

Preliminary Proposal

Prepared for:

CASCADES

Demand Generation Pilot

November 1, 2017

Your Situation

Cascades corporate marketing is engaged in a process of defining how digital marketing can transform the marketing efforts of your three business units, with the idea of creating a best-practice approach for demand generation and operations. You are looking for a partner to work with you to help define what that approach looks like through the development and execution of a pilot program that proves the value of digital demand generation.

The Cascades corporate marketing team is engaging in a transformation of its demand generation approach. This transformation includes ensuing lock-step alignment with the sales organization, leveraging marketing technology and automation, and marketing content and touch points that better address the buyer's journey.

The Cascades team has determined that they would like to develop and run a "pilot program" that will prove the value of the approach to the extended organization. The team is looking for an external partner to work with them to define, develop and implement this pilot program. With three potential pilot options on the table, The Mx Group will:

- Quickly and efficiently work with your team to recommend the most appropriate opportunity for the pilot program.
- Bring the complete set of services required to develop and run the pilot program, including strategy, content creation (Cascades to perform digital execution of any content requiring web deployment), marketing automation/technology expertise and marketing operations.
- Ground the program in demand generation best practices.
- Ensure clarity and specificity of goals and drive the program to achieve those goals.
- Be accountable to milestones, deadlines and budget commitments.

Our Approach

Cascades needs a partner that is accountable to timelines, milestones, budgets — and most importantly — outcomes.

Identify & Specify Demand Generation Pilot

These are the main steps to identify, specify and scope the pilot program.

Pilot Program Discovery & Planning

The first step is working with the Cascades team to identify, specify and scope a pilot program.

Currently the options include (1) Specialty Packaging focusing on the Northbox product line, (2) High Quality Digital Printing and (3) the new, Eco Friendly Line of Protein Packaging. Our goal is to work with the team to identify which of these (or others) offers both potential for success and meaning to the business.

While we will move fast, we typically conduct *Discovery* as a combination of questionnaires and in-person meetings with appropriate stakeholders. We supply a list of requested information to be reviewed and discussed in advance of these meetings. *Discovery* topics typically include:

- Product line background, existing marketing parameters
- Specific Objectives
- Sales Overview as it applies to each group and includes: process, sales cycle, life of a lead, etc.
- Measurement, Attribution & Reporting

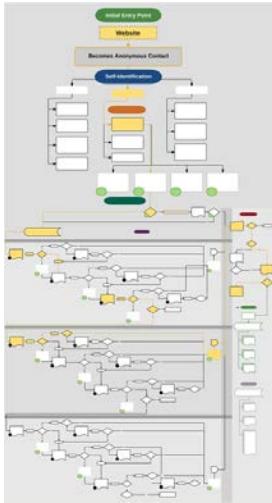
Develop Scope & Finalize Estimates

The conclusion of *Discovery* in the first few weeks of our engagement offers a critical opportunity to confirm the general parameters of the project and that we have aligned and estimated appropriate resources and the timeline to complete it.

Sales & Marketing Alignment (Lead Definition & Lead Management)

To execute a pilot program that achieves your goals, sales and marketing must be on the same page. We will pull from the results of the abbreviated alignment process you run with the sales team involved in the pilot program, including, we recommend, appropriately scoped elements of the following activities:

- **Baseline Assessments:** The first step toward sales and marketing alignment is simple: finding out where you stand. We determine both teams' alignment baseline using our Marketing and Sales Maturity Diagnostic Assessment, along with qualitative measures like interviews and focus groups.
- **Universally Accepted Qualified Lead Definition (ULD) Workshops:** No two businesses define a lead the same way — because “lead” isn’t a catch-all term. It’s a set of criteria that determines whether a prospect is buy-ready, and both teams should agree on what that means. What makes a marketing-qualified lead? A sales-qualified lead? Together, we’ll help both teams speak the same language.
- **Service Level Agreement (SLA) Development and Implementation:** After defining a lead, it’s time to determine what marketing and sales should do with those leads. We’ll help you draft an SLA — a document defining expectations for both teams. This holds marketing accountable for lead generation, sales accountable for follow-up ... and both teams accountable for revenue.



Campaign/Program Definition & Planning

We will develop a visual map of all campaign activities and touch points. This map shows you all the steps and flows for the campaign.

As part of our design process, we will assess what content and assets you currently have that we can leverage and whether there are additional content and assets that we recommend we should create.

Process & Technology Definition

Cascades' marketing teams do not have one standard marketing technology platform. To deliver the pilot program in a timely fashion, we propose running it on our marketing technology platform. In this step, we will map all the process and technology requirements to support the pilot.

