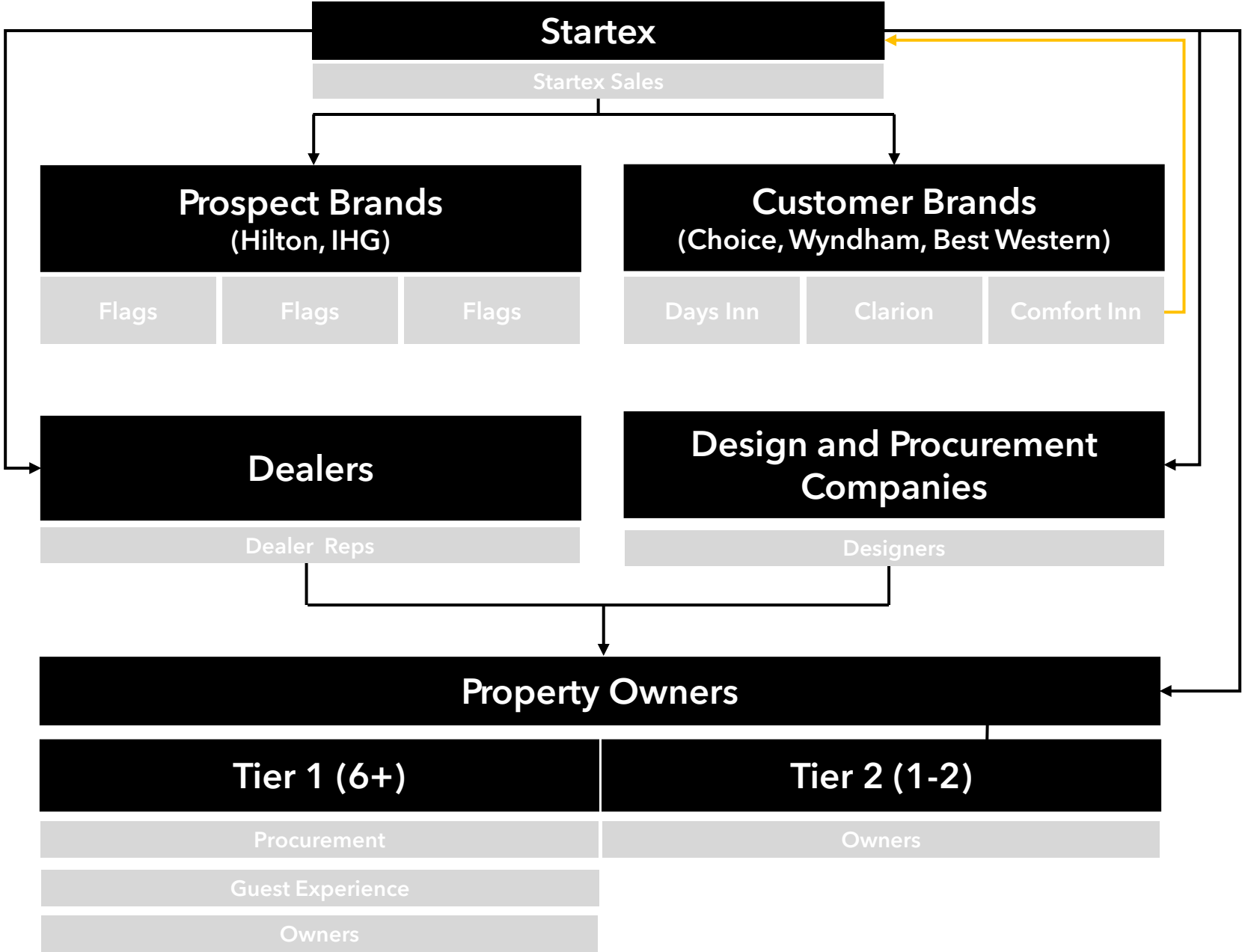


# Growing Startex

*A B2B Marketing Program for the Hospitality Industry*

# What we heard

- Leading manufacturer of lighting, task seating and mirrors for the hospitality industry
- Have a strong value proposition:
  - High quality products at competitive prices
  - Pre-approved by Choice, Wyndham, Best Western
  - Relationships with distributors nationwide
  - Flexible, customer service focused org - quick ship, smaller orders, etc.
  - Coming soon ability to order direct
- Upcoming new website and e-commerce launch
- Ownership desire to grow the business back to pre-COVID levels
- Opportunity to develop a marketing program in conjunction with new sales team

