

Partner Network Marketing

Prepared for:
SmileDirectClub
December 1, 2020

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Situation

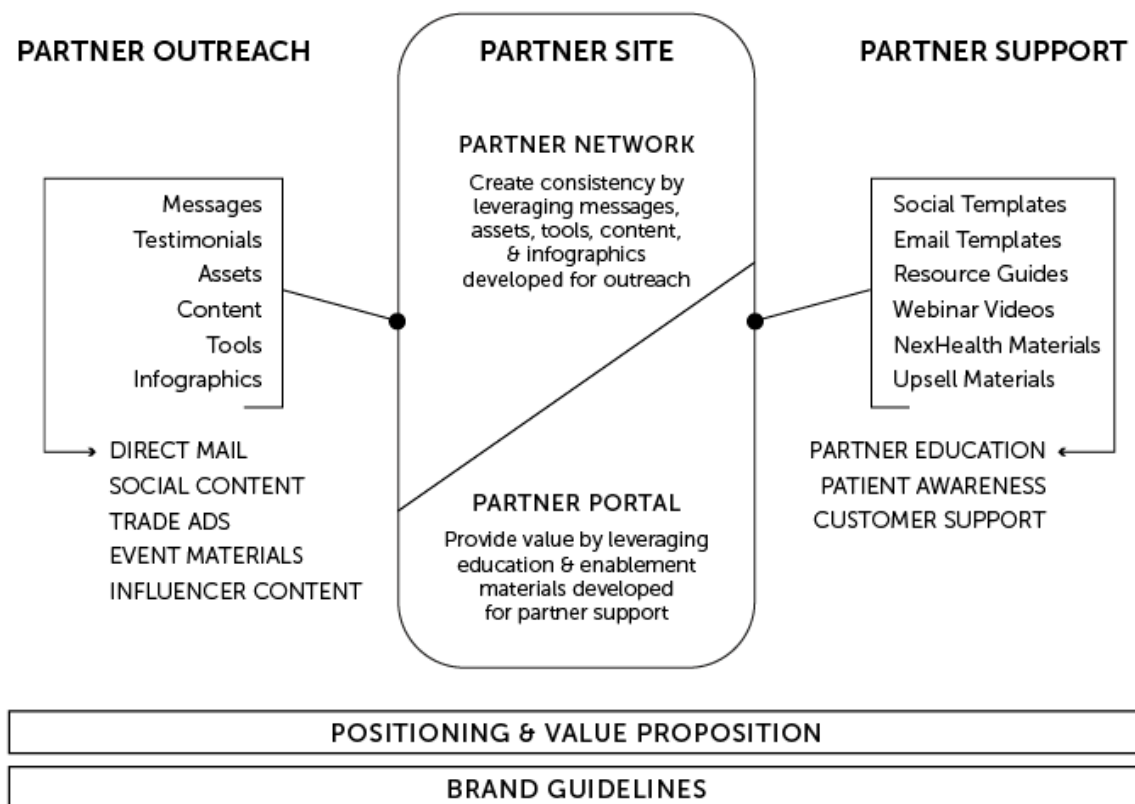
SmileDirectClub needs to grow its Partner Network of Dentists. This channel will expand SmileDirectClub's reach, add credibility to the solution, and make it easier for end-users to complete successful treatment. Scaling outreach to the various Dentist segments requires a communication effort that recognizes the sophistication of the buyer and buying groups, length of the sales process and commercial insights for the dental practices.

