

Digital Marketing Services

Reforged Data, LLC

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Jeff Camacho

EXECUTIVE SUMMARY

Within the last decade, small business formation and expansion has continued to show an upward growth trend since 2009. A study by the National Foundation of Independent Business has shown that small business trends have continued to grow and have compiled a benchmark confidence rating against small business growth at 100, a value achieved in 1986. This year we are currently at a 2019 confidence rating of 101, with 2009's rating listed at an 85.

Reforged Data is a digital marketing agency that provides small businesses the power to take back control of their metrics and use them to their advantage. We provide strategic content marketing services to small and emerging businesses in the Greater Austin area and other businesses nationwide over remote services.

The company was founded in 2019 by Jeff Camacho, an electrical engineer, data analyst, productivity specialist, and a United States Army veteran. Recognizing the lack of knowledge that small business owners have when starting, building, and scaling their businesses, Jeff decided to take action to assist the further growth of these aspiring business owners. Programs and services are tailored to each specific client's needs based on industry, target demographic, and budget.

BUSINESS DESCRIPTION AND MISSION

Company Mission

Reforged Data (the Company) will provide top tier content marketing, KPI structuring, analytics tracking, and other programs, as agreed upon in each specific case. Within the marketing program agreed upon, the company will assist small businesses increase their market share and revenue through identification of new customers and also increase client sales

In order to do this, the company must work with each client to achieve the following goals:

- Initiate an initial assessment to determine what each client's goals and targets are for their specific circumstances
- Create a plan tailored to achieve each of those specific goals and targets
- Provide thought direction and progressive subject matter expertise in strategic marketing and services
- Draw from and initiate clientele contact with other business partners in cross functional relationships, transforming the Company into a one stop shop for marketing, graphical design, ecommerce, print, and other media services
- Sustain and grow a deep seeded knowledge in local markets in the up and coming Greater Austin area.

Company Goals

The company will be recognized as a leader in content management for the local small business community and will be primarily a referral based business. To do this the company will:

- Define success through quantifiable goals that align directly to client's revenue goals
- Ensure that every second of billed time is for the betterment of the client by implementing only the most cost effective plans designed to remove barriers to client's success and allow for concentration on other business goals

DEFINITION OF THE MARKET

Target Market

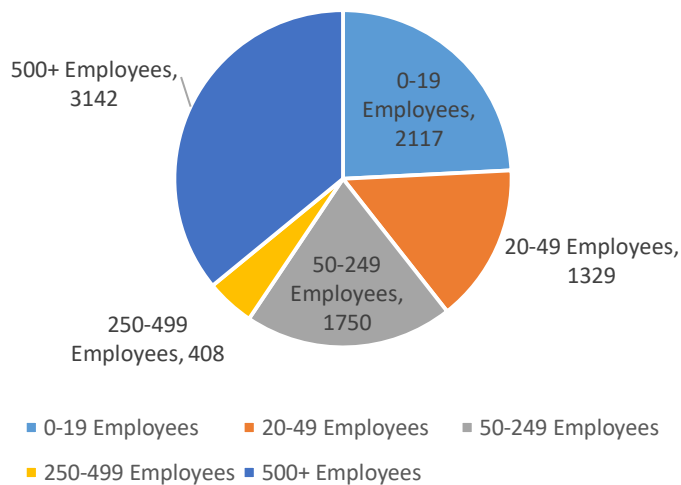
As of 2019, there is a saturation of mid to high end digital marketing firms throughout the Greater Austin area that provide service to mid to large scale businesses with deeper pockets than the startup or scaling business model. Small business owners are often left with little to no resources to complement their current business cycle.

State of the Market

According to the United States Census Bureau, the state of the current small business market in the Greater Austin Metropolitan area is as follows:

- 0-19 Employees: 2117
- 20-49 Employees: 1329
- 50-249 Employees: 1750
- 250-499 Employees: 408
- 500+ Employees: 3142

Small Businesses By Employee Size



The employee population size of 0-19, 20-49 that the Company will target, including fringe clients from the 50-249 size. The smaller clients will mainly consist of solopreneur service providers (consultants, artists, independent medial or legal practitioners) and the larger clients will be considered if the client needs are in line with the Company's services, mission, and goals.

