



The Mx Group

AdvantEdge Healthcare Solutions

2/27/15

Agenda

- **Meeting objectives & goal**
- **Recap initial conversation & questions**
- **Mx & lead generation overview**
- **Feedback**



Conversation Recap & Questions

- **Sales makeup & role**
- **Target markets & personas**
- **Technology**
- **Multiple lead generation initiatives**
- **Challenges**
 - Not enough leads at the top of the funnel
 - Nurturing leads through the funnel





About The Mx Group



The Mx Group



Insight &
Planning

Branding &
Awareness

Websites

Content,
Video & Social

Lead Generation
& Nurturing

Sales
Integration

Mobile &
Web Apps





The Mx Group



dyson

 **Abbott**
Diagnostics


global hospitality™


catamaran



SIEMENS

MAVERICK
TECHNOLOGIES
Empowering Process Manufacturing

 **Joint Commission**
Resources



We help
companies
excite markets
engage customers
effect sales &
embed value.





The Mx Group



Established in

1989

Own facility near

CHICAGO

All services delivered

IN-HOUSE

Perennial BtoB Magazine

“TOP AGENCIES”





Creating a Total Market Experience™



inquire



learn



evaluate



justify



select



rely



excite ›

engage ›

effect ›

embed ›





How We Work

Your Brand



Your Market

		Industry																
		Education			Healthcare			Retail			Restaurant			Food Preparation			Architecture	
		Sector	Colleges/Universities	Vocational Schools	K-12 School Districts	Hospitals	Medical Offices	Nursing and Conv. Care	Dept/Big Box Stores	Specialty Stores	Shopping Centers	QSR	Casual & Fine Dining	Bars	Food Manufacturing	Contract Food Services	Grocery and Food Prep	Companies from Hoovers
Company Size																		
>10 employees																		
10-25 employees																		
25-50 employees																		
50-100 employees																		
100-250 employees																		
250+ employees																		
Student Body Size																		
> 1,000 students																		
1,000+ students																		