The Mx Group will work in partnership with SmileDirectClub strategy, marketing, creative, sales and CRM teams to develop demand generation and lead nurture strategy, and to create B2B materials that will enable sales teams, engage Dentists and drive growth for SmileDirectClub. While SmileDirectClub's National Sales team will engage directly with DSOs, The Mx Group will support direct outreach to Dentists and add value to existing strategies and plans by supporting the following activities:

- Prospective Partner Outreach –
 - Developing direct mail, social ads, trade materials, tools, information, etc. designed to turn dentists into qualified leads.
 - Developing brochures, sell-sheets, presentations, videos, etc. designed to enable sales and KOL teams to generate qualified leads among dentists.
- Partner Support –
 - Developing social and email content and templates designed to make promotion of SmileDirectClub by partner dentists easy.
 - Creating resources, fact sheets, videos, etc. designed to educate partner dentists on the SmileDirectClub products and processes.
- Partner Patient Marketing –
 - Creating standard direct mail and POS materials that drive SmileDirectClub referrals into partner dentist offices.
- Partner Site Experience –
 - Conducting discovery sessions needed to align teams on the optimal online experience for dentists and partner dentists.
 - Developing a best in class User Experience that leverages the findings and learning from the discovery process.

Approach

Our audience for partner marketing is finite and unlike consumer marketing where additional audiences can be added to achieve objectives. In the business to business space, moving the dial will take a consistent brand presence and ongoing delivery of tools, content, and information that engage the buyer and demonstrate commercial value. Our approach includes a consistent use of messages, assets and tools to create alignment across the buyer's journey. And an ongoing curation of materials, templates and resources that both educate and enable the partner network. This approach strengthens the business brand and creates efficiency during development.



Rates

We believe that successful partnerships are built on communication and transparency. The rates below cover all billable services The Mx Group provides. Rates for the roles needed to fulfill the deliverables requested by SmileDirectClub have been used to provide an estimate for the Partner Network Marketing SOW.

Client Services	
Account Coordinator	\$ 118.00
Account Manager	\$ 145.00
Senior Account Manager	\$ 165.00
Account Supervisor	\$ 180.00
Account Director	\$ 195.00
Group Account Director	\$ 215.00
VP Client Services	\$ 238.00
Project Management	
Project Manager	\$ 130.00
Senior Project Manager	\$ 160.00
Creative Services	
Proofreader	\$ 115.00
Production Artist	\$ 125.00
Print Production Artist/ Vendor Manager	\$ 145.00
Copywriter	\$ 140.00
Senior Copywriter	\$ 170.00
Graphic Designer	\$ 135.00
Senior Graphic Designer	\$ 155.00
Associate Art Director	\$ 165.00
Art Director	\$ 170.00
Senior Art Director	\$ 185.00
Interactive Art Director	\$ 190.00
Creative Director	\$ 225.00
Managing Creative Director	\$ 238.00
Custom Software Development	
Business Analyst I	\$ 135.00
Business Analyst II	\$ 175.00
Business Analyst III	\$ 200.00
Programmer I	\$ 165.00
Programmer II	\$ 175.00

Programmer III	\$ 258.00
Quality Assurance Analyst I	\$ 130.00
Quality Assurance Analyst II	\$ 145.00
Lead Quality Assurance Analyst	\$ 165.00
VP of Application Development	\$ 258.00
Demand Operations	
Call Specialist	\$ 54.00
Telemarketing Team Lead	\$ 75.00
Warehouse Manager	\$ 105.00
Sales Operations Coordinator	\$ 115.00
Senior Demand Operations Coordinator	\$ 135.00
Demand Operations Manager	\$ 155.00
Digital Marketing	
Email Marketing Specialist	\$ 130.00
Digital Marketing Associate	\$ 135.00
Digital Strategist	\$ 155.00
Marketing Automation Specialist	\$ 185.00
Director Digital Marketing	\$ 205.00
Senior Architect, Technology & Integrations	\$ 215.00
Digital and Video Production	
Front End Developer I	\$ 130.00
Front End Developer II	\$ 160.00
Front End Developer III	\$ 180.00
Director of Front End Development & Video	\$ 228.00
Junior Motion Graphics Designer	\$ 135.00
Motion Graphics Designer	\$ 210.00
Video Editor	\$ 180.00
B2B Media	
Media Planner	\$ 175.00
Media Coordinator	\$ 145.00

Please note that not all roles included in the rate card will be needed to produce the deliverables request by SmileDirectClub in the initial Partner Network Marketing SOW. The entire rate card is provided here for current needs and future possibilities.

