

**CHAMBERLAIN  
GROUP**



The Mx Group

# 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:**

Limited understanding of BYOB  
for businesses

Low awareness of Data Mynt

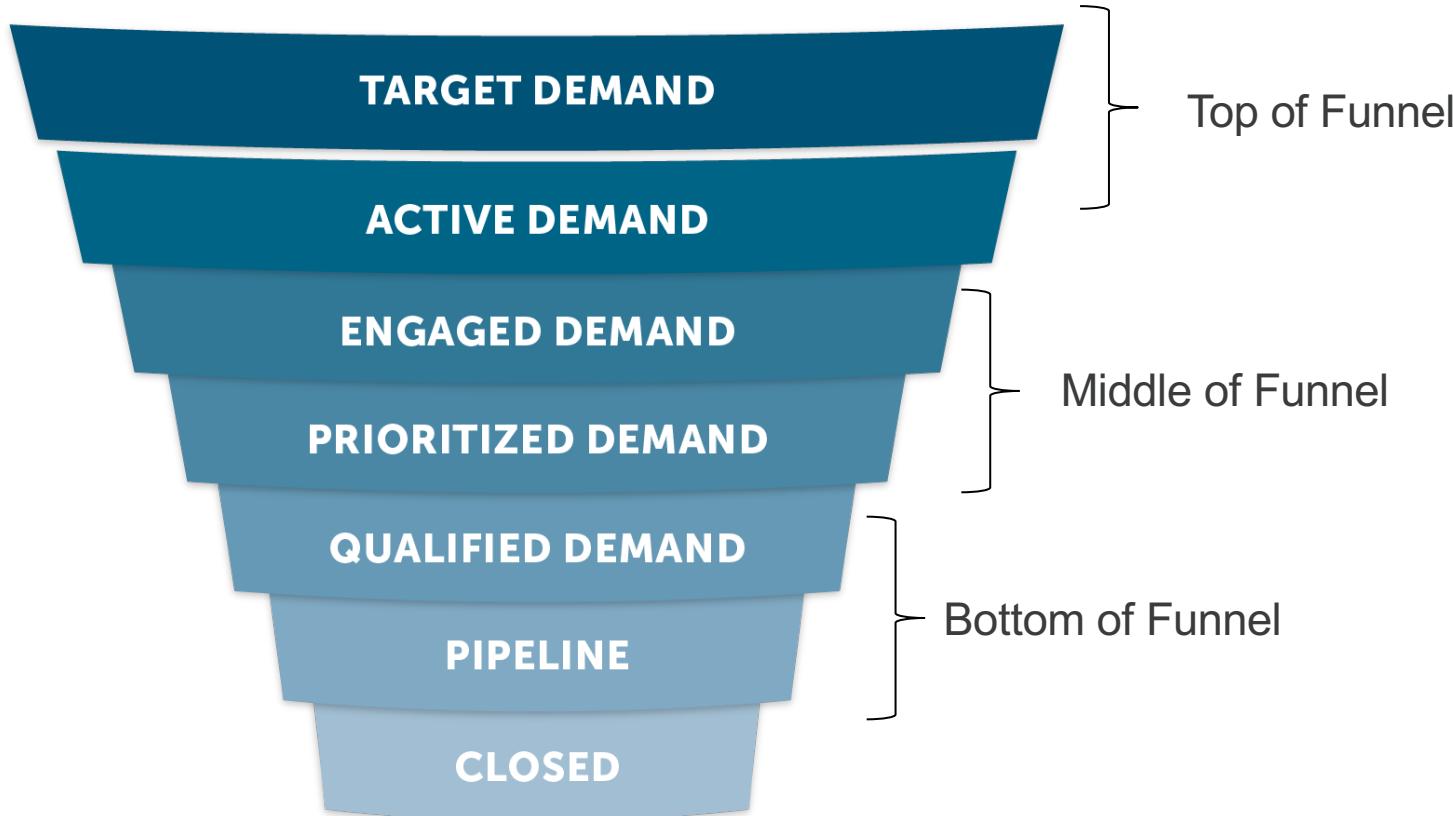
Manual and ad hoc marketing

**TO:**

- BYOB is an exciting option for businesses and institutions
- Data Mynt is seen as the best option
- Systematic and scalable marketing engine

