Demand Generation Pilot Proposal
8/20/21

What we heard

- New business looking to scale B2B

- Potentially very broad target audience but seeing initial traction in Higher Ed, staffing agencies, SaaS start ups

- Biggest challenge is around education and understanding the offering

- Currently driving user acquisition through retargeting campaigns using Google, LI, FB, Twitter

- Primarily working manually for reporting, CRM, marketing automation

- Needs include content, lead gen, website

- Looking for a strategic partner who can work in a flexible manner

The opportunity

FROM:

TO:

Limited understanding of BYOB for businesses → BYOB is an exciting option for businesses and institutions

Low awareness of Data Mynt → Data Mynt is seen as the best option

Manual and ad hoc marketing → Systematic and scalable marketing engine

Our Approach

Campaign Support across the Funnel

TARGET DEMAND

ACTIVE DEMAND

ENGAGED DEMAND

PRIORITIZED DEMAND

QUALIFIED DEMAND

PIPELINE

CLOSED

Top of Funnel

Middle of Funnel

Bottom of Funnel

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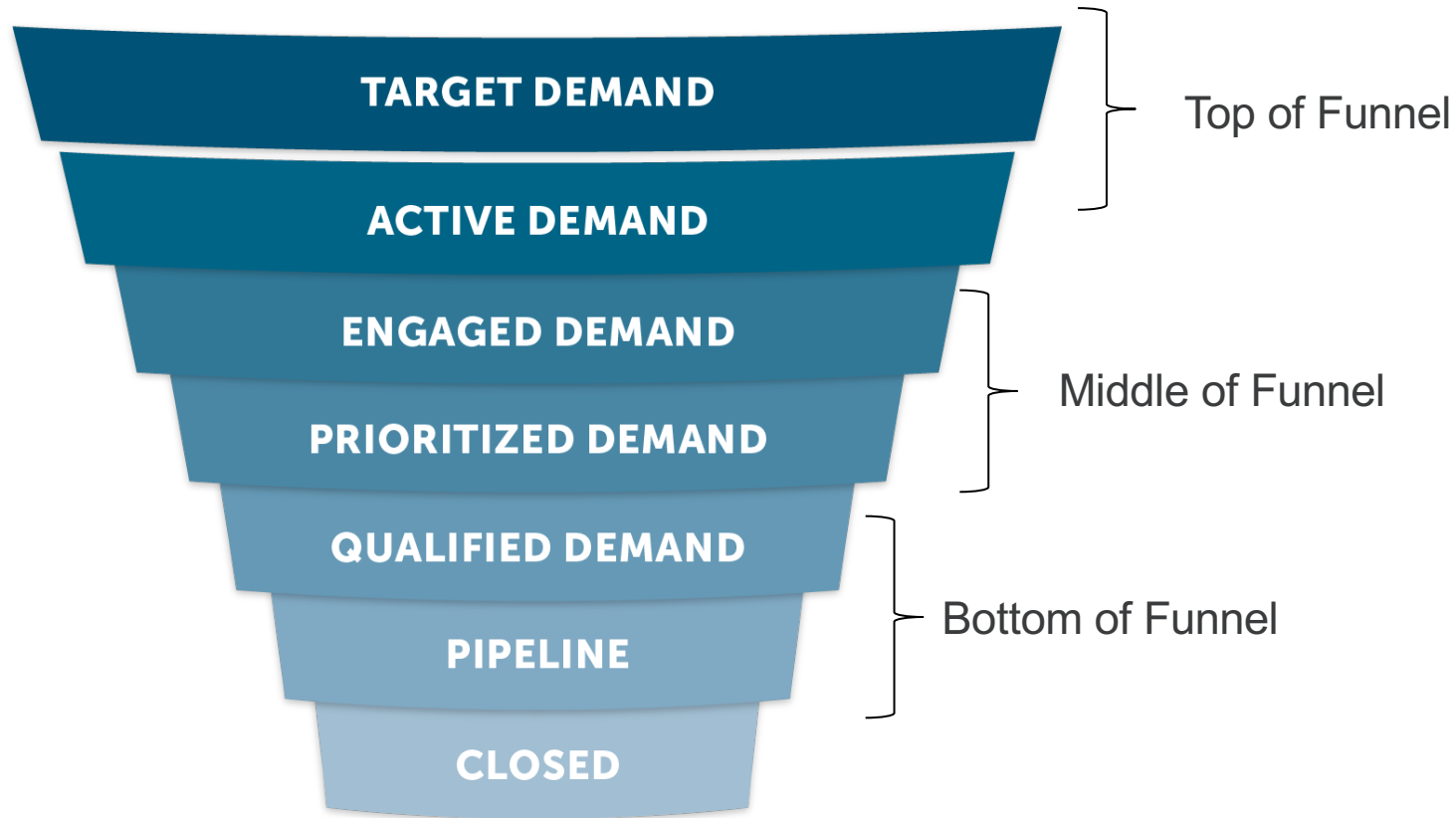
Top of Funnel