Deliverables

The estimated cost for the Partner Network Marketing SOW is based on the deliverables outlined below. A comprehensive pricing worksheet has also been provided. This worksheet contains assumptions and pricing by line item.

Deliverable	Description
Agency Onboarding Sessions	
Partner Journey Review	An onboarding session with the core team of agency personnel working on the partner network SOW. This is supportive of all B2B work for SDC. SDC to provide a description of the journey for dentists to become an SDC partner.
Positioning, Proposition, Guidelines & Messaging Review	An onboarding session with the core team of agency personnel working on the partner network SOW. Supportive of all B2B work for SDC. SDC to provide a review of the partner program positioning, value proposition and messaging in addition to a review of the brand guidelines that govern B2B and B2C work.
General Q&A Session	An onboarding session with the core team of agency personnel working on the partner network SOW. Supportive of all B2B work for SDC. The Mx Group to provide a summary of questions, comments and ideas for discussion coming out of the initial onboarding sessions to review with the SDC team.
Prospect Outreach	
Direct mail - Self mailer	Direct mail piece targeted at prospective partners. Part A of an A/B DM test to determine appropriate spend levels for prospect DM. This piece will be a simple DM piece not requiring custom di-cuts, folding or production. Agency recommends also integrating a list test into this plan if multiple lists are being considered/used.
Direct mail - Dimensional, di-cut, etc.	Direct mail piece targeted at prospective partners. Part B of an A/B DM test to determine appropriate spend levels for prospect DM. This piece will be a complex DM piece requiring custom di-cuts, folding or production. Agency recommends also integrating a list test into this plan if multiple lists are being considered/used.
LinkedIn Ads - Static	LinkedIn ads targeted at prospective partners. There are four versions for message testing. All four ads will be created for the same ad unit. All four will be static and the changes to the ads will be to message and image.
LinkedIn Ads - Video	LinkedIn ads targeted at prospective partners. All four ads will use the static LinkedIn ads as the base and ad motion to that message and imagery to test static ad performance to video in addition to message performance. All four ads will be created for the same ad unit.
Trade Media - Print Ads	Print ads targeted at prospective partners and featured in key trade publications. There is a base ad that will be adapted for relevancy based on the publication. Adaptations include changes to images and messages.
Trade Media - Digital Ads	Digital ads targeted at prospective partners and featured on key trade publication sites where print media has also been purchased. There is a base ad that will be created, and adaptations of the ad will be made to focus on a different primary message. Digital ad messaging will align with print messaging being featured in the same publication.
Virtual Event in a Box - Product Brochure Template	This is a product brochure template that can be customized by event. While the primary content will remain consistent the name of the event, SDC speakers, etc. will change. The piece will be designed for digital consumption and communicate the key SDC

