

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



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





The Mx Group



dyson

Abbott
Diagnostics

Sealy
global hospitality™

Catamaran

GE

SIEMENS

MAVERICK
TECHNOLOGIES
Empowering Process Manufacturing

Joint Commission
Resources



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The Mx Group



Established in

1989

Own facility near

CHICAGO

All services delivered

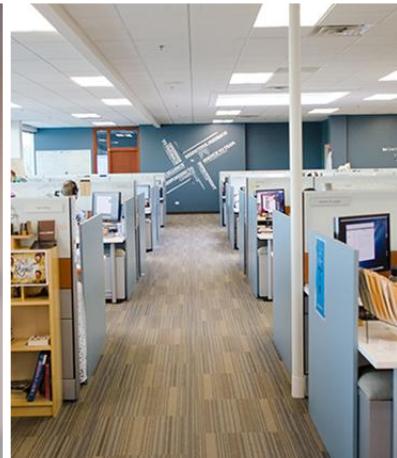
IN-HOUSE

Perennial BtoB Magazine

“TOP AGENCIES”



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





Creating a Total Market Experience™



inquire



learn



evaluate



justify



select



rely

excite ›

engage ›

effect ›

embed ›

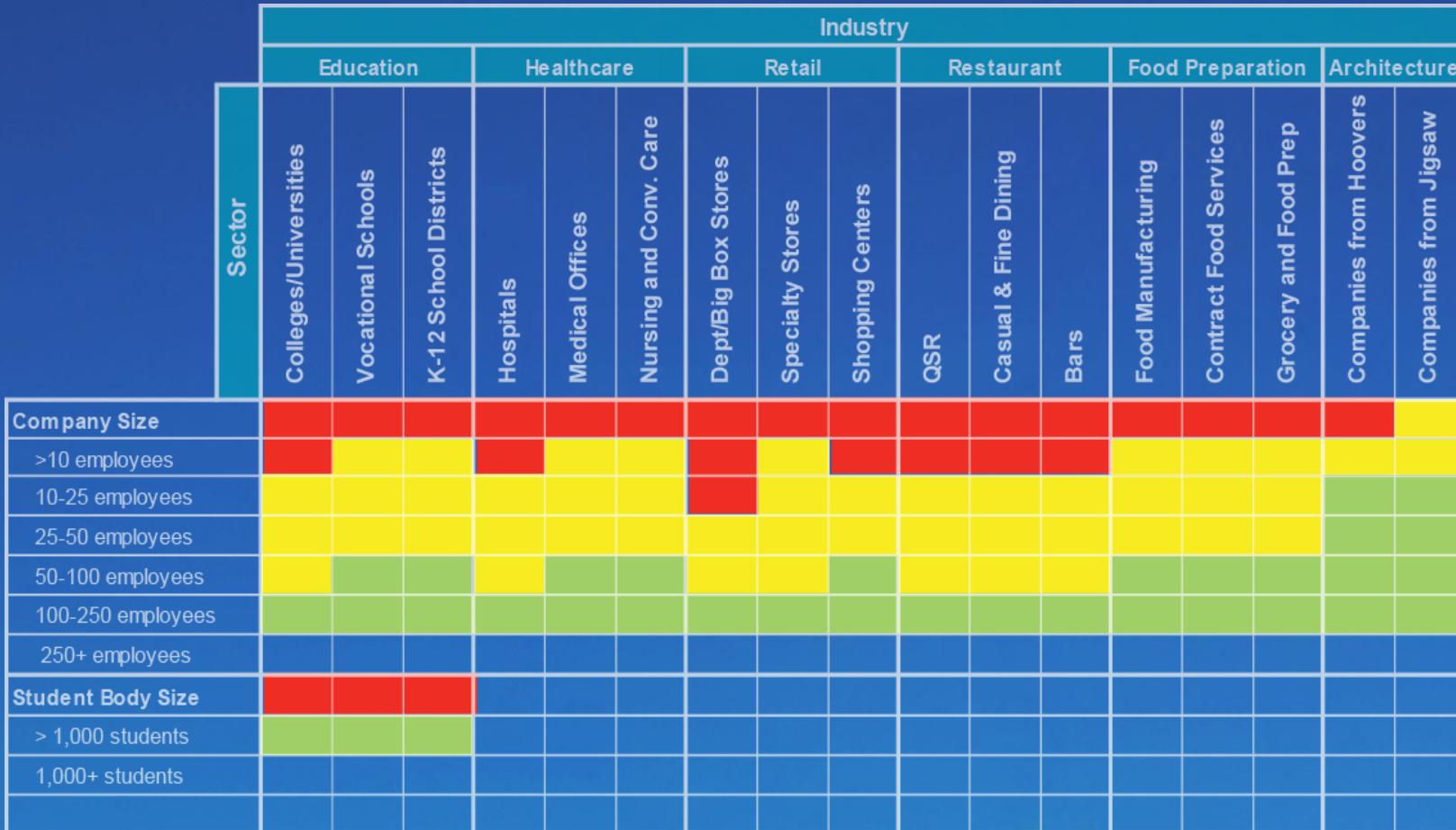


How We Work

Your Brand



Your Market

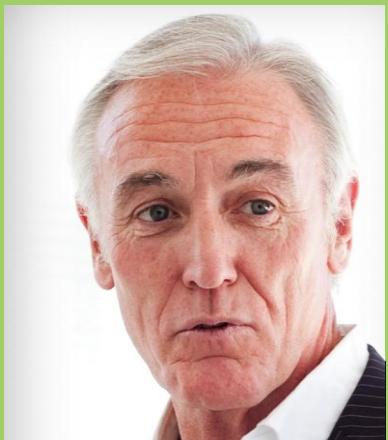


Your Customers

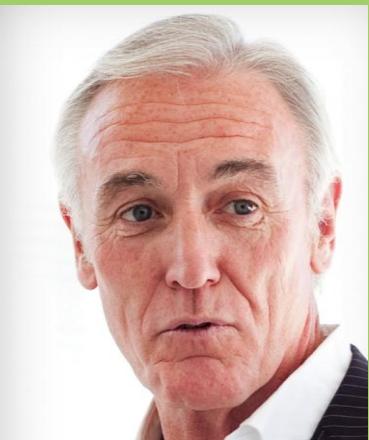
Your Customers



Your Customers



Your Customers



Ian Investor



Owen Operations



Pat Project



Pam Procurement



Gail Guest Experience





New customer

Automated journeys triggered
based on remaining replacements

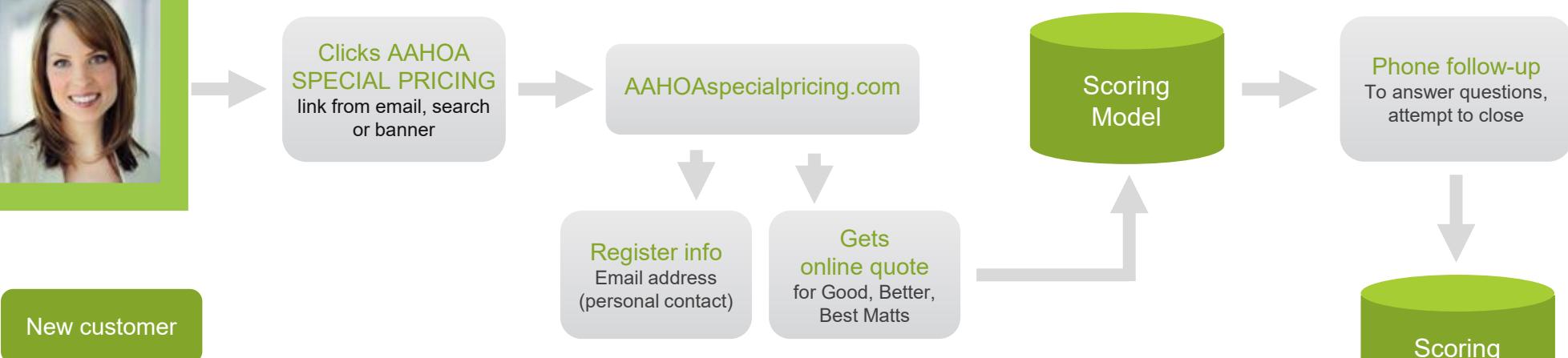
First order
Four floors of
mattress
replacements

