



The Mx Group

Proposal

Prepared for:

GE Water and Process Technologies
Social Media
November 22, 2013

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Letter of Transmittal

November 22, 2013

Daniel M. Cristinzio
NAM Indirect Sourcing Leader
GE Water and Process Technologies
4636 Somerton Road
Trevose, PA 19053

Dear Daniel:

Thank you for your invitation to participate in the social media strategy and management project for GE Water and Process Technologies. We are excited about this opportunity and look forward to going through this process with you and the rest of the GE team.

Based on our strategic and results-oriented approach, the breadth of our capabilities and our overall skill set, we believe that The Mx Group is an excellent match for this project.

We look forward to presenting our agency capabilities to you and the rest of your team.

Sincerely,

Lisa Everett
Account Supervisor
The Mx Group

Your Needs

Based on the requirements stated in the proposal and the Q&A call with the GE team, we know the following:

You need a strategic and effective social media presence.

You know that social media is here to stay and you want to be well positioned to put these channels to work for you — for your awareness, customer nurturing and lead generation programs. In order to accomplish this goal, you need to:

1. **Identify and focus on key audience personas.**
2. **Develop consistent messaging, creative and content that resonate with your target market's voice and approach.**
3. **Develop the right metrics to judge success, identify opportunities for improvement and prove the value of an effective social media program.**

You need ongoing support to run a successful program.

Very few companies (even large ones!) have the internal resources to run a successful social media program. You need daily participation, both listening and engaging. You need ongoing content development. You need eyes on results and opportunities for both short- and long-term improvements. You need a social media champion who can foster engagement, conversation and social media success.

Our Approach

Based on your goals and requirements, The Mx Group recommends the following activities to develop a detailed social media strategy:

Social Media Strategy Development

Narrowing and Creation of Personas

Narrowing target publics

The Mx Group has developed a significant discovery and development process for understanding, defining and prioritizing key markets for our clients as a foundation for persona development and market activation activities. At the corporate level, this process includes a primary and secondary research component as well as data sourcing and purchasing, results of which are documented in a market map. We have scaled this process to better fit the needs of this program.

We will conduct 1-2 sessions with key stakeholders to develop the market map.

In these meetings, The Mx Group will work with your team to:

- Determine target industries
- Define sectors and segments within each industry
- Prioritize segments, in alignment with your overall marketing and sales goals.

The outcomes of this process will define the audience personas we will develop for you.

Company Size	Sector	Electrical		Oil & Gas (Energex)				Structure Steel (HSS)				Foundations (Piling)			
		Electrical Contractors	Crude Petroleum and Natural Gas Extraction (OCTG)	Natural Gas Liquid Extraction (OCTG)	Pipeline Oil and Gas Wells	Oil and Gas Pipeline Construction (Line Pipe)	Engineering Service Firms (Civil, Structural)	Industrial Building Construction	Commercial and Industrial Construction	Metal Fabrication / Contractors	Industrial Building Construction	Highway, Street, and Bridge Construction	Other Heavy and Civil Engineering Construction	Engineering Services (Geotechnical, Civil)	
		Count													
1-10 employees		134,357	4,954	311	2,387	1,990	1,527	8,748	53,943	1,751	8,748	25,436	8,497	13,227	Ideal Target
11-50 employees		12,379	713	49	44	601	2,000	2,029	12,753	160	2,029	4,414	1,331	2,000	Target
51-100 employees		1,443	121	14	84	126	272	32	1,658	19	321	824	218	272	Target
101-500 employees		912	169	14	10	61	138	214	949	5	214	680	322	138	Target
501-1,000 employees		70	32	1	15	2	9	22	89	1	22	64	35	9	Not Target
1,001 - 2,500 employees		39	24	2	15	4	8	13	59	-	11	37	25	8	Not Target
2,501+ employees		15	25	-	29	1	7	5	35	-	6	11	26	7	Not Target
Region															
United States		136,217	6,545	514	2,866	2,699	16,106	9,879	63,996	1,657	9,879	31,092	9,661	16,106	
Canada		16,069	1,088	64	648	327	922	2,006	7,500	306	2,006	3,665	1,257	922	

Persona Development

Based on the target audiences defined from the market map process, The Mx Group will produce persona documents for your key archetypes. Beyond the social program, these personas can prove invaluable to ongoing social and marketing initiatives.