Top of Funnel (ToFu)
Awareness Stage *(Impressions)*

Are we driving prospects to DataMynt.com? Are we increasing awareness of Data Mynt?

Campaigns Used
- Awareness & consideration
- Event campaign
- Launch campaign

Channel Mix and KPIs
- Most often uses integrated channel mix to draw traffic at various intent levels.
- Measures of effectiveness include brand awareness metrics and ultimately website traffic.

Middle of Funnel

Middle of Funnel (MoFu)
Consideration Stage *(Inquiries and AQLs)*

Are we engaging our site visitors? Are we capturing their attention and piquing their interest? Are we sharing valuable information? Are we demonstrating credibility? Are we building consideration? Are we presenting content they are seeking, like solution demos?
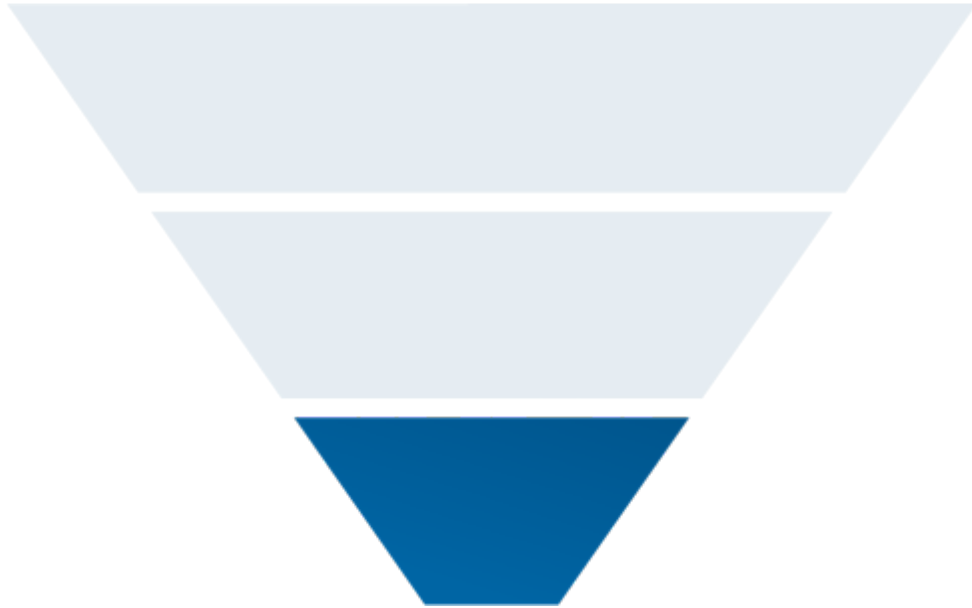
Campaigns Used
- Nurture campaigns
- Personalized site experiences

Channel Mix and KPIs
- Nurture journeys, content, news
- Content engagement, progression through the funnel

Bottom of Funnel

Bottom of the Funnel (BoFu)
Decision Stage *(MQLs and Sales Driven metrics)*

Have we provided enough evidence that we are the best choice? Do we have the right product? The price? The right incentive to entice action?