Telemarket
to close with
baker's dozen

Scoring
Model

Email offering
Baker's dozen for a
limited time

Scoring
Model



The Journey

The Measurement

Percentage of all Mx lead data in certain status

40%

Prospect

25%

Engaged

10%

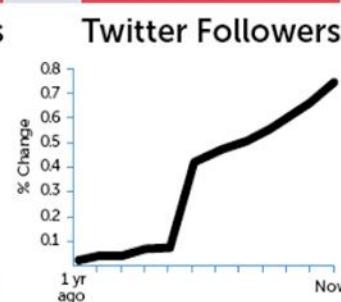
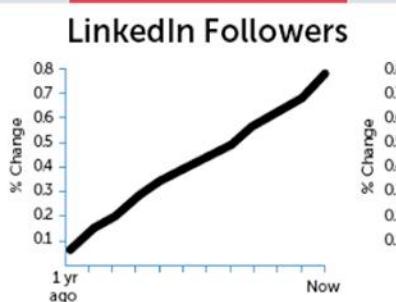
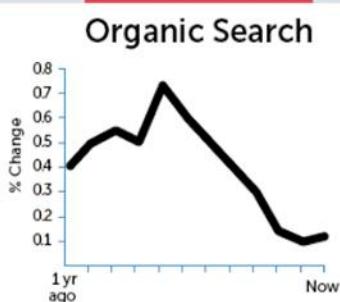
Sales Ready

5%

Quoted

20%

Customer



Direct Mail Response Rate

1.85%

Email Clickthrough Rate

5.82%

Telemarketing Response Rate

15.65%

Average marketing investment statistics

\$5

Cost / Lead

\$20

Cost / SRL

\$100

Cost / Quote

\$300

Cost / Sale

Demand Creation & Management

INQUIRY

Inbound

Outbound

MARKETING
QUALIFICATION

Automation Qualified Leads (AQLs)

Teleprospecting Accepted Leads (TALs)

Teleprospecting Qualified
Leads (TQLs)

Teleprospecting Generated
Leads (TGLs)

SALES
QUALIFICATION

Sales Generated Leads
(SGLs)

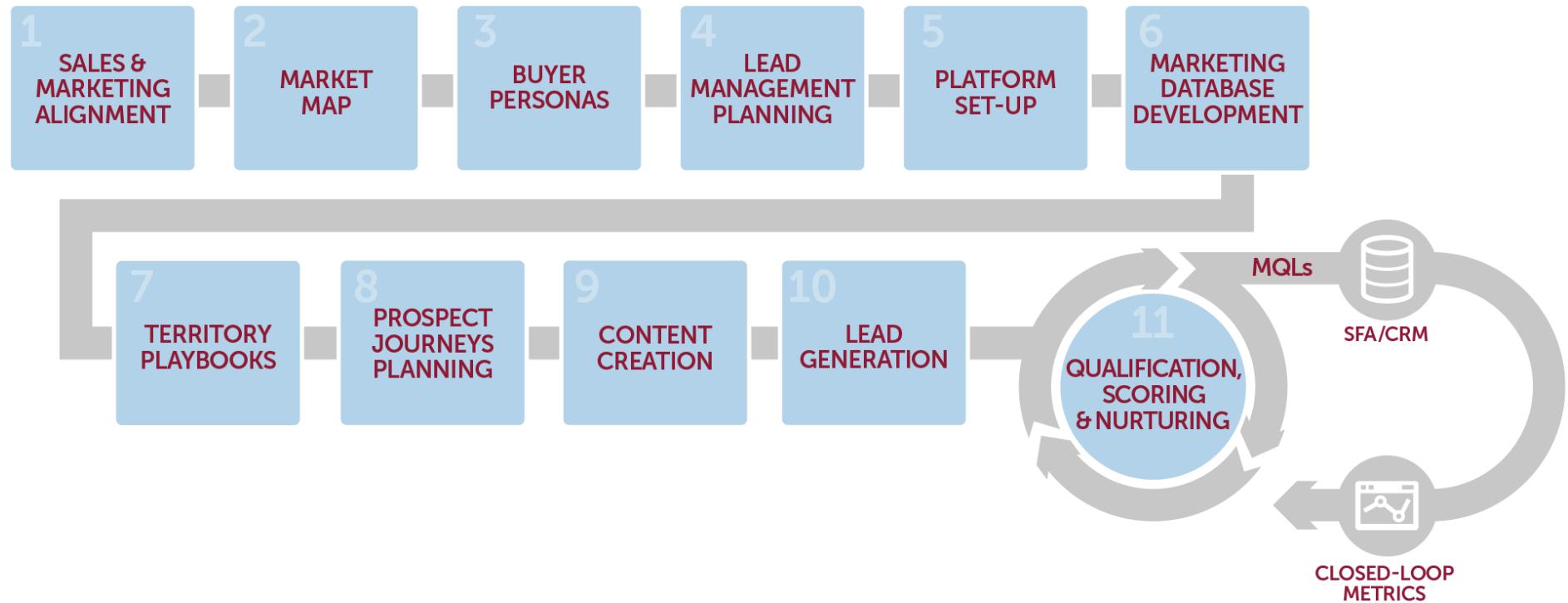
Sales Accepted Leads
(SALs)

