

Our Framework for Demand Generation

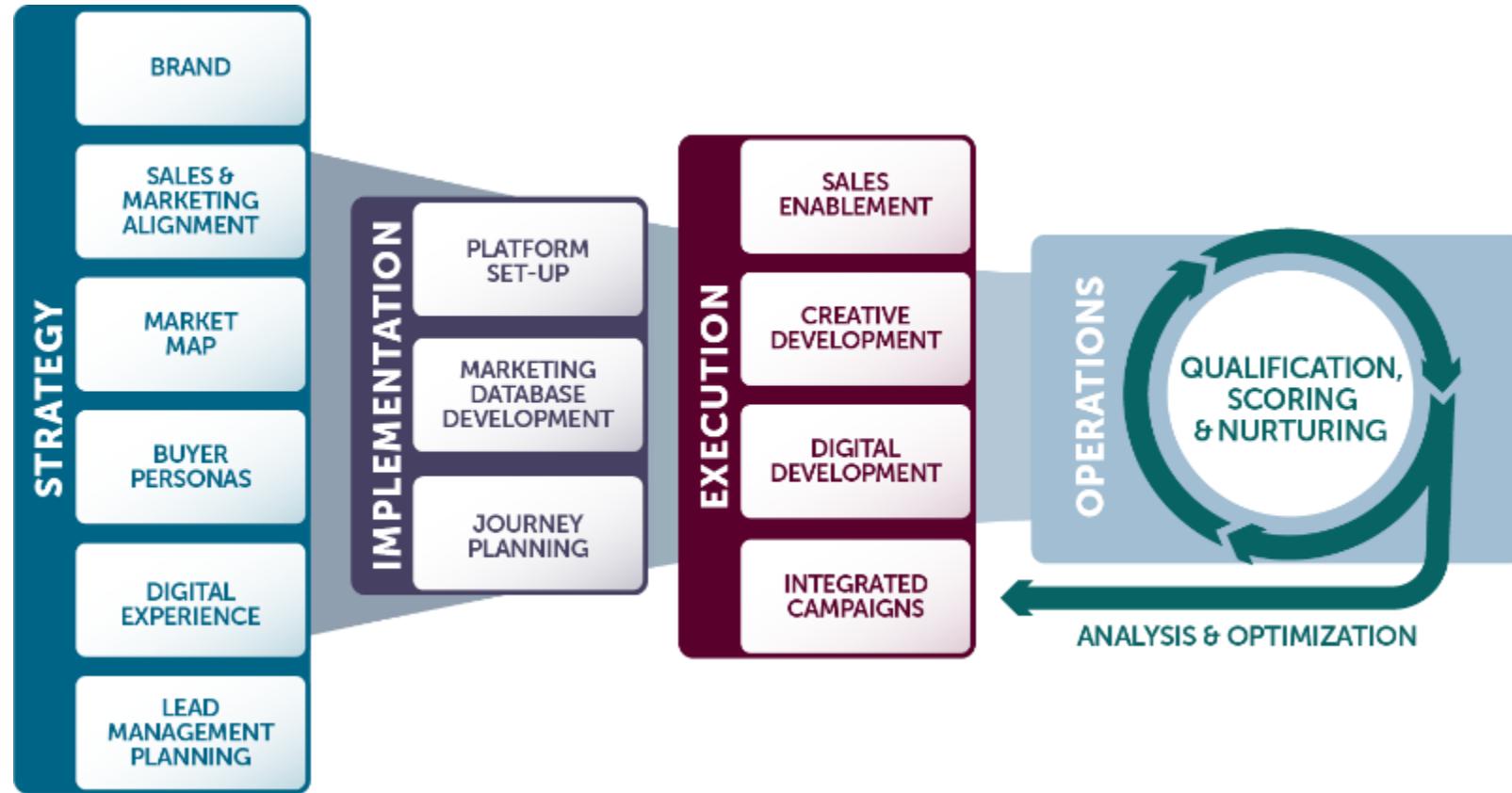
Our process for demand generation integrates strategy, implementation, execution and operations, which we call the “demand generation engine.” It’s built from the ground up to ensure marketing drives sales results and it is a predictable and systematic method for bringing science to the art of marketing.