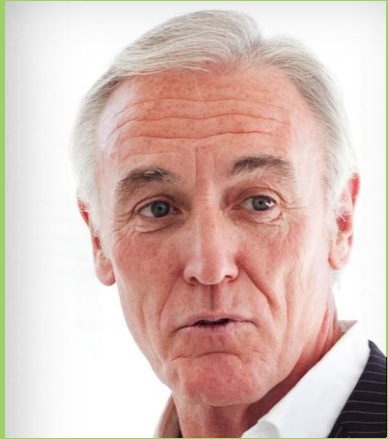


Your Customers

Your Customers



Your Customers



Your Customers



Ian Investor



Owen Operations



Pat Project

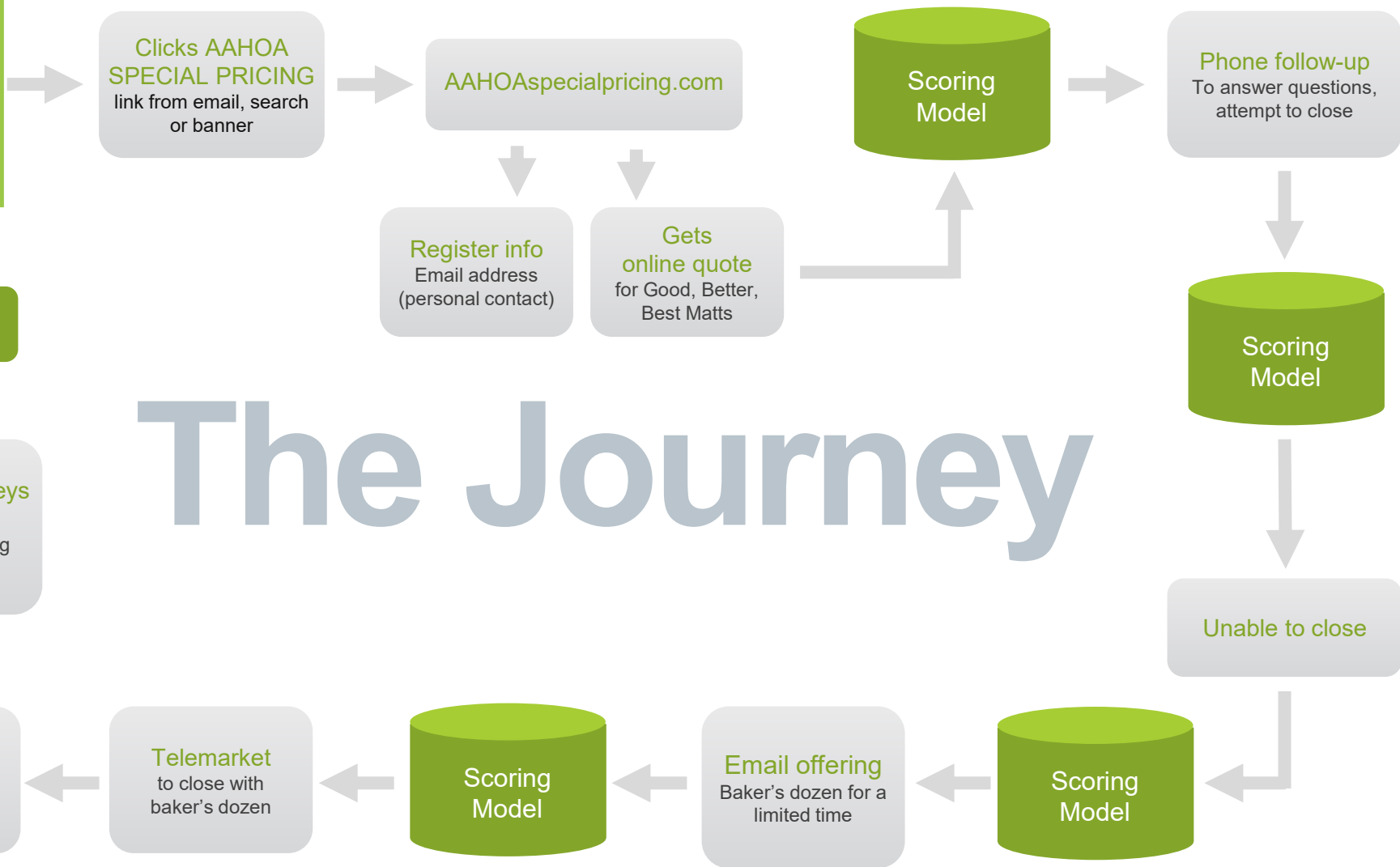


Pam Procurement



Gail Guest Experience





The Measurement

Percentage of all Mx lead data in certain status

40%

Prospect

25%

Engaged

10%

Sales Ready

5%

Quoted

20%

Customer

Average marketing
investment statistics

\$5

Cost / Lead

\$20

Cost / SRL

