

Accelerating Wisetail's Marketing Efforts

Agency Support Conversation and Options

Today

1. Introductions
2. About MX
3. Relevant Experiences
4. How We Can Help
5. Next Steps

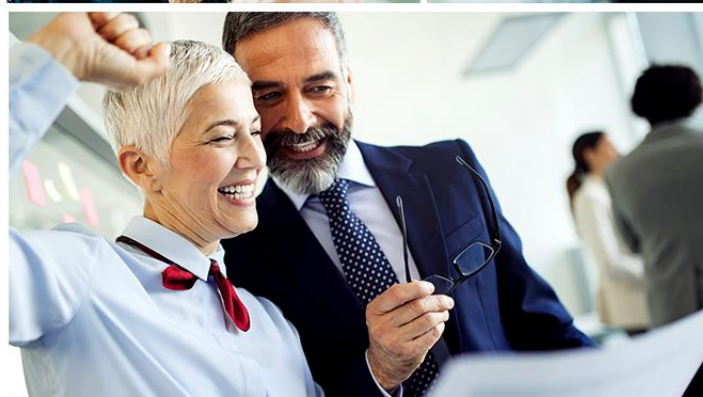
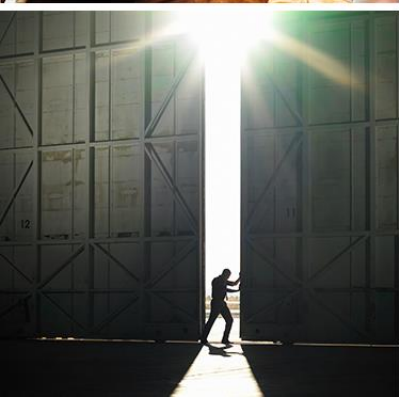
What We Heard

- Over past 18 months, completed acquisition and focused on product integration, refining market category, brand story
- Expanding beyond LMS and core restaurant market with offering for Operations Professionals, opens door for new markets
- "Audacious goals" for growth in 2025 - expand across audiences, industries and markets
- Small marketing team of generalists
- Need an agency partner to help you accelerate your marketing efforts and amplify impact
- Seeking a partner that can be an extension of your team, flexible, strategic support for content, digital, website, events and more
- Immediate areas of need include design and copywriting, website refresh, event strategy and operations, social media strategy



Mission

We impact the marketplace for companies that impact the world.



