

# The Mx Group + Cornerstone

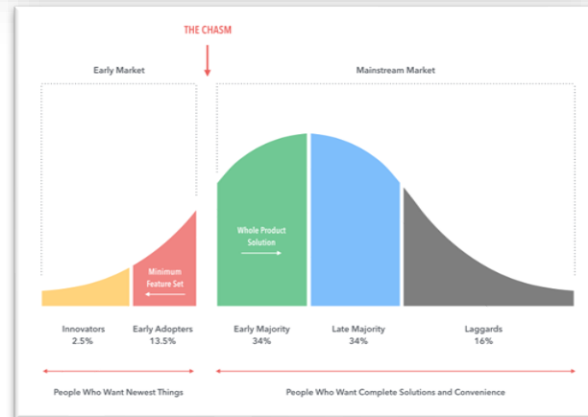
Ideas & Approach to Demand Gen Needs

# AREAS FOR DISCUSSION

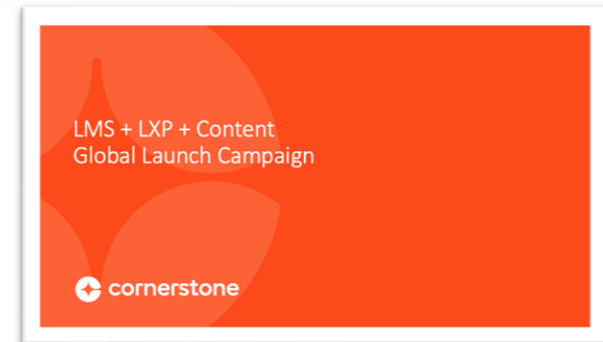
## 1. CONTENT ATOMIZATION



## 2. LAGGARDS CAMPAIGN



## 3. POWER OF 3 CAMPAIGN



# WHAT WE EXPECT TO ACHIEVE

FROM

TO

Longer timelines → Nimble and fast

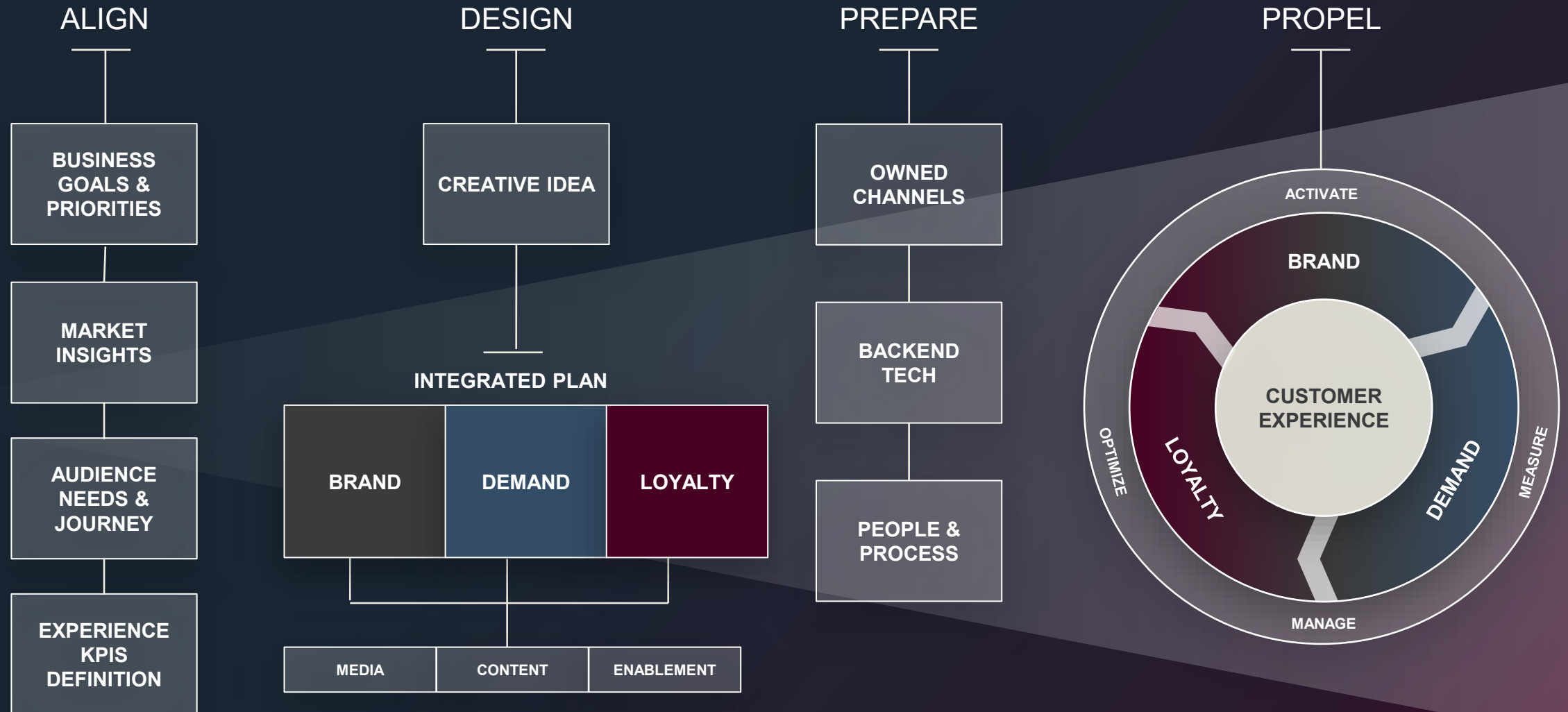
Small team, limited resources → Full service, flexible team

