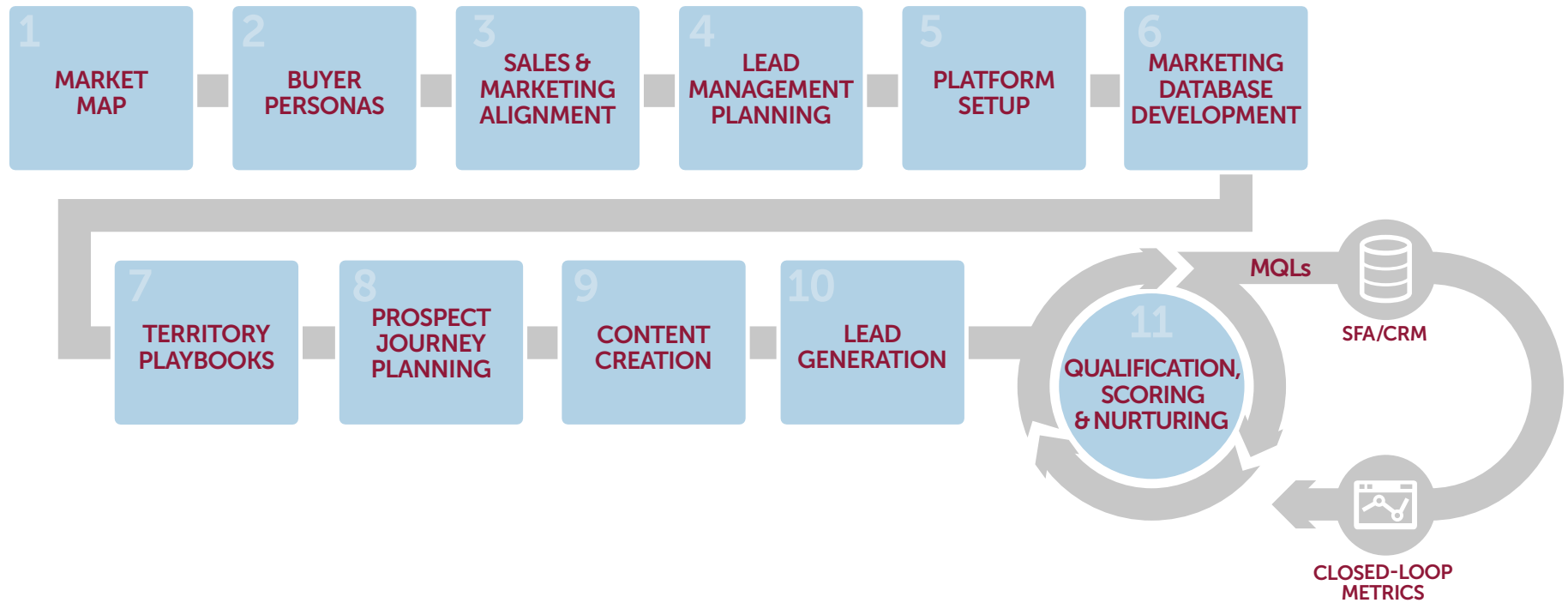
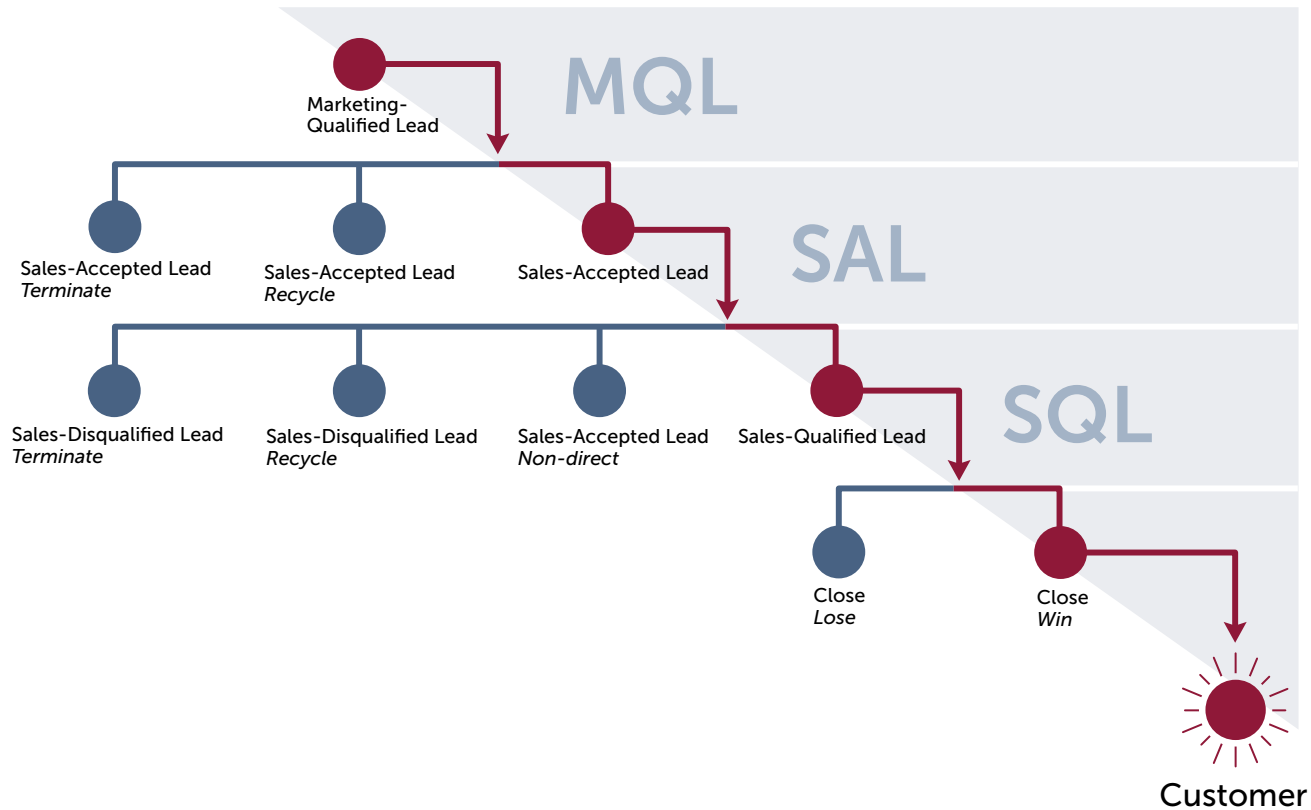