Campaigns Used
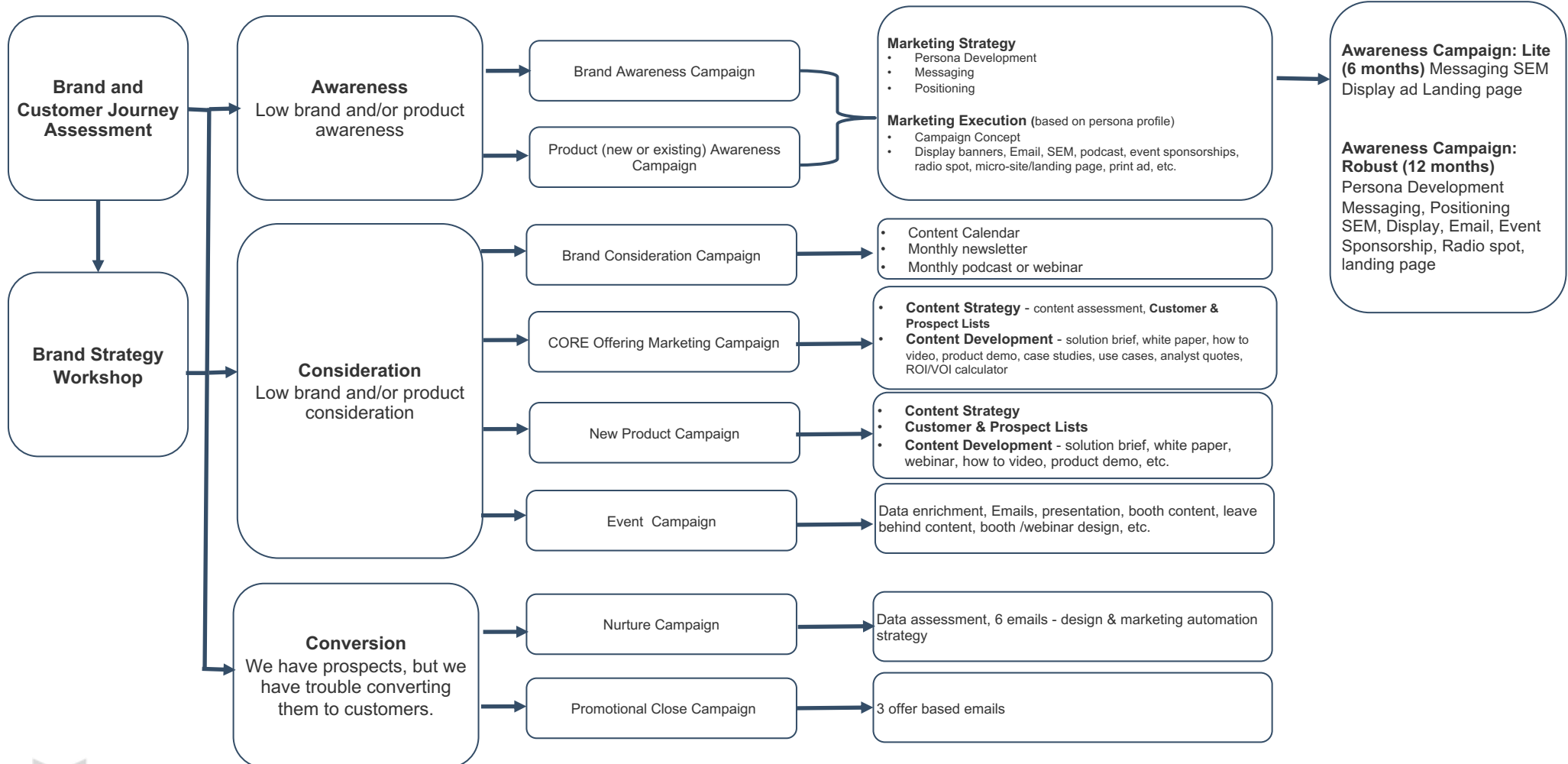- Conversion support – trials, incentives, ROI calculators