While not every client we work with needs every step in the engine, we find that every client benefits from the discipline of applying the steps appropriate to their situation. For some, this may be as simple as defining and quantifying their addressable market. For

others, it’s building a marketing database for ongoing direct communications. And for many, it’s putting the complete engine in place to drive and manage all aspects of their ongoing inbound and outbound lead generation, lead qualification and lead management efforts.

The steps we leverage for you will be determined during further research and planning with your team, but the framework we use to evaluate your needs for market activation is right here.

The Mx Demand Gen Engine



Branding

Goal: Evaluate current brand health against executive strategy. Assess current brand positioning, familiarity and believability with the target audience(s).

Services:

- Brand immersion workshop
- Brand positioning/re-positioning
- Brand expression (messaging, personality, identity and guidelines)
- Brand activation
- Brand health monitoring

Sales & Marketing Alignment

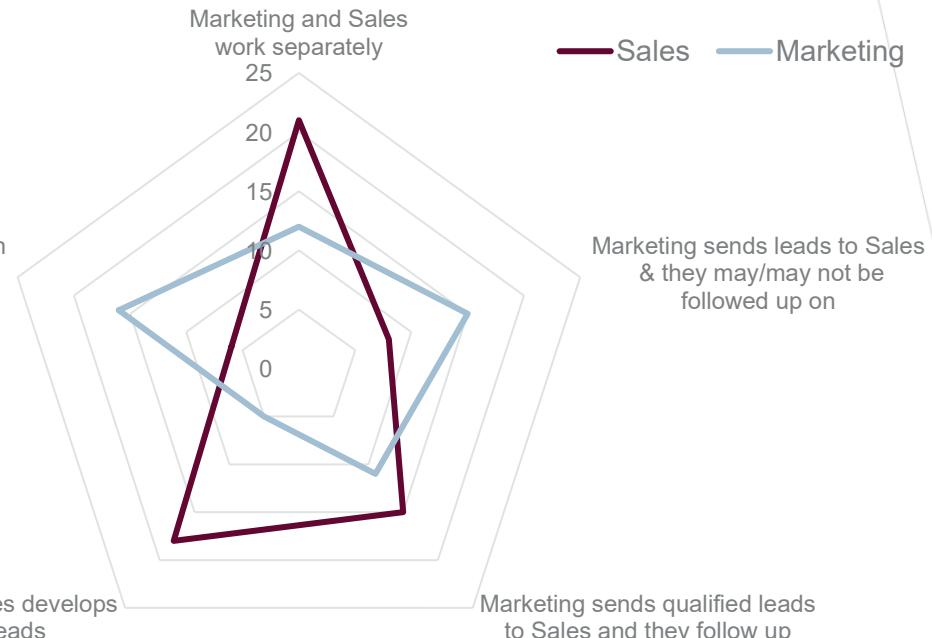
Goal: Clarify objectives, align around lead criteria and processes to lay the groundwork for effective sales and marketing collaboration.

Services:

- Survey design and distribution
- Results analysis and report
- Lead definition workshop
- Service level agreement creation

Demand generation program managed together by Sales & Marketing

No lead gen, Sales develops their own leads



Market Map

Goal: Define the addressable market at a location-specific level and prioritize segments for impact and efficiency.

Services:

- Alignment workshop
- Market research
- Data research & identification
- Counts & prioritization exercise

