Lightspeed Systems
Demand Generation Engine Program

July 17, 2020

Agenda

- Your Needs
- Our Approach
- Program Plan Details
- Your Team
- Why Partner With Mx
- Next Steps

Your Goal

Build an effective and marketable demand generation engine to meet growth goals and position company for acquisition.
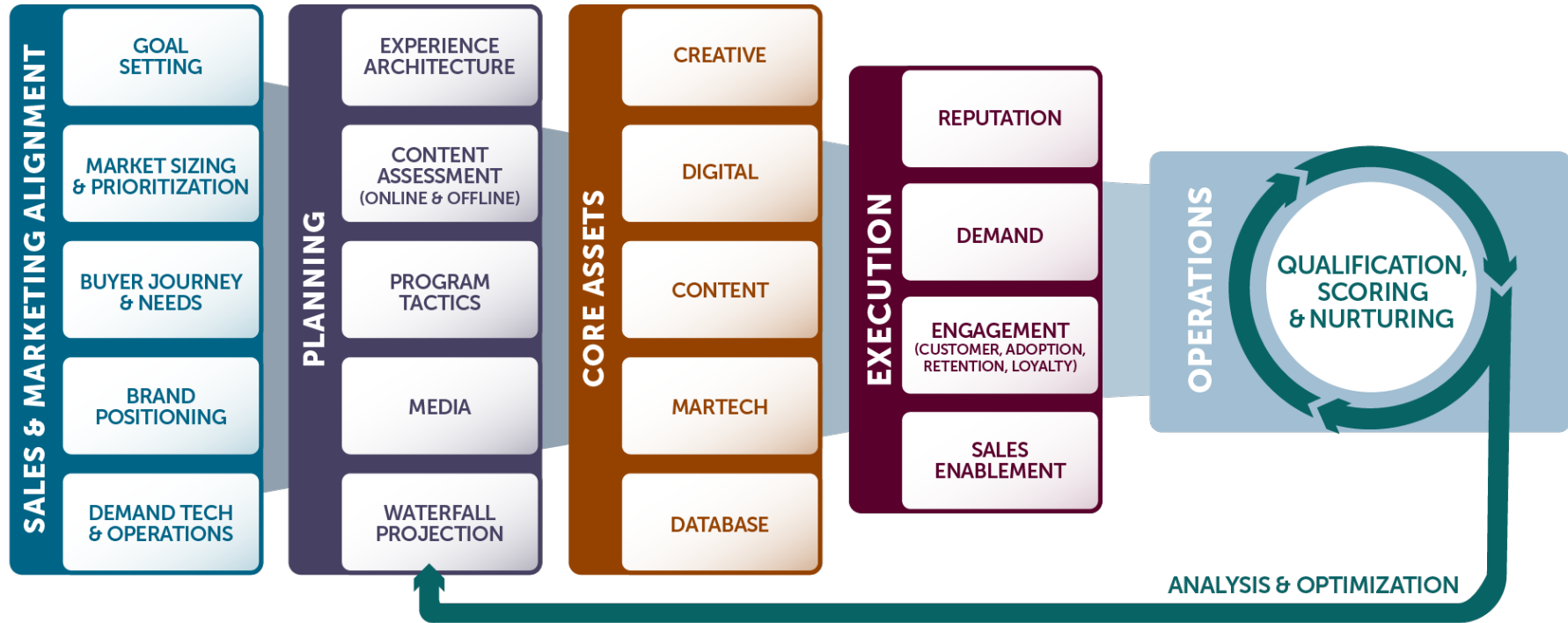
Your Needs

- Better visibility throughout the pipeline.

- Ability to hold marketing and sales teams accountable.

- Online behavior insights to drive optimized demand generation campaigns and nurtures.

- A website that…

  - Excites your market and reflects your leadership position

  - Delivers content and conversion paths for expanded set of personas, all phases of the buyer journey

  - Facilitates high levels of engagement and conversion

  - Delivers a deeper experience for international buyers, to meet international targets

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Your Needs

- Content planning to strategically address buyer persona content needs across the journey.

- A strong POV on a consistent reporting schema agreed to by both marketing and sales.

- A framework and approach to future demand generation campaigns.