The Mx Group

Demand Generation Platform



Sales and Marketing Alignment



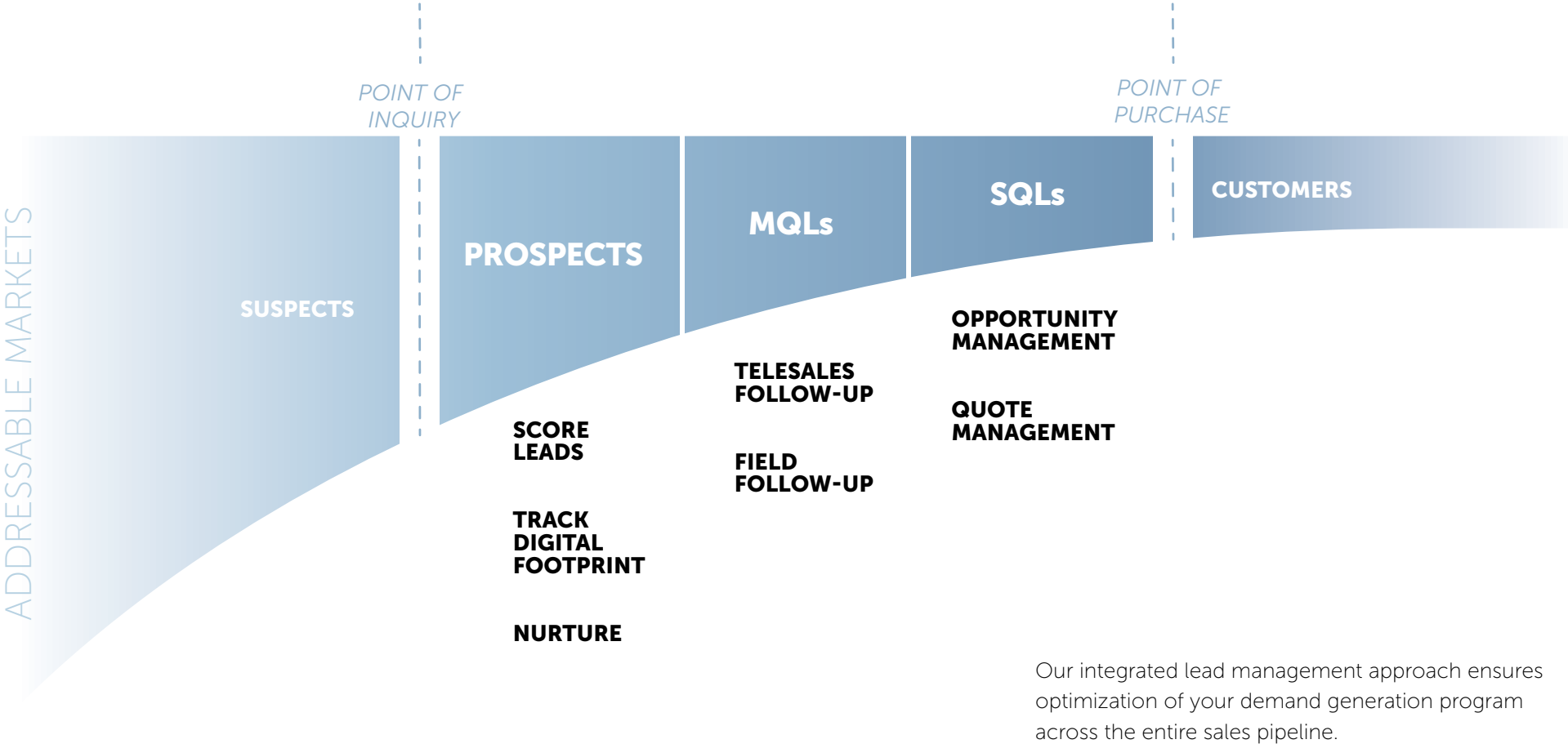
Our sales and marketing alignment process encompasses:

- **The Demand Waterfall:** Breaks revenue goals into lead counts, volume and flow, and defines what will be originated by marketing vs. sales.
- **Demand Funnel Classification:** Creates shared definitions of marketing-qualified leads, sales-accepted lead (SAL), and sales-qualified lead (SQL). Definition and agreement between sales and marketing of MQL, SAL, SQL.
- **Service-Level Agreement:** Establishes agreement and commitment on lead definition, qualification, roles, follow-up, escalation, feedback time frames, etc.

The Benefits of Alignment

- Break revenue goals into actionable sales and marketing plans.
- Accurately forecast revenue for a territory or group.
- Determine the number of segments in your addressable market.
- Prioritize market segments.
- Determine how many leads should come from marketing.
- Create a shared definition of a qualified lead.
- Prepare expectations for follow-up.
- Create a process to track and manage leads.

Integrated Lead Management



Lead Management Implementation

Phase 1

- Sales and marketing teams aligned
- Target markets mapped and prioritized
- All inquiries and contacts captured for processing
- Asset inventory complete
- Lead distribution rules established

Phase 2

- Leads captured in a centralized digital system
- Rich marketing database in place
- Data collection aligned with priorities
- Qualification process in place
- Distribution and fulfillment processes in place
- Informed about your technology stack decisions

Phase 3

- Personas developed, identifying actionable insights
- Content and tools resonate with personas
- Basic nurturing journeys in place
- Leads automatically scored and qualified
- Basic digital sales enablement tools





Phase 4

- Sophisticated, multilayered nurturing journeys
- Segmentation and behaviors drive custom content
- Regular testing and optimization
- Full-featured digital sales enablement tools