KEY	
Ideal Target	Green
Target	Yellow
Unimportant	Red
N/A	Grey

OIL & GAS INDUSTRY															
Sector	Upstream						Midstream						Downstream		
	Production		Drilling		Well Stimulation		Transportation and Pipeline			Processing					
	Crude petroleum and natural gas	Natural gas liquids	Drilling oil and gas wells	Chilling oil and gas wells	Acidizing wells	Hydraulic fracturing of wells	Servicing oil and gas wells	Crude petroleum pipelines	Refined petroleum pipelines	Pipelines, non ofswere classified	Natural gas transmission and distribution	Natural gas distribution	Gas production and/or distribution	Petroleum refining	
SIC #	1331	1321	1381	13890301	13899908	13899912 13899919	4612	4613	4619	4922	4923	4924	4925	2911	
Total Location Count	7,526	594	3,571	59	41	8,724	791	496	398	1,869	998	1,995	989	2,523	
Target Groups	Firmographics														
Low voltage air-cooled drive															
Segment 1	Less than \$1 million annual sales volume. 5-10 total employees company-wide. United States locations.	118	2	28	0	0	6	13	8	0	42	15	36	2	
Segment 2	Less than \$1 million annual sales volume. 5-10 total employees company-wide. North American locations.	139	4	28	0	1	32	13	4	2	30	15	29	11	
Segment 3	Less than \$1 million annual sales volume. 5-10 total employees company-wide. Global locations.	167	16	76	0	3	84	146	17	10	52	22	85	6	
Medium voltage air-cooled drive															
Segment 1	\$10–\$50 million annual sales volume. 100–499 total employees company-wide. United States locations.	655	0	7	5	13	811	196	156	38	258	151	407	81	
Segment 2	\$10–\$50 million annual sales volume. 100–499 total employees company-wide. North American locations.	887	90	364	13	5	1,182	159	144	57	584	260	476	141	
Segment 3	\$10–\$50 million annual sales volume. 100–499 total employees company-wide. Global locations.	5,436	372	2,596	41	14	6,357	244	159	251	776	504	724	585	1,321
Medium voltage water-cooled drive															
Segment 1	\$1–\$10 billion annual sales volume. 10,000–49,999 total employees company-wide. United States locations.	6,393	514	2,821	54	35	4,734	645	470	233	1,736	830	1,703	783	
Segment 2	\$1–\$10 billion annual sales volume. 10,000–49,999 total employees company-wide. North American locations.	11,110	72	632	5	6	3,975	143	24	135	120	159	237	98	
Segment 3	\$1–\$10 billion annual sales volume. 10,000–49,999 total employees company-wide. Global locations.	23	8	118	0	0	15	3	2	30	13	9	55	108	

Buyer Personas

Goal: Map the buyer's journey and identify critical insights needed to move buyers through the sales process.
Integrate persona findings into sales & marketing process to establish a common language.

Services:

- Acquire non-customer contacts
- Interview scheduling
- Qualitative interviews
- Quantitative survey
- Research analysis
- Persona creation and training

The image displays four detailed buyer persona profiles, each featuring a headshot, key demographics, and quotes from interviews.

- Ivan IT**:
 - ROLE:** Software Developer
 - EDUCATION:** Bachelor's Degree in Computer Science
 - EXPERIENCE:** 5+ years in software development
 - INTERESTS:** Coding, technology, video games

KEY TAKEAWAYS:

 - Ivan is highly technical and prefers to work with data and logic over people.
 - He values efficiency and likes to work alone.
 - He is interested in the latest technology trends.
 - He is a perfectionist and likes to have clear, concise requirements.
 - He is a team player and enjoys working with others.

CORE PERSONA INFORMATION:

 - PERSONALITY:**
 - Independent
 - Logical
 - Technical
 - Efficient
 - Perfectionist
 - Team Player - INTERESTS:**
 - Technology
 - Video Games
 - Sports
 - Travel
 - Music
- MARY MANAGER**:
 - ROLE:** Project Manager
 - EDUCATION:** Bachelor's Degree in Business Administration
 - EXPERIENCE:** 10+ years in project management
 - INTERESTS:** Organization, productivity, family

KEY TAKEAWAYS:

 - Mary is a natural leader who loves helping others succeed.
 - She values organization and likes to keep things clean and organized.
 - She is interested in the latest productivity tools.
 - She is a team player and enjoys working with others.
 - She is a perfectionist and likes to have clear, concise requirements.

CORE PERSONA INFORMATION:

 - PERSONALITY:**
 - Organized
 - Office Manager
 - Team Player
 - Perfectionist - INTERESTS:**
 - Family
 - Work
 - Travel
 - Sports
 - Music
- ROBIN SALES**:
 - ROLE:** Sales Representative
 - EDUCATION:** Bachelor's Degree in Psychology
 - EXPERIENCE:** 5+ years in sales
 - INTERESTS:** Customer service, psychology

KEY TAKEAWAYS:

 - Robin is a natural born salesperson who loves helping others succeed.
 - She values customer service and likes to make sure everyone is happy.
 - She is interested in the latest psychology research.
 - She is a team player and enjoys working with others.
 - She is a perfectionist and likes to have clear, concise requirements.