# Our Approach

# Campaign Support across the Funnel



# 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*)

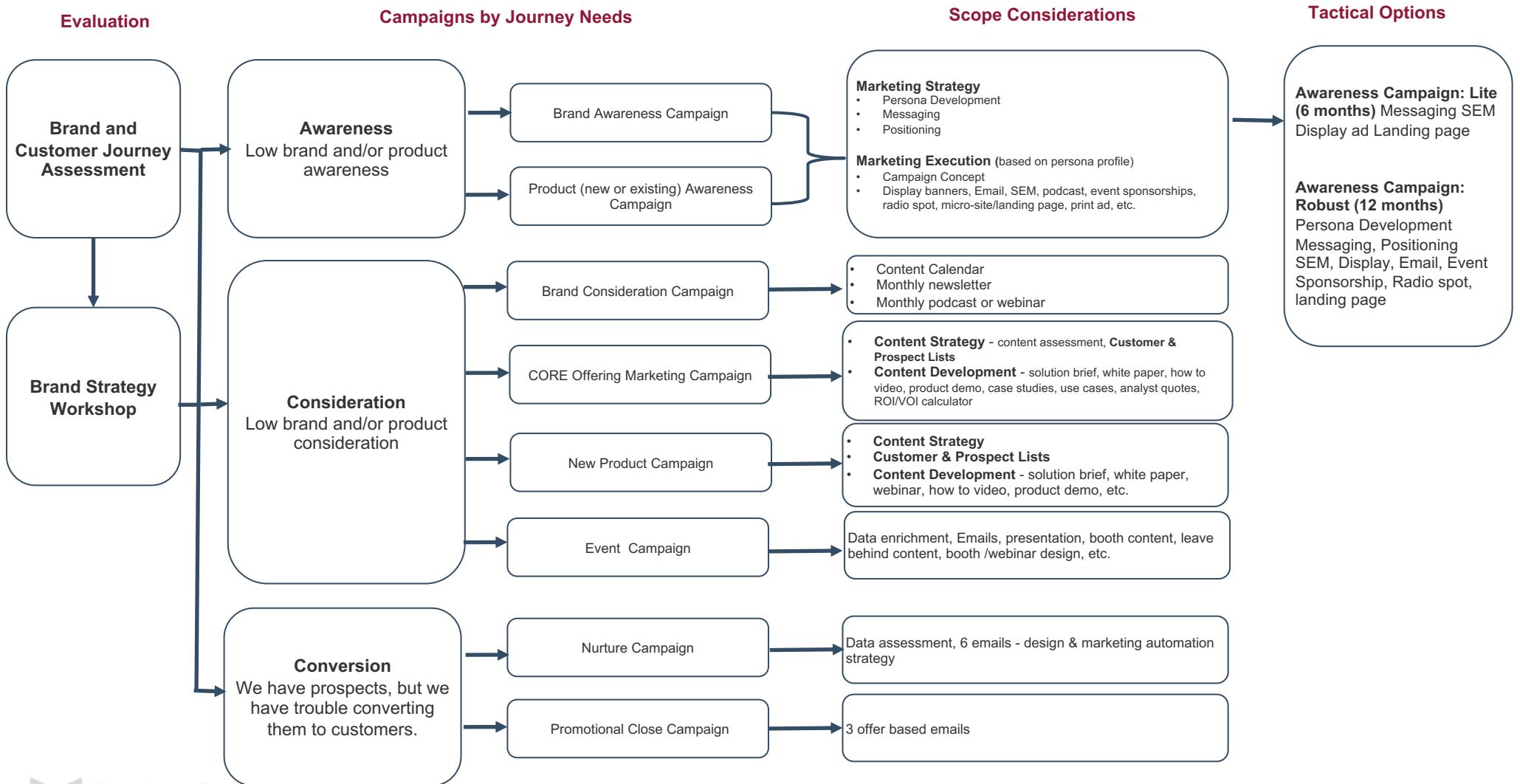
*Have we provided enough evidence that we are the best choice? Do we have the right product? The price? The right incentive to entice action?*