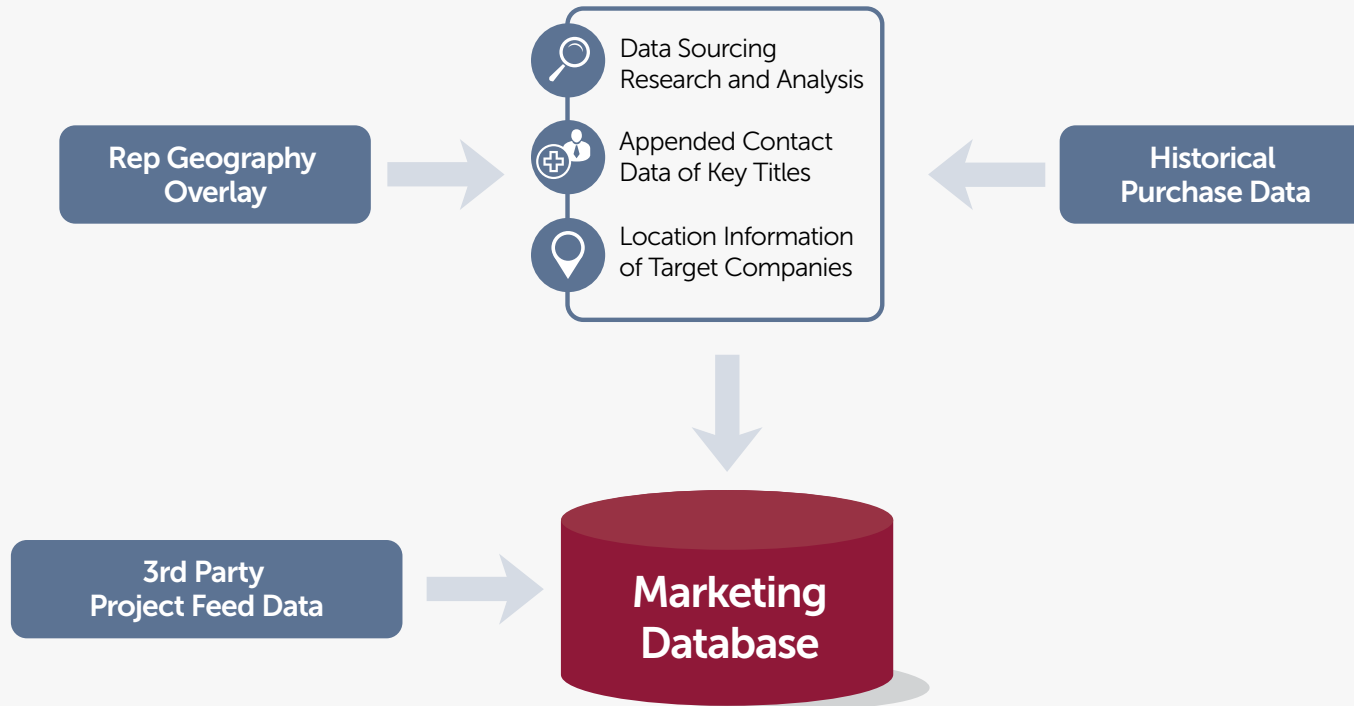
Demand Generation Programs

Siemens Demand Generation Campaign—Audience Definition

<div> <div>Core Persona Information</div> <div>  <p><i>"Reputation speaks to reliability. A company doesn't earn that market share by doing something wrong."</i></p> <p>- Key Takeaway: You can prove reliability to Larry by showcasing Siemens dominant market share stats.</p> <p><i>"We need to know the total lifecycle cost. So we look at the overall cost, including maintenance, rebuilds, as well as operational cost."</i></p> <p>- Key Takeaway: Larry thinks about the larger picture and takes into account the 20-year value of the drive. Use Total Cost of Ownership to justify price</p> </div> <div> <div>ROLE IN DECISION PROCESS</div> <p>I work with EPCs to ensure that they develop the justification for internal and reliable drive for our money.</p> </div> </div>		<div> <div> <div>Larry Leader</div> <div> <div>PRIORITY</div> <div>1</div> </div> </div> <div> <div>KEY DIFFERENTIATORS</div> <p>I'm your primary customer. I work for the end customer who's paying the bills, so the "long term" is important to me. I have the most ownership of the purchase and the final say on the drives we buy. I'm an engineer by training, and a business leader by experience. I know why VFDs matter. Tell me why yours is the best choice for years to come.</p> </div> </div>	
<div> <div>Core Persona Information</div> <div>  <p><i>"It's worth its weight in gold when you can actually reach a manufacturer's technical specialist instead of waiting a week for some guy who doesn't know anything to call you back."</i></p> <p>- Key Takeaway: Chris is informed and must get the info he needs for his firm to win the business and select the drive.</p> <p><i>"In the last six months I've spec'd about seven drives."</i></p> <p>- Key Takeaway: Chris specs large volumes of drives. The drives he's evaluating fit within much larger projects.</p> </div> <div> <div>ROLE IN DECISION PROCESS</div> <p>I do all the back-end work of designing buyouts. I can influence the list of approved drives.</p> </div> </div>		<div> <div> <div>Chris Consultant</div> <div> <div>PRIORITY</div> <div>2</div> </div> </div> <div> <div>KEY DIFFERENTIATORS</div> <p><i>I'm contracted by the end customer to make the best recommendations for their site expansion or new construction. I won't benefit from the drive chosen in the long term, but my reputation will. And even though I need to serve my client well, my own business needs to make its margin, too.</i></p> </div> </div>	
<div> <div>Core Persona Information</div> <div>  <p><i>"My goal is to ensure that we get the best bang for our buck."</i></p> <p>Key takeaway: Frank is not trying to be cheap. He is balancing the reality of capital constraints and request of engineering.</p> <p><i>"If our team REALLY wants the premium product, I will go back to the vendor and give them an opportunity to lower their margin."</i></p> <p>Key takeaway: If Frank tells you your bid is high, it's because his organization wants your product — not because he is looking out for his own interest.</p> </div> <div> <div>ROLE IN DECISION PROCESS</div> <p>I coordinate the purchase of materials available; use that information to justify the cost.</p> </div> </div>		<div> <div> <div>Frank Finance</div> <div> <div>PRIORITY</div> <div>3</div> </div> </div> <div> <div>KEY DIFFERENTIATORS</div> <p>I control the purchasing process and ensure my organization gets the best-quality product our budget can buy. Price is my primary concern because I work within the reality of capital constraints. Even though the lower-priced option is easier to buy, I will only select that product if it delivers equal value at lower cost.</p> </div> </div>	
<div> <div>Core Persona Information</div> <div>  <p><i>"The speed and thoroughness of response to support requests is how I measure manufacturers."</i></p> <p>- Key Takeaway: Mike cares most about the support and service you can offer.</p> <p><i>"For me, reliability and support are the two most important elements of a drive. I don't give too much consideration to money — that's out of my area of expertise."</i></p> </div> <div> <div>ROLE IN DECISION PROCESS</div> <p>I provide real-world examples of how the product and the manufacturer perform to the EPC we have hired. Although I don't make the decision, I have the ability to veto it based on past experiences.</p> </div> </div>		<div> <div> <div>Mike Maintenance</div> <div> <div>PRIORITY</div> <div>4</div> </div> </div> <div> <div>KEY DIFFERENTIATORS</div> <p>I'm in charge of maintenance at my facility so downtime is my worst enemy. I'm not responsible for developing specifications for VFDs. Instead, my focus is on maintaining them once installed. I have strong opinions on which manufacturers provide the best support.</p> </div> </div>	