Execute Demand Generation Pilot

These are the main activities to develop and run
the complete program

Process & Technology Setup

xStack is The Mx Group's outsourced marketing technology and operations solution that helps companies quickly and cost-effectively enable marketing programs with market-leading capabilities without taking on in-house complexities. Depending on the final conclusions for the requirements of the pilot program, the **xStack** configuration will include some or all of the following components:



- **Marketo:** Used to manage all email communication, including automating communications and Mx call agent emails with prospects. Used to manage web forms and online data capture points (landing pages, etc.) where appropriate.
- **Noble:** Used to manage every aspect of telemarketing and telesales.
- **Your Data Systems:** Likely not relevant.
- **SFA/CRM:** Your system.

Content Editing/Creation

The Mx Group will work with you to understand what content you have that can be used for the program and what content needs to be created. From there, our team will edit and/or create all content for the campaign, including email content, landing pages, telemarketing scripts and any other additional content required to support the program. We bring deep expertise on creating response-oriented communication aligned with the needs of your different buying audiences.

Campaign Configuration

The Mx Group will handle all campaign configurations for the program. We also perform QA to ensure that automated journey streams are performing as expected and all data is flowing correctly.

Campaign Execution & Lead Management

Our team will manage every aspect of ongoing marketing operations, including:

- All activity and program management
- All email campaign management
- All telemarketing and telesales management and delivery
- Monitoring for quality assurance and performance improvement (particularly critical to telemarketing and telesales success)
- Measurement, reporting and program refinement

Timeline & Estimate

ACTIVITY	ESTIMATE	DEC				JAN				FEB				MAR				APR				MAY							
		W1	W2	W3	W4																								
Identify & Specify Demand Gen Pilot																													
Discovery & Planning	\$10,000																												
Develop Scope & Estimates	\$10,000																												
Sales & Marketing Alignment (Lead Definition, Lead Management)	\$10,000																												
Campaign/Program Definition/Planning	\$15,000																												
Process & Technology Definition (Our Stack, Cascades or Combo)	\$15,000																												
Sum	\$60,000																												
Execute Demand Gen Pilot																													
Process & Technology Set-Up	\$15,000																												
Content Editing/Creation	\$40,000																												
Campaign Configuration	\$10,000																												
Campaign Execution & Lead Management (Purchased Media Not Included)	\$20,000																												
Overall Program Management	\$21,500																												
Sum	\$106,500																												
Total	\$166,500																												

About Us

Digital & Demand Gen Agency

More theory. More data. More tech. You've never had more tools at your disposal to generate demand. But along with this comes more expectations. Expectations not only to attract customers, but to convert and retain them. To perform the impossible and to prove it. To make $1+1=100$ and to show your math.

At The Mx Group, we say, "OK, pass the pencil!" — with expertise across strategy, content, digital and demand. We help B2B marketers rise above their growing expectations. We make sense of today's marketing and sales technologies to make the most of data and automation. We create new assets — messages, websites and apps — that engage prospects and customers alike. We make it all work together to help you rise above the noise and focus on what really matters: driving reliable growth for your business.



Current Clients



TEMPUR+SEALY

Rexroth
Bosch Group

 HURON

Wonderlic.

SIEMENS

 vAuto®



JLL[®]



TSUBAKI

 Cox
AUTOMOTIVE™



JPW[®]
INDUSTRIES



Zekelman[®] Industries

Abaco Systems | Abbott Diagnostics | Abbott Molecular | Alonti | Altran | Anvil International
ASSA ABLOY Hospitality | Atlas Copco | Belden | Benefit Mobile | Bosch Rexroth | BriovaRx
Certified Collectibles Group | Cox Automotive | DealShield | Deublin | Fairchild Semiconductor
General Electric (GE) | GG+A | Grundfos | Huron | Jones Lang LaSalle | JPW Industries
MAVERICK Technologies (A Division of Rockwell Automation) National Automobile Dealers Association
NAVIS | Optum | RACO Manufacturing | SCA | Siemens | Tempur Sealy (Hospitality)
The Vitality Group | U.S. Tsubaki Power Transmission | vAuto | VinSolutions
WIN (Wireless Information Networks) | Wonderlic | Xtime | Zekelman Industries

TOP B2B AGENCY

- Ad Age



Corporate Information

Company Name

The Mx Group

Ownership Structure

Privately held

Year Founded

1989

Total Number of Employees

110

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Thank you for considering us!



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