Critical Needs of Target Market

Small and emerging businesses have unique needs with the following attributes common across both groups:

- Developing go-to market/launch strategies that increase awareness and develop a customer base or, for more mature small businesses, strategic market expansion programs designed to identify and secure new customers
- Programs that are budget friendly and provide services that are highly targeted to specific needs across a number of different channels – print, social media, web content, public relations
- Agility of marketing provider to create, develop, and implement solutions with agility and speed in order to accommodate the evolving business' strategies employed by the client

All company deliverables, as further defined, are designed to meet these needs.

DESCRIPTION OF PRODUCTS AND SERVICES

The Company's product offering and pricing will include the following:

Marketing Strategy Plan

A full-service program that includes research, analysis, and discovery phases and results in a strategic marketing plan designed to client objectives. This program is targeted for companies seeking to build or recreate their company brand, launch new products or services, or create new distribution channels. Services will include:

- Market share evaluation and market size estimation
- Customer surveys, local or national
- Focus group facilitation
- Industry profiling and trend mapping
- Brand / brand revitalization
- Communication strategy for multi-touch point consistency and consumption

A la Carte Options

This menu of services is available for those clients who have a good understanding of their marketing needs and strategy. Pricing for each service is as indicated. Prices for clients who participate in the Marketing Strategy Plan program will have the cost of each service that is selected built into their overall project rate.

Online Content

Basic SEO enabled website content – in consultation with the client, the Company will write up to five pages of web content specifically designed to increase visibility through the use of SEO strategies. (No coding or ecommerce)

- Initial price: \$X
- Price for website changes and updates: \$X / hour

E-Newsletters

The Company will design and create meaningful content for electronic distribution to existing and prospective clients. Based on client preference, distribution will occur via email or other mobile platforms.

- Establish third-party account, design template, and provide training for client in house use: \$X
- Ongoing writing and coordination of e-newsletters: \$X per newsletter blast

Corporate Blogs

Create content for corporate blog that may be either a stand-alone site or linked directly to the client's website.

- Establish third-party account, design site, and provide training for client in-house use: \$X
- Ongoing writing and coordination of blog posts: \$X

Social Media

Development and implementation of an integrated social media strategy across multiple social media platforms including: Facebook, LinkedIn, Twitter, YouTube, Yelp, and others as appropriate.

- Establish account, design site, and provide training for in-house client use: \$X per site
- Ongoing content generation and site monitoring: \$X per site per week with up to X content uploads

Public Relations

- Press Release Package 1 – writing only (client will self-distribute): \$X
- Press Release Package 2 – writing, local, and web distribution: \$X

Print Collateral

- Sell sheets, flyers, and brochures – design and coordination of printing
 - \$X for content development, plus materials cost

All services come with complimentary email and phone support during the duration of work for quick questions. The Company will also offer a complementary half hour initial confidential phone call or video call to determine the best approach to meet the client's needs.

ORGANIZATION AND MANAGEMENT

Company Structure

The Company will function as a single member veteran owned LLC organized in the State of Texas.

Owner Biography

Jeff Camacho, the sole proprietor of the company, is a dedicated project manager and problem solver. He has over 7 years of data analysis, multivariate analysis, causal analysis, big data experience, business foundation, and startup marketing experience. He has worked across a number of key industries in the Central Texas region including: education, research and development, high volume manufacturing, and consulting. He enlisted in the United States Army and served 7.5 years, during which time he served in several different countries and deployed to different areas of operation. He received his undergraduate from Texas State University in Electrical Engineering with a focus on Micro-Nano Device Fabrication and also received a minor in Mathematics.