Rationale creative → Creative that connects emotionally

Brand and Demand separate → Meaningful end-to-end buying experiences

2022 Pipeline Impact → Set up 2023 for success

# OUR PROCESS: *Customer Experience Engine*



# AGENCY ONBOARDING AND DISCOVERY

Mobilizing and aligning the team

| STAGE                | Onboarding and Discovery  |  | Audience Needs and Insights   |  |
|----------------------|---|--|---|--|
|                      | Onboarding and Discovery  |  | Audience Needs and Insights   |  |
| TASKS & DELIVERABLES | <ul style="list-style-type: none"><li>• A series of 3-4 meetings</li><li>• Mx will provide an outline for materials, content and meeting agenda/guide</li><li>• During the sessions, we will review all provided background materials supplied</li><li>• The content we plan to review is represented but not limited to what is listed below:<ul style="list-style-type: none"><li>• Cornerstone business</li><li>• Cornerstone brand and product overviews</li><li>• Marketing, sales plans</li><li>• Market insights</li><li>• Competitors/competitive insights</li><li>• Target audiences/insights/research</li><li>• Martech overview</li><li>• Goals/KPIs</li></ul></li><li>• Mx internal team mobilization<ul style="list-style-type: none"><li>• Review of background materials provided and Request for additional materials as needed</li><li>• Extended Mx team review of learnings</li><li>• Setup of client management financial and communications models</li></ul></li></ul> |  | <ul style="list-style-type: none"><li>• Tabletop buyer personas and buyer journey maps for 2-3 core targets via 2-3 workshops with internal Cornerstone stakeholders across sales, marketing and product to gather insights about a specific buyer role</li><li>• Augment with existing Cornerstone data/research</li><li>• Synthesize and conclusions with buyer persona profiles and buyer journey maps</li></ul> |  |
| OUTCOMES             | <ul style="list-style-type: none"><li>• Mobilization of Agency team</li><li>• Client-Agency working model</li><li>• Discovery Conclusions Summary</li></ul>   |  | <ul style="list-style-type: none"><li>• 2-3 Buyer Persona Summaries</li><li>• 2-3 Buyer Journey Maps</li></ul>  |  |

# Need 1: Atomization of Whitepapers



# BRIEF

Create more dynamic and engaging content that supports all stages of the buyer's journey.



