Reporting**

Salesforce.com will be introduced for lead generation and tracking of all corporate advertising and Potential Partner/ Alliances leads. Salesforce will provide up to the minute information regarding pipeline, revenues and market awareness statistics. Salesforce will be underpinned by ensuring all sales , marketing and pre sales technical staff are trained and managed on the proven sales methodology of Solution Selling.

Each sales team will have a set of SMART KPIs containing at least;

1. Agreed number of outbound calls to predetermined businesses each day with a view to capturing them as corporate advertisers
2. Agreed conversion quota and sales order value which will be monitored weekly
3. Internal weekly sales and marketing call
4. Full pipeline review weekly and will form part of monthly board report