### *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



# 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



OIL & GAS INDUSTRY															
Sector	Upstream						Midstream						Downstream		
	Production		Drilling		Well Stimulation		Transportation and Pipeline			Natural gas transmission			Natural gas distribution		
	Crude petroleum and natural gas	Natural gas liquids	Drilling oil and gas wells	Acidizing wells	Hydraulic fracturing or wells	Servicing Oil and gas wells	Crude petroleum pipelines	Raffined petroleum pipelines	Pipelines, not elsewhere classified	Natural gas transmission	Natural gas distribution	Gas production and/or distribution	Petroleum refining		
SIC #	1311	1321	1381	13890301	13899908	13899912	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.	5,436	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. 1,000–4,999 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. 1,000–4,999 total employees company-wide. North American locations.	11,110	72	632	5	6	3,975	143	24	135	120	159	237	98	433
Segment 3	\$1–\$10 billion annual sales volume. 1,000–4,999 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

**IVAN IT**

**INDUSTRY:** Agriculture, Education, Health Care/Social Service, Government, Utilities, Communication, Construction, Manufacturing.

**FUNCTIONAL ROLE:** Information Technology

**BUSINESS SIZE:** 50-300

**BUYER TYPE:** Critical Influencer, Specifier

**ROLE IN DECISION-MAKING PROCESS:**

I am the main point of contact for evaluating solutions. I'm likely to appreciate a no-nonsense approach that doesn't invoke my "whole agency" or "whole company" in my decision-making process. I'm seeking our solutions that will expand our capabilities and my role in the organization while integrating easily with our existing technology. My decision-making process is going to be focused on cost, efficiency and productivity. I'll need to understand how the solution will affect those areas. In some cases, I'm the final decision-maker, but at this point IT typically include and assist me in the decision-making process. As an owner or citizen in leadership roles – to make sure the solution meets their needs in a practical way.

**MARY MANAGER**

**INDUSTRY:** Human Resources, Construction, Manufacturing, Plumbing, Industrial Services

**FUNCTIONAL ROLE:** Business Administration, Business Owner, General Manager

**BUSINESS SIZE:** 50-300

**BUYER TYPE:** Critical Influencer, Specifier

**ROLE IN DECISION-MAKING PROCESS:**

I am very involved in the decision-making process. I am the person I will make the decision. I'll need to understand how the solution will affect the business. We keep delivering the same service we've known for in our community. The last thing I want to do is change that. I don't understand. We consider ourselves a small business and we're a close-knit team, so I hope the solution will be something that will affect them, but ultimately, it's the other side of the house – it's IT people. I'll be the person managing the tool once it's implemented.

**CORE PERSONA INFORMATION**

**Possible Titles:**

- IT Specialist
- IT Manager
- IT Director
- IT Director of Facility Manager
- Manager of IT Infrastructure

**Media Habits:**

- Consumes media on an as-needed basis. If it's interesting, it's a priority. It's ok to search for the relevant info.

**Preferred Communication Tactics:**

- This buyer type is communicative, often using a casual but professional tone.

**CORE PERSONA INFORMATION**

**Possible Titles:**

- Office Manager
- Human Manager
- Manager

**Media Habits:**

- My job is to make sure our small business keeps running smoothly. I'm always looking for ways to do things better, more efficiently, and faster. I'm also interested in learning new things rather than look to the next big thing. We don't need advanced technology to run our business, but we do need to keep up with the latest trends and innovations.

**Preferred Content Types:**

- Case studies, how-to guides, and white papers that highlight how our product can benefit them.

**HOW TO GET MY ATTENTION:**

- "I like to see what's new."

**CORE PERSONA INFORMATION**

**Possible Titles:**

- Director of Transportation/Education
- Project Manager
- Director of Project Management
- Planning Specialist
- Logistics Manager
- Travel Director
- General Manager
- Controller

**Media Habits:**

- I work with a lot of media related to my job, but often I'm not specifically related to my industry or company.

**Preferred Content Types:**

- White papers, case studies, and reports that highlight how our product can benefit them.

**HOW TO GET MY ATTENTION:**

- "Be specific. I'm busy and not willing to give you a lot of time."
- "I have a tight budget, so you have to make my investment provide value to my business."

**CORE PERSONA INFORMATION**

**Possible Titles:**

- Director
- Project Director
- Program Director
- Program Manager

**Media Habits:**

- I work with a lot of media related to my job, but often I'm not specifically related to my industry or company.