Why we believe personas are important: Personas are valuable because they remind us that sales — and, thus, marketing — is about human persuasion. When developed properly (don't take this for granted!), personas identify the critical contrast points between different types of buyers and allow you to present information in a way that truly resonates with their concerns.

The Mx Group will initiate a primary research project to gather the required information. We will schedule and conduct 1:1 interviews with ten contacts within each target audience. Our interview technique focuses on going beyond the traditional demographic and behavioral topics to dig into the five key areas of the decision journey:

- **Priority Initiatives:** What causes certain buyers to invest in solutions like yours, and what is different about buyers who are satisfied with the status quo?
- **Success Factors:** What operational or personal results does your buyer persona expect to achieve by purchasing this solution?
- **Perceived Barriers:** What concerns cause your buyer to believe that your solution or company is not their best option?
- **Buying Process:** Sometimes known as the buyer's journey, this insight reveals details about the steps your buyer takes to evaluate their options and select one.
- **Decision Criteria:** Which aspects of the competing products, services, solutions or company does your buyer perceive as most critical, and what are their expectations for each?

The insights gained from our research will be documented and presented to the stakeholder team before moving into content strategy development.

Note: While we believe very strongly in personas as a foundation for all marketing program and content development, we understand that this activity as presented may not fit into your budget or timeline expectations. Please know there are ways to scale this back depending on your program's needs and goals. We look forward to discussing and defining this as part of the initial discovery meeting.



Content Strategy

Our content strategy process works to define the social platforms, content and key industry messages that will best reach, engage and resonate with the personas defined.

The process includes the development of the following documents, which help shape the program initially and are then used as ongoing references for the social media team and future contributors.

- **Strategic Foundation:** This foundational document establishes the overall narrative and shapes the topics and messaging for each audience. This document is used to inform ongoing content development across the entire program and guides topics, sources for social media posts and overall editorial direction. This document will help ground the internal team (GE and The Mx Group) around consistent messages.

Much of the content for this deliverable will come from the persona work done previously, but The Mx Group has accounted for three additional 1:1 interviews or stakeholder discussions with internal team members to supplement that research.

- **Conversation Map:** The Mx Group will identify and document publications, associations, customers, prospects, competitors, events, blogs, forums and other outlets relating to or discussing relevant conversations online. This document, along with the influencer audit, is then used on an ongoing basis to focus our initial outreach and monitoring activities on priority stakeholders and as a tool for curating content
- **Influencer Audit:** This audit will identify individuals who influence social media conversations in related product applications and across verticals. Influencers consist of C-level executives, individuals at prospective or current customers, government regulators, publication writers and trade association members, among others.
- **Editorial Calendar:** This reference document will be used for ongoing program management. This document outlines responsibilities, post frequency and topics / campaigns by week.

Creative Development

The Mx Group will develop creative execution that shows how the GE brand can be brought to life in the real world of a social media program in a way that meets the program's strategic needs and engages with the target personas. We will develop a visual identity for the social channels and define the overall tone and character for the program.

Metrics and Goals Definition

As the goals and tactics of the program are defined, The Mx Group will provide recommendations for metrics and key performance indicators. We'll establish the baseline and deliver a report structure that will be used throughout the program.

Campaign Integration

At The Mx Group, we have a strong history and focus on tracking sales results across all marketing tactics, and social is no exception. We know that buyers are participating and engaging in social media as part of the buyer research and evaluation process and that social media is becoming an effective tactic to drive top and middle funnel engagement. We believe social tactics should be considered and tracked as part of your overall campaign journeys and we have been successful in doing this for many of our clients, helping them build pipeline and prove the value of social.

We can provide your team with the process, strategy and discipline to make social an integrated *and tracked* component tied to your prospect and customer nurturing programs. As we develop your social media strategy and learn more about your marketing and sales goals, we will work with you to develop an action plan to accomplish this.

Social Media Management

Ongoing Social Media Management

No social program is successful without regular content development and management. We'll champion the program to make sure content is developed and posted on time, on topic and on message. We'll monitor and moderate all platforms. We'll find relevant, engaging content to post on LinkedIn and Twitter. We'll boost followers through social interactions on the platforms. We'll identify opportunities for special programs that can impact key performance indicators. Overall, we'll act as your eyes and ears on the program to ensure success.