- A centralized marketing database that delivers audience behavioral insights to all marketing and sales parties.

- Automation to reduce lift on internal teams while still upholding demand generation best practices.

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Our Model

SALES & MARKETING ALIGNMENT
- GOAL SETTING
- MARKET SIZING & PRIORITIZATION
- BUYER JOURNEY & NEEDS
- BRAND POSITIONING
- DEMAND TECH & OPERATIONS

PLANNING
- EXPERIENCE ARCHITECTURE
- CONTENT ASSESSMENT (ONLINE & OFFLINE)
- PROGRAM TACTICS
- MEDIA
- WATERFALL PROJECTION

CORE ASSETS
- CREATIVE
- DIGITAL
- CONTENT
- MARTECH
- DATABASE

EXECUTION
- REPUTATION
- DEMAND
- ENGAGEMENT (CUSTOMER, ADOPTION, RETENTION, LOYALTY)
- SALES ENABLEMENT

OPERATIONS
- QUALIFICATION, SCORING & NURTURING

ANALYSIS & OPTIMIZATION

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Program Guiding Principles

- We know you need to move fast

- No recommendations away from current tech: what you have today
  will give you the flexibility and functionality you need

- Program plan designed to focus on what matters: activities that add value

- Program plan balances strategy,
  planning and execution for best-of-breed demand gen engine solution

- Built in parallel pathing and iteration where possible

- Clarity on activities, sequencing, stakeholder obligations and outputs from day one
  so team can hit the ground running

Program Elements

Strategic Inputs

Martech Planning & Configuration

Website Planning & Production

Campaign Strategy & Core Assets

Optimization & Support

STRATEGIC INPUTS

Focused not blue sky
Iterative not bottlenecking
Additive not duplicative

Executed Against A Clear Plan

- Objectives
- Meeting agendas
- Inputs needed
- Output expected
- Participants and duration

Upfront Discovery & Strategy Meetings

Session 1:
Program Kick-off

- Get key stakeholders aligned on process, timeline & responsibilities.
- Get to know full Mx team.

Session 2:
Business Background

- Provide Mx with background to guide recommendations.
- Includes dive into goals, market segments, personas, positioning, competitors & team structures.

Session 3:
Product Deep Dive

- Provide Mx detail on platform & product capabilities & differentiators.
- Provide Mx detail on product organization to inform lead management discovery efforts and website information architecture.

Session 4:
Buyer Journey Workshop

- Cross-functional facilitated session to identify and document buyer persona needs across journey.
- Identify existing or new content needs.

Session 5:
Brand Standards

- Align Mx with your brand guidelines, where there is flexibility and what should remain locked in so website creative connects to the band in ways that you envision.

Stakeholder eSurvey

- Quick capture of inputs from a broader set of stakeholders

- Designed to begin from what the team already knows to uncover deeper inputs

- Question areas:
  - Audience needs and search habits
  - What is and is not working today
  - Website objectives and wish-list items
  - Content needs
  - Sales enablement needs

Buyer Journey Mapping

- As buyers move through a buying journey, they are essentially resolving questions

- Helping a buyer advance through their buyer journey is proven to increase the chance of a solution provider winning the deal

- Hooking buyer earlier in their journey provides an opportunity to accelerate the process and lead the buyer to your solution, exclusively

- Our Buyer Journey Mapping Workshop facilitates a table-top exercise with a cross-functional team to capture:
  - Critical questions the buyer needs to resolve at each stage of the buyer journey
  - What online & offline behaviors may correspond at each stage
  - Content that is available or needs to be created to resolve questions

- Outputs of session
  - Mapped buyers journeys for each persona
  - Content ecosystem

Optional: Market Maps

What is a Market Map?

- A visual display of how you view your overall market with colors illustrating sales and marketing priorities.

- Contains definitions, profiling and counts for industries, sectors and segments you sell into

Why develop Market Maps?

- If there is lack of clarity or alignment around ideal customer profile, segment profiles or prioritization

- If there is lack of visibility in addressable market sizing leading to inability to understand current penetration for growth planning or territory activity planning.

