

Alohi Marketing & Communications Plan (One-Year)

Objectives & Strategy Overview

- **Unify Brand & Growth Goals:** Continue leveraging Alohi's unified brand identity (post-2024 rebranding) to promote **Sign.Plus**, **Fax.Plus**, and **Scan.Plus** as an integrated ecosystem ¹. Drive user growth (target +25% to ~5 million total users, from 4 million currently ²) and increase adoption in enterprise segments.
- **Strategic Focus:** Emphasize Alohi's strengths – **security & compliance**, **seamless integrations**, and **productivity** – across all marketing. Highlight Swiss data privacy and certifications (ISO 27001, HIPAA, SOC 2, etc.) as key differentiators ³ ⁴. Leverage the "Work that flows" **flow** philosophy to position Alohi's products as intuitive and efficient solutions ⁵.
- **Integrated Ecosystem Approach:** Present Sign.Plus, Fax.Plus, and Scan.Plus as complementary parts of one platform (one account/login for all) to encourage cross-usage ⁶. For example, attract users via the free Scan.Plus app and upsell secure faxing and e-signatures within the same workflow ⁷. All communications will reinforce Alohi's ecosystem value (e.g. **"scan, sign or fax in one place"**).
- **KPIs:** 12-month goals include +50% increase in website traffic, +20% conversion of free users to paid plans, 100+ new enterprise leads (with 15% converting to customers), and improved brand awareness (track via media mentions and direct traffic growth).

Target Markets & Audience Focus

- **Geographic Priorities:** Allocate resources primarily to **North America** and **Europe** for highest ROI. The US market is critical for online fax (e.g. healthcare and legal sectors still reliant on fax) and e-signatures. Europe (especially DACH region and Switzerland) is key for Sign.Plus given EU eIDAS compliance and Alohi's Swiss base ⁸. Secondary focus via low-cost digital campaigns in other regions (e.g. UK, Canada, and APAC) where organic uptake exists (Alohi products are used in 190+ countries ⁹).
- **Industry Verticals:** Prioritize **healthcare, financial services, legal, and real estate** – sectors highlighted by Alohi for their need of secure document workflows ¹⁰ ¹¹. For example, target **healthcare** organizations (promote Fax.Plus as a HIPAA-compliant fax solution ¹² and Sign.Plus for patient consent forms) and **legal/financial firms** (stress qualified e-signatures and data security). Tailor messaging to each industry's pain points (compliance, efficiency).
- **SMB and Enterprise Segments:** Continue serving SMEs and individual professionals with affordable plans, but **increase focus on enterprise** clients for higher revenue. Position Enterprise Plan features (admin controls, SSO, APIs) as solutions for large organizations ¹³. Marketing materials (case studies, webinars) will speak to IT decision-makers and compliance officers. **Key Persona:** IT managers in mid-to-large firms needing secure document signing and faxing integrated into their systems.

Digital Marketing Initiatives

SEO & Content Marketing

- **Strategy:** Expand Alohi's content marketing to improve organic visibility and educate customers. Build on the existing Alohi Blog (which provides document communication tips and company news ¹⁴) with a steady pipeline of SEO-optimized articles, how-to guides, and industry-specific whitepapers. Examples: "How to Send a Fax Securely from Email" (leveraging Fax.Plus email-to-fax features), "Legally Binding E-Signatures 101" (with Sign.Plus), or "Going Paperless: Scan.Plus Tips for Businesses". Incorporate target keywords ("online fax service", "electronic signature solution", etc.) to boost search rankings.
- **Execution:** Publish **2 blog posts per month** (24/year) in multiple languages (leveraging Alohi's multilingual sites ¹⁵ to capture non-English search traffic). Update product landing pages with fresh content and customer testimonials to improve SEO and conversion. Collaborate with industry blogs or tech websites for guest posts (e.g. a thought leadership article on data security in communications, linking back to Alohi).
- **Budget: CHF 25,000** – for content writer(s) or agency support, SEO tool subscriptions, and possibly translation services for key content.
- **KPIs:** 40-50% increase in organic traffic (measured via Google Analytics), growth in blog pageviews and engagement (e.g. average time on page >2 min), and **lead generation** from content (e.g. download of a whitepaper or demo requests – target 50+ leads from content in 12 months).