# Experience Planning: Brand to Demand

Campaign: [   ]

Persona: [   ]

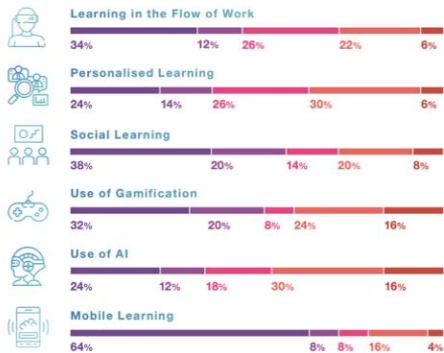
|                 | BRAND   | DEMAND  |   |   |
|-----------------|---|---|---|---|
|                 | AWARENESS<br>Perception and preference shaping. | EDUCATION<br>Problem identification and commitment to change. | EVALUATION<br>Solution exploration and requirements definition. | SELECTION<br>Browsing, evaluation and purchase. |
| Barrier         |   |   |   |   |
| Comms Objective |   |   |   |   |
| Touchpoints     |   |   |   |   |
| Content         |   |   |   |   |
| Enablement      |   |   |   |   |
| KPIs            |   |   |   |   |



# CONTENT STRATEGY & PRODUCTION

## Top Six Tech Trends

The pandemic has accelerated the adoption of remote working and digital learning tools across organisations. With the change in the corporate landscape, organisations continue to leverage technology to bridge the skills gap to enable skilling, upskilling and reskilling. The use of AI and machine learning is gaining momentum, creating more personalised and relevant experiences for employees. AI is also being used to enhance the overall employee experience from 'hire to retire', improving transparency and inclusion.



There are visible shifts taking place in the L&D tools and platforms marketplace. There is a clear move away from the LMS as being the core learning platform to those that are dynamic, promote self-directed learning and personalised learning experiences that employees are looking for (i.e. LXP, micro-learning platforms).

Already Under Implementation

Planned for Implementation Within the Next Year

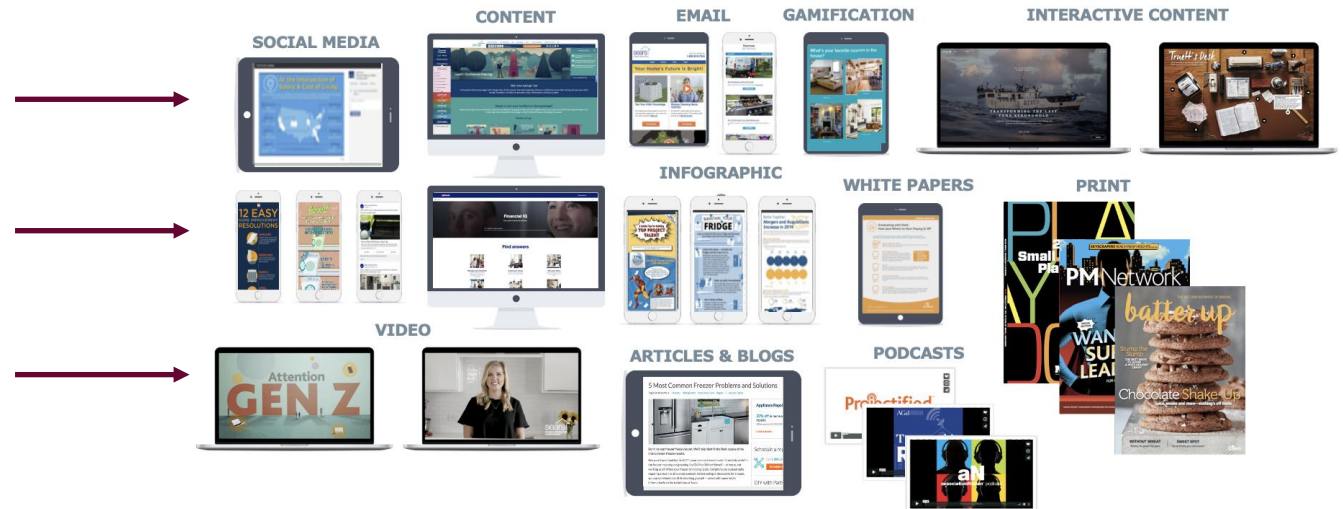
Planned for Implementation Within the Next Two Years