Optional: Market Maps

Activities include:

- Obtain and analyze past customer data

- Obtain key stakeholder inputs

- Determine target segments and corresponding SIC/NAICS codes

- Define sectors and segments within each target industry

- Populate map with relevant counts

- Review preliminary maps and prioritize

- Finalize market maps

Approach

- Conduct Martech workshop
  - Confirm requirements for CRM, MAP and reporting
  - Ensure sales and marketing alignment on standard operating procedures

- Author statement of work
  - Confirm budget and timeline
  - Includes recommendations on technology products, upgrades and plug-ins

- Author technical specification document

- Configuration of MAP, CRM and reporting dashboards
  - Synced with website production to avoid rework

Workshop Agenda

- Lead and opp definition & qualification processes
- Lead management flow
- Routing rules
- Account & contact data structure
- Field requirements
- User permissions
- Reject & lost reasons
- Sync considerations
- Scoring
- Privacy requirements
- Database segmentation
- Reporting POV and recommendations

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Technical Specification
- Architectural diagram
- Logical flow diagram
- Field definitions
- Picklist values
- Lead routing
- Conversion thresholds
- Lead and opportunity stages
- Sharing and visibility rules
- Mapping between Pardot and Salesforce
- Scoring rules
- Duplicate rules
- Reject / close reasons

Recommended Tools & Tech

MAP	Pardot, upgrade to Advanced
CRM	Salesforce, additional plug-ins TBD
CMS	WordPress, additional plug-ins TBD
Hosting	Move to managed solution: Pantheon
Chat	Salesforce service cloud
Content Engagement	TBD: Uberflip, Pathfactory
Conversion Analysis	VWO, Hotjar, etc.

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Optional: Sales & Marketing SLA

- Formal document defining the lead management SOP marketing and sales have agreed to:
  - Lead definitions
  - Roles and responsibilities
  - Processing rules
  - Follow-up and response times
  - Disqualification rules
  - Critical feedback loops

- Above content largely discussed and confirmed in prior martech workshop

WEBSITE PLANNING & PRODUCTION

Website Project Phases

Discovery & Strategy

Site Architecture

Aesthetic Design

Statement of Work

CMS Framework

Martech Integrations

Integrated Development Cycles

Template Design

Revisions

Site Coding

User Acceptance Testing

Content Creation

Usability Testing

Content Integration

QA: Browser and Device

SEO

WAVE 1

WAVE 2

WAVE 3

Custom App Development

Go Live

Measurement & Improvement

Martech Integrations

Discovery & Strategy

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WAVE 1
WAVE 2
WAVE 3

Go Live
Measurement & Improvement

Custom App Development

Recommended Planning Activities

1
Audits & Break-out Sessions

SEM & Conversion Audit

Competitive Audit

Translations, Localization and Personalization

Workflow & Tech Requirements

2
Architecture & Design

Content Mapping

Navigation and Site Theory

Template & Content Planning

Style Tiles

3
Statement of Work

Features List

Sprint Cadence

CMS Framework Requirements

Budget & Timing

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Site Theory

Discovery & Strategy

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Aesthetic Design

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Project Phases | 2 - Development

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WAVE 1

WAVE 2

WAVE 3

Go Live
Measurement & Improvement

Custom App Development

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Recommended Development & Go Live Approach

- Two sprint types running in parallel
  - Technical sprints: 5 total
    - Rapid prototyping
    - User story development
    - FED & Dev
    - QA & Design review
    - UAT
  - Content sprints: 5 total
    - Copy & image development
    - SEO
    - Content integration
- Tight collaboration on work included in each sprint, sequencing and timing during SOW authoring
- MVP deployment mid-development allows for in-market product as soon as possible
- Martech config work running in parallel delivers integration efficiencies

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Optional: Stakeholder Homepage Mock-up

- Our typical process marries design, architecture and content in the development phase

- A home page mock-up provides an easy-to-digest visual asset for senior leaders and stakeholders

- Alignment on timing and review cycles to avoid delays and impacts to scope critical

Optional: Managed Hosting

Recommendation

PaaS Managed Hosting: Pantheon

Benefits

- Strong emphasis on webOps

- Tailored for Wordpress

- Significant reduction in effort for development environment set-up, back-ups and patching

- Out-of-the-box solution delivers preventative measures and permissioning
  - Read & write permissions limited to core directories
  - SSH authentication to file directories

- Offers additional features: CDN, support plans, SLAs.