Paid Search & Online Advertising

- **Strategy:** Use targeted **Pay-Per-Click (PPC)** campaigns to capture high-intent searches and drive quick wins for sign-ups and demos. Focus on Google Ads for product keywords and retargeting, given budget constraints. For Fax.Plus, bid on terms like "online fax service", "fax HIPAA compliant", etc.; for Sign.Plus, keywords like "e-signature software", "DocuSign alternative EU", etc. Emphasize Alohi's unique value in ad copy (e.g. "*Secure Swiss-based e-Signature – Sign legally, GDPR/eIDAS compliant*" ⁸ ", or "*Online Fax – HIPAA compliant, 256-bit encrypted*" ¹⁶ ").
- **Channels:** Primarily Google Search and Bing for English markets. Use **geotargeting** to focus on priority countries (e.g. U.S., Switzerland, Germany) to maximize impact. Additionally, run limited **LinkedIn Ads** targeting decision-makers in healthcare and finance (e.g. promoting an e-signature whitepaper or webinar – see Events section). Use **retargeting ads** on Google Display or Facebook to re-engage website visitors/free users with messaging about upgrading or trying the other Alohi products.
- **Budget: CHF 30,000** – allocated roughly 70% to search ads, 15% to LinkedIn/social ads, 15% to retargeting campaigns. This equates to ~CHF 2.5k/month on search, sufficient for a modest presence on top keywords in target regions.
- **KPIs: Conversions** from ads (track sign-ups or demo requests as conversions) – target ~200+ conversions over the year from paid channels with a cost-per-acquisition (CPA) <= CHF 150. Monitor click-through-rate (aim >2% on search ads), and conversion rate on landing pages (aim 5-10%). Adjust campaigns quarterly to focus on best-performing keywords/ads (e.g. if "online fax for healthcare" converts well, allocate more budget there).

Social Media & Community Engagement

- **Strategy:** Strengthen Alohi's presence on professional social platforms to build brand awareness and trust. Focus on **LinkedIn** for B2B reach – share product updates, case studies, and thought leadership posts from Alohi leadership. (This aligns with current practice: e.g. Alohi already uses

LinkedIn to announce new features like Fax Streaming ¹⁷ and celebrate milestones/awards ¹⁸.) Plan a content calendar with 1-2 posts weekly: success stories, short video demos (e.g. a 1-min clip showing Scan.Plus in action), infographics on document security, and employee spotlights to humanize the brand.

- **Community & Other Channels:** Monitor and contribute to relevant communities (e.g. answer questions on Quora or Reddit about faxing or e-signatures, where appropriate, to subtly mention Fax.Plus/Sign.Plus). Encourage satisfied users to leave reviews on G2, Capterra, and other software review sites (perhaps via an email campaign or in-app prompt). Leverage Twitter/X for tech-savvy audiences with quick product tips or support (ensure quick response to any mentions).
- **Budget: CHF 5,000** – mainly for content creation (design of infographics, editing video snippets) and occasional post boosting. Most engagement is organic via internal team efforts.
- **KPIs:** Growth of **LinkedIn followers** (e.g. +50% to ~21k followers) and engagement (average 5% engagement rate on posts). Aim for at least **1-2 user-generated posts/reviews** per month (track brand mentions and new reviews online). Traffic from social referrals up by 30%. Response time to user inquiries on social under 24h (to boost brand reputation).

Email Marketing & Automation

- **Strategy:** Implement email nurturing and marketing automation to improve conversion and cross-sell across the Alohi suite. Use Alohi's user base (e.g. free-tier users of Fax.Plus or new Scan.Plus app sign-ups) to upsell and educate. For example, create an **onboarding email series** for new Scan.Plus users highlighting "Next steps: Sign documents easily with your same account on Sign.Plus" ⁶ or for Fax.Plus trial users, an email on integrating with Slack for workflow efficiency ¹⁹. Segment email lists by product and user type (individual vs enterprise prospect) to send tailored content.
- **Tactics:** Send a **monthly newsletter** featuring product updates (e.g. new features like Fax Streaming), security tips, and blog highlights, to keep Alohi top-of-mind. Set up **drip campaigns**: e.g. if a user uses Fax.Plus free pages and approaches the limit, trigger an email about upgrading to a paid plan; or if someone signs up for Sign.Plus trial, email them a case study of how a similar company benefited. Utilize marketing automation tools to track interactions and score leads (especially for enterprise demo requests – nurture them with additional info and testimonials).
- **Budget: CHF 5,000** – for an email automation platform (if not already in use) and possibly outsourcing some copywriting/design for email templates.
- **KPIs:** Email **open rate** > 25%, click-through > 5% on informational campaigns. Conversion rates from nurture emails (e.g. % of trial users who convert to paid – target 15%+). Reduction in churn: use re-engagement emails to win back dormant users (reactivate X% of inactive accounts). Monitor overall revenue or upgrade uptick attributed to email campaigns (target: 20% of upgrades influenced by email touchpoints).