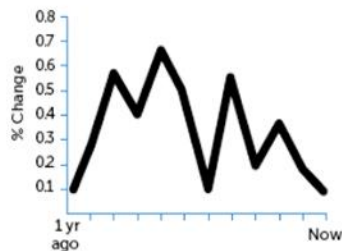
\$100

Cost / Quote

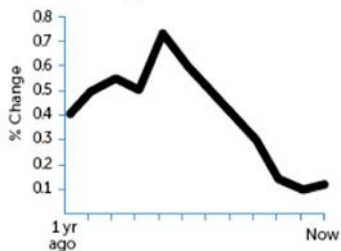
\$300

Cost / Sale

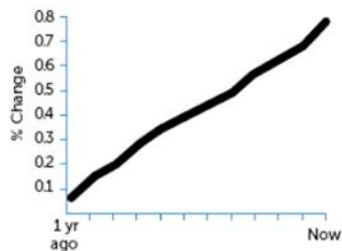
Site Visits



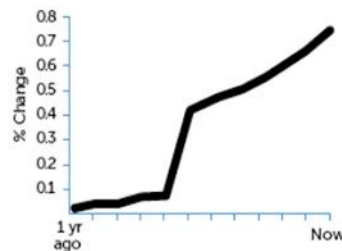
Organic Search



LinkedIn Followers



Twitter Followers



Direct Mail Response Rate

1.85%

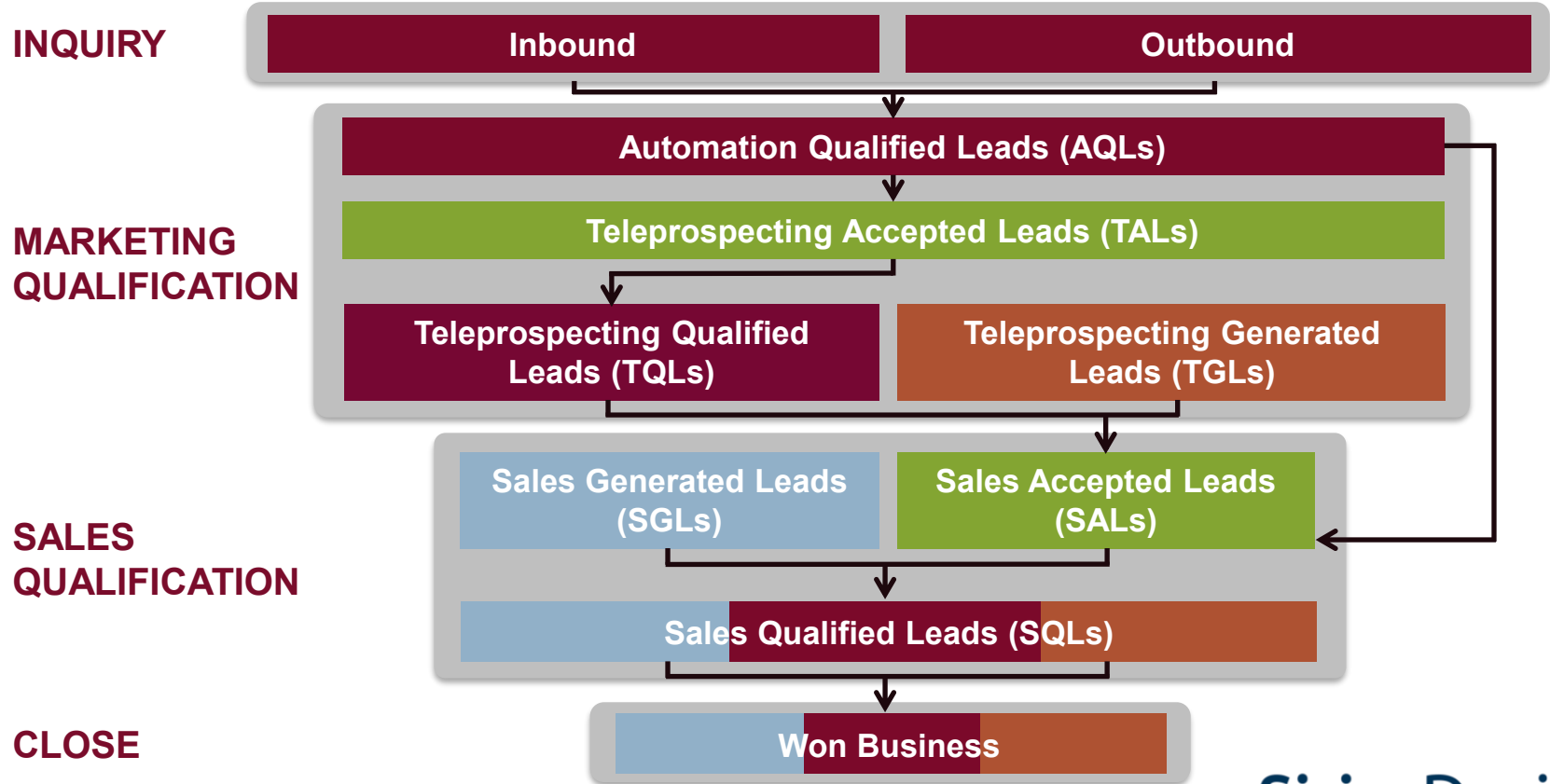
Email Clickthrough Rate

5.82%

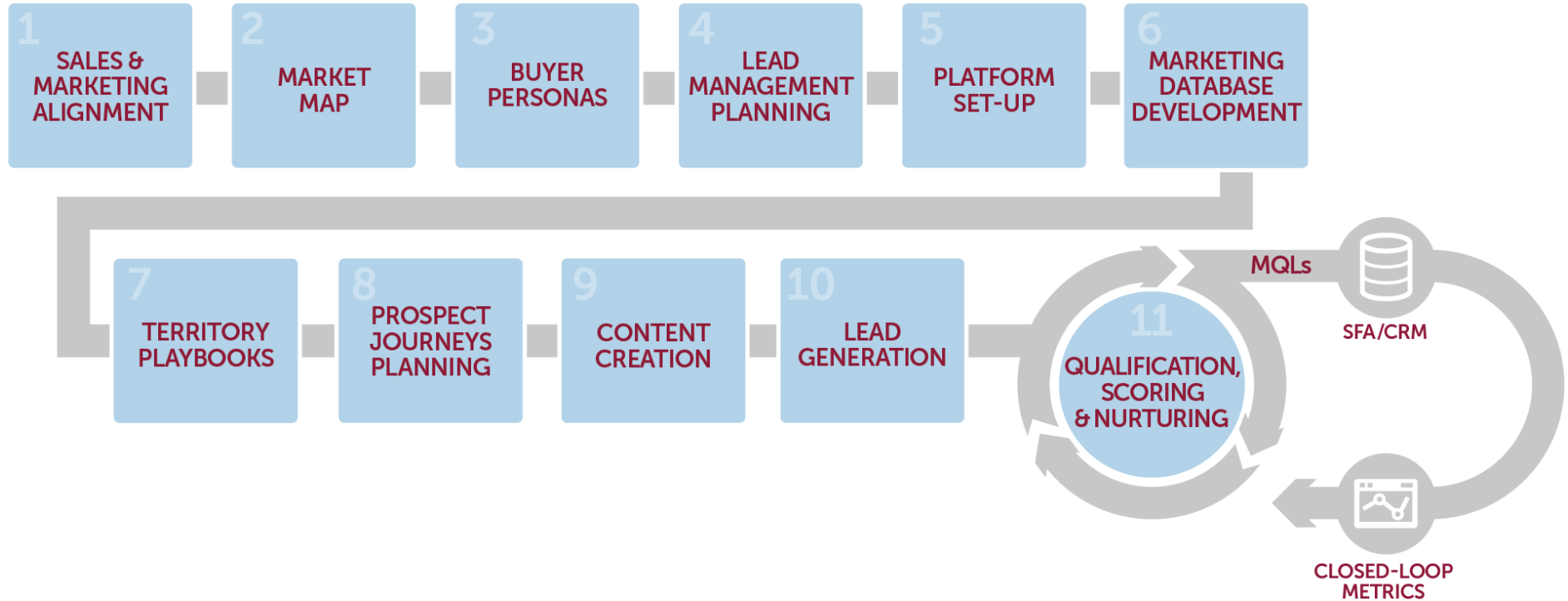
Telemarketing Response Rate

15.65%

Demand Creation & Management



Total Market Experience Engine





Feedback

1 SALES & MARKETING ALIGNMENT

- **Demand Waterfall**
Breaks revenue goals into lead counts, lead volume, lead flow, and what will be originated by marketing vs sales
- **Demand Funnel Classification**
Definition and agreement between sales and marketing of MQL, SAL, SQL
- **SLAs**
Agreement and commitment on lead definition, qualification, roles, follow-up, escalation, feedback timeframes, etc.