During year one Jeff will be responsible for all aspects of the company operation and administration, including marketing, sales, account development, and client

outputs/deliverables. In year two, Jeff will hire a sales coordinator whose role will consist of administrative tasks and client follow up.

MARKETING AND SALES STRATEGY

To meet company goals and objectives, as well as increase market share, the Company will implement the following sales and marketing techniques:

- Use effective branding techniques across all print and electronic media, including a company website and online portfolio.
 - Utilize social media tools such as Twitter, LinkedIn, Facebook groups, and blogging to expand visibility and credibility to potential clients and strategic partners.
 - Build strategic partnerships with established/creditable graphic designers, photographers, printers, copywriters, video producers, event planners, and other marketing service providers in order to share referrals and other networking opportunities.
 - Attend trade shows and Chamber of Commerce events. Offer special promotions for attendees through take-away cards and consumer reward programs.
 - Offer a range of options for clients to purchase services, including a la carte, and bundled packaging.
 - Implement post-engagement surveys to solicit client feedback for continuous improvement and communication.
 - Offer discounts on future services to clients who make a referral.
 - Participate in professional speaking engagements.
 - Increase networking within professional associations and across personal contacts.
 - Work with the PR and event planning community to be a subject matter expert for local media events.
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FINANCIAL MANAGEMENT

Investment / Funding Information

Startup capital of \$X will be required with all funding coming from Jeff's personal savings. He will be the sole investor and will contribute seed money comprised of \$X.

Sources of capital	Jeff Camacho, 100% ownership	\$5,000
	Other investor	\$0
	Total investment	\$5,000
Startup expenses	Buildings/real estate	\$0
	Total buildings/real estate	\$0
Capital equipment list	Furniture	\$0
	Equipment—laptop	\$0
	Fixtures	\$0
	Machinery—all in one printer/scanner/fax/copier	\$0
	External hard drive	\$75
	Total capital equipment	\$75
Location and admin expenses	Rental—mailbox	\$0
	Utility deposits	\$0
	Legal and accounting fees	\$500
	Inuit quickbooks software	\$139
	Pre-opening salaries	\$0
	Phone line	\$360
	Office Suite	\$120
	Total location and admin expenses	\$1,119
Opening inventory	Adobe creative suite software	\$636
	Business stationary (with envelopes)	\$325
	Presentation folders for client collateral	\$49
	Office supplies, including printer ink, pens, paper, stapler, etc.	\$250
	Total inventory	\$1,260
Advertising and promotional expenses	Website (development & hosting)	\$240
	Sell sheets	\$250
	Leave behind promotional items	\$75
	Travel/entertainment—industry conferences	\$400
	Business cards	\$80
	Total advertising/promotional expenses	\$965
Other expenses	City business license	\$0
	LIC filing fees	\$0
	Professional memberships	\$340
	Total other expenses	\$340
	Reserve for contingencies	\$725
Summary statement		
Sources of capital	Owners' and other investments	\$5,000
	Bank loans	\$0
	Other loans	\$0
	Total source of funds	\$5,000
Startup expenses	Buildings/real estate	\$0
	Capital equipment	\$75
	Location/administration expenses	\$1,119
	Opening inventory	\$1,260
	Advertising/promotional expenses	\$965
	Other expenses	\$340
	Contingency fund	\$725
	Total startup expenses	\$4,484
	Investment vs cost	\$516

Figure 1: Startup Financial Breakdown

Notes on Funding

The Company's initial capital costs have been accounted for and acquired, however, updated equipment and tools will need to be budgeted for going forward due to depreciation and need to upgrade as new technology becomes available.

Cash Management and Planning

- The Company will be managed using a cash accounting system
- Financial targets are set on an annual basis for a fiscal year beginning in January
- Results against targets will be measured informally on a monthly basis with full analysis conducted on a quarterly basis
- Adjustments to plan that do not have a direct impact on staff / contractors will be made on a rolling basis. Adjustments to plan that have a direct impact on staff / contractors – such as reduction in force or pay / benefits, will be more formally handled on a month end basis