Diverse Industries and Expertise

High Tech
and SaaS



Packaging and
Consumer Goods



Financial
Services



Industrial and
Manufacturing



Trade
Associations



The Association of
Accountants and
Financial Professionals
in Business

Additional



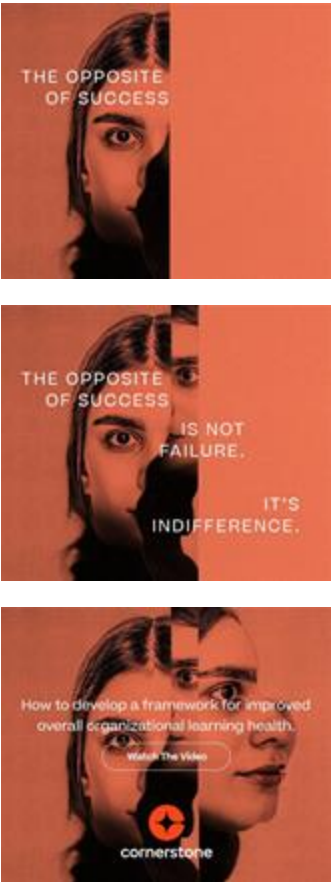
Awareness



OOH



Social posts



Frame 1

Frame 2

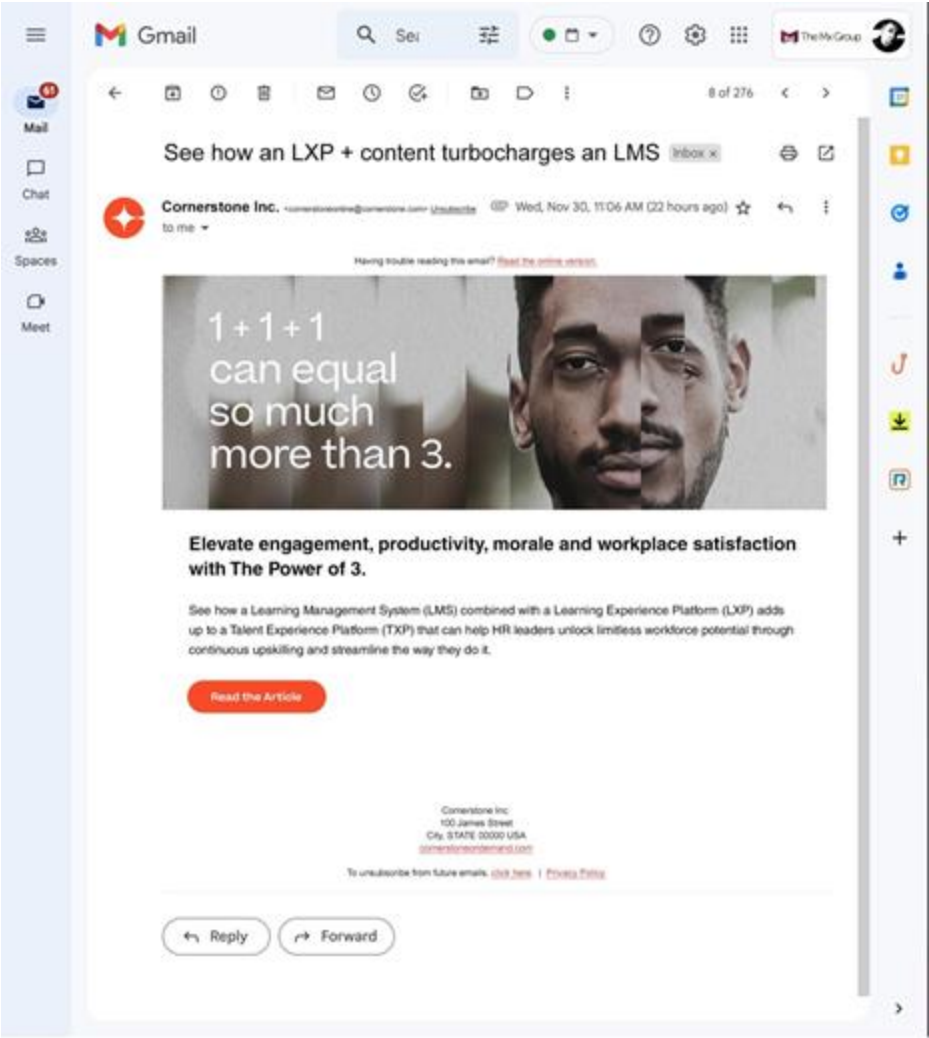
Frame 3

Display ads

Education



Social posts



Email journey



Frame 1



Frame 2



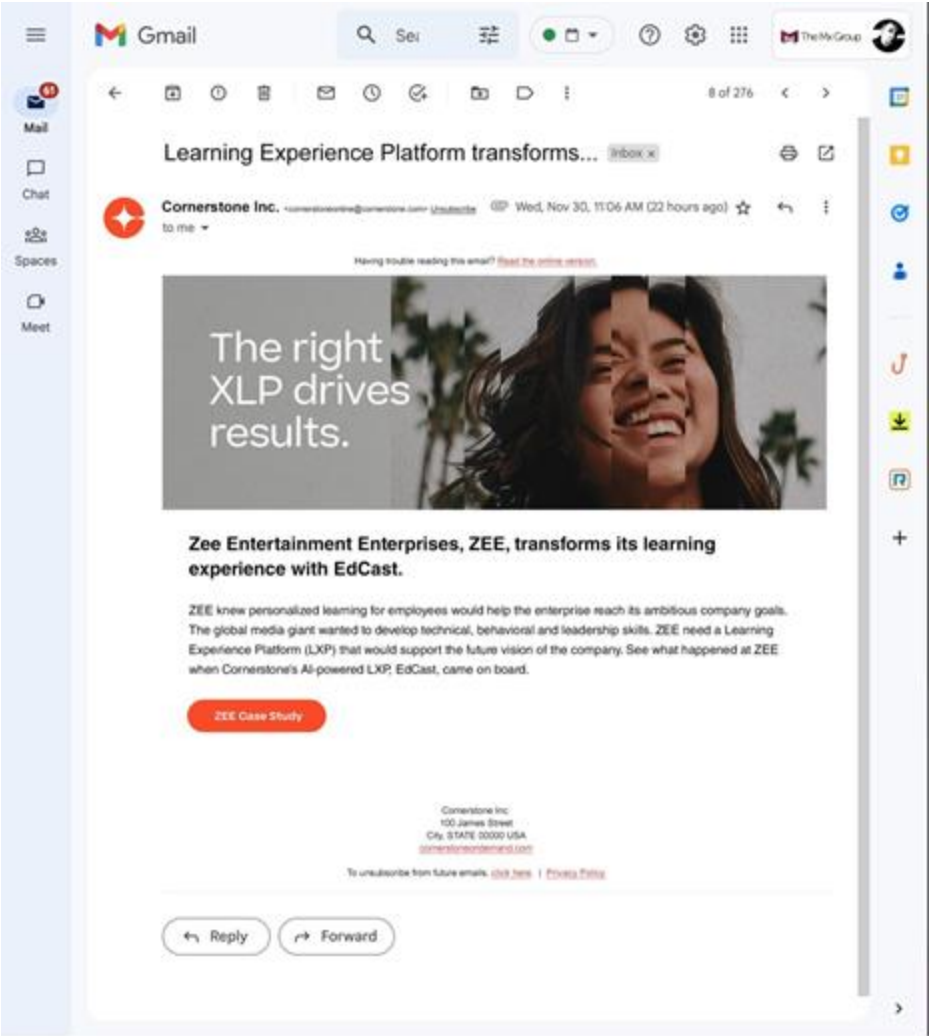
Frame 3

Display ads

Evaluation



Social posts



Email journey



Frame 1

Frame 2

Frame 3

Display ads

LA LA LANDING A NEW ROLE

IDENTIFYING NEW CAREER PATHS IS
MUSIC TO YOUR EMPLOYEE’S EARS.




STAFF WARS THE WORK FORCE AWAKENS

WE MUST UPSKILL OUR EMPLOYEES!
IT’S OUR ONLY HOPE!