	selling points. The pricing for this deliverable includes the creative conceiving work needed to guide all Virtual Event in a Box materials and the actual content for the initial event.
Virtual Event in a Box - Product Sell Sheet	This is a product sell sheet template that can be customized by event. While the primary content will remain consistent the name of the event, SDC speakers, etc. will change. The piece will be designed for digital consumption and communicate the key SDC selling points. The pricing for this deliverable includes the actual content for the initial event.
Virtual Event in a Box - Email Blast Banners	This is a single banner designed to fit within an existing SDC email template and promote SDC attendance of an industry event. While the design will stay consistent the name of the event will change.
Virtual Event in a Box - Podcast	Podcasts will be created from SDC thought leadership and thought leaders. This content will be promoted within event creative to further engage event attendees. While new podcasts will be created and added to the content library, there is no customization required of the content for an event.
Key Opinion Leader - Presentation Deck	Presentation that will tell the SDC story to key opinion leaders within the dental profession. The presentation will help to ensure that the KOL message is consistent with other messaging used to connect with this same audience. This content can likely be reused as educational material for existing partners.
Key Opinion Leader - Brand Video	A video that will be used to tell the SDC story to key opinion leaders within the dental profession. This will be a companion piece to the presentation created (Key Opinion Leader - Presentation Deck) and will add depth and energy to the SDC presentation. This content can likely be reused as educational material for existing partners.
Key Opinion Leader - Testimonial Video Shoot & Compilation	A series of testimonial video shoots (5) capturing footage of existing partners talking about the benefits of partnering with SDC (content aligning with SDC messaging pillars). This footage will be captured to allow individual testimonials to be created in addition to a general compilation film featuring multiple SDC partners. This compilation film will be a companion piece to the presentation created (Key Opinion Leader - Presentation Deck) and will add proof to the claims made in the presentation. This content can likely be reused as educational material for existing partners.
Partner Support	
Social Media Content - SDC Partner Announcement	Social post for SDC partners to use on FB and Instagram promoting their partnership with SDC.
Social Media Content - SDC Promotion	Social posts (6) for SDC partners to use on FB and Instagram promoting SDC services to their clients.
Email Template - SDC Partner Announcement	An email template for SDC partners to use to communicate the partnership with SDC to their email contacts. The template will be made to allow for customization to the individual partner's practice and follow any SDC email template requirements.
Email Template - Ortho non-conversion email	An email template for SDC partners to use to communicate with patients that indicated interest but did not convert. The template will be made to allow for customization to the individual partner's practice and follow any SDC email template requirements.
Email Template - SDC Promotion	An email template for SDC partners to use to communicate with patients that promotes the benefits of SDC. The template will be made to allow for customization to the individual partner's practice and follow any SDC email template requirements.
Email Content Blocks - SDC Promotion	Two short copy blocks that SDC partners can include in broader email communication to their patients promoting the benefits of SDC. These content blocks will be made generic and are not intended to be customized by practice.
Email Template - Kit Return / Retake	An email template for SDC to send to patients on behalf of partners. The template will be made to allow for customization to the individual partner's practice and follow any SDC email template requirements. The template will be designed to drive patients to partners to return or retake their mold.



Email Content Refresh - Lead Stream	A review of the 6 existing lead stream emails to identify any gaps in the stream, and ensure that messaging, tone, etc. are consistent with other partner communications and compelling to the audience. The review will lead to recommendations for touchpoints in the stream and updated creative and copy for the individual communications.
Training Materials - Webinar Video	Creation of an educational video designed to onboard new SDC partners. The video will leverage existing content and materials to create a single, engaging and educational piece that will give partners the confidence needed to promote SDC to their patients.
Training Materials - Resource Guide	This is a resource guide template that can be customized by each partner's individual practice. While the primary content will remain consistent the name of the practice will change. The piece will be designed for digital and print and identify all of the SDC resources available to new SDC patients.
Training Materials - NexHealth Integration Sell Sheet	This is a single page sell-sheet to promote the benefits of NexHealth to SDC partners. The piece will be designed for digital consumption and include a call to action for SDC partners to take to integrate NexHealth into their practices.
Training Materials - NexHealth FAQ	This is a single page FAQ sheet to answer SDC partner questions regarding the integration of NexHealth into SDC partner practices. The piece will be designed for digital consumption and include a call to action for SDC partners to take in order to integrate NexHealth into their practices.
Training Materials - NexHealth Sales Preso	This is a brief 10-15 slide overview presentation that promotes the benefits of NexHealth to SDC partners. The presentation will include a narrative specific to SDC requirements and the benefits of NexHealth to the practice in general.
Partner Patient Marketing Materials	
Direct Mail - Partner Promotion	Two direct mail pieces leveraging a common format with a different message to promote SDC to prospective patients within the partner network. The goal of the pieces will be to drive engagement that will lead to referrals for the SDC partner.
SDC Whitening Sample cards	One standard card that will be used by SDC partners in patient courtesy bags to promote additional SDC products including whitening, flossers, etc.
Partner Site Experience	
Site Discovery	Work with SDC stakeholders and existing partners to understand site requirements, identify existing platform capabilities and articulate user expectations in order to develop a recommendation for a partner site experience on https://smiledirectclub.com/ . This discovery process will allow Mx to articulate an approach and define the budget required to expand the Partner section of the site including a partner portal that will require a login. The discovery process will also include an understanding of the capabilities within SDC so that roles and responsibilities across strategy, UX/UI, creative and production are clear and taken into account during proposal development.
Demand Gen and Lead Nurture Campaign Content	
Journey Map Creation	Development of a journey map to articulate all the touchpoints of a demand gen or lead nurture campaign and guide content requirements.
Whitepaper	Creation of a complex whitepaper to use in demand gen and lead nurture campaigns.
ROI Calculator	Creation of an interactive ROI calculator to use as a touch point in a demand gen or lead nurture program.
Campaign Landing Page	Creation of a single landing page fitting within an existing site to promote campaign specific messaging and actions.
Infographic	Creation of a single infographic to use in a presentation, on a landing page, within a brochure, etc.