Sales Qualified Leads (SQLs)

CLOSE

Won Business

Total Market Experience Engine



Feedback

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.



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	4954	311	2,386	1,990	13227	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	6545	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

BUYER PERSONAS

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

PRIORITY 1

Steve strategy

Big picture. Steve talks in terms of "three to five years." He's able to make things happen or empower others, but isn't always motivated to act now. Steve is a challenge, but he is our chance to elevate solutions beyond the plant floor.

Steve started as an engineer but has worked his way up the ranks over 15 years because he understands how to work in a matrix organization and cover his boss's butt. He knows both operations and technology well. Steve is not always in the C-suite. He may be an enlightened director with project control. He appreciates consultation and is open to bigger changes if they contribute to his long-term plan.

Titles: CTO, Director, VP and possibly C-level

Business Interests	Personal Interests	Digital Habits	Desired Actions
Improving margins	Building relationships	Research through Google	Request a meeting
Efficiency	Ability to work the floor	Looking for relevant information about products, theories or processes	Ask a contact about MAVERICK
Reducing cost	Creating a shift in culture	Likely using LinkedIn to source peers for info	Communicate opportunities widely
Safety / reliability	Becoming fully educated on a subject – fact-based	Possibly joining a community he perceives as valuable and full of thought leadership	Allow us to consult
Doing more with fewer resources	"Will we meet our goals? It's my ass on the line."	Awareness of, without involvement in, other social networks so far	Recommend us to his reports
Creating innovation and long-term vision	"What don't I know?"		Follow / comment on blog
Media: WSJ, Fortune, industry-specific pubs	"What's next for me?"		Download WPs
Asset utilization			Must be proactive with this audience

Primary Concerns:

- How data will be shared across the organization
- How this single project impacts his three-year plan
- How to standardize technology and processes across the organization
- Government regulation
- A changing workforce

Steve is not an individual contributor. He manages an operations team led by Pat Project and is helping elevate Pam Procurement beyond buying. Steve reports to executives at the C-level.

Focus

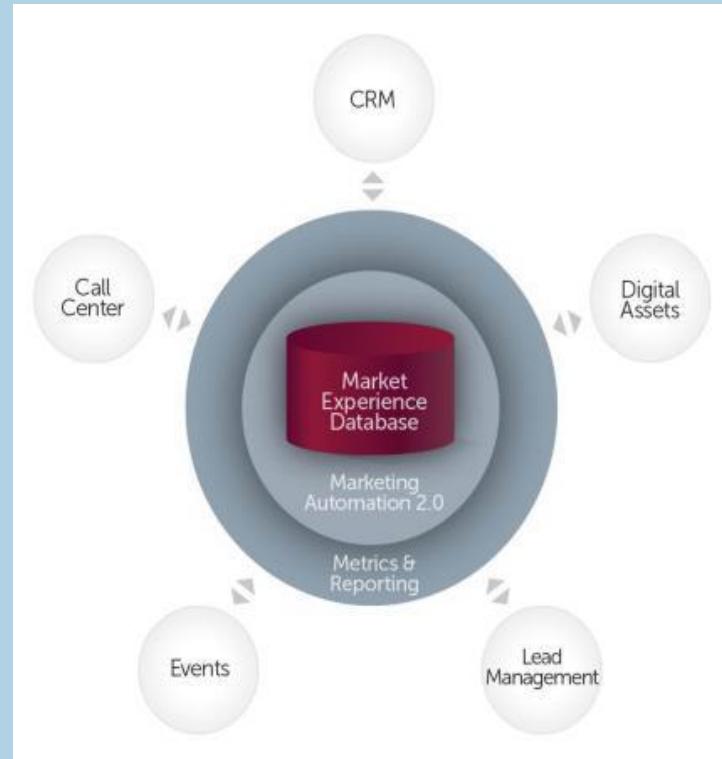
- Vision
- Business Driver
- Budget
- Project