Might Get Implemented, But Unsure of Timeline

Haven't Thought About It

23 Summary of Findings

edcast  
by cornerstone



# DELIVERABLES – CONTENT ATOMIZATION

| STAGE                | Design  | Prepare & Propel   | Distribution   |
|----------------------|---|--|--|
| TASKS & DELIVERABLES | <ul style="list-style-type: none"> <li>Content strategy for core target audiences including:               <ul style="list-style-type: none"> <li>Gap analysis of existing content</li> <li>Channel needs/analysis</li> <li>Recommended content list aligning to buyer journey</li> <li>Content outline development</li> <li>Creative briefing</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Content creation:               <ul style="list-style-type: none"> <li>Design, copy, development of planned content</li> <li>Requirements gathering for intended channels</li> <li>UX/technical design for interactive components</li> <li>Multiple rounds of review</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Coordination internally for distribution on owned channels</li> <li>Support and planning for paid and earned</li> </ul> |
| OUTCOMES             | <ul style="list-style-type: none"> <li>Content Strategy</li> <li>Recommended bill of materials with detailed scope/timing</li> </ul>  | <ul style="list-style-type: none"> <li>TBD based on design plan</li> </ul>   | <ul style="list-style-type: none"> <li>TBD based on needs</li> </ul>   |

## Need 2:Laggard Orgs Campaign



# BRIEF

“Small” campaign(s) for Small- to Mid-Enterprise to gain deeper insights on Laggard segment to set up more scaled efforts in 2023



# Test and Learn: Phased Approach



## Priorities:

- Highly targeted media (Search, PPC, Display)
- Rapid test and learn approach with continual adjustments based on AB testing
- Start with channels with shorter creative lead times (e.g. search)

## Priorities:

- Identify highest-performing messages, CTAs, images/videos by vertical to create champion versions of tactics
- Expand media buy into additional channels / target audiences
- Richer content formats
- Evolve the creative approach based on performance

# DELIVERABLES – LAGGARDS CAMPAIGN

| STAGE                | Align   | Design & Prepare   | Propel  |
|----------------------|---|--|---|
| TASKS & DELIVERABLES | <ul style="list-style-type: none"> <li>• Review of existing insights from CRM campaign including participation in Look-Alike analysis</li> <li>• Data evaluation and recommendation for potential data augmentation (e.g intent data)</li> <li>• Overall Test strategy:               <ul style="list-style-type: none"> <li>• Targeting criteria</li> <li>• Channels,</li> <li>• Messaging</li> <li>• A/B test format</li> </ul> </li> <li>• Recommendations on other data sources that would feed into the process (e.g. intent data)</li> <li>• Creative brief (production focused)</li> </ul> | <ul style="list-style-type: none"> <li>• Creative:               <ul style="list-style-type: none"> <li>• Creative Concepting (light)</li> <li>• Tactical Creative development for a multi-channel campaign</li> </ul> </li> <li>• Media               <ul style="list-style-type: none"> <li>• Media buying</li> <li>• Trafficking</li> <li>• Asset production</li> </ul> </li> <li>• Insights               <ul style="list-style-type: none"> <li>• Live test results</li> <li>• On-going review of test results</li> <li>• Recommendations and adjustments to test strategy</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Review and consolidation of results to date including CRM program</li> <li>• Recommendations for 2023 including:               <ul style="list-style-type: none"> <li>• Data strategy (existing, augmenting through 3<sup>rd</sup> party)</li> <li>• Targeting strategy</li> <li>• Additional research and test recommendations (e.g. telemarketing, e-surveys, IDI's)</li> </ul> </li> <li>• Creation/updating of personas and journey for segment</li> </ul> |
| OUTCOMES             | <ul style="list-style-type: none"> <li>• Aligned test strategy</li> <li>• Creative strategy alignment</li> </ul>  | <ul style="list-style-type: none"> <li>• Weekly campaign review/results</li> <li>• On-going learnings</li> </ul>   | <ul style="list-style-type: none"> <li>• Robust insights on segment</li> <li>• Recommendations for 2023</li> <li>• New/updated persona and buyer's journeys</li> </ul>  |