Email	Creation of an email to use in outbound marketing to prospects and leads.
Telemarketing Set-up & Agent Training	Development of Call Guides, set up and QA of campaigns in InContact (calling system) and development of agent training materials.
List Verification Tele	Telemarketing to a subset of a prospect list to verify data quality before a full campaign is executed
Contact Identification Telemarketing	Telemarketing to high value targets receiving dimensional direct mail pieces to verify contact information and collect any data needed to customize the mailing.
Campaign Follow up Telemarketing	Telemarketing to a subset of an audience to verify receipt of materials, collect feedback on communication, schedule follow-ups, etc.
Partner Lead Tele-qualification	Tele-qualification of partners responding to SDC marketing materials to validate lead quality and collect additional lead information before handoff to sales.
Case Study Creation	Creation of written case studies to support SDC partner marketing efforts.
Social Campaign Video Cutdowns	Cut downs of testimonials, brand videos, webinar videos, etc. to create social content for SDC.

Please note, that within “Demand Generation and Lead Nurture Campaign Content” are options for SmileDirectClub to choose from when thinking through campaigns. The Mx Group can provide strategic services including persona creation, content mapping, market sizing, data acquisition and more to benefit demand generation and lead nurture activity. These strategic components have not been included in this menu and can be priced at SmileDirectClub’s request. The Mx Group will make recommendations on what strategic deliverables and content are needed for demand generation and lead nurturing after going through the onboarding sessions outlined above and learning more about the current strategy.



Cost

The estimated costs for the Partner Network SOW are as follows:

Deliverable	Labor	Expenses	Total
Agency Onboarding	\$4,500	\$0	\$4,500
Prospect Outreach	\$171,050	\$28,770	\$199,820
Partner Support	\$63,450	\$3,030	\$66,480
Partner Patient Marketing Materials	\$18,000	\$375	\$18,375
Partner Site Experience Discovery	\$25,000	\$0	\$25,000
Program Management	\$42,300	\$0	\$42,300
TOTAL	\$324,300	\$32,175	\$356,475

Pricing for Demand Gen and Lead Nurture Campaign Content is not included in the estimate above. A menu of options has been included in the attached SmileDirectClub Pricing Worksheet to serve as a guide for budgeting for this activity. The Mx Group will need to complete onboarding and understand the broader partner journey before recommending which Demand Gen and Lead Nurture Campaign content is needed in order to create an estimate for this work. This pricing worksheet provides estimates by deliverable along with the assumptions that impact pricing.