4 LEAD MANAGEMENT PLANNING

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

5 PLATFORM SET-UP

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

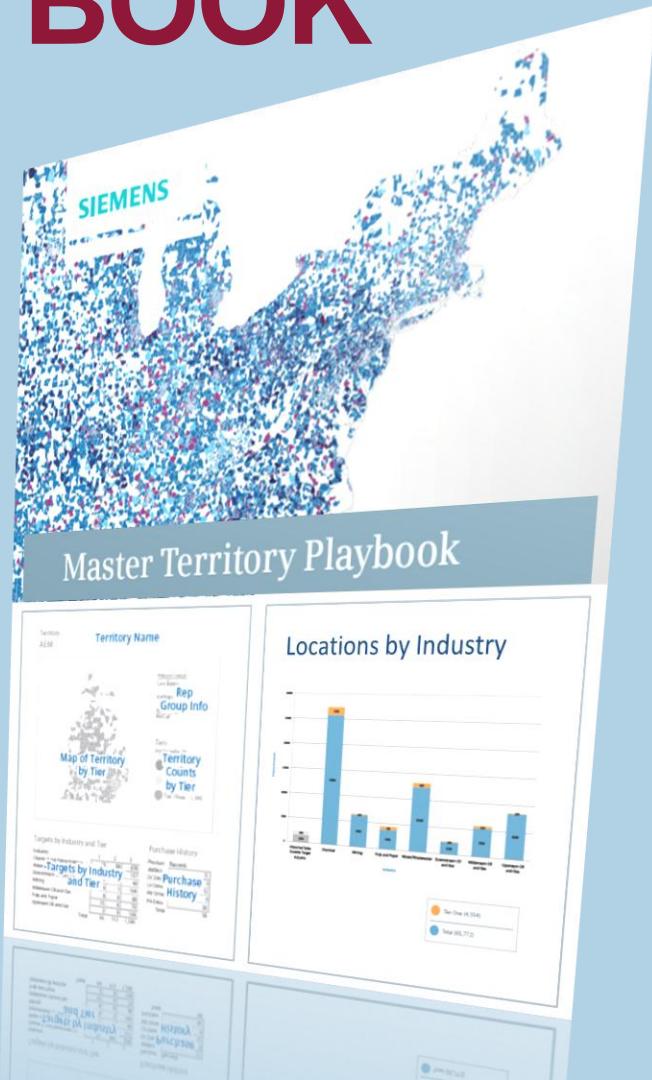


6 MARKETING DATABASE DEVELOPMENT

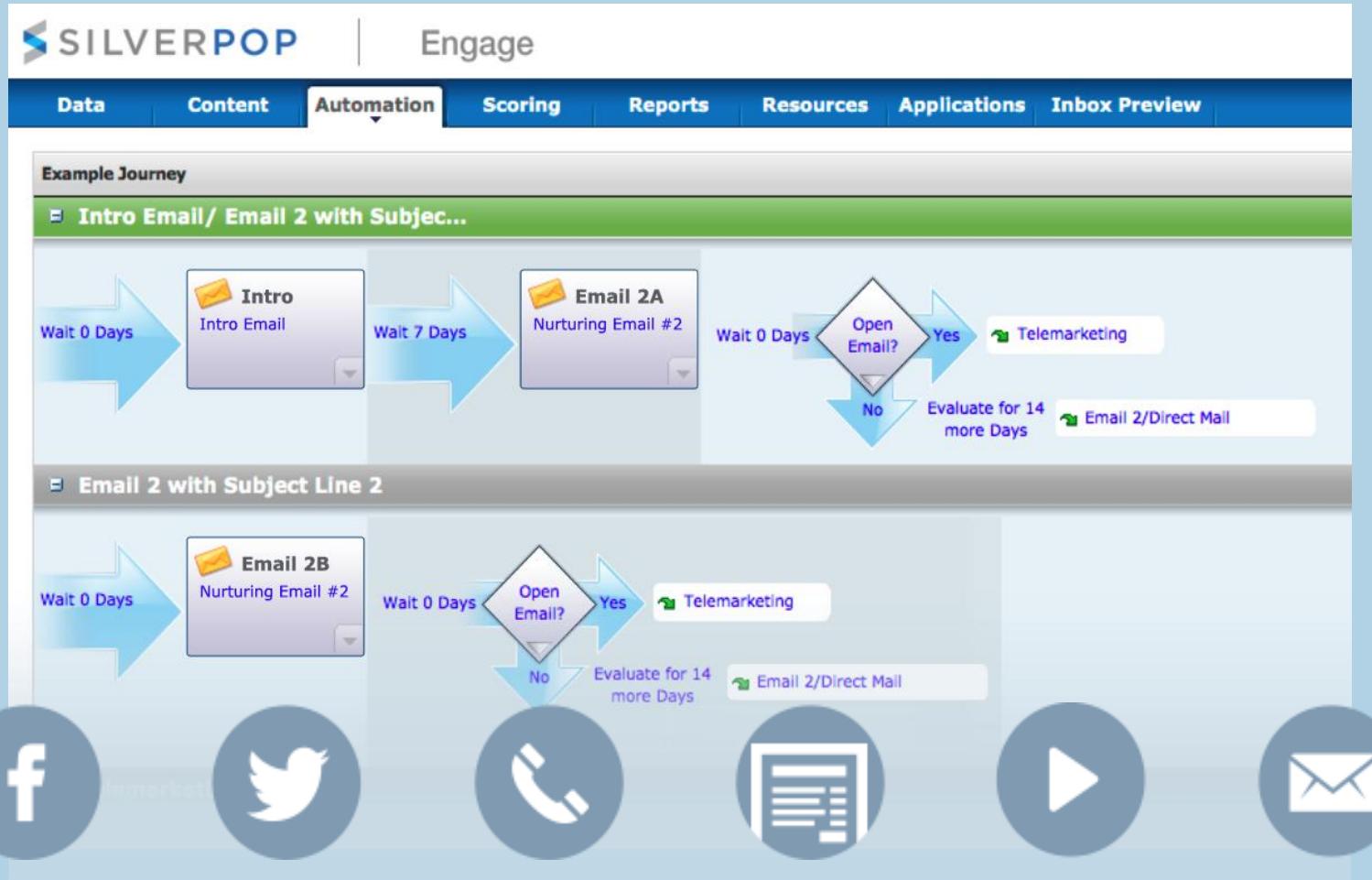


7 TERRITORY PLAYBOOK

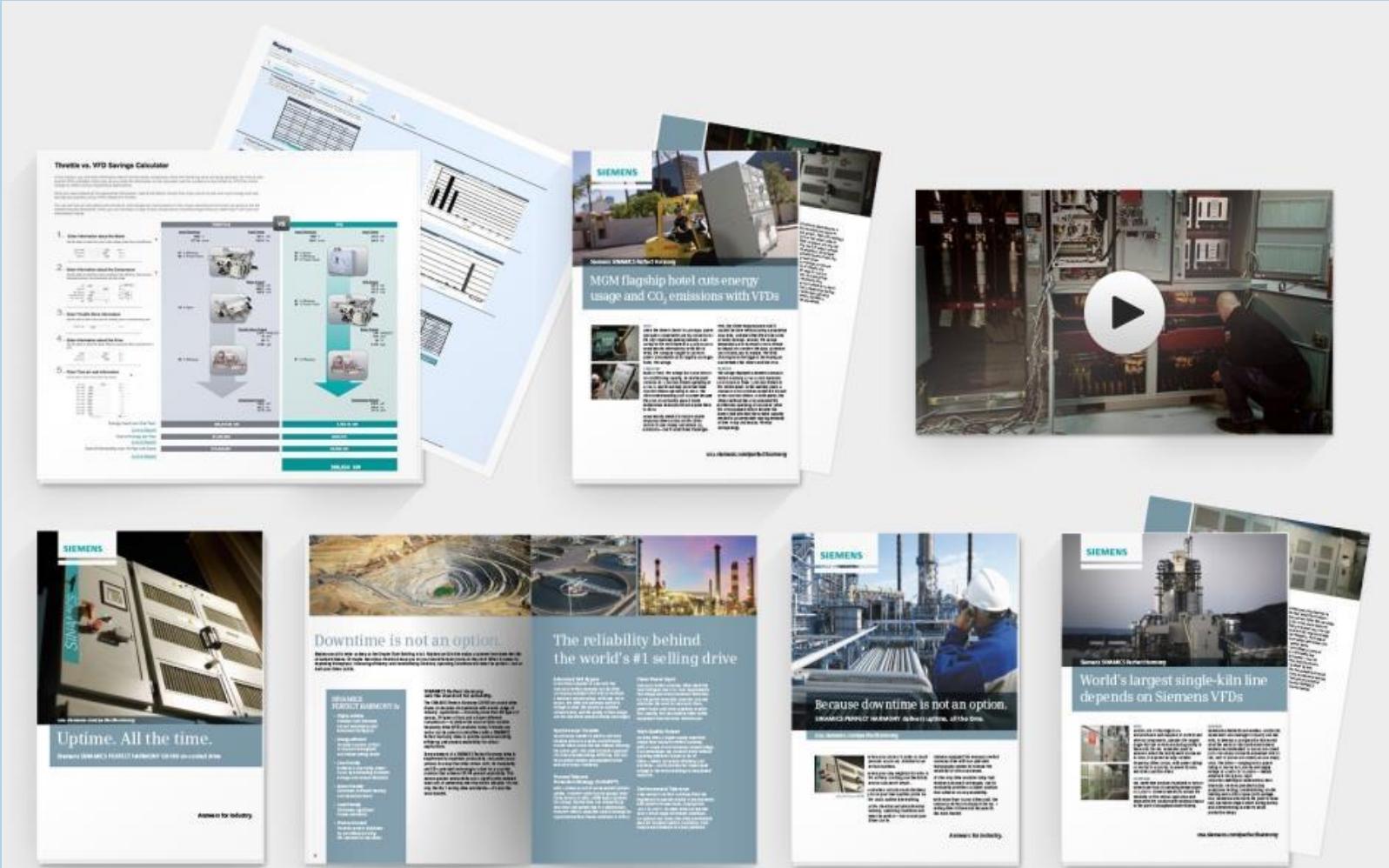
- Develop territory playbooks
- Assign core persona types via data modeling
- Identify most and least profitable customers
- Identify buyers with similar needs and buyer behavior



PROSPECT JOURNEY PLANNING



CONTENT CREATION



10 LEAD GENERATION

Display Ads