**Preferred Content Types:**

- White papers, case studies, and reports that highlight how our product can benefit them.

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**CORE PERSONA INFORMATION**

**Possible Titles:**

- Customer Service Representative
- Customer Support Representative
- Customer Success Manager
- Customer Experience Manager
- Customer Relationship Manager
- Customer Support Specialist
- Customer Support Analyst
- Customer Support Executive
- Customer Support Associate
- Customer Support Representative
- Customer Support Specialist
- Customer Support Analyst
- Customer Support Executive
- Customer Support Associate

**Media Habits:**

- Customer service and support is important to me. I want to feel supported in learning about the latest products and services. I have somewhere to go with questions or concerns.

**Preferred Content Types:**

- Case studies, how-to guides, and white papers that highlight how our product can benefit them.

**HOW TO GET MY ATTENTION:**

- "Be specific. I'm busy and not willing to give you a lot of time."
- "I have a tight budget, so you have to make my investment provide value to my business."

**CORE PERSONA INFORMATION**

**Possible Titles:**

- Marketing Manager
- Marketing Director
- Marketing Specialist
- Marketing Analyst
- Marketing Strategist
- Marketing Associate
- Marketing Executive
- Marketing Specialist
- Marketing Strategist
- Marketing Associate
- Marketing Executive
- Marketing Strategist
- Marketing Associate
- Marketing Executive
- Marketing Strategist
- Marketing Associate

**Media Habits:**

- I'm connected to industry organizations that connect great opportunities for growth. I attend their events and webinars to learn about the latest products and services and great resources to use.

**Preferred Content Types:**

- Case studies, how-to guides, and white papers that highlight how our product can benefit them.

**HOW TO GET MY ATTENTION:**

- "Be specific. I'm busy and not willing to give you a lot of time."
- "I have a tight budget, so you have to make my investment provide value to my business."

**CORE PERSONA INFORMATION**

**Possible Titles:**

- Customer Support Representative
- Customer Support Specialist
- Customer Support Analyst
- Customer Support Executive
- Customer Support Associate
- Customer Support Representative
- Customer Support Specialist
- Customer Support Analyst
- Customer Support Executive
- Customer Support Associate

**Media Habits:**

- I work for a government entity. I often have to work with multiple stakeholders, so I have to be able to manage cross-functional teams and coordinate with many different agencies. That means I have to be able to communicate effectively with many different people.

**Preferred Content Types:**

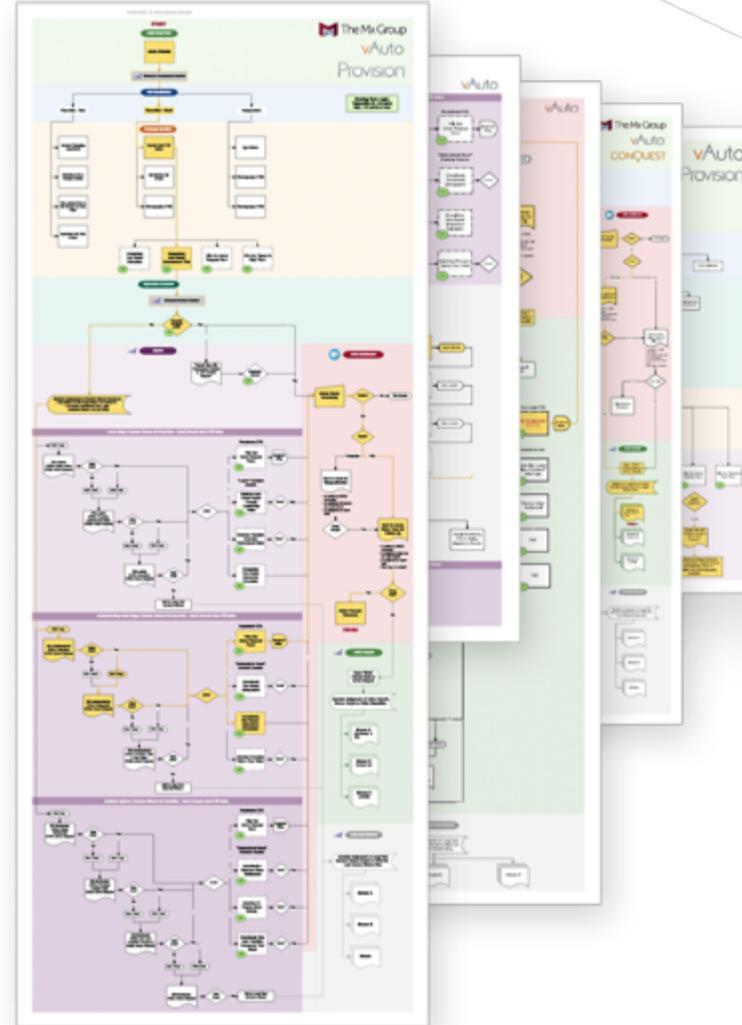
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# Foundational Work: Customer Experience Planning