Non-Digital Marketing Initiatives

Public Relations & Thought Leadership

- **Strategy:** Leverage PR to build credibility and reach wider audiences without heavy ad spend. Continue to announce major milestones and innovations via press releases and media outreach. (Recent examples include Alohi's 4 million user milestone and innovation awards ²⁰ ²¹ – these successes will be pitched to both tech press and local business journals.)
- **Planned PR Activities:** Issue at least **quarterly press releases**:

- Q1: Announce any new integration or partnership (e.g. "Alohi partners with [Big Tech/Telecom]" or a significant **Swisscom Trust Services** collaboration story emphasizing Sign.Plus's compliance leadership ⁸).
- Q2: Highlight a customer success story or case study in a key industry (e.g. a healthcare provider that adopted Fax.Plus enterprise to ensure HIPAA compliance ¹² – pitch this narrative to health IT publications).
- Q3: If a major product update launches (e.g. new AI feature in Scan.Plus or a new "Bundle" offering), run a PR campaign around the theme of innovation in Switzerland (tie-in Alohi's Swiss roots and Innosuisse support ²²).
- Q4: Share thought leadership by the CEO (op-ed or interview) on the future of digital agreements and secure communications, establishing Alohi as a visionary in the space.
- **Awards & Speaking:** Proactively submit for relevant **awards** (continuing momentum from the 2024 Innovation Award ²³) and seek speaking opportunities at conferences (even virtual panels) for Alohi executives to discuss topics like digital transformation or data security.
- **Budget: CHF 10,000** – includes press release distribution fees, a possible part-time PR consultant to help craft pitches, and travel costs for one or two speaking events if needed.
- **KPIs:** At least **5 media mentions/press articles** over the year (in tech blogs, industry magazines, or local news). Improved brand recognition measured by an uptick in direct website visits after press releases (e.g. 20% spike in direct traffic in weeks following a release). At least one thought leadership piece published externally (guest article or interview). Monitor share of voice against key competitors in media.

Events & Webinars

- **Strategy:** With a limited budget, selectively engage in events and create our own virtual events (webinars) to generate high-quality leads. **Physical Events:** Focus on one or two high-impact industry events where Alohi's products are most relevant:
- For example, sponsor a booth or speaking slot at a **healthcare IT conference** in the US to promote Fax.Plus as a secure communication tool (this targets a concentrated group of potential enterprise clients). Alternatively, a fintech or legal-tech event in Europe could be chosen for Sign.Plus exposure.
- Leverage local Swiss events or startup expos to reinforce Alohi's presence in the home market (perhaps in conjunction with the Canton or Innosuisse).
- **Webinars:** Host a **quarterly webinar series** as a cost-effective way to reach a global audience:
- Q1: "Mastering Secure Online Faxing in 2025" – demo Fax.Plus features (like Slack integration and fax automation ¹⁹) with a guest from a client company in healthcare.
- Q2: "E-Signature Compliance in EU & Switzerland" – partner with Swisscom Trust Services on this webinar to attract European businesses, highlighting Sign.Plus's qualified e-signature capabilities ⁸ .
- Q3: "Boost Productivity with an Integrated Document Workflow" – show how using Scan.Plus, Sign.Plus, and Fax.Plus together streamlines operations, targeting SMEs and startups.
- Q4: "Ask Me Anything" or a training webinar for existing users (to increase retention and upsells), showcasing advanced features (APIs, admin controls) to prospects.
- **Budget: CHF 15,000** – allocate ~CHF 10k for one major trade show or conference (booth fees, materials, travel), and ~CHF 5k for webinar production and promotion (webinar platform subscription, advertising the webinars on LinkedIn/PPC).
- **KPIs: Event leads** – aim for ~50 qualified leads from the chosen physical event (capture contacts via demo sign-ups at booth). Webinars: target 100 registrants and 50 attendees on average per webinar, with at least 10% converting into trial or demo requests (i.e. ~5+ leads per webinar). Track cost per lead at events vs. webinars (aim for < CHF 200/lead at events, < CHF 50/lead via

webinars). Also measure post-event engagement (e.g. website traffic or inquiries spike during event month).