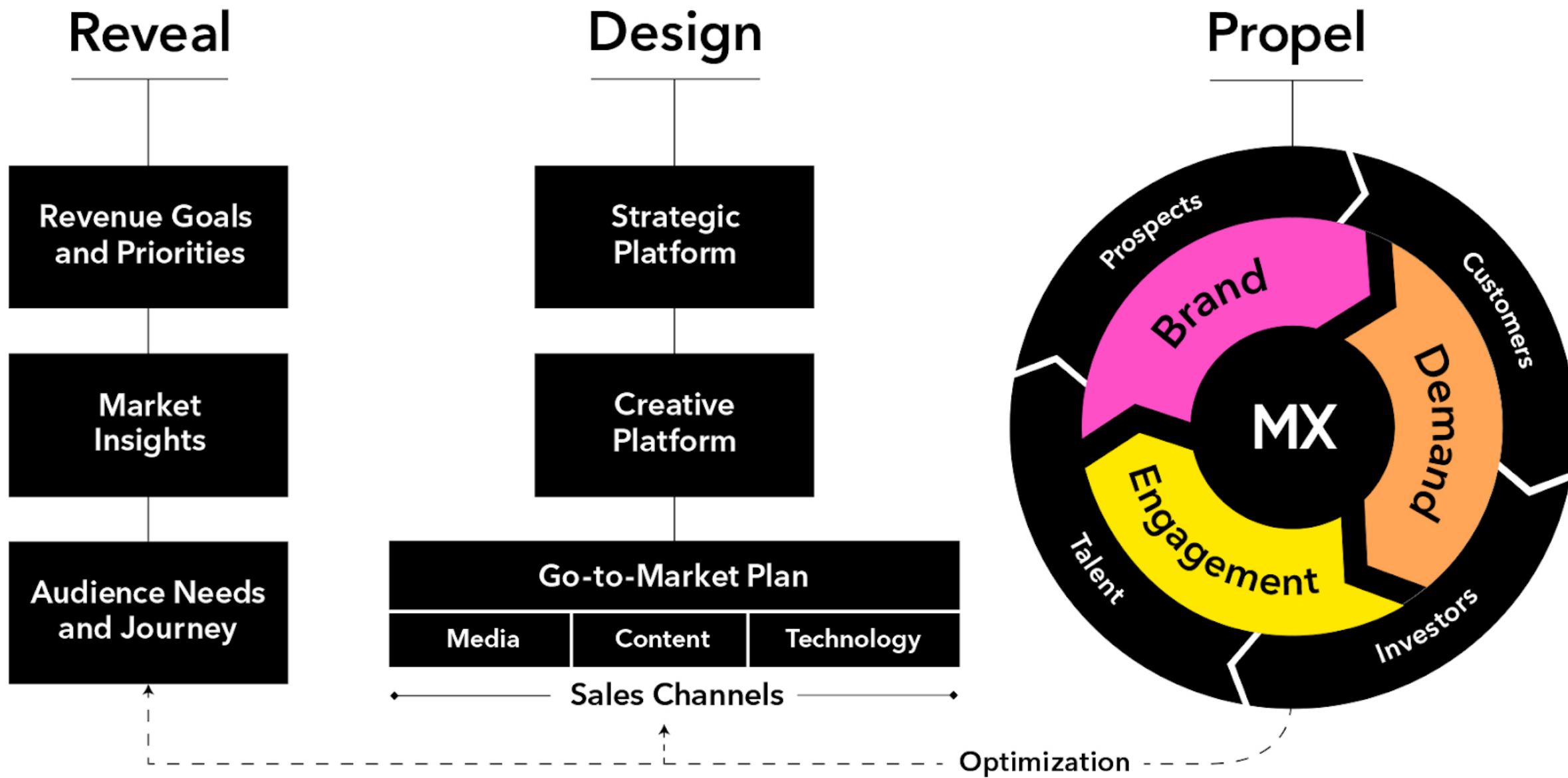




# Getting Started

- Follow our framework for building a sustainable growth engine
- Leverage our shared expertise and industry insights to accelerate impact
- Scale appropriately to the size of your business
- Prioritize raising brand awareness with property owners
- Provide concrete deliverables for each phase
- Align marketing with sales as that team is built
- Support with ad hoc needs as they arise (e.g. ad placements, events)