An illustration of a red target with a black bullseye. A small black bird is perched on the top edge of the target. The background is a solid red color with some black abstract shapes.

**TO SKILL A
MOCKINGBIRD**


DON'T SCOUT OUT NEW TALENT.
HELP YOUR EMPLOYEES DISCOVER
NEW CAREER PATHS WITHIN
YOUR ORGANIZATION.

 cornerstone

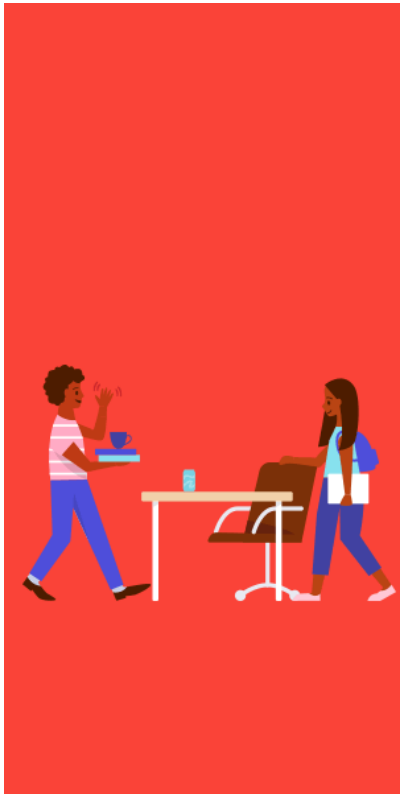
An illustration of a hand pointing at a diagram. The diagram includes a person icon, a briefcase icon, and some mathematical symbols like π and $x-2$. The background is a solid orange color.

**GOOD JOB
HUNTING**

WITH THE RIGHT LEARNING PLATFORM
IN PLACE, YOU CAN RETAIN YOUR TOP TALENT.
HOW 'BOUT THEM APPLES?

 cornerstone





When I realized how much money I lost on my inventory, it was a real punch in the gut. My new inventory management strategy is all about smarter pricing and faster turn. It was a hard realization, but now sales and profits are better than ever — and that's what matters in the end.