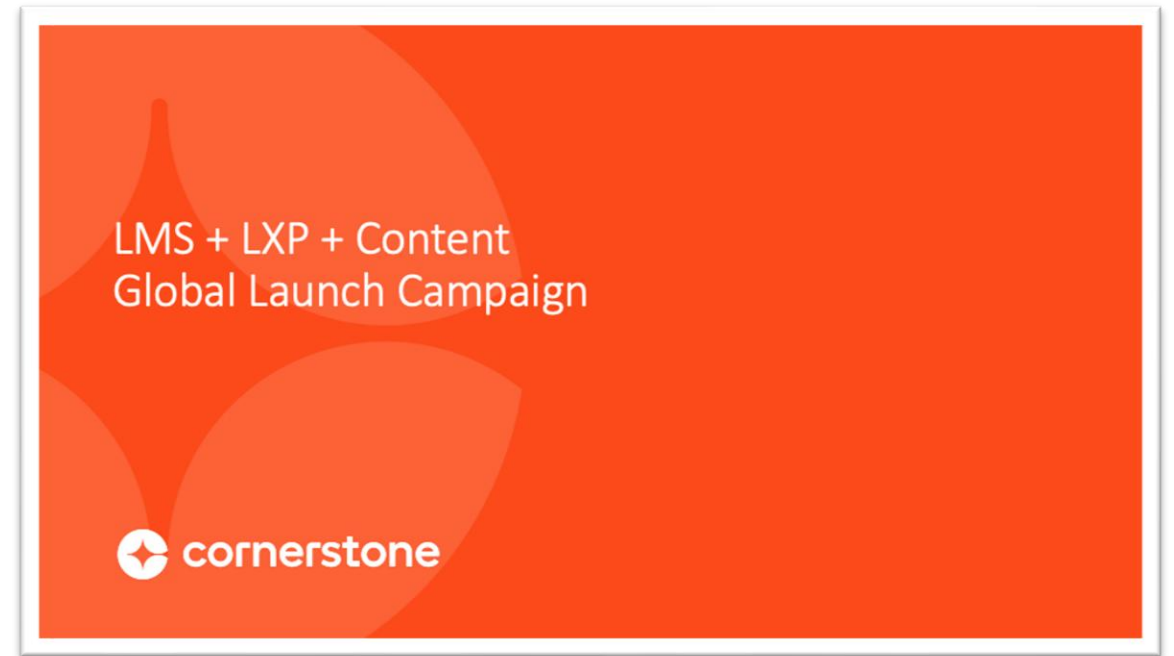
# Need 3: Power Of Three Campaign





# BRIEF

Build reputation and preference for Cornerstone as THE source for purpose-built talent experience technology by demonstrating the unique value proposition of combined LMS + LXP + Content.





# EFFECTIVE CREATIVE

Creatively awarded campaigns are

11x

More efficient at growing market share

Source: "The Link Between Creativity and Effectiveness:  
The growing imperative to embrace creativity," IPA

75%

Of B2B brands are failing to produce advertising  
with the potential to drive long-term growth.