# Market Experience Engine™

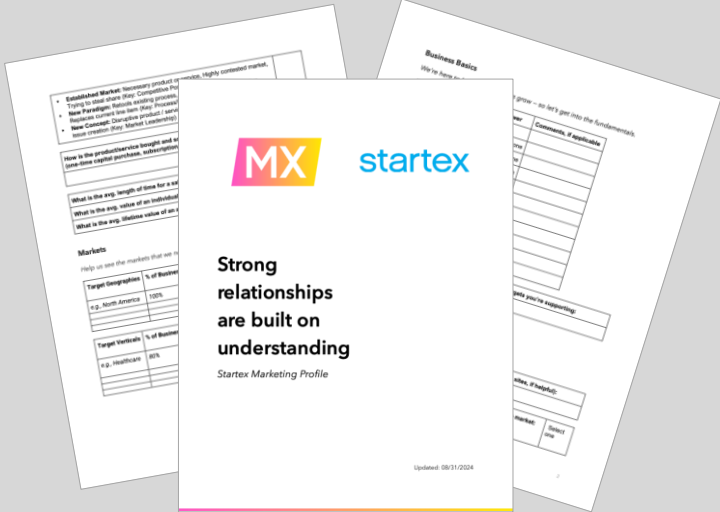


# Audience and Company Insights

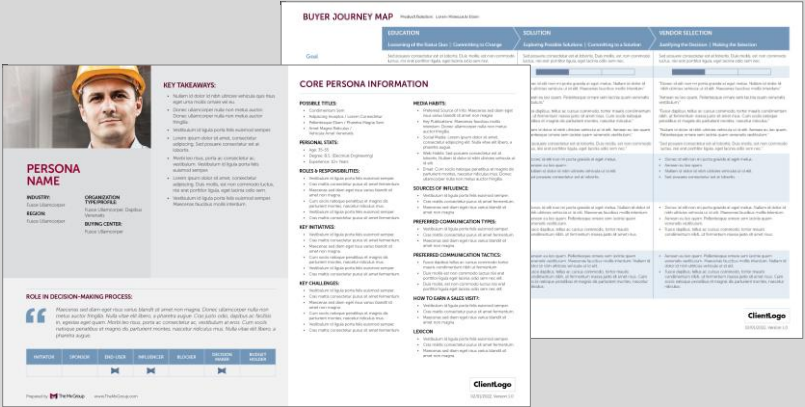
Conduct ½ day onsite workshop to leverage shared category experience to make decisions and create initial set of deliverables to build the marketing program.

- Define business and program goals
- Define value proposition for property owners
- Target audience definition
- Development of desktop personas and buyer journey
- Map the sales cycle
- Identify key dates and milestones (industry events, company obligations, brand/flag initiatives)

Accelerated approach expedites decision making while ensuring alignment on objectives and approach. Deliverables that provide value for ongoing sales and marketing activities.



Marketing Profile



Buyer Persona and Journey



Competitive Landscape

# Market and Account Insights and Go To Market Planning

Perform data analysis to identify opportunities and guide targeting. In parallel, review and recommend any Martech enhancements needed to support ABM programs.

- Data organization and acquisition
  - Assess 1st and 2nd party data (e.g. data provided by brands)
  - Identify and acquire 3<sup>rd</sup> party data (e.g. Lodging Econometrics)
- Market segmentation, prioritization and distributor mapping
- Martech Audit and Recommendation
- KPI alignment and dashboard creation

Data-driven methodology enables smart prioritization and planning. Revenue centric reporting approach provides visibility into impact of marketing on bottom line.