- Can be delivered as a pass-through from Mx or billed directly to you

CAMPAIGN STRATEGY & CORE ASSETS

Equipping You For Demand Gen Success

Campaign framework

Campaign frameworks provides an approach and POV on how to plan and structure your campaigns to leverage your strategic inputs, demand generation best practices and your martech engine.

Campaign delivery assets

You'll need a landing page template and modular email template that match your new site aesthetic.

Content asset development

Content that meets your buyers journey needs will be critical as you activate against new personas. We can lighten that load and help you fill the gaps in your content ecosystem.

Journey strategy, assets and configuration

We'll partner closely with you on the first campaign you run on your new demand gen engine., from the strategy to the asset creation and the set-up in Pardot and confirming & assessing the reporting data.
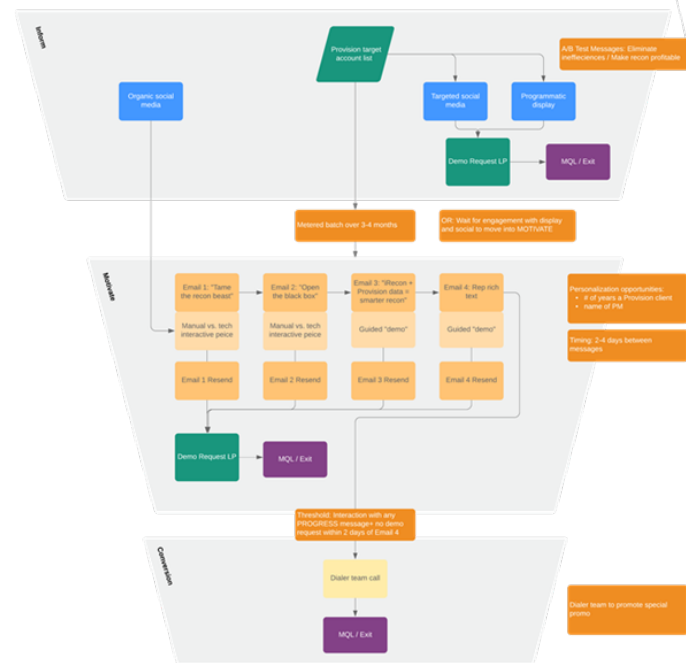
The rise of margin compression led Dale Pollak and his team to find a way for dealers to better address it.

They looked harder at the two universal truths and began to question truth #2 ...
that as time passes, profit potential diminishes ...

Consider what the passage of time does to the value of a banana ...

Green bananas are not yet ripe but full of potential. Time is on their side.

Perfectly ripe bananas are in their prime and ready to sell. Their time is now.

Bruised bananas are blah, and people only buy them if they're heavily discounted. Their time is running out.

Gooey, rotten bananas are a lost cause. The only way to move them is to lose them ASAP. Their time has passed.

1 2 3 4 5 6 7 8 9 10 11 12 13 14
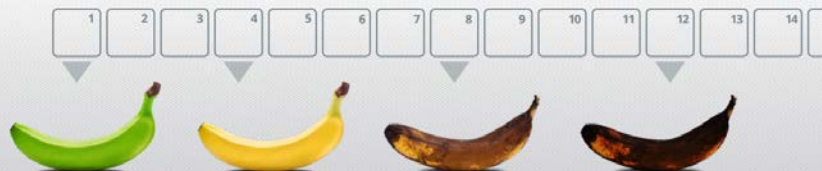
Now, if only used cars were as simple as bananas ...

STEP **4**

YOUR NEW NUMBERS:

NEW TOTAL ANNUAL GROSS:

$5,160,000

CURRENT TOTAL ANNUAL GROSS:

$3,870,000

33.3%	$107,500	600
INCREASE IN FRONT-END GROSS	**GAIN IN MONTHLY GROSS**	**INCREASE IN ANNUAL UNIT SALES**
$480,000	50	$7,500
MORE IN ANNUAL F&I GROSS	**MORE UNITS SOLD PER MONTH**	**MORE PER MONTH IN DOC / PROCESSING FEES**

TURN YOUR NEW NUMBERS INTO A REALITY

The vAuto Velocity Method of Management is based on turning your inventory faster to earn a higher profit — and our tools use live-market data to help you do just that.