2

MARKET MAP

	Sector	Electrical	Oil & Gas (EnergeX)				Structural Steel (HSS)				Foundations (Piling)			
		Electrical Contractors	Crude Petroleum and Natural Gas Extraction (OCTG)	Natural Gas Liquid Extraction (OCTG)	Drilling Oil and Gas Wells	Oil and Gas Pipeline Construction (Line Pipe)	Engineering Services Firms (Civil, Structural)	Industrial Building Construction	Commercial and Industrial Construction	Metal Fabricators / Contractors	Industrial Building Construction	Highway, Street, and Bridge Construction	Other Heavy and Civil Engineering Construction	Engineering Services (Geotechnical, Civil)
Company Size		Count												
1-10 employees		134,387	49,541	311	2,386	1,990	13,227	8,748	53,042	1,751	8,748	25,439	8,497	13,227
11-50 employees		12,379	713	49	449	601	2,000	2,028	12,753	160	2,028	4,414	1,331	2,000
51-100 employees		1,443	121	14	86	128	272	321	1,658	19	321	824	216	272
101-500 employees		912	168	14	93	81	138	214	946	6	214	630	172	138
501-1,000 employees		70	32	1	16	2	9	22	80	1	22	64	35	9
1,001 - 2,500 employees		39	24	2	16	4	9	11	50	-	11	37	25	9
2,501+ employees		15	26	-	20	1	7	6	33	-	6	11	26	7
Region														
United States		136,217	65,451	514	2,868	2,699	16,106	9,879	63,996	1,657	9,879	31,097	9,661	16,106
Canada		16,069	1,088	64	640	327	922	2,000	7,590	306	2,000	3,665	1,257	922