- 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

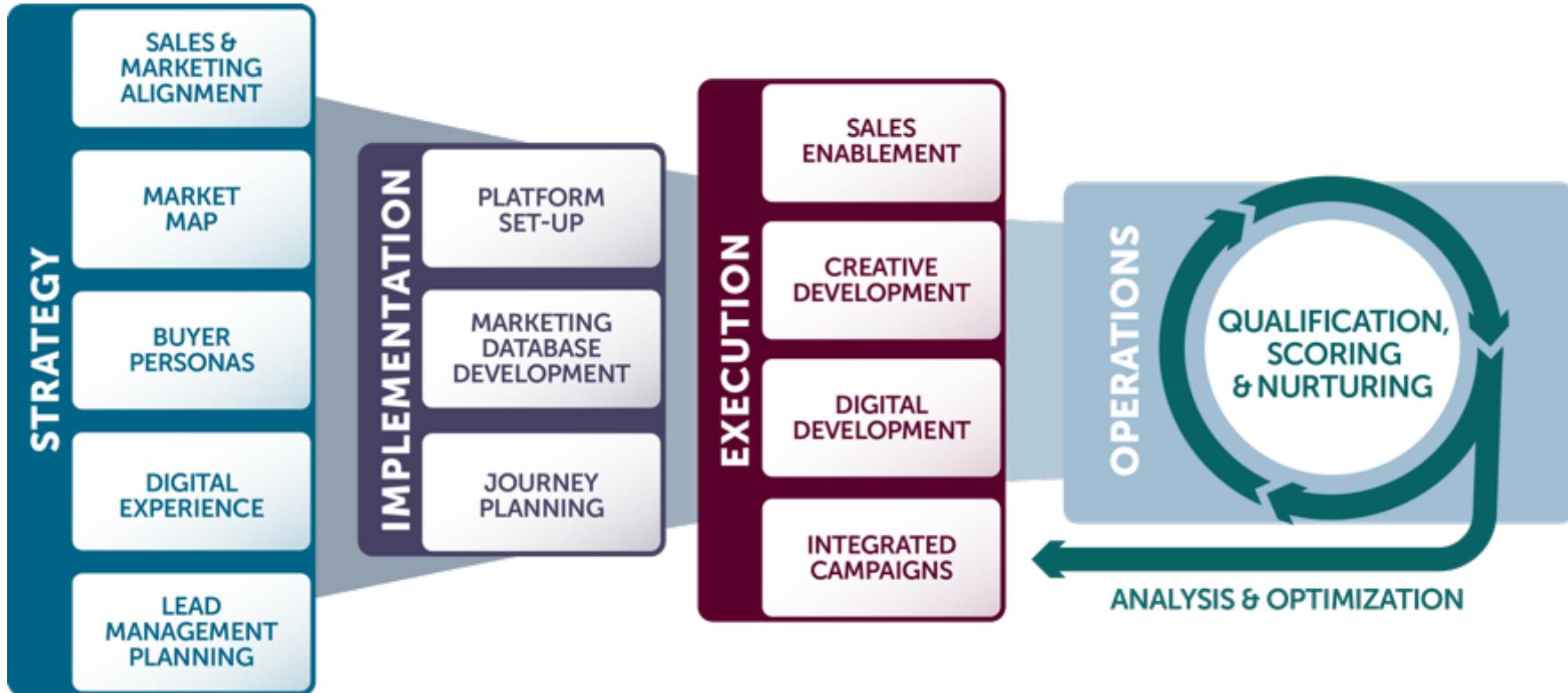
Business division represents \$65 million revenue