Channel Mix and KPIs
- High intent, lower-funnel content types to aid in ongoing self-service exploration (demos, trials, interactive calculators)
- AQL to MQL conversions

Evaluation

Campaigns by Journey Needs

Scope Considerations

Tactical Options

Brand and Customer Journey Assessment

Brand Strategy Workshop

Awareness
Low brand and/or product awareness

Brand Awareness Campaign

Product (new or existing) Awareness Campaign

Marketing Strategy
- Persona Development
- Messaging
- Positioning

Marketing Execution (based on persona profile)
- Campaign Concept
- Display banners, Email, SEM, podcast, event sponsorships, radio spot, micro-site/landing page, print ad, etc.

Awareness Campaign: Lite (6 months) Messaging SEM Display ad Landing page

Awareness Campaign: Robust (12 months) Persona Development Messaging, Positioning SEM, Display, Email, Event Sponsorship, Radio spot, landing page

Consideration
Low brand and/or product consideration

Brand Consideration Campaign

- Content Calendar
- Monthly newsletter
- Monthly podcast or webinar

CORE Offering Marketing Campaign

- **Content Strategy** - content assessment, **Customer & Prospect Lists**
- **Content Development** - solution brief, white paper, how to video, product demo, case studies, use cases, analyst quotes, ROI/VOI calculator

New Product Campaign

- **Content Strategy**
- **Customer & Prospect Lists**
- **Content Development** - solution brief, white paper, webinar, how to video, product demo, etc.

Event Campaign

Data enrichment, Emails, presentation, booth content, leave behind content, booth /webinar design, etc.

Conversion
We have prospects, but we have trouble converting them to customers.

Nurture Campaign

Data assessment, 6 emails - design & marketing automation strategy

Promotional Close Campaign

3 offer based emails

Getting Started

- Engagement starts with Foundational work (discovery, evaluation, planning)

- Outcome from Foundational work would be a strategic plan and marketing roadmap with recommendations and refined scope for next steps

- Ability to smaller pilot campaigns in parallel to ensure we get to market quickly and to test and learn with the understanding we'd be operating with limited information

- Pricing would be by project, but recommend going into it with the expectation of sustained efforts over time

Foundational work

- Background research and discovery workshop
- Goal/KPI setting
- Demand funnel and waterfall creation (investment model with target benchmarks)
- Market map (define addressable market, prioritization of segments)
- Buyer persona creation (buyers journey insights)
- Customer journey planning
- Platform set up (evaluation and recommendation of CRM, tech stack)
- Customer Experience Planning (persona specific journeys)
- Content audit to identify gaps

- **Cost:** $50-75k
- **Timing:** 2-4 months

Assumptions:

- Data Mynt provides existing research on market

- Does not include additional primary research. Additional quantitative/qualitative research may be recommended based upon the amount of buyer insights Data Mynt is able to provide

- 3-4 buyer personas

Foundational Work: Market Map Definition

- Addressable Market Definition

- Firmographic Data Identification

- Target Prioritization

KEY

Ideal Target	(green)
Target	(yellow)
Unimportant	(orange)
N/A	(gray)