CORE PERSONA INFORMATION:

 - PERSONALITY:**
 - Outgoing
 - Customer Service Oriented
 - Team Player
 - Perfectionist - INTERESTS:**
 - Psychology
 - Customer Service
 - Sports
 - Travel
 - li>• Music
- OWEN OPERATIONS**:
 - ROLE:** Operations Manager
 - EDUCATION:** Bachelor's Degree in Business Administration
 - EXPERIENCE:** 10+ years in operations
 - INTERESTS:** Efficiency, cost reduction, logistics

KEY TAKEAWAYS:

 - Owen is a natural leader who loves helping others succeed.
 - He values efficiency and likes to find ways to reduce costs.
 - He is interested in the latest logistics and supply chain management research.
 - He is a team player and enjoys working with others.
 - He is a perfectionist and likes to have clear, concise requirements.

CORE PERSONA INFORMATION:

 - PERSONALITY:**
 - Efficient
 - Cost Reduction
 - Logistics
 - Team Player
 - li>• Perfectionist - INTERESTS:**
 - Efficiency
 - Cost Reduction
 - Logistics
 - Travel
 - li>• Music

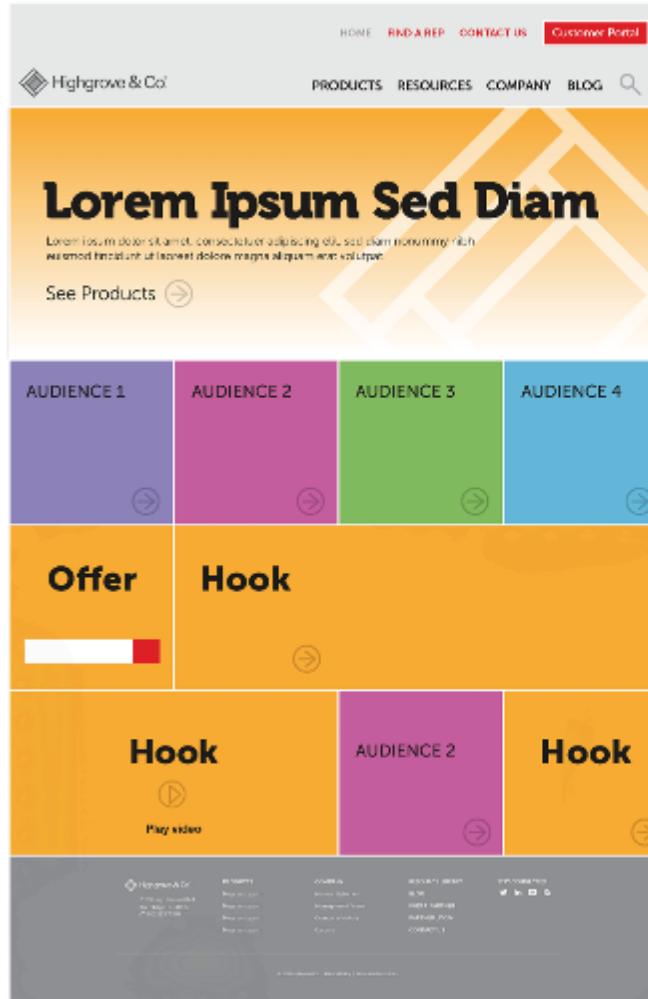
Digital Experience

Goal: Align user stories with business objectives and go-to-market strategies to identify digital development priorities.

Services:

- Voice of customer/ user research
- Stakeholder interviews
- Creation and mapping of user stories
- Technical discovery
- Digital development roadmap for internal and customer-facing applications including marketing automation, website, e-commerce, mobile apps, etc.