Content Optimization

We know you have established keywords for your business. The Mx Group will be responsible for optimizing all social content as appropriate for each channel.

Monitoring Reports

Tracking and analyzing results is a critical component to social media program success. While the RFP asked for reports to be submitted quarterly, The Mx Group would recommend delivering these reports on a monthly basis. A client review will be scheduled on a quarterly basis to answer questions and discuss opportunities for improvement.

Special Events and Campaigns

Beyond regular activities, we will work with you to define strategy, tactics and creative for special events and campaigns. And we'll provide full support for additional social activity through the campaign or event duration. With a full creative, content and technical team behind us, we have the capabilities and experience to provide full service agency support for any event or marketing need.

Considerations

A note on our learning curve.

On page 5 of the RFP, you refer to the learning curve process for your chosen partner through primary and secondary research tactics. At The Mx Group we pride ourselves on our ability to get up to speed on a new client quickly and efficiently. We feel that our participation in the social media strategy component of this project will give us the required background on your business and industry without added cost.

In addition, we are exclusively B2B. While there are nuances to every business and industry, we have deep experience in many of the industries you serve and with companies similar to you.

A note on our capacity.

At The Mx Group, we are structured to scale very quickly based on our client's needs. We also consider ourselves part of your marketing team. We believe we can easily and successfully handle the ongoing management piece of this program as well as special events throughout the year.

A note on your preferred platforms.

Our social and technology teams are very experienced with your preferred platforms (Percolate, Marketo and HootSuite). As we define the program further, we may make recommendations for additional or alternate social media platforms but will do so with a full understanding of your current investments.

Pricing and Details

Major Activities	Total
Social Media Strategy Development	
Market Map Development	\$6,160
Persona Development (4) <ul style="list-style-type: none"> • 1:1 interviews • Compilation, collaborative review and consensus • Persona documentation finalization 	\$38,000
Content Strategy <ul style="list-style-type: none"> • Strategic foundation • Conversation map • Influencer audit • Editorial calendar 	\$5,000
Creative Development	\$9,500
Campaign Integration Discovery	\$1,000
Metrics and Goals Definition	Included
Social Media Management	
Social Channel Management (11 months) <ul style="list-style-type: none"> • Daily channel posting <ul style="list-style-type: none"> ◦ LinkedIn (5 posts per week) ◦ YouTube (8 posts per month) ◦ Twitter (8 posts per day) • Social post development • Content optimization • Twitter scheduling • Monitoring • Weekly planning meetings • Technology fees 	\$46,750
Report Management (11 months)	\$6,600
Program Management	
Program Management	\$10,500
Total	\$123,510

Our Work

The following examples are from a program similar in size and scope the proposed GE Water and Process Technologies social program.

JMC Steel Group

Program Overview

Wheatland Tube and Atlas Tube, subsidiaries of JMC Steel Group, manufacture steel for structural and application-specific tubular steel products and solutions across several industries, including electrical, HVAC, design build (bridges, skyscrapers), commercial construction and more.

Initially, there was a common belief that JMC's customers (wholesalers, distributors, fabricators, original equipment manufacturers, contractors and design / build engineering companies) were not using social media to make their sales decisions. JMC came to The Mx Group to help adjust their marketing strategies to reach more potential customers, generate more leads, build a stronger brand and utilize analytics to monitor their success.

Results

- In the first six months increased website traffic increased by 75% through daily Twitter and LinkedIn updates and weekly blog posts that resonate with current and potential customers
- By working closely with the public relations team we were able to identify target publications, editors and topics to share. This social engagement has lead to continued public relations success and external promotion of JMC's blog program.
- Continued interaction with related industry and social influencers by participating in Twitter chats, LinkedIn Groups and Webinars
- Our most recent success is a unique opportunity with an industry publication, where JMC co-hosted a social media-focused webinar for the electrical industry called "Social Media and Customer Relationships: Don't Get Left Behind." Not only is Wheatland Tube considered a thought leader in the electrical and mechanical space— but it's also leading the social media charge.