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



**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



## MARY MANAGER

**ROLE:** Director of Marketing  
**EDUCATION:** BS in Marketing  
**EXPERIENCE:** 10 years in marketing, 5 years in digital marketing  
**PERSONALITY:** Confident, professional, analytical, detail-oriented  
**ROLE IN DECISION-MAKING PROCESS:**  
 Mary is a key member of the marketing planning team. As the director of marketing, she is responsible for all marketing activities. She will need to get input from various departments to determine what we are doing as a company. Her role involves creating marketing strategies and plans, managing budgets, and monitoring performance metrics. She also oversees the implementation of digital marketing campaigns and ensures they align with overall business goals. Mary is a strong leader who can inspire and motivate her team. She is always looking for ways to improve and stay ahead of the competition.

**KEY THEMES/VALUES:**

- Marketing is a critical part of our business strategy. We must ensure that our marketing efforts are aligned with our overall business goals.
- Marketing is a dynamic field that requires constant adaptation and innovation.
- Marketing is a team effort. It requires collaboration and communication across all departments.
- Marketing is a data-driven process. We must use data to inform our decisions and measure our success.
- Marketing is a long-term investment. It requires patience and persistence to see results.

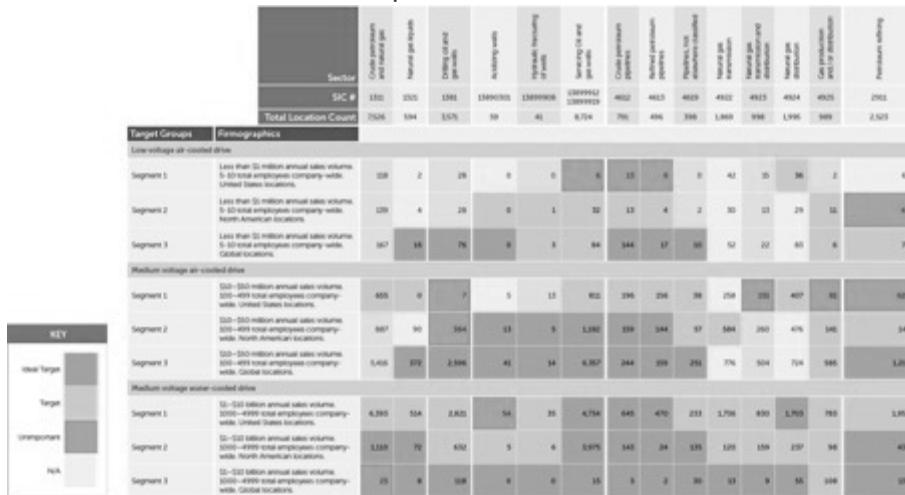
**CORE PERSONA INFORMATION**

Demographic Profile	Behavioral Profile
<b>Primary Title:</b> Director of Marketing	<b>How to Get My Attention:</b> Personalized emails, direct calls, LinkedIn messages.
<b>Secondary Titles:</b> Marketing Manager, Head of Marketing	<b>How to Keep Me Interested:</b> Regular updates on marketing performance, new ideas, and opportunities.
<b>Job Function:</b> Marketing	<b>How to Capture My Interest:</b> Show how my ideas align with the company's mission and values.
<b>Industry:</b> Technology	<b>How to Impress Me:</b> Deep knowledge of the industry, innovative solutions, and a passion for technology.
<b>Role in Organization:</b> Director of Marketing	<b>How to Inspire Me:</b> Visionary leadership, ability to inspire and motivate others, and a commitment to excellence.