Source: "Majority of B2b advertising is 'ineffective'"  
A study by the LinkedIn B2B Institute and System 1

# Campaign Hierarchy

| Master Campaign: [ ]   |  |  |            |            |
|--|--|--|------------|------------|
| Vertical 1   |  |  | Vertical 2 | Vertical 3 |
| Vertical Specific Need: [ ]                                    |  |  |            |            |
| Persona A  | Persona B  | Persona C  |            |            |
| Value Prop:<br>[ ]   | Value Prop:<br>[ ]   | Value Prop:<br>[ ]   |            |            |
| <div><div>BRAND</div><div>DEMAND</div><div>LOYALTY</div></div> | <div><div>BRAND</div><div>DEMAND</div><div>LOYALTY</div></div> | <div><div>BRAND</div><div>DEMAND</div><div>LOYALTY</div></div> |            |            |
| Media, Content, Enablement                                     | Media, Content, Enablement                                     | Media, Content, Enablement                                     |            |            |

# DELIVERABLES – POWER OF 3 CAMPAIGN

| STAGE                | Design  | Prepare   | Propel  |
|----------------------|---|---|---|
| TASKS & DELIVERABLES | <ul style="list-style-type: none"> <li>• Campaign Stream Planning, including channel, content and messaging strategy for the two segments</li> <li>• Strategic Creative Brief</li> <li>• Creative Concepting</li> </ul> | <ul style="list-style-type: none"> <li>• Tactical Creative development for a multi-channel campaign</li> <li>• Campaign biz rules and logic</li> <li>• Martech set-up including any scoring implemented</li> <li>• HTML/Set-up in MAP</li> <li>• Digital/Media planning &amp; production</li> </ul> | <ul style="list-style-type: none"> <li>• Campaign execution per plan</li> <li>• Test and learn phase</li> <li>• Ongoing optimizations</li> <li>• Ongoing reporting</li> </ul> |
| OUTCOMES             | <ul style="list-style-type: none"> <li>• Audience need-based creative idea to bring the Power of Three to life</li> <li>• Align on a creative concept to bring the idea to life</li> </ul>                              | <ul style="list-style-type: none"> <li>• Develop tactical creative elements off of the chosen concept</li> <li>• Support in the execution of the work (as needed)</li> </ul>  | <ul style="list-style-type: none"> <li>• Production, execution and optimization</li> </ul>  |

# GETTING STARTED

# Approach

- Need to hit the ground running and mobilize quickly
- Provide as much transparency as possible
- Phased approach to SOWs to allow for better refinement and definition of scope
- Budgetary pricing for later phases
- Synergies for working on multiple work streams
- Set dates for 2023 planning

# PRICING

Budgetary estimates of the major deliverables include:

| PHASE  | DESCRIPTION   | BUDGET  |
|--|---|---|
| ONBOARDING & DISCOVERY                                 | Agency mobilization and onboarding across all work streams  | \$26,750  |
| PERSONA AND JOURNEYS                                   | Workshops to create 3 working personas and buyers' journeys   | \$10,700  |
| CONTENT ATOMIZATION                                    |   |   |
| CONTENT STRATEGY                                       | Planning of content based on buyer's journey and goals  | \$8,000 - \$12,000                                |
| CONTENT PRODUCTION                                     | Create new content from whitepapers as identified in content strategy   | <i>See ala carte pricing on subsequent slides</i> |
| CONTENT DISTRIBUTION                                   | As needed – Mx helps get the content onto Cornerstone owned channels  | TBD based on discussion                           |
| LAGGARD ORGANIZATIONS CAMPAIGN (\$160,000 – \$190,000) |   |   |
| CAMPAIGN CREATION & DESIGN                             | Develop media and testing strategy  | \$25,000 - \$30,000 (client management)           |
| CAMPAIGN CREATIVE                                      | Creative strategy, concepting, asset production   | \$20,000 – \$40,000                               |
| MEDIA  | Buying, trafficking, reporting and optimization recommendations   | \$100,000.00 est.                                 |
| DATA & INSIGHTS ANALYSIS                               | Summary recommendations and go forward plan   | \$15,000 – \$20,000 + Data costs                  |
| POWER OF THREE CAMPAIGN (\$50,000 – \$67,000)          |   |   |
| CAMPAIGN STREAM PLANNING                               | Develop the campaign plan including channel, content, messaging for each audience target                      | \$10,000 - \$15,000                               |
| CREATE STRATEGIC CREATIVE BRIEF                        | Revise the existing creative brief to layer in brand and audience insights and come to a campaign proposition | \$10,000 - \$12,000                               |
| CREATIVE CONCEPTING                                    | Develop 3-4 creative concept territories via ad lobs based on the updated creative brief                      | \$30,000 - \$40,000                               |
| CAMPAIGN PRODUCTION & EXECUTION                        | Design tactical campaign elements and content. Support with production planning and execution as needed.      | TBD   |