JMC Social Platforms

Twitter

twitter.com/wheatlandtube

twitter.com/atlastube

twitter.com/jmcsteelgroup

Blogs

jmcsteelgroup.com/jmc-perspective
wheatland.com/wheatland-standard
atlastube.com/atlas-observer

LinkedIn

linkedin.com/company/jmc-steel-group

YouTube

youtube.com/JMCSteelGroup

MAVERICK

Program Overview

MAVERICK Technologies is a global leader in industrial automation and enterprise integration.

MAVERICK employs the top automation engineering experts in the country. Every day, the team devises real solutions for real problems in the field. This intellectual property has great value — but only if it's accessible. The Mx Group worked with MAVERICK to develop social program that provided its employees an opportunity to showcase their thoughts and ideas.

Results

- Established syndication program with key industry publication, Control Engineering. Control Engineering pushes MAVERICK blog content on a weekly basis.
- Increased website organic search traffic by 34%, overall traffic by 10%
- Increased site conversion rate by 31%
- 2012 Business Marketing Association B2 Award of Excellence for Social Media Engagement

MAVERICK Social Platforms

[linkedin.com/company/maverick-technologies](https://www.linkedin.com/company/maverick-technologies)
[facebook.com/MAVERICKTechnologies](https://www.facebook.com/MAVERICKTechnologies)
twitter.com/Mavtechglobal
<http://www.mavtechglobal.com/ideas/>

Proposed Team

The Mx Group delivers services across multiple disciplines by utilizing talent from cross-functional areas, all led by single-point-of-contact relationship management and account management. The account team is the client's primary contact; they manage work flow and communications with the appropriate team leads.



Andrew Mahler, CEO & Co-Founder

Andy co-founded The Mx Group in 1989 and has led it to become a consistently profitable organization by providing vision, sales and marketing leadership, and professional discipline. Prior to founding The Mx Group, Andy spent eight years in a managerial capacity at Omnigistics Inc., a West Coast marketing services firm. He has provided strategic marketing guidance and management to hundreds of B2B companies throughout the United States. Andy holds a degree in business administration, marketing, from California State University at Chico. He has served as a faculty member for the Direct Marketing Association's Collegiate Institute, teaching B2B direct marketing methods.



Peter C. Wroblewski, Co-Founder

As co-founder of The Mx Group, Pete has provided strategy and leadership in many areas of the organization since the company's beginning, including sales and marketing, operations and customer experience. Pete and Andy worked together to pioneer many of the concepts that are central to the database and response management services, including the focus on ROI. Life before The Mx Group included several senior-level positions with Continental Illinois Bank, Nevada Pay Television and Omnigistics. Pete holds a B.A. in finance from Illinois State University.

Kevin Coe, Vice President of Digital Development and



Technology Services

Kevin brings more than 19 years of B2B marketing and technical expertise to The Mx Group, providing oversight for the Technology Services Group. Kevin's technical teams develop and implement an extensive array of software and web development projects. Kevin attended the University of Illinois at Urbana-Champaign, receiving his B.S. in advertising.



Tom Barg, Co-President & Executive Creative Director

Tom brings to the table more than 15 years of B2B design expertise. He is highly skilled at developing core branding and messaging platforms that produce short- and long-term results for clients. Tom oversees The Mx Group Creative Services department and has been with The Mx Group for 10 years. Prior to The Mx Group, Tom was director of creative services for a major technical publishing house. Tom holds a B.A. in fine arts from Loyola University Chicago and achieved an MFA from Rochester Institute of Technology.



Tim Cook, Co-President & Director of Account Services

Tim has more than 15 years of in-house and agency-side marketing and communications experience for a broad range of companies including Convergys, Intel, SAP, AT&T, Charles Schwab, HP and Sun Microsystems. Tim is responsible for overseeing The Mx Group Account Services department. Prior to joining The Mx Group, Tim held senior management positions in corporate marketing, product marketing and corporate communications. Tim completed his B.A. in English literature, with concentrations in communications and political science, from Stonehill College in Easton, Mass.



Lisa Everett, Account Supervisor

Lisa brings more than eight years of B2B marketing and project management experience to her clients. During her time at The Mx Group, she has successfully implemented and managed fully integrated marketing programs that meet clients' strategic and tactical goals. Lisa earned her BBA in marketing at the University of Wisconsin-Madison.