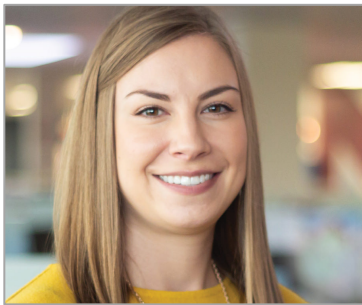
The following overarching assumptions apply to all estimates provided:

- SmileDirectClub will provide (1) Strategic framework (positioning & value prop), (2) Brand guidelines, (3) Initial messaging direction and examples.
- Costs for photo & video assets are estimates. Actual costs for each will be defined in production estimates once creative is approved.
- Printing, production and distribution is not required; all files will be provided digitally (as native files or hi-res PDFs).
- SmileDirectClub will provide context in the form of a "partner journey" which defines the required touch points between SmileDirectClub and dentists that lead to a partnership.
- SmileDirectClub will provide strategic direction and execution requirements in written briefs that will guide creative briefs and project briefs within the agency.
- Pricing for deliverables assumes that the Program Management fee has been approved. Program management covers costs for ongoing status updates, monthly reconciliations, strategic discussions, meeting attendance, etc. all outlined in the Workflow section below and designed to ensure the team is effectively and efficiently managing both your projects and program. Program management is standard in our proposals and has been separated out from deliverable pricing for transparency.
- A separate SOW will be created for partner website design and content creation once discovery is complete.

Team

The Mx Group delivers services across multiple disciplines by utilizing talent from cross-functional areas. Account leadership is responsible for ensuring high-quality work is delivered on time and within estimate. Account support will work with account leadership to execute against the strategy and scope. And email and website specialists will be leveraged to add perspective and best practices to deliverables as needed.

ACCOUNT LEADERSHIP



Sarah LaPalomento

Account Director

Sarah joined The Mx Group with major agency experience in the telecom, finance and home services verticals, working with clients such as Cox Business, Scottrade and American Home Shield. She specializes in managing dynamic, data-driven campaigns across all digital and traditional channels — focusing on connecting specific audiences to their optimal journey to drive results.



Thomas D. Hayward

Creative Director

Tom brings over 20 years of B2B creative experience to his role at The Mx Group. In his nearly 10 years at the agency, he has led creative teams through multiple successful, award-winning digital campaigns and projects for a diverse set of clients. Prior to joining The Mx Group, Tom served as senior art director at a major B2B publishing company, where he won several Ozzie and APEX design awards.

ACCOUNT SUPPORT



Cristina Sarnelli
Senior Account Manager

Cristina brings over seven years of agency experience developing and overseeing the strategy, execution and analysis of integrated marketing programs. She has extensive experience managing client relationships, B2B websites and other digital development projects. Cristina is well-versed in cross-promoting marketing campaigns across a wide variety of editorial and digital channels.



Gretchen Zachan
Senior Copywriter

Gretchen joined The Mx Group in October 2019. Before joining the Mx ranks, she spent many years in the agency world working at large agencies and teaching writing at the Chicago Portfolio School. She's worked on wide variety of national brands and currently writes extensively for HollyFrontier Lubricants and Cummins. Her writing experience includes collateral, print, websites, digital and social campaigns.



Kyrsten Benoit
Senior Art Director

Kyrsten joined The Mx Group in 2019. She has over 10 years of marketing experience and a passion for creative problem solving. Her experience includes print, digital and environmental design for a variety of clients and industries. Kyrsten holds MFAs in graphic design and art education from the University of Illinois at Urbana-Champaign.