Partnerships & Integrations Marketing

- **Strategy:** Maximize existing integrations and partnerships as marketing channels, and cultivate new ones:
- **Tech Integrations:** Promote Alohi's native integrations with **Google, Microsoft, Slack, and Zapier** as a unique selling point ²⁴. Ensure Fax.Plus and Sign.Plus are prominently listed on marketplaces (Google Workspace Marketplace ²⁵, Slack App Directory ¹⁹, Microsoft AppSource if available). Co-market these integrations – e.g. write guest posts for Slack's blog or a joint webinar with a Google Workspace expert on faxing/signing from Google apps.
- **Affiliate/Referral Program:** Expand Alohi's affiliate program ²⁶ by recruiting new affiliates in target regions. Focus on IT consultants, SaaS resellers, or industry-specific software vendors who can refer clients to Alohi solutions. Improve affiliate incentives (e.g. a higher commission tier or bonus for the first X sales) and provide marketing kits (brochures, slide decks) that affiliates can use.
- **Strategic Partnerships:** Explore partnerships with complementary service providers. For instance, partner with a **cloud storage provider** or document management system to cross-promote (users scanning docs can directly save to that cloud, etc., and vice versa). Or partner with a sector-specific software (e.g. an Electronic Health Record system could integrate Fax.Plus for faxing medical records – a co-marketing opportunity in healthcare).
- **Budget: CHF 10,000** – for partner marketing materials, integration development support, and joint campaigns. (Note: affiliate commission payouts are separate as cost-of-sale; this budget is for enabling partnerships, e.g. attending partner networking events or listing fees on marketplaces if any).
- **KPIs: New partnerships/affiliates:** onboard at least 5 significant new affiliates or referral partners in the year (each expected to bring in ≥ 20 customers annually). Track **revenue from affiliate channel** – aim for 10% of new sign-ups via affiliates by year-end. Monitor usage of integrations: e.g. increase number of Fax.Plus users utilizing Slack integration by 30% (indicator of deepening product stickiness). Successful listing in at least 2 new marketplaces (with a resulting uptick in referral traffic from those sources).

Budget Allocation Summary (100,000 CHF)

- **SEO & Content Marketing:** CHF 25,000 – Blog content creation, SEO optimization, multilingual content, and SEO tools.
 - **Paid Search & Advertising:** CHF 30,000 – Google/Bing PPC, LinkedIn ads, retargeting campaigns (focused on NA & EU regions).
 - **Social Media & Community:** CHF 5,000 – Content creation (graphics, video) and occasional boosted posts to grow engagement.
 - **Email Marketing & Automation:** CHF 5,000 – Email platform costs and content design for automated campaigns.
 - **Public Relations:** CHF 10,000 – Press release distribution, PR agency support, award entries, and media outreach efforts.
 - **Events & Webinars:** CHF 15,000 – One major industry event (booth and travel) and quarterly webinars (tools and promo).
 - **Partnerships & Affiliates:** CHF 10,000 – Development of partner program materials, joint marketing with integration partners, and marketplace listings.
- (Each initiative is treated as part of a unified strategy to reinforce Alohi's brand and cross-product ecosystem, ensuring balanced attention to Fax.Plus, Sign.Plus, and Scan.Plus.)*

Timeline & Milestones (Quarterly Plan)

- **Q1 – Foundation:** Launch core content and campaigns. Publish first SEO blog posts and refresh website messaging for unified branding ¹. Kick off Google Ads on a small scale to gather baseline metrics. Announce a Q1 press release (e.g. partnership or new feature) to generate buzz. Initiate affiliate outreach (identify and contact prospective partners). **KPIs:** Establish baseline metrics (current organic traffic, conversion rates, user counts) for tracking. Aim for initial +10% web traffic uptick by end of Q1 from combined SEO/PPC efforts.
- **Q2 – Acceleration:** Scale up content and lead generation. Increase blog posting frequency; begin translating key content for German/French audiences. Aggressively ramp PPC in best-performing regions/keywords (based on Q1 data). Host **Webinar #1** (education-focused) and attend the targeted industry event in Q2. Issue a mid-year PR (e.g. major client win or case study). **KPIs:** +15% organic traffic in Q2 (cumulative +25% from Q1 baseline), 50+ webinar attendees, ~25 SQLs (sales-qualified leads) generated from event/webinar combined. At least 2 media mentions by Q2.
- **Q3 – Optimization & Expansion:** Refine campaigns for efficiency. Use analytics to improve SEO (update older posts, build backlinks). Expand Google Ads to new markets (if ROI positive) or new ad groups (e.g. launch Microsoft Ads if warranted). **Webinar #2** (compliance theme with partner) to drive EU engagement. Push affiliate program this quarter – run a recruitment campaign or incentive. Another PR in Q3 if a product update occurs (e.g. “Alohi launches new feature...”). **KPIs:** Achieve **break-even or better ROI** on ads by Q3 (i.e. cost per acquisition ≤ lifetime value). Target cumulative +40% organic traffic vs start of year. Affiliate program contributing 5% of quarterly sign-ups. 3rd media mention or thought leadership piece published.
- **Q4 – Consolidation & Review:** Focus on conversion and retention. **Webinar #3** and **#4** (productivity and AMA) to harvest remaining interested leads. Possibly a year-end promotional campaign (e.g. offer a discount or bundle for annual plans) via email and social. Evaluate all initiatives’ performance – which channels yielded the best ROI and should be expanded next year. Use insights to draft next year’s plan. Release a year-in-review PR highlighting key achievements (user growth, any new awards, etc.). **KPIs:** End of year targets met: e.g. 5 million total users milestone ² (which can be announced publicly), organic traffic up ~50%, conversion rate improved by a few points, and marketing-sourced enterprise leads up 30%. Achieve at least 4-5 press mentions total for the year.