The screenshot shows the AAHOA website's header with a search bar and navigation links for Membership, Advocacy, Events, Fair Franchising, News, Education, Resources, and About Us. A circular logo for AAHOA is on the left. Below the header, there is a banner for Sealy mattresses.

Email

The email features the Sealy logo at the top. The main headline reads: "Legendary Sealy Posturepedic® quality at special reserved pricing for AAHOA members". Below this, a green button says "Get your special pricing". To the right is an image of a Sealy mattress in a bedroom setting. At the bottom, there is a paragraph about buying Sealy mattresses and a link to AAHOAspecialpricing.com.

Search Marketing

A search result box for "AAHOA Special Pricing" showing the Sealy logo and a snippet of text: "Special Mattress Pricing for AAHOA Members. Calculate Your Savings Now."

Social Media

A social media post from the Sealy brand account. It features the Sealy logo and the text: "AAHOA Special Pricing Get a free quote on Sealy mattresses! Use our online cost calculator now."

Direct Mail

The postcard features a large image of a Sealy mattress. The headline reads: "Give your guest the comfort they deserve... AT PRICES YOU CAN AFFORD." To the right, there is a vertical column of text: "Special AAHOA pricing", "Designed for you with...", "Limited-time offer", and "Free shipping on orders". The Sealy logo is at the bottom right.

QUALIFICATION, SCORING & NURTURING



Feedback