Mx Site Theory

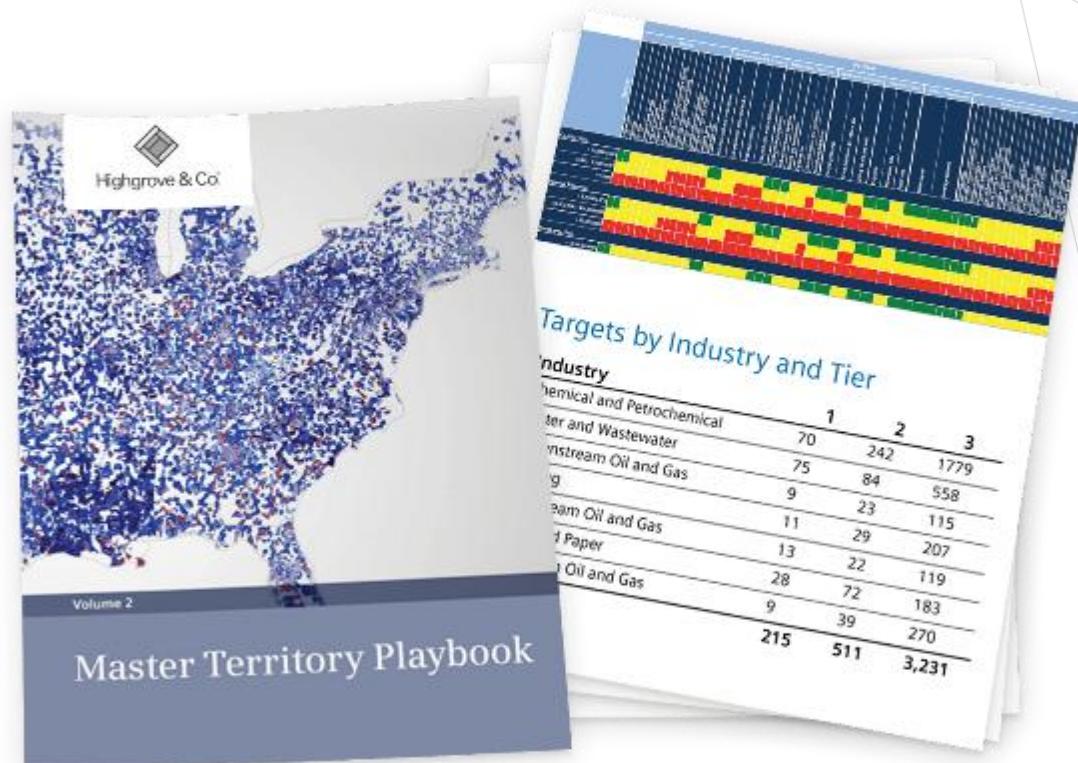


Lead Management Planning

Goal: Create seamless processes that ensure timely and relevant communication to prospects throughout the sales process to optimize lead to sale ratio.

Services:

- Stakeholder interviews
- Life of a lead mapping
- Martech discovery and integration planning