AGE WAS KILLING MY PROFITS

vAuto LIVE MARKET VIEW | Provision LIVE CAR INVENTORY MANAGEMENT

NOW FOR INDEPENDENT DEALERS

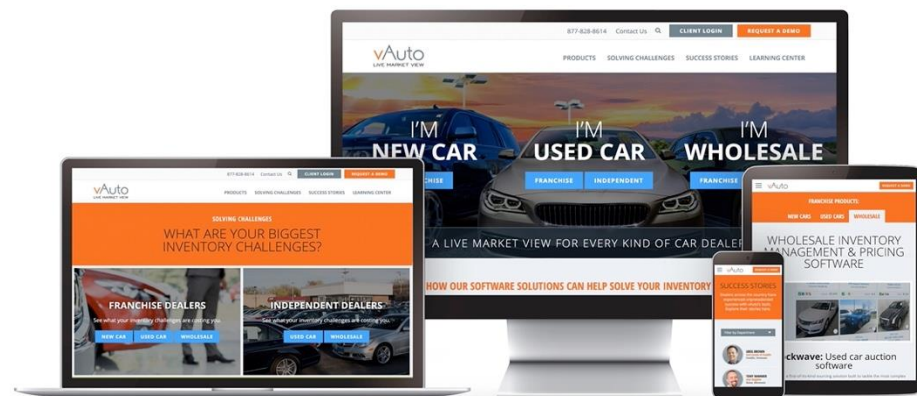
FIND OUT WHAT AGED INVENTORY IS COSTING YOU.
Request a personalized demo of our cost and inventory management software.

vAuto.com/age | 888-362-5783
FOR AUTOMOTIVE

PER MONTH
maintaining cars that aren't selling

REQUEST A DEMO NOW!

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vAuto LIVE MARKET VIEW

PRODUCTS | SOLVING CHALLENGES | SUCCESS STORIES | LEARNING CENTER

BOOKS

"THREE KEYS TO OPTIMIZING NEW CAR INVENTORY"

Fill out the form below to download the ebook.

Fill out the form below to download the ebook.

DEalership Name:

DEalership ZIP:

First Name:

Last Name:

Email Address:

Phone Number:

REQUEST A DEMO

CALCULATE WHAT YOU'RE LOSING ON YOUR LOT

100 YOUR AVERAGE INVENTORY SIZE
20 VEHICLES SOLD PER MONTH
2000 YOUR AVERAGE DOLLAR PER UNIT

CALCULATE

YOUR TURN: **2**
AVERAGE TURN: **12**

\$166,000
LOST MONTHLY PROFIT

LET US HELP YOU TAKE BACK WHAT YOU'VE LOST

Talk to us about how a customer-based stocking strategy can change your numbers.

REQUEST YOUR RESULTS

vAuto LIVE MARKET VIEW

PRODUCTS | FRANCHISE | INDEPENDENT | SUCCESS STORIES | DEALER RESOURCES

SEE THE POWER OF PROVISION

See what Provision can do for you! Fill out the form below to schedule your fast, no-commitment demo.

TAKE A TOUR OF PROVISION

Find out how Provision helps cars at the perfect price.

BY	DATE	PRICE	DATE	PRICE	DATE	PRICE	DATE	PRICE	DATE	PRICE
1	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
2	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
3	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
4	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
5	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
6	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
7	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
8	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
9	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378
10	1/1	15,340	1/1	12,957	1/1	16,876	1/1	15,378	1/1	15,378

vAuto LIVE MARKET VIEW

PRODUCTS | SOLVING CHALLENGES | SUCCESS STORIES | LEARNING CENTER

BOOKS

"7 REASONS TO SWITCH TO PROVISION"

Fill out the form below to download the ebook.

DEalership Name:

DEalership ZIP:

First Name:

Last Name:

Email Address:

Phone Number:

REQUEST A DEMO

Provision LIVE CAR INVENTORY MANAGEMENT

This used car manager doesn't fill spaces. He fills needs.

WATCH THE VIDEO

Fill out the form below to schedule your fast, no-commitment demo with a vAuto team member.

DEalership Name:

DEalership ZIP:

First Name:

Last Name:

Email Address:

Phone Number:

REQUEST A DEMO

Provision LIVE CAR INVENTORY MANAGEMENT

Do you know the age of your used car inventory?

YOUR TURN: **6**
AVERAGE TURN: **12**

\$75,000
LOST MONTHLY PROFIT

LAUNCH THE CALCULATOR

Provision LIVE CAR INVENTORY MANAGEMENT

If you can read a report card, you can stock an ideal inventory.

WATCH THE VIDEO

Fill out the form below to schedule your fast, no-commitment demo with a vAuto team member.

DEalership Name:

DEalership ZIP:

First Name:

Last Name:

Email Address:

Phone Number:

REQUEST A DEMO

Provision LIVE CAR INVENTORY MANAGEMENT

Imagine the profits you'll earn with a lot filled with A+ performers.

WATCH THE VIDEO

Fill out the form below to schedule your fast, no-commitment demo with a vAuto team member.