EXPLORE SOLUTIONS   **DISCUSS YOUR RESULTS**

OPTIMIZATION & SUPPORT

Upfront Discovery & Strategy Meetings

CMS Support

- Support internal teams on questions, additional trainings, assistance with complex tasks or minor config updates.
- 30 hours budgeted, use as needed.

Martech Support

- Support internal teams on questions, additional trainings, assistance with complex tasks or minor config updates.

WordPress Maintenance

- Ongoing WordPress maintenance
- 2x monthly review for upgrades & patches.

Monthly Performance Optimization

- Provide monthly analysis and recommendations to optimize site performance and demand generation campaign.
- Facilitate conversion optimization testing and updates.

Monthly Pipeline Review

- Monthly sessions to ensure ongoing alignment between marketing and sale.
- Identify gaps and conflicts, facilitate feedback loops.

Hosting Set-up & Fee

- Initial hosting set-up and annual pass-through fee.

Program Management

- Ongoing strategy and planning to guide program success.

PROGRAM DETAILS

Estimate Approach

- Estimate built with as much specificity as possible at this time

- Where possible, estimate reflects a granular review of scope required: hours and resources

- Three areas that are represented with estimate ranges:
  - Martech configuration work
  - Website production work
  - Annual fees for managed hosting

- Ranges provide flexibility to account for unknowns and give room for additional recommendations and feature requests

- Discovery, planning and a detailed SOW will inform each area currently represented with a range prior to any investment in the work

Program Estimate

Activity	Estimate
Strategic Inputs	$39,820
Martech Planning & Configuration	$68,000 - $80,700
Website Planning	$89,150
Website Production	$137,545 - $160,845
Campaign Strategy & Core Assets	$122,500
Optimization & Support	$96,740 - $98,940
Total program estimate	$554,545 - $592,045

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Activity	Description	Meeting Duration	Schedule Impact	7/13	7/20	7/27	8/3	8/10	8/17	8/24	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26
Kick-off & Strategic Inputs																			
Client Set-up	Finalize scope, MSA, vendor set-up etc., workflow and approval process planning	n/a	1 week		■														
Program Kick-off	Meeting to get key stakeholders aligned on process, timeline and responsibilities.	1 hr	3 days			■													
Business Background	Meeting to provide Mx with foundational understanding of business to guide strategic recommendations and better context in further discovery sessions.	3 hrs	3 days			■													
Product Overview	Meeting to provide Mx detail on product capabilities and product organization to inform discovery efforts and site information architecture.	2 hrs	3 days			■													
Stakeholder Survey	eSurvey to collect inputs from the larger internal stakeholder group on website objectives, audience needs, key KPIs/conversion goals, and what is and isn't working today	n/a	2 weeks			■	■												
Buyer Journey Mapping Workshop	Facilitated workshop with cross functional team to identify critical buyer journey questions and behaviors throughout the buyer journey.	3 hrs	4 days				■												
Buyer Journey Maps & Content Ecosystems	Deliverables from buyer journey workshop including documentation of critical questions, behaviors and content needs for each stage of the buyers journey.	n/a	2 weeks					■	■										
Brand Guidelines	Align Mx with your brand guidelines, where there is flexibilty and what should remain locked in so website creative connects to the band in ways that you invision.	1 hr	2 days				■												
Market Maps (Optional)	Align internal teams on ideal customer profile and clear definitions of market segments. Provide sizing for addressable market to effectively understand penetration and	n/a	4 weeks					■	■	■	■								
Martech Planning & Configuration																			
Lead Management, MAP and Reporting Workshop	Deeper discovery around marketing tech stack requirements in order to confirm scope and author technical specification documents for SFDC, MAP and reporting configuration	4 hrs	1.5 weeks				■	■											
Martech SOW	SOW to include detailed estimate and timeline for SFDC, Pardot and reporting configuration work, including assumptions and recommendations on technology products,	n/a	4 days						■										
Martech Technical Specification	Creation of detailed technical specification deliverable reflecting details of Martech set-up and configuration.	n/a	1.5 weeks						■	■									
Martech Configuration	Configuration of SFDC, MAP and reporting dashboards per technical specification and SOW	n/a	10 weeks									■	■	■	■	■	■	■	■
SLA (Optional)	A formal document defining the lead management operating procedures that sales and marketing have agreed upon.	n/a	1 week									■							
Website Planning																			
Content Mapping	Capture of existing content including: pages, downloads, interactive content, links to other domains and forms to drive architecture and content approach.	n/a	1 week			■													
Competitive Audit & Comparision	Evaluate competitive sites as an input into planning activities.	n/a	1 week				■												
SEO / SEM / Conversion Audit	Review current site performance to determine areas of strength and weakness. Develop recommendations to inform website production plan.	n/a	1 week					■											