		OIL & GAS INDUSTRY												
		Upstream						Midstream						Downstream
		Production		Drilling	Well Stimulation			Transportation and Pipeline							Processing
Sector		Crude petroleum and natural gas	Natural gas liquids	Drilling oil and gas wells	Acidizing wells	Hydraulic fracturing of wells	Servicing Oil and gas wells	Crude petroleum pipelines	Refined petroleum pipelines	Pipelines, not elsewhere classified	Natural gas transmission	Natural gas transmission and distribution	Natural gas distribution	Gas production and / or distribution	Petroleum refining
SIC #		1311	1321	1381	13890301	13899908	13899912 13899919	4612	4613	4619	4922	4923	4924	4925	2911
Total Location Count		7,526	594	3,571	59	41	8,724	791	496	398	1,869	998	1,995	989	2,523
Target Groups	**Firmographics**														
Low voltage air-cooled drive															
Segment 1	Less than $1 million annual sales volume. 5-10 total employees company-wide. United States locations.	118	2	28	0	0	6	13	8	0	42	15	36	2	67
Segment 2	Less than $1 million annual sales volume. 5-10 total employees company-wide. North American locations.	139	4	28	0	1	32	13	4	2	30	13	29	11	44
Segment 3	Less than $1 million annual sales volume. 5-10 total employees company-wide. Global locations.	167	16	76	0	3	84	144	17	10	52	22	83	6	78
Medium voltage air-cooled drive															
Segment 1	$10~$50 million annual sales volume. 100~499 total employees company-wide. United States locations.	655	0	7	5	13	811	196	156	38	258	151	407	81	620
Segment 2	$10~$50 million annual sales volume. 100~499 total employees company-wide. North American locations.	887	90	364	13	5	1,182	159	144	57	584	260	476	141	141
Segment 3	$10~$50 million annual sales volume. 100~499 total employees company-wide. Global locations.	5,416	372	2,596	41	14	6,357	244	159	251	776	504	724	585	1,219
Medium voltage water-cooled drive															
Segment 1	$1~$10 billion annual sales volume. 1000~4999 total employees company-wide. United States locations.	6,393	514	2,821	54	35	4,734	645	470	233	1,736	830	1,703	783	1,955
Segment 2	$1~$10 billion annual sales volume. 1000~4999 total employees company-wide. North American locations.	1,110	72	632	5	6	3,975	143	24	135	120	159	237	98	433
Segment 3	$1~$10 billion annual sales volume. 1000~4999 total employees company-wide. Global locations.	23	8	118	0	0	15	3	2	30	13	9	55	108	135