# CONTENT PRICE LIST (A LA CARTE)

| CONTENT TYPE                 | DESCRIPTION   | PRICE RANGE                    |
|------------------------------|---|--------------------------------|
| Simple Motion Graphic Video  | Up to 30 seconds in length, uses stock imagery, scripting (curated from existing content from long-form article)  | \$5,000-\$10,000               |
| Complex Motion Graphic Video | Up to 60 seconds in length, custom graphics, scripting (original reporting or curated from existing content), possible VO   | \$10,000 - \$20,000            |
| Infographic                  | 1 page infographic design   | \$8,000 - \$10,000             |
| Infographic Landing Page     | Infographic landing page, including development   | \$30,000 - \$40,000            |
| eBook                        | 2-3 page high level, eBook as PDF   | \$10,000 -\$15,000             |
| Mini-Podcast Series          | 3 episodes, 9-12 minutes in length, biweekly cadence, includes up to 2 guests + host, development of format, music selection, scripting and audio editing                             | \$8,000 - \$10,000 per episode |
| Online Quiz/Assessment       | Online survey or assessment to help users assess their current state or future state technology decisions. Includes development.  | \$40,000 - \$80,000            |
| Online Calculator            | Online tool to help calculate (time, dollars) as a part of the buying process to help overcome specific barriers or provide a point of reference to show value. Includes development. | \$40,000 - \$80,000            |