Your Mx Team

Lisa Everett
Group Account Director

Kelsey Miller
Senior Account Manager

Alexa Landsberger
Account Coordinator &
Project Manager

Matt Binz
Digital Marketing Director

Dan Edwards
Business Analyst III

Kevin Quinn
SEO Analyst

Thomas Hayward
Creative Director

Tony Briscolino
Senior Manager of
Technology & Integration

Christina Coviello
Marketing Automation
Specialist

Nathan Herring
Front End Developer II

Why Partner with Mx

B2B expertise

Demand generation is in our DNA

Deep experience aligning sales & marketing

Tech-agnostic

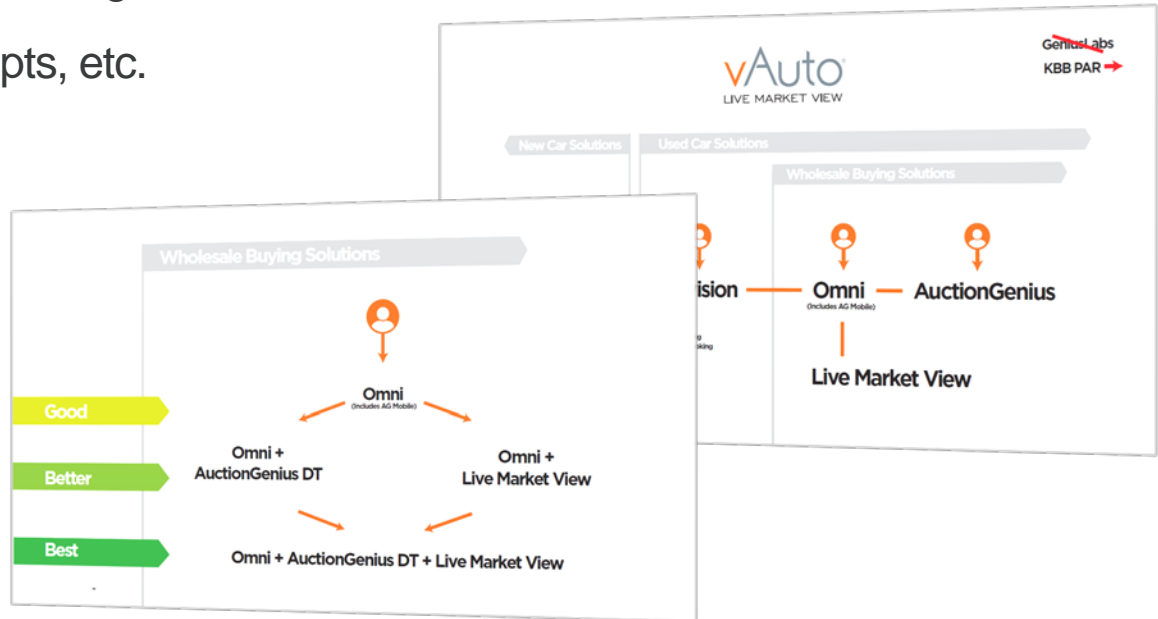20,000 ft perspective with executional know-how

Day-to-day team of marketing strategists

Always part of your team

Invested in constant innovation

Continued Innovation Program

- Mx will allocated the equivalent of 3% of program budget to innovation planning

- Used to conduct innovation workshops and develop ideas to solve the business challenges you are facing

- Output may include prototypes, concepts, etc.

THANK YOU