Ideal Target



Target



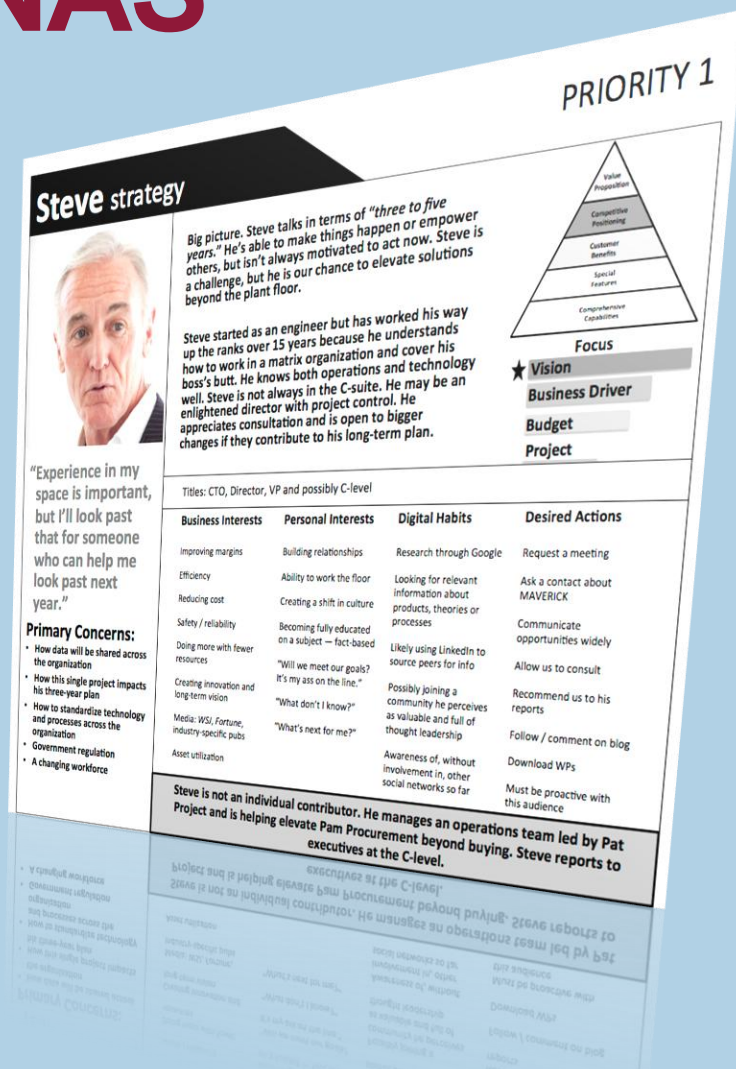
Not Target



3

BUYER PERSONAS

- Core persona information
- Product/persona connection
- Buy cycle insights
- Segment-specific insights
- UX persona information



4

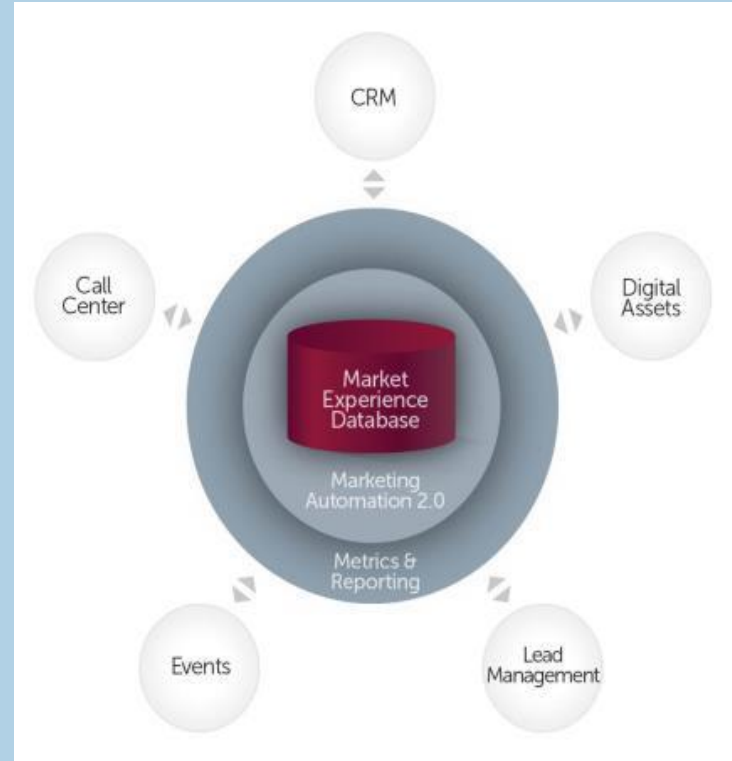
LEAD MANAGEMENT PLANNING

- Identify the sales team
- Define regions and territories
- Create product and zip mapping

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5 PLATFORM SET-UP

- Marketing database integration with market activation / lead generation touch points
- SFA/CRM integration
- Metrics/KPIs: marketing performance, sales performance