# ... 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



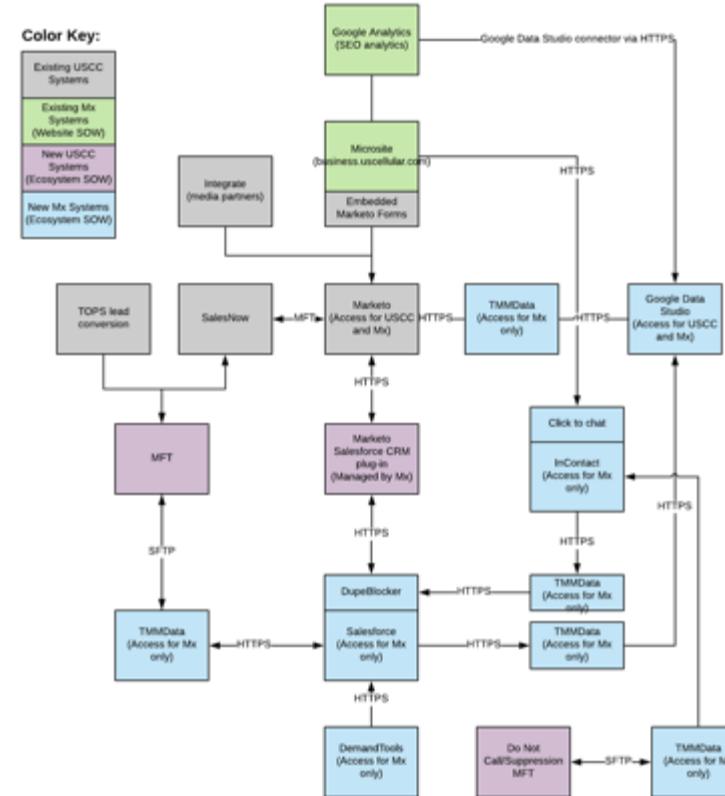
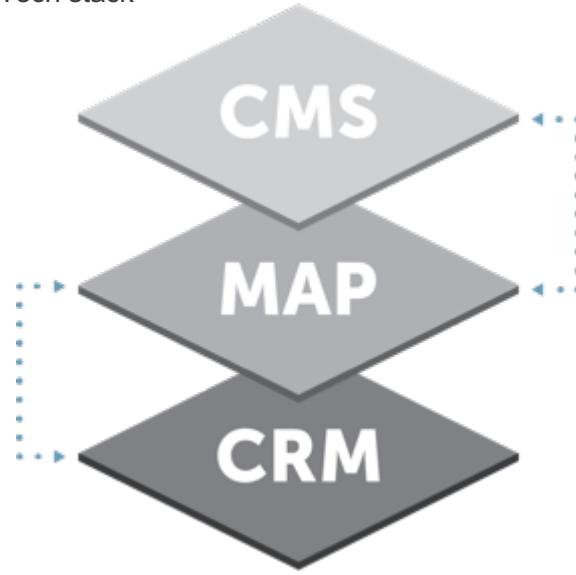
Market Reach

Vertical	Sub-vertical	Ad Targeting Individuals	USCC Identified			Area to Explore Sub-Vertical % Coverage of Vertical
			Unique Businesses	Unique Customers	Penetration	
Agriculture	All		1,917	143	7.46%	39.2%
Agriculture	Crop Farming	3,394	288	43	14.93%	
Agriculture	Logging	129	180	8	4.44%	
Agriculture	Dairy Cattle & Milk Prod	347	167	5	2.99%	
Agriculture	Apple Orchards	130	117	12	10.26%	
Agriculture	Forestry	188	112	7	6.25%	
			1,346	145	10.77%	65.9%
Utilities	All		887	123	13.87%	
Utilities	Elec. Power Distr.	12,883	411	48	11.68%	
Utilities	Water Supp. & Irrigation	1,635	278	58	20.86%	
Utilities	Natural Gas. Dist.	1,505	142	8	5.63%	
Utilities	Sewage Treatment	92	56	9	16.07%	
			9,979	730	7.32%	52.2%
Construction	All		5,213	465	8.92%	
Construction	Plumbing, Heating & Air	23,363	1,496	192	12.83%	
Construction	Com. & Instn. Bldg. Const.	55,000	1,168	79	6.76%	
Construction	Elec. & Wiring Contractors	24,529	1,126	100	8.88%	
Construction	Heavy Cr. & Bridge Const.	18,827	824	62	7.65%	

# 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

**Field Service Management - U.S. Cellular® for Business**  
<https://uscellular.com/>

Talk to a U.S. Cellular solution expert about your field service management challenges. Learn more about flexible field service management solutions from U.S. Cellular.