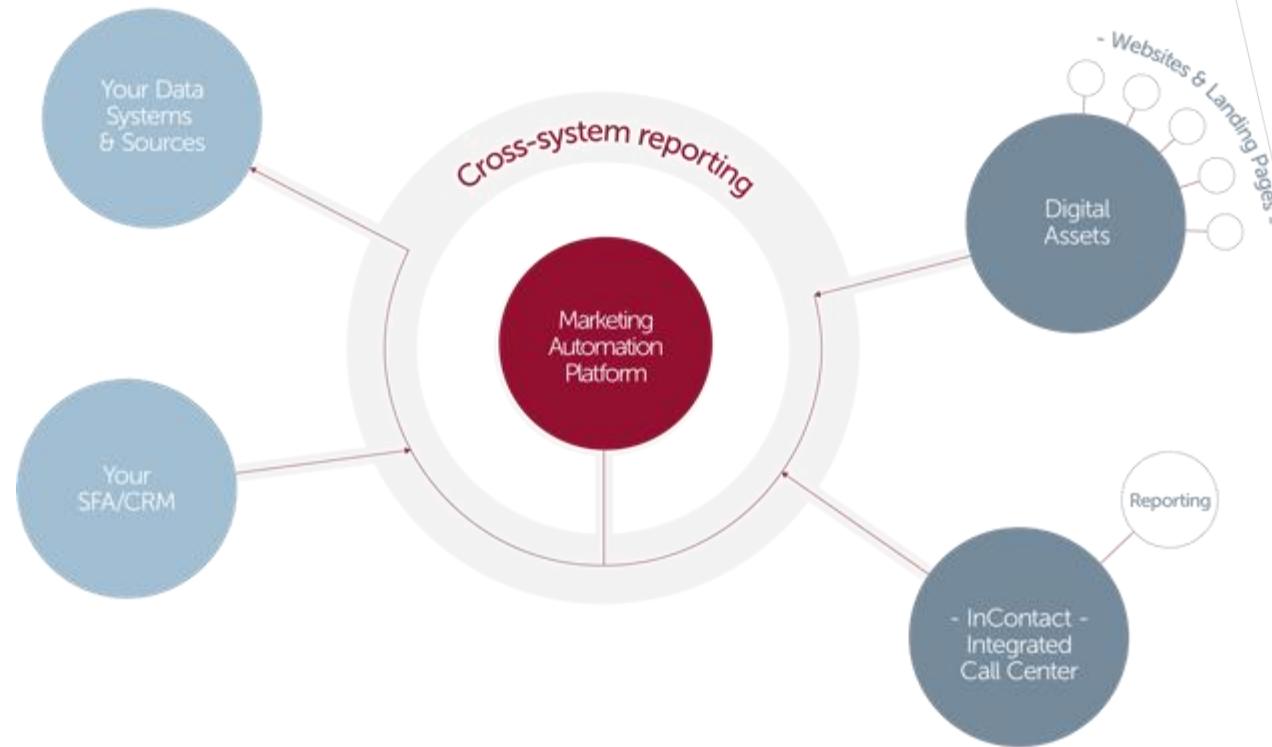


Platform Set-up

Goal: Acquire, integrate and/or optimize technology needed to for ongoing marketing operations.

Services:

- Martech integration – utilizing your instances or ours
- Integrate telemarketing system
- License 3rd party data services
- Update data structures
- Load data
- Optimize scoring models
- Develop progressive lead forms

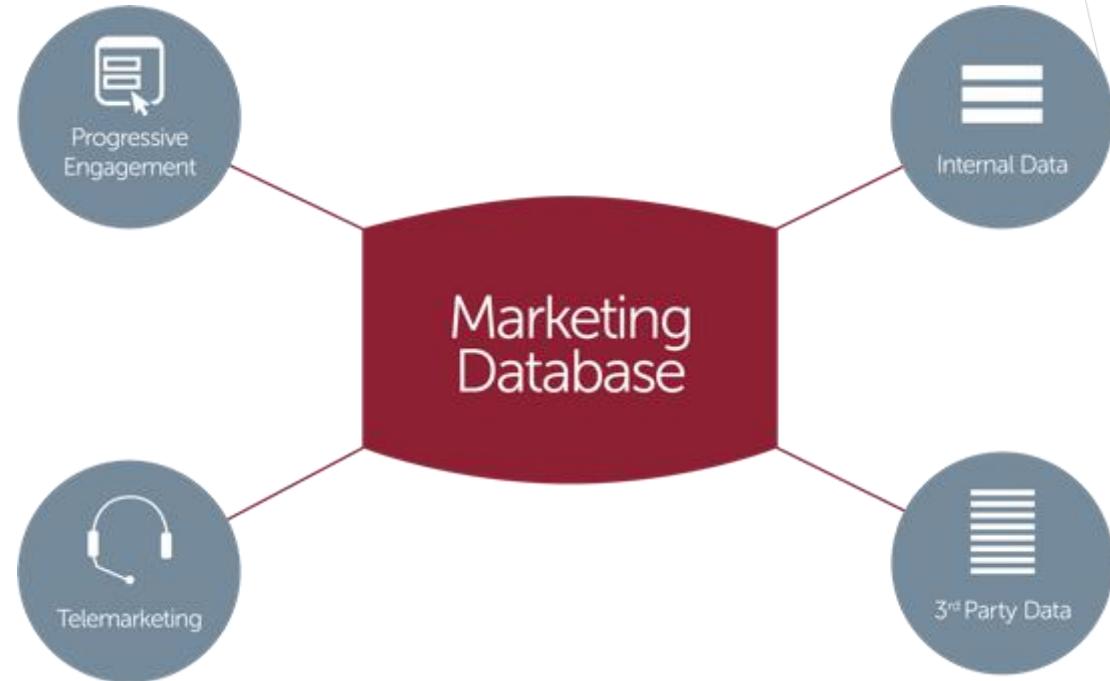


Marketing Database Development

Goal: Develop and maintain a robust database of customers and prospects for omni-channel marketing, optimize use of data hydration to improve targeting and personalization.