Dave Balow, Account Manager

Dave has five years of agency-side marketing and communications account management experience for a broad range of companies including Bissell, Universal Forest Products, Michigan State University and Steelcase. At The Mx Group, Dave currently manages the General Electric account and is the primary point of contact between General Electric and The Mx Group. Dave holds a B.A. in communications with a business emphasis from Calvin College, an MBA from Grand Valley State University, and an M.Div. from Grand Rapids Theological Seminary.



Molly Pfister, Social Media Coordinator

Molly leads the strategy and execution of all social media programs by creating meaningful digital experiences that drive engagement, awareness, loyalty and revenue across multiple channels. She has three years of experience implementing integrated communications programs that include digital publishing, social marketing and public relations. Molly holds a degree in broadcast journalism from the Walter Cronkite School of Journalism and Mass Communication at Arizona State University.



Emily Williams, Senior Content Manager and Copywriter

Emily has been with The Mx Group since 2008. In her role as senior content manager and copywriter, Emily provides creative concepting and content creation for a diverse client base, and oversees the content editing functions. Emily came to The Mx Group with five years of experience in book publishing, as a project manager and editor for a large independent publishing company. She holds a B.A. in philosophy and creative writing from Gettysburg College in Gettysburg, Penn.



Thomas D. Hayward, Associate Creative Director

Thomas brings more than 18 years of print and interactive design experience to The Mx Group. In his three years at the company, he has led the development of multiple award-winning campaigns that include print, email marketing and web design. Prior to joining The Mx Group, Thomas was the senior art director at a major B2B publishing company where he won several Ozzie and APEX design awards.

About The Mx Group

We help B2B companies excite markets, engage audiences, effect sales and embed value.

Excite.

Your customers and prospects are overwhelmed with communications. On any given day, they notice only a fraction of the messages directed their way, and they care about even less than that. More than ever, persuading people is first about exciting them ... about something different. Something simpler. Something made for their challenges.

Engage.

Technology has made it easier than ever to build two-way relationships with your audience. And with the average B2B sales cycle at more than six months, this continual and mutually beneficial contact is critical to the success of business marketing efforts.

At The Mx Group, we help B2B companies engage audiences, developing SEO, SEM and PPC programs to pull prospects in; creating communities through existing social media or custom sites; developing dynamic web apps for desktop and mobile devices that embed your company into your customers' workflow; and implementing CMS solutions that help you continually maintain a fresh and relevant web presence.

Effect.

All good marketing should be measured by one thing: sales results. The smartest communications and the timeliest interactions mean nothing unless they're generating revenue.

At-a-Glance

Founded

1989

Number of Employees

75

Clients

45

Contact

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Burr Ridge, IL 60527
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TheMxGroup.com

Follow

TheMxGroup.com/blog
facebook.com /TheMxGroup
twitter.com/MxGroup

At The Mx Group, we help B2B companies generate sales. Offering a unique set of response management services to capture, qualify, distribute and nurture leads. Running telemarketing and telesales programs that increase your team's capacity to close the loop. And developing apps, portals and microsites that help you train and manage your sales channels.

Embed.

Market-facing web and mobile apps can embed a client's value into the workday of their customers and sales channels.

The Mx Group offers a unique set of services to design, develop and deliver applications, portals and microsites driven from the overall company umbrella brand strategy. When using these tools that become an indispensable part of a customer's day and embed value over the long term, you are more likely to retain and expand relationships.

Building an agency to excite, engage, effect and embed.

Founded in 1989 by Andrew Mahler and Pete Wroblewski, The Mx Group was originally named Tritech Marketing and had an initial focus on B2B lead generation through direct mail and public relations.

In 1991, we developed one of the first lead management services to be offered by a comprehensive B2B marketing firm. The insight into lead activity and campaign effectiveness was unprecedented, and it provided our clients with significant advantages toward managing their marketing messages and sales channels. The '90s were marked by continual growth and expansion of services, including web development, telemarketing, database optimization and fulfillment.

In 2003, Tritech Marketing became The Mx Group. The move represented our now comprehensive marketing services, results-focused philosophy, ability to develop complex web-based applications and award-winning creative capabilities.

Today, we continue to evolve our services, offering relevant B2B perspectives on social media, inbound marketing and mobile solutions. Yet through all the evolution, we have never lost sight of our foundation in providing measurable results.

Key Contacts

Pete Wroblewski

Co-founder,/ Principal

The Mx Group

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Lisa Everett

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References

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