- Go to market plan, inclusive of media plan, content, technology

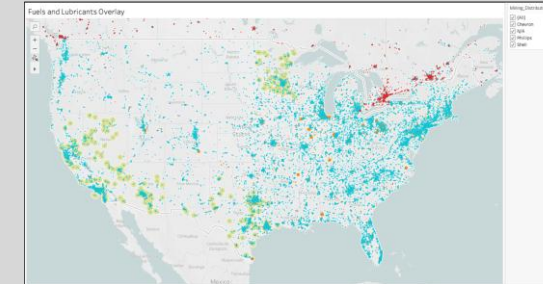
A blueprint of what we're going to do and what we need to created defining the next phase and costs.



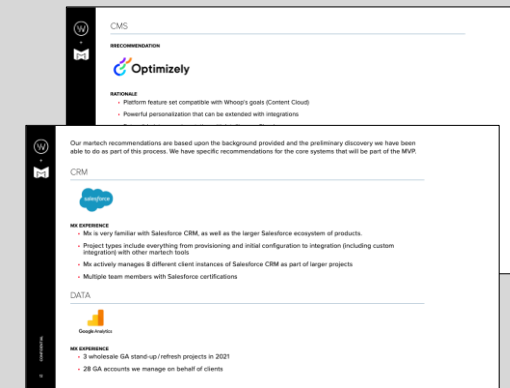
Potential 3<sup>rd</sup> Party Data Sources