Services:

- Data Hygiene
- Data Modeling
- Data Definition & Set Up
- Data Acquisition
- Data Hydration, Modeling & Prioritization

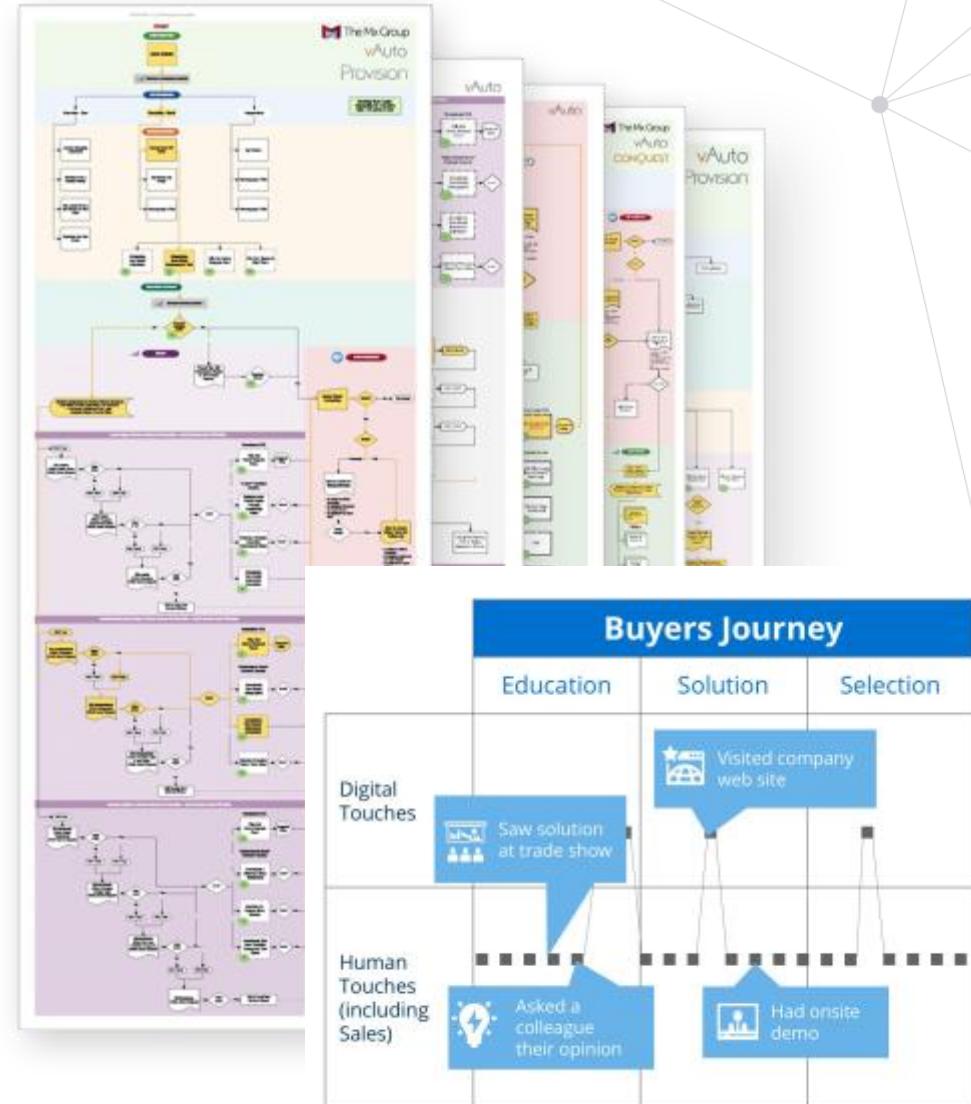


Journey Design

Goal: Map marketing and sales touchpoints to align with the customer journey. Implement to ensure optimum customer experience.

Services:

- Plan customer experiences by persona or segment
- Design journeys across email, telemarketing, direct mail and other touchpoints
- Develop rules & logic to automate processes
- Implement journeys in MAP