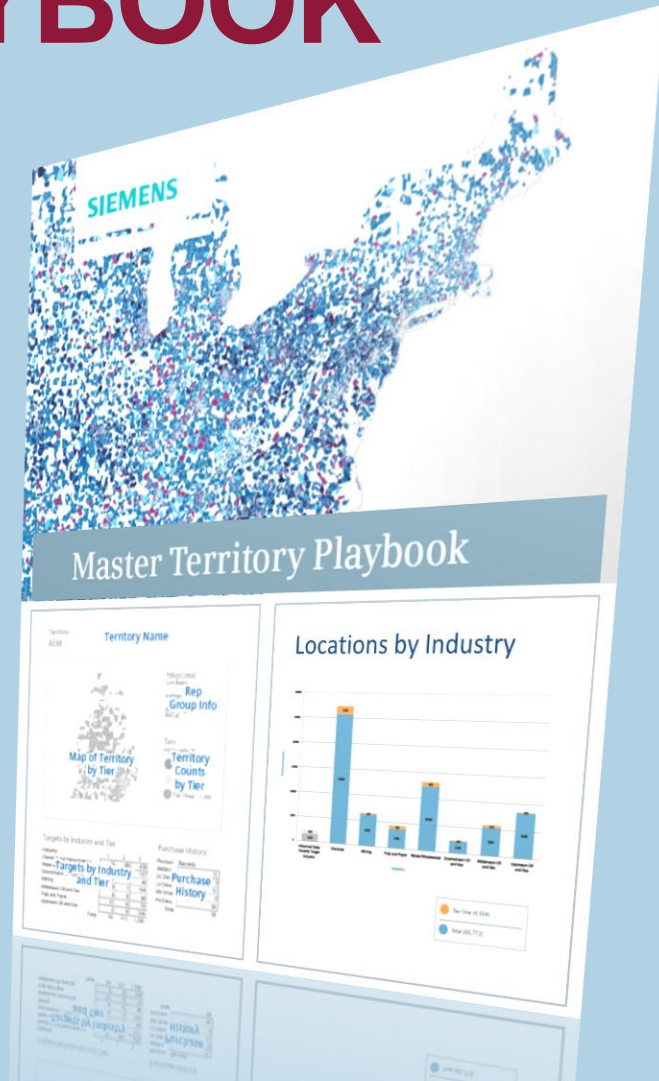


6 MARKETING DATABASE DEVELOPMENT



7 TERRITORY PLAYBOOK

- Develop territory playbooks
- Assign core persona types via data modeling
- Identify most and least profitable customers
- Identify buyers with similar needs and buyer behavior