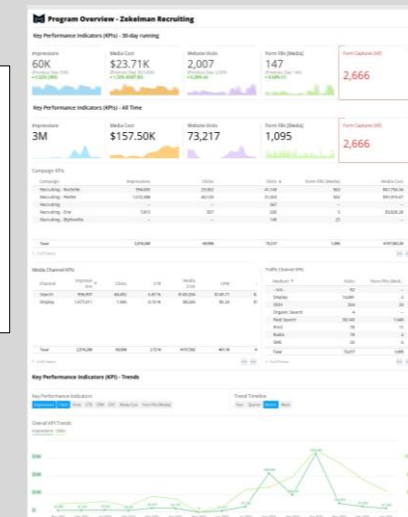
Account Tiering



Geo-based Distributor Mapping



Martech Recommendations



Example Dashboard

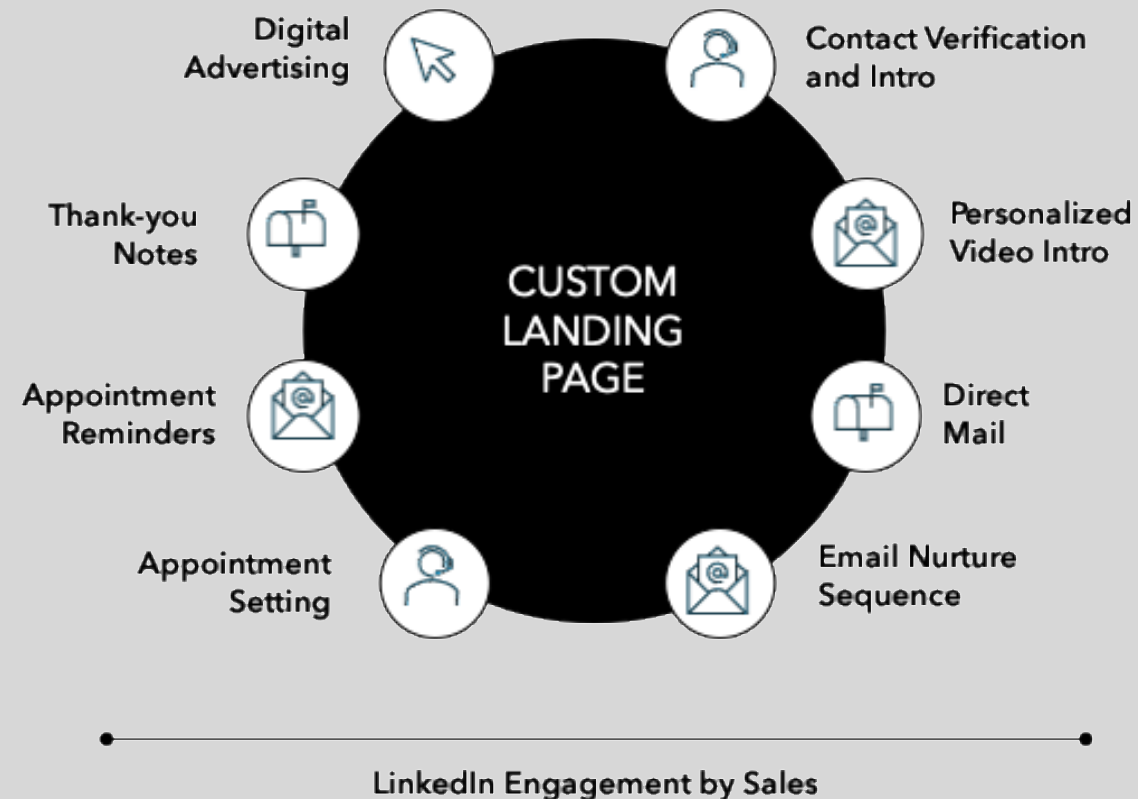


# Campaign Development

Build marketing program(s) for our target accounts targeting the Tier 1 and 2 ownership groups assuming a 1:Few Account Based Marketing approach for Tier 1 and 1:Many for Tier 2.

- Develop campaign concept and unified messaging
- Define campaign assets
- Develop content, assets and tools (campaigns + nurture journey)

ABM approach enables highly-targeted messaging to most-valuable accounts, while providing opportunity for reuse among segments.



*The Sealy ABM program shown as an example.*

# Campaign Activation and Optimization

- Martech setup and configuration (building email journeys and content)
- Media buying and management
- Direct mail and telemarketing initiation
- Campaign measurement and optimization.
- Project and program management

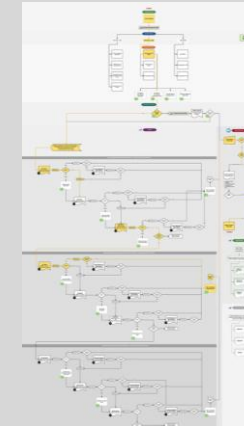
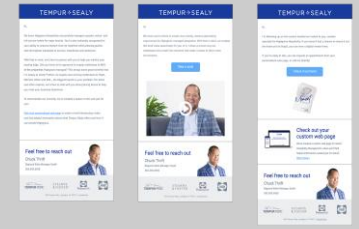
Ongoing learnings and iterations drives continual improvement of results and a higher campaign ROI.



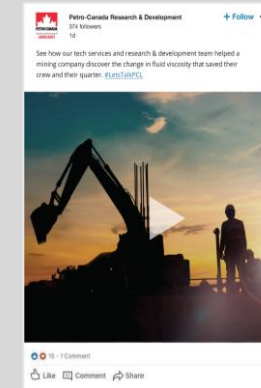
Sales Enablement



CRM



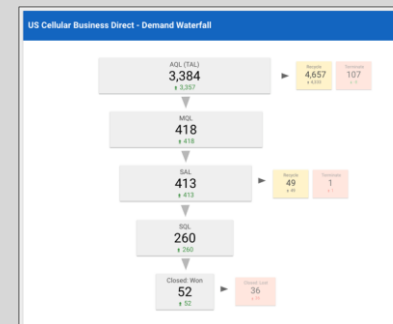
Nurture Streams



Paid Media



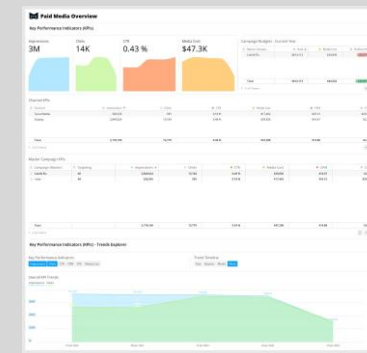
Direct Marketing



Demand Waterfall



Program Effectiveness



Content Analysis

# ROI

Addressable Market\*

Targets



5,916

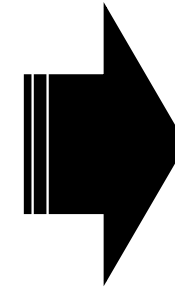


6,298



2,130

- Flags with a mandate
- Recent Transactions
- Replacement cycle
- New Construction