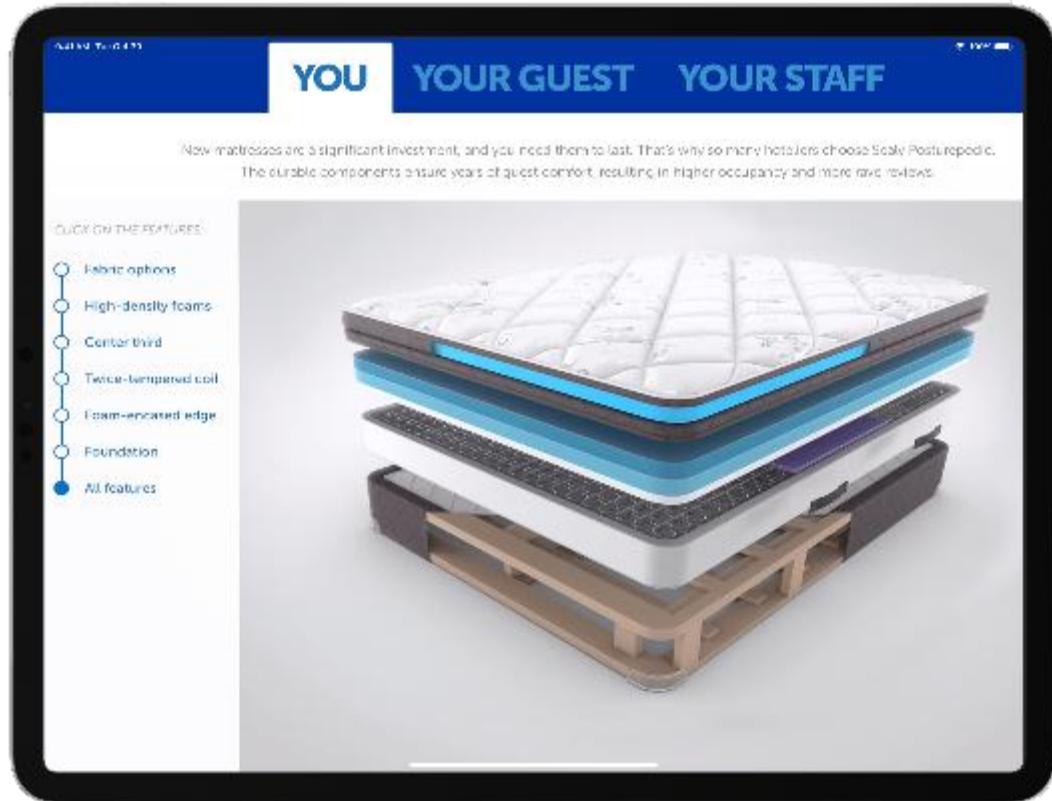


Sales Enablement

Goal: Provide sales with messaging, content and tools to optimize customer interactions.

Services:

- Sales team interviews
- Business analysis
- Custom software development
- Proposal design
- Sales training materials
- Sales support

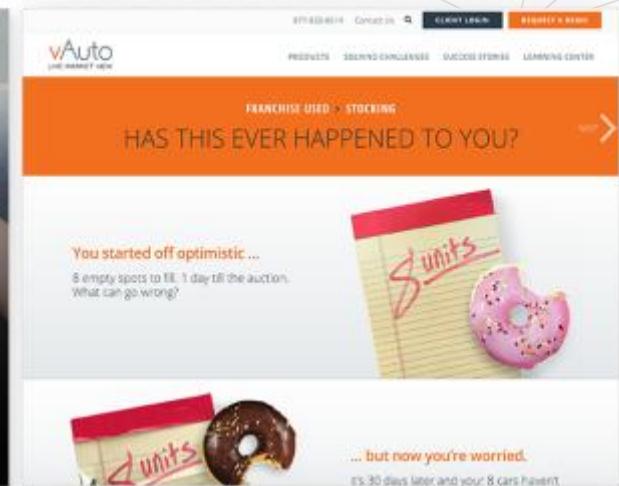


Creative Development

Goal: Deliver engaging content that provides value to prospects, communicates brand identity and aligns with go-to-market strategy.

Services:

- Website, digital content
- Collateral
- Video content
- Thought leadership content
- Journey content



Digital Implementation

Goal: Execute seamless customer experience aligned with digital experience strategy.

Services:

- User research to create customer-centric experiences
- Website development
- Mobile app development
- Interactive tools
- Journey implementation in marketing automation platform



Integrated Campaigns

Goal: Implement omni-channel campaigns to attract, engage and retain customers.

Services:

- Traditional advertising
- Digital advertising
- Search marketing
- Event marketing
- Social media
- Direct mail
- Partnerships
- Media planning



Analysis & Optimization

Goal: Organize disparate data sources into meaningful brand metrics.

Services:

- Discovery & business analysis
- Data organization
- Dashboard design
- Technology recommendations
- Dashboard creation