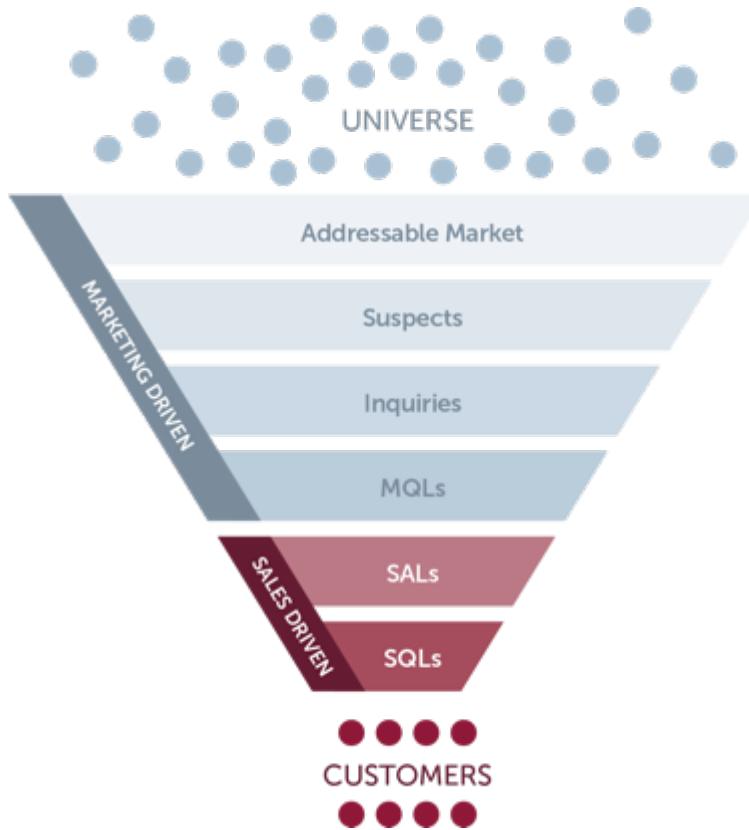
## SEM

## Social

## Case Study Video

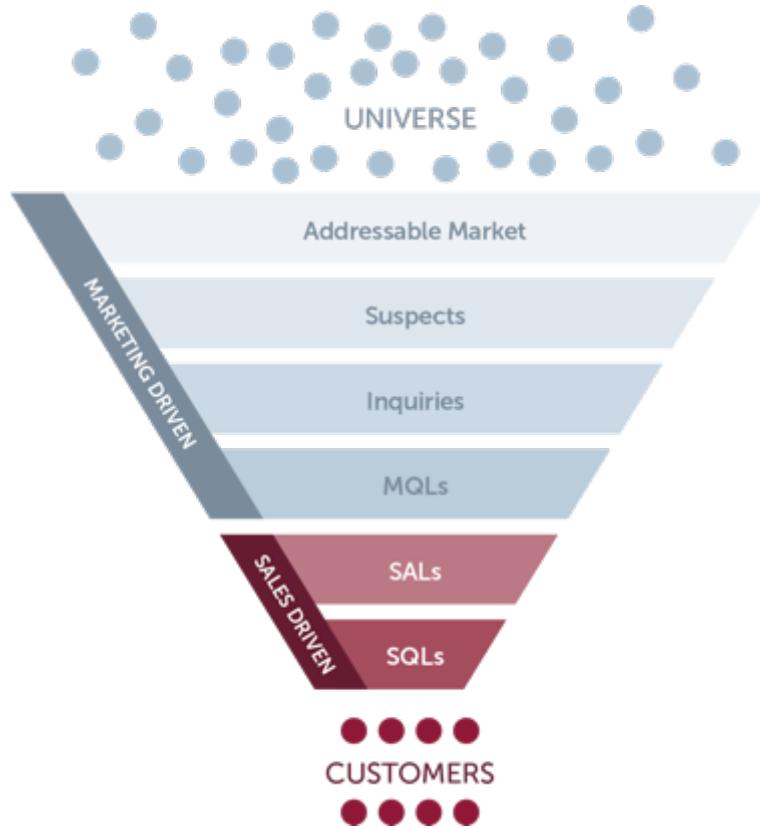


# ... and delivered it through the funnel



# Results

Since our full engagement in September 2019



2x

SITE  
VISITORS

96%

OF PIPELINE  
CONTRIBUTION

95%

SALES  
ACCEPTANCE RATE

DIGITAL MARKETING ROI

757%

LIFETIME VALUE

43%

2-YEAR VALUE



Thank You!