Russell Warrington
Print Production Manager

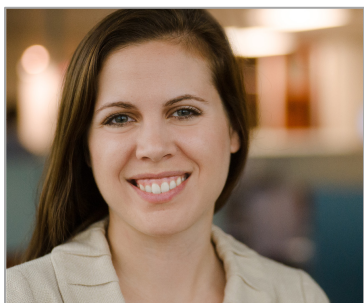
Russell has been with The Mx Group since 2011 and has 19 years of experience working in a variety of roles in the print industry, from trade publication layout artist to pre-press artist. He holds a B.A. in software systems for the arts and media from Hertfordshire University in the U.K. Russell serves as head print and promotional buyer for The Mx Group's clients, and he also focuses on ensuring that the creative department remains current on the latest industry software and processes.



Kim Ostrowski
Lead Project Manager

Kim joined The Mx Group in 2011 to help establish the Traffic department and workflow/processes for the Creative and Digital Development departments. After seven years of Traffic and Client Services experience, she transitioned to a Project Management role in 2018 and helped define this department at The Mx Group.

EMAIL AND WEBSITE SPECIALISTS



Lisa Everett
Group Account Director

Lisa brings over 15 years of B2B marketing and relationship management experience to The Mx Group, where she oversees high-performing client service teams. She has managed multiple website development projects from strategy to concept to design to implementation. Lisa is a demand generation expert, ensuring that her clients' websites and campaigns are designed for optimal lead generation and conversion. She has strategically led multiple buyer persona research projects, translating insights into website architecture and content.



Miroslav Zugovic
Director of Front End Development & Video

Miro joined The Mx Group in 2006 as a digital practitioner with a background in web development, graphic design, video, 3D and content management systems. He now leads teams of award-winning digital experts, ensuring high-quality results in both front end web development and video, often integrating both to create interactive experiences with impact. A content management system expert, he is devoted to architecting intuitive, highly functional user interfaces clients truly appreciate.



Tyler Dunn
Interactive Art Director

Tyler joined The Mx Group in 2018. Working hands-on, he leads teams through the concept, design, testing and refinement of interactive experiences across all digital touchpoints. With 10+ years in the agency and consulting worlds, Tyler possesses a broad range of design experience, including work in the CPG, financial, industrial, defense entertainment and health care spaces. Always striving to innovate and keep pace with cutting-edge digital trends, he leads The Mx Group's digital and design lecture series, Connect.



Kelsey Jacobs
Email Marketing Specialist

Kelsey joined The Mx Group Digital Marketing team in 2019. As a certified Marketo Associate, she manages clients' email programs in Marketo, Pardot and Salesforce Marketing Cloud. Her previous experience includes B2B and non-profit email marketing utilizing MailChimp and SFDC.

Workflow

To ensure your objectives, budgets and timelines are achieved, The Mx Group has established a standard workflow to manage project-based work efficiently and effectively. This includes a series of meetings and reports designed to keep us in sync.

Daily Project Communication	<ul style="list-style-type: none">• Access to a project dashboard to view projects statuses on-demand• Ongoing, daily communication on projects to facilitate inputs, collaboration, and reviews
Weekly Status Meetings	<ul style="list-style-type: none">• Status report with updates on all open projects, including next milestones and timelines• Sharing of metrics or feedback from the field to inform current or future work
Monthly Budget Reconciliation & Resource Planning	<ul style="list-style-type: none">• Monthly program and project-level budget reconciliation review prior to invoice submission• Identification of upcoming work that needs to be scoped and resourced
Quarterly Business Reviews	<ul style="list-style-type: none">• Review overall performance of activities for the prior quarter• Share insights or learnings to inform program evolution• Receive updates on business drivers and the impact on B2B• Align on strategy and plans for the upcoming quarter• Discuss ways to optimize working relationship• Develop plan and timeline for the upcoming quarter

Approval

This is an estimate and does not represent a fixed project bid. This estimate is based on the scope of work to be completed for the project as described above. This estimate does not include additional time or labor that may be required should the project scope change or if additional time is needed to complete the job.

Approved by:

SmileDirectClub Signature

Date

The Mx Group Signature

Date



The Mx Group

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