**28 Sales**  
\$30k Avg  
30% Margin

\*Per Lodging Econometrics and does not include hotels under construction

# Investment Summary

Phase/Focus	Fees	Est. Costs	Total
<b>Reveal</b>	<b>\$40K</b>	<b>\$25K</b>	<b>\$65k</b>
Rapid Foundations Workshop	\$10k	--	\$10k
Data and segmentation	\$15k	\$25K*	\$40k
Martech audit and recommendations and dashboard creation	\$5k	TBD	\$5k
Go-to-market planning for property owner program + media planning	\$10k	--	\$10k
<b>Design</b>	<b>\$65k</b>	<b>--</b>	<b>\$65k</b>
Campaign concept and unified messaging	\$10k	--	\$10k
Develop content, assets and tools	\$55k	--	\$55k
<b>Propel</b>	<b>\$41K</b>	<b>\$87k</b>	<b>\$128k</b>
Martech setup and configuration	TBD	TBD	TBD
Media buying and management	\$10k	\$65k	\$75k
Direct mail and/or telemarketing initiation	\$7k	\$22k	\$26k
Campaign measurement and optimization	\$12k	--	\$12k
Project and program management	\$12k	--	\$12k
<b>Ad Hoc</b>	<b>\$10K</b>	<b>--</b>	<b>\$10K</b>
Ad hoc creative production for other ads, events, etc.	\$10k	--	\$10k
<b>6 Month Investment Total</b>	<b>\$156K</b>	<b>\$112K</b>	<b>\$268k</b>

Phase/Deliverable	Aug		Sept		Oct		Nov		Dec		Jan		Feb	
Reveal														
Rapid Foundations Workshop														
Data acquisition, audit and segmentation														
Martech audit, recommendations and dashboard setup														
Go to market planning + media planning														
Design														
Campaign concepting and messaging development														
Campaign asset, content and tool creation														
Propel														
Martech setup and configuration														
Campaign management & execution														
Direct mail and/or telemarketing execution and management														
Media in market														

The above represents our project timeline based on the structure of our proposal. A more detailed timeline will be developed at the onset of the engagement that incorporates specific dates aligned to specific requirements.

# Your Core Team

## Hospitality industry expertise



**Kelly Olson**

**Vice President of Strategic Planning**

**Project Role:** Leading overall strategy and development of GTM plans

**About Kelly:** For more than 15 years, Kelly has helped B2B clients unite brand and demand activities to create results-generating campaigns in the hospitality, automotive, medical, software and industrial sectors. Her career experience spans brand strategy, creative strategy, demand marketing, channel marketing, sales enablement, and loyalty marketing enabling her to help clients connect the dots across the entire customer experience. She leads a team of like-minded strategists passionate about bringing humanity and storytelling into B2B and creating campaigns that deliver on that end-to-end customer experience.

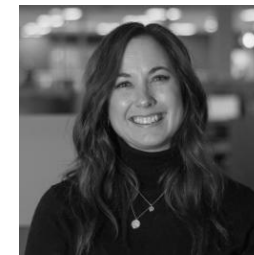


**Matt Binz**

**Sr. Director, MarTech and Applied Intelligence**

**Project Role:** Leading data analysis, segmentation and Martech implementation

**About Matt:** Matt leads the MarTech and Data & Insights teams at MX, which includes strategy and implementation in areas such as digital strategy; data research and analysis; martech implementations; analytics and reporting; and conversion optimization. His digital marketing experience crosses multiple industries, including manufacturing, construction, retail, nonprofit, education, technology and hospitality. He has led all market mapping efforts for HF Sinclair lubricants and specialties over the past several years.



**Peggy McEachern**

**Account Supervisor**

**Project Role:**

Leading client communication and project coordination

**About Peggy:** With over 25 years of agency and brand experience, Peggy excels in partnering with clients to develop integrated B2B campaigns that deliver on their business goals for clients as diverse as Cox Communications, United Airlines, McDonalds, vAuto and ofi. Peggy has worked hand-in-glove with clients such as PowerFlex, putting data-driven strategies into practice. It's been her passion throughout her career to work with clients to creatively bring their strategic objectives to life.

B2B Like It Oughta Be.