DEalership Name:

DEalership ZIP:

First Name:

Last Name:

Email Address:

Phone Number:

REQUEST A DEMO

How We Can Help

Relationship Models

Retainer-based:

- Consistent team of people working across a piece of business, dedicated to the account
- Can shift team's focus based on business, marketing or project needs
- Able to provide proactive thinking, training, best practice sharing, etc
- Ease of budgeting

Project-based:

- Projects and programs scoped as they arise
- Flex in spend through the year
- Shorter-term commitment – though this breeds a different mindset for all involved
- Only paying for the resources you need
- Requires more time for all parties to scope and manage

Hybrid Model:

- Smaller, consistent team working across a piece of business, dedicated to the account
- Extended team, specialists scoped as needed
- Can shift core teams' focus based on business, marketing or project need
- Able to provide proactive thinking
- Flexibility in spend through the year

- Direct access to senior level, experienced team
- Flexible in focus and consistently engaged in your business
- Augments your team
- Larger projects scoped outside of retainer
- Discounted rates for 6-month and 12-month commitment

Small	
<ul style="list-style-type: none">• Design focused• Light copywriting support	
Roles (FTE)	
<ul style="list-style-type: none">• Account Supervisor (10%)• Sr. Copywriter (30%)• Sr. Art Director (50%)	
Monthly Retained Fee	
6-month commitment	\$25,040
12-month commitment	\$23,649

Medium	
<ul style="list-style-type: none">• Equal amounts copywriting and design• Includes Print Production Management for Trade Show and other needs	
Roles (FTE)	
<ul style="list-style-type: none">• Account Supervisor (15%)• Sr. Copywriter (50%)• Sr. Art Director (50%)• Print Production Manager (10%)	
Monthly Retained Fee	
6-month commitment	\$34,320
12-month commitment	\$32,413

Large	
<ul style="list-style-type: none">• Includes retained Creative Director for creative strategy and larger projects	
Roles (FTE)	
<ul style="list-style-type: none">• Account Supervisor (20%)• Creative Director (10%)• Sr. Copywriter (50%)• Sr. Art Director (50%)• Print Production Manager (10%)	
Monthly Retained Fee	
6-month commitment	\$39,851
12-month commitment	\$37,637

Scoping Considerations

- Brand refresh/Brand voice updates
- Updated user journeys to support broader targets
- Expansion of site structure
- CMS (Wordpress) needs
- Content development/SEO
- Conversion rate optimization
- Integrations with tech stack (Pardot, SF, etc.)
- Authoring/admin needs



SAMPLE Investment Summary

Project

ACTIVITIES/DELIVERABLES	BUDGET
<ul style="list-style-type: none">Agency immersion, needs assessment, research, environmental analysis, user storiesExperience Brief	\$30,000
<ul style="list-style-type: none">Site theory (IA, Content strategy), Creative Platform (Concept, Wireframes, Interactivity, Design System), Infrastructure and Integration Plans (CMS, Martech, Data)Experience Plan	\$50,000
<ul style="list-style-type: none">Content DevelopmentTech DevelopmentMAP/Data/IntegrationsTraining	\$105,000
<ul style="list-style-type: none">Migration, testing, launch	\$5,000
Total	\$190,000

- Outsource Manufacturer of Pharma
- Website Goals: Better reflection of their brand, Improved UX, Brand Awareness, More scalable/flexible, Better authoring
- Smaller site, technical content provided by client
- % of existing Wordpress site was useable
- Minimal data integrations
- Multi-media/VR for capabilities demonstration

Post-Launch

MAINTENANCE/OPTIMIZATION	BUDGET/MO
<ul style="list-style-type: none">SEO	\$3,500
<ul style="list-style-type: none">CRO	\$3,500
<ul style="list-style-type: none">WP MAINTENANCE/UPDATES (2/mo)	\$1,500
Total	\$8,500/mo

Brand Refresh

DIGITAL GUIDELINES	BUDGET
<ul style="list-style-type: none">Update and refinement of current guidelines for colors, typography, tone, photography and patternsUpdated brand guidelines to include digital	\$19,000
Total	\$19,000

How We Could Get Started

- Finalize retainer model that we believe would fit best
- Begin immediately after contracting to start providing value
- Rapid onboarding for ways of working, brand, business background
- Monthly reviews to calibrate size of team, process as needed
- Continued conversation on website refresh, other larger initiatives that require more time and different skillsets than the core retained team

B2B Like It Oughta Be.