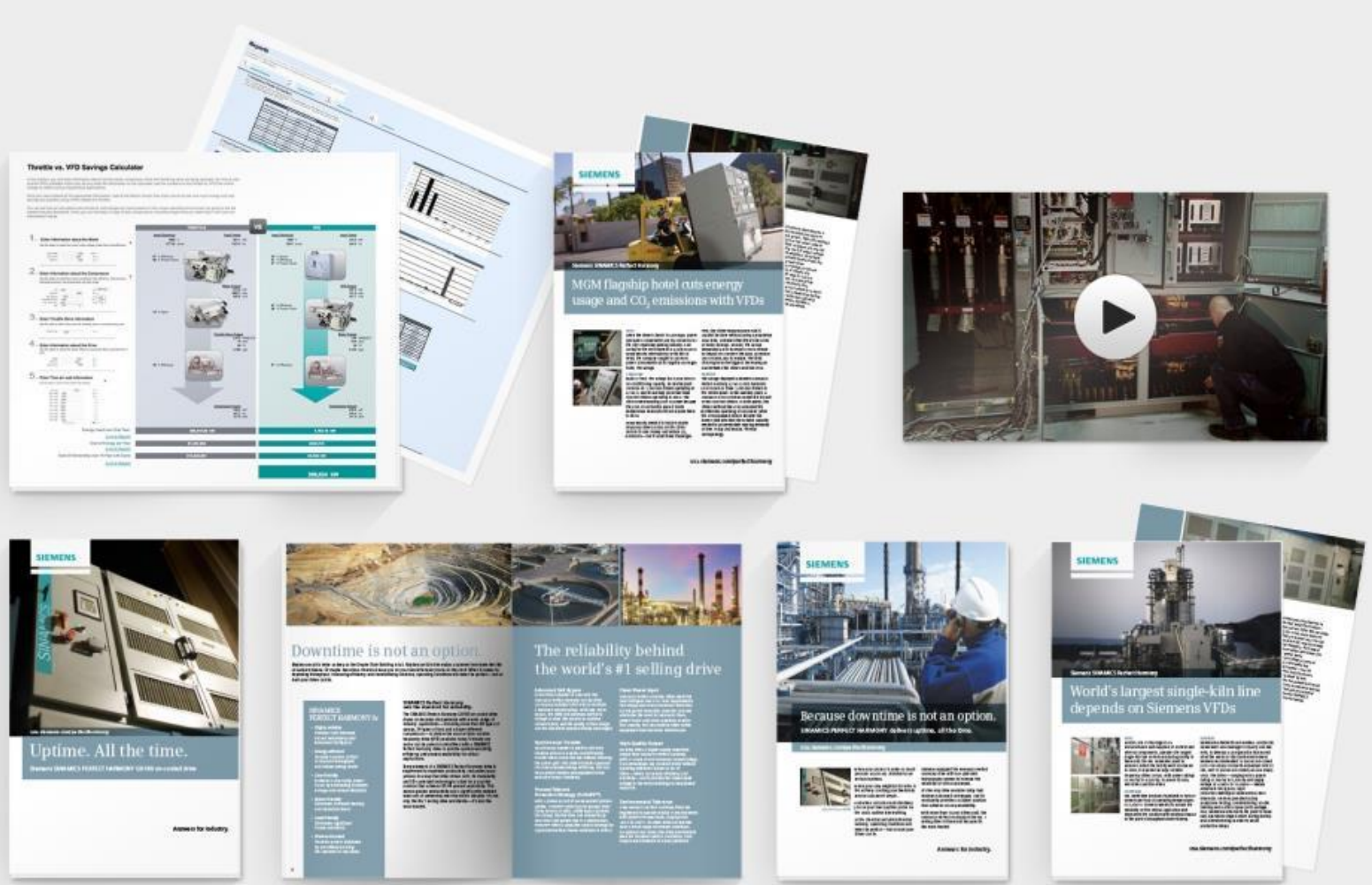


PROSPECT JOURNEY PLANNING



9

CONTENT CREATION



10 LEAD GENERATION

Display Ads

A display advertisement for Sealy's AAOHA Special Pricing. The top section features a dark red navigation bar with the Sealy logo on the left and a search bar on the right. Below the navigation bar is a yellow banner with the text "Sealy quality at special AAOHA prices." and the Sealy logo. The bottom section shows a woman smiling while lying in bed.

Search Marketing

[AAOHA Special Pricing](#)
sealyhospitality.com/AAOHA
Special Mattress Pricing for AAOHA Members. Calculate Your Savings Now.

Social Media

A social media advertisement for Sealy's AAOHA Special Pricing. It features the Sealy logo on the left and the text "AAOHA Special Pricing Get a free quote on Sealy mattresses! Use our online cost calculator now." on the right.

Email

An email advertisement for Sealy's AAOHA Special Pricing. The top section features the Sealy logo and the text "Legendary Sealy Posturepedic® quality at special reserved pricing for AAOHA members". Below this is a green button that says "Get your special pricing". The middle section shows a Sealy Posturepedic mattress on a bed. The bottom section contains the text "Why buy lesser-quality mattresses when you can have a Sealy®? To get your FREE, no-obligation quote right now, visit AAOHAspecialpricing.com. Just answer a few short questions, and we'll immediately email your quotes for Good, Better and Best options."

Direct Mail

A direct mail advertisement for Sealy's AAOHA Special Pricing. The top section features a photograph of a Sealy mattress on a bed. To the right of the photograph is the text "Give your guest the comfort they deserve... **AT PRICES YOU CAN AFFORD.**". Below the photograph is a blue sidebar with the text "Special AAOHA pricing", "Designed for you with...", "Limited-time offer", and "Free shipping on orders". At the bottom of the sidebar is the Sealy logo.

11

QUALIFICATION, SCORING & NURTURING



Feedback