# IMPLEMENTATION TIMELINE

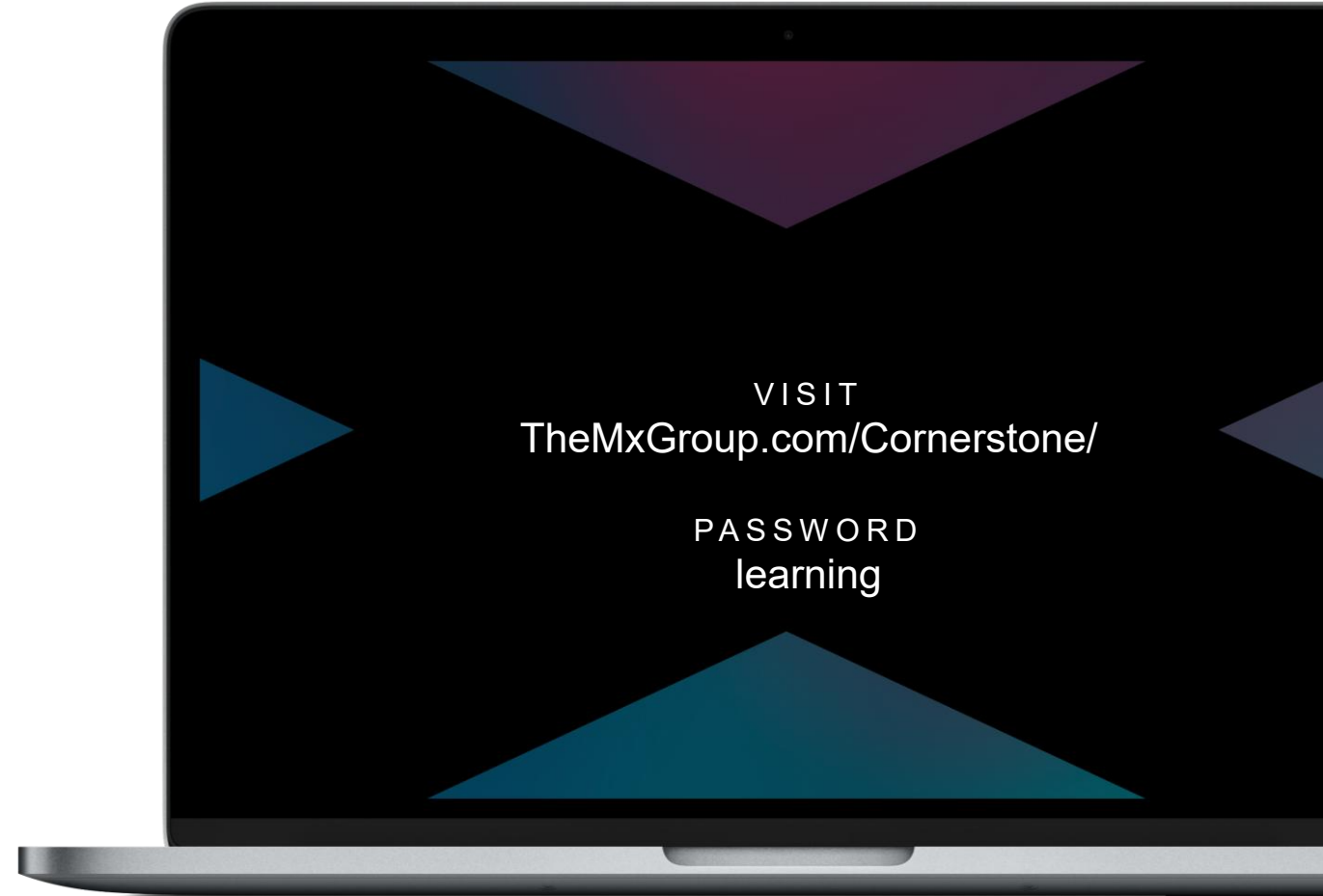
A detailed implementation timeline will be developed following the initial content project with confirmed timelines. The following is based on the potential scope and typical project timelines within our agency.

|                                       | SEP |  | OCT |  | NOV |  | DEC |  | JAN |  |
|---------------------------------------|-----|--|-----|--|-----|--|-----|--|-----|--|
| Agency Onboarding and Immersion       |     |  |     |  |     |  |     |  |     |  |
| Audience Needs and Insights Workshops |     |  |     |  |     |  |     |  |     |  |
| Content Creation/Atomization          |     |  |     |  |     |  |     |  |     |  |
| Laggards Campaign Design Phase        |     |  |     |  |     |  |     |  |     |  |
| Laggards Campaign Prepare Phase       |     |  |     |  |     |  |     |  |     |  |
| Laggards Campaign Propel Phase        |     |  |     |  |     |  |     |  |     |  |
| Power of 3 Design Phase               |     |  |     |  |     |  |     |  |     |  |
| Power of 3 Prepare Phase              |     |  |     |  |     |  |     |  |     |  |
| Power of 3 Propel Phase               |     |  |     |  |     |  |     |  |     |  |



# NEXT STEPS

- Supplier Set Up
- MSA and NDA
- SOW for Onboarding and Immersion
- Schedule initial kick off
- We send a list of background information we'll need
- Block off key meetings for the first few weeks
- Mobilize the team





THANK YOU!