Foundational Work:
Buyer Persona Creation

- Buyer identification & definition

- Persona connection by segment

- Buy cycle insights

Foundational Work: Customer Experience Planning

- Design persona specific journeys

- Develop rules & logic To automate processes

- Implement journeys
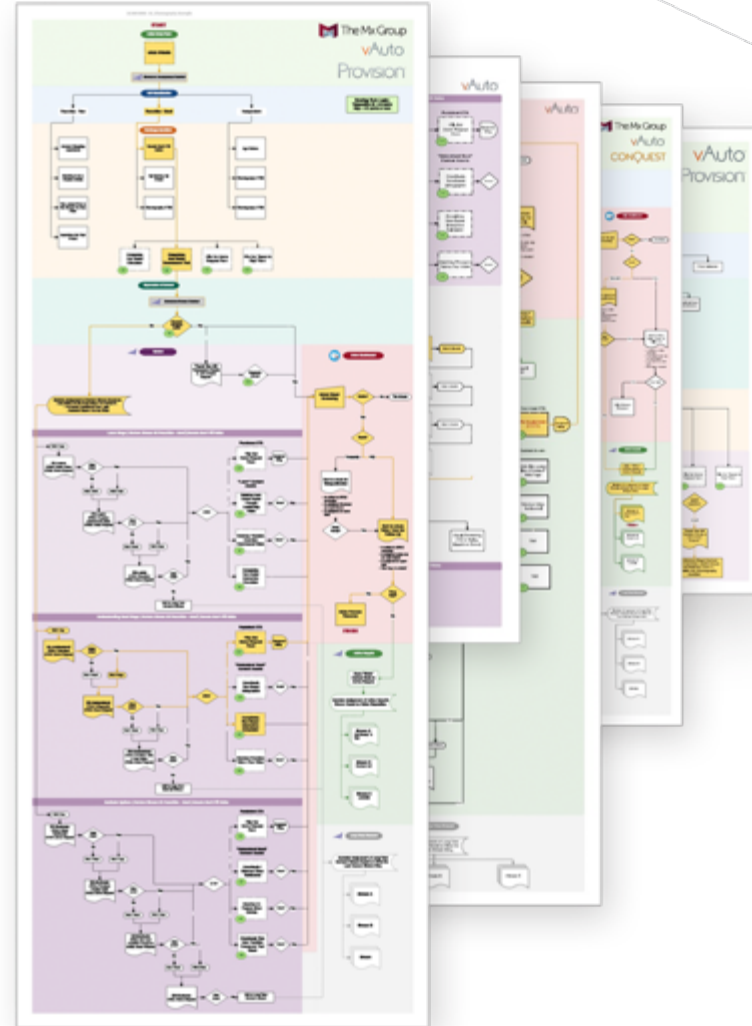
Website Refresh

- Site content evaluation
- Site design focused on education, nurturing and conversion
- UX/UI for a key pages
- WordPress managed
- Core page templates

- **Cost:** $75K - $125K

- **Timing:** 3-4 months

Assumptions:

- Hosting licenses would be held by Data Mynt

- Estimate refinement upon discovery conclusions

- Insights from Foundational work used as foundation for website planning

AWARENESS CAMPAIGN

- Strategic and creative concept
- Refined customer experience plans
- Development of content and assets to support the journey
- Media and channel planning
- Execution and project management of all activities
- Reporting. Insights and ongoing refinement

Costs: TBD – huge variation

Timing:

- Development: 6-12 weeks
- In market: 6 months+

Where we've done it before

$3.89 billion revenue, publicly traded

Business division represents $65 million revenue

Sell IoT and value-added services for small- to medium-sized businesses

US Cellular Business Situation

- No alignment and understanding of B2B buying process

- Significant investment in mass brand advertising

- "Stale" product/service messaging and offers

- Limited, siloed marketing technology

- Focus on only two channels

Mx Demand Engine

STRATEGY
- SALES & MARKETING ALIGNMENT
- MARKET MAP
- BUYER PERSONAS
- DIGITAL EXPERIENCE
- LEAD MANAGEMENT PLANNING

IMPLEMENTATION
- PLATFORM SET-UP
- MARKETING DATABASE DEVELOPMENT
- JOURNEY PLANNING

EXECUTION
- SALES ENABLEMENT
- CREATIVE DEVELOPMENT
- DIGITAL DEVELOPMENT
- INTEGRATED CAMPAIGNS

OPERATIONS
- QUALIFICATION, SCORING & NURTURING
- ANALYSIS & OPTIMIZATION

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First, we needed a deep understanding of the target audience

A series of interviews with target SMBs resulted in 3 core buyer personas

- Select verticals and sub-verticals

- Highly defined geography within the US

Personas

… and the size of the available market

- We developed market maps to help define and prioritize the size of the market opportunity

- We mapped the size of the opportunity against digital market reach

Market Map

Market Reach

With a core strategic foundation, we began implementation

A fully integrated tech stack was architected to enable a path towards a true 1-1 marketing program along the marketing maturity model.