Key Performance Indicators & Tracking

- **User Growth:** Track total registered users (aim ~25% YoY growth to 5M) and paying customers (growth in each product’s subscriber count). Free-to-paid **conversion rate** is crucial – target increase from (for example) 4% to 6% by Q4 via the email nurture and cross-sell efforts.
- **Acquisition Metrics:** Monitor **website traffic** (target: >40% increase annually; drill down by source – organic, paid, referral – to ensure SEO and PPC goals are on track). Monitor **lead volume**: number of demo requests or enterprise inquiries (goal ~100 qualified leads/year from marketing, with ~15% close rate). Track **CPA** for paid campaigns and maintain within budget targets.
- **Engagement Metrics:** Follow email engagement (open/click rates per campaign), social follower growth and post engagement (especially LinkedIn). Track integration usage and cross-product adoption (e.g. % of Sign.Plus users also using Fax.Plus). An increase in cross-product usage would indicate success of ecosystem messaging.
- **ROI & Budget Use:** Quarterly budget spend vs. plan – ensure ~25% of budget used per quarter (adjust if certain channels show better ROI). Overall goal is to achieve a healthy **Marketing ROI** (e.g. 3x or higher return in revenue on the CHF 100k spend; this can be evaluated by attributing new subscription revenue from marketing sources).

- **Timeline Tracking:** Hold quarterly reviews to compare actuals vs targets. For any KPI falling short (e.g. if organic traffic is lagging in Q2), implement corrective actions (e.g. extra content, SEO consultant) quickly. Use a dashboard for real-time monitoring of key metrics, enabling agile adjustments.

By following this comprehensive plan – balancing **digital** tactics (SEO ¹⁴, PPC, automation) with **non-digital** outreach (PR, events, partnerships) – Alohi will strengthen its brand ecosystem and drive growth for **Fax.Plus, Sign.Plus, and Scan.Plus** in unison. This one-year roadmap allocates resources to the highest-impact opportunities, with clear metrics to ensure accountability and success. ²⁷ ¹⁹

¹ ¹³ ²⁰ ²³ Alohi Reaches 4 Million Users: A Journey of Growth and Innovation - Alohi Blog

<https://www.alohi.com/blog/alohi-reaches-4m-user-milestone>

² ³ ⁴ ⁹ ¹⁰ ¹¹ ¹² ²² ²⁶ Alohi - Ecosystem of Solutions to Make Work Flow

<https://www.alohi.com/>

⁵ Press Kit & Brand Guidelines - Alohi

<https://www.alohi.com/press>

⁶ ⁷ Scan.Plus - Fully Encrypted A.I. Powered Scanner

<https://www.scan.plus/>

⁸ ²⁷ Sign.Plus by Alohi | A partner of Swisscom Trust Services

<https://trustservices.swisscom.com/en/alohi-a-partner-of-swisscom-trust-services>

¹⁴ The Alohi Blog - Tips that Make Work Flow

<https://www.alohi.com/blog>

¹⁵ Sign.Plus - Legally Binding Electronic Signatures

<https://www.sign.plus/>

¹⁶ ¹⁹ Fax.Plus | Slack Marketplace

<https://slack.com/marketplace/ADJ59D37A-faxplus>

¹⁷ ¹⁸ ²¹ Alohi | LinkedIn

<https://www.linkedin.com/company/alohi>

²⁴ Fax.Plus - Best Online Fax Service | Send Fax Online Securely

<https://www.fax.plus/>

²⁵ Fax.Plus - Online Fax Service - Google Workspace Marketplace

https://workspace.google.com/marketplace/app/faxplus_online_fax_service/657386331374