Tech stack
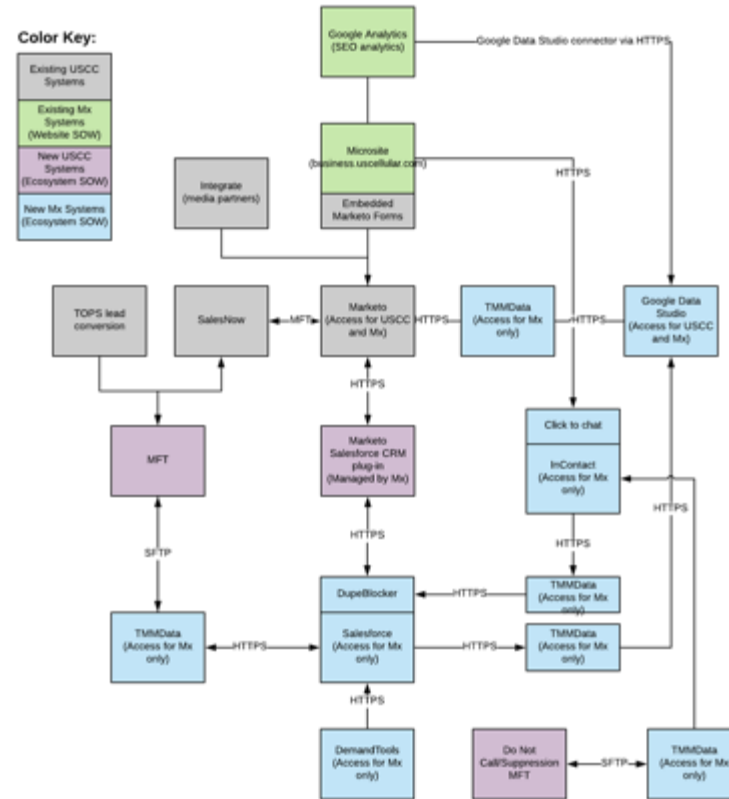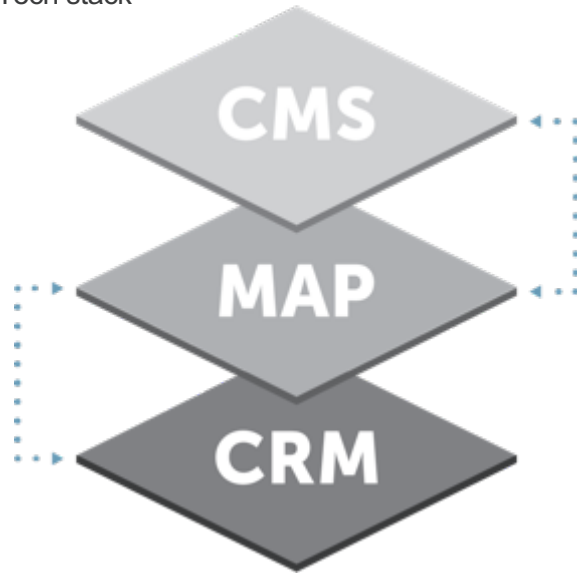
We then started execution

Brochure

Case Study

Social

Case Study Video

SEM

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… and delivered it through the funnel

UNIVERSE

Addressable Market

Suspects

Inquiries

MQLs

SALs

SQLs

CUSTOMERS

MARKETING DRIVEN

SALES DRIVEN
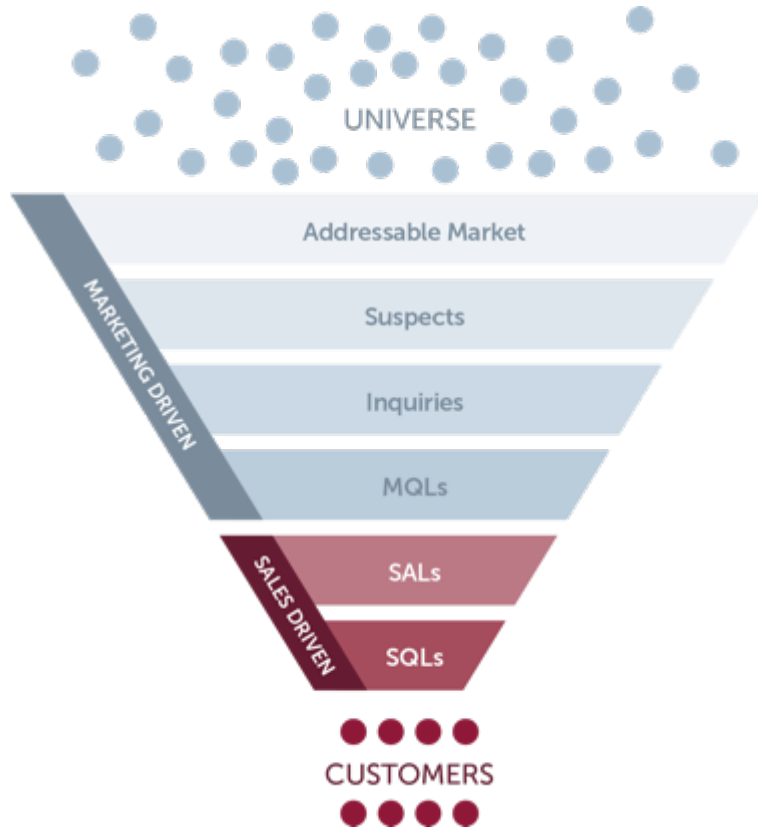
Results

Since our full engagement in September 2019

Funnel diagram labeled top to bottom: UNIVERSE, Addressable Market, Suspects, Inquiries, MQLs (Marketing Driven); SALs, SQLs (Sales Driven); CUSTOMERS.
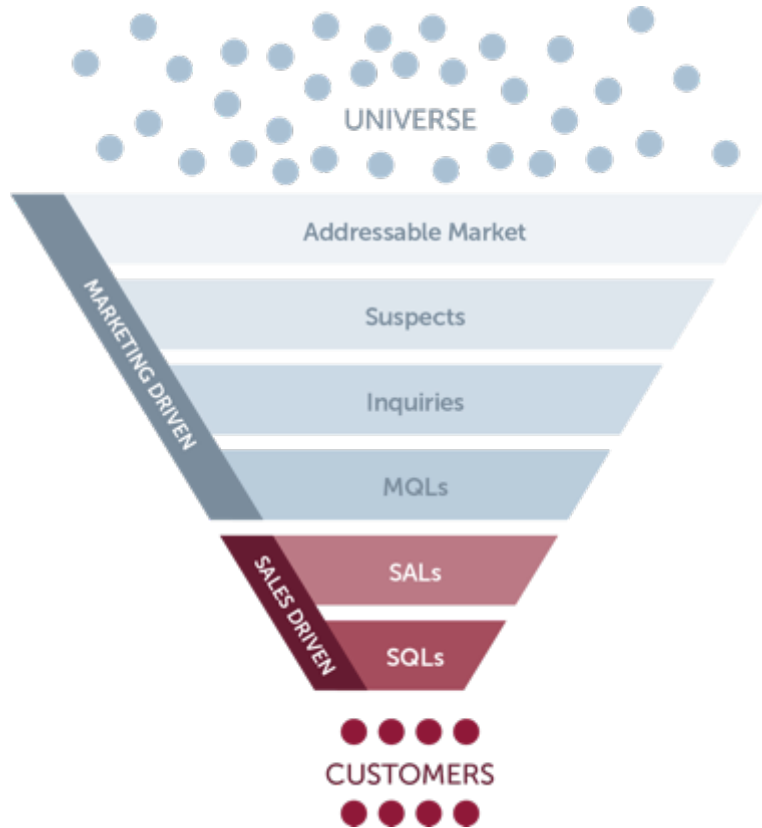
2x
SITE VISITORS

96%
OF PIPELINE CONTRIBUTION

95%
SALES ACCEPTANCE RATE

DIGITAL MARKETING ROI

757%
LIFETIME VALUE

43%
2-YEAR VALUE

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Thank You!