The Siemens SINAMICS Perfect Harmony campaign began with identification, prioritization and analysis of the target market. This process culminated in the development of detailed personas that give dimension to key decision-makers, ensuring that the campaigns resonate with their audience.

Siemens Demand Generation Campaign—Database Development



With a full understanding of the target market, we built an information-rich marketing database, leveraging internal data along with multiple third-party data sources. The database serves as the core of the demand generation program, facilitating effective promotions across the entire sales funnel.

Siemens Demand Generation Campaign—Market Activation





Because downtime is not an option.

SINAMICS PERFECT HARMONY delivers uptime, all the time.

usa.siemens.com/perfectharmony



Provides 200,000 hours MTBF in extreme operating conditions for superior reliability.

The perfect drive for imperfect conditions

When you have a city of three million people relying on you for power, shutdowns are serious business. When you're on a rig anchored 20 miles offshore without a speck of land in sight, service calls aren't simple. And when hazardous chemicals keep you on your toes anytime you're on the clock, uptime is everything.

Operating conditions will never be perfect—but at least your drives can be. Siemens equipped the SINAMICS PERFECT HARMONY medium voltage variable frequency drive (VFD) with 50+ patented

technologies proven to increase the reliability of critical processes. Available in liquid-cooled and compact air-cooled configurations, its modular design provides a scalable solution that achieves 99.99% availability, resulting in a significantly lower lifecycle cost. Plus, it's the only VFD available today that features Advanced Cell Bypass, which prevents process interruption in the event of a cell fault.

With more than 10,000 drives sold, it's the No. 1 selling drive in the world because it's the most trusted. Experience uptime all the time with SINAMICS Perfect Harmony.

Answers for industry.



International Editions

USA | China | India | Brazil | Russia | Mexico | South Africa

Log in | Register | Subscribe

LinkedIn | Twitter | Facebook | YouTube | RSS | Google+ | LinkedIn



Fill out the registration information below to download the SIEMENS white paper!

Name *

Title *

Company *

Zip Code *

Email *

Do you use any of the following automation and control products? (choose all applicable)

☐ Programmable Relays

☐ Micro PLCs






Because downtime is not an option.

SINAMICS PERFECT HARMONY VFDs deliver uptime, all the time.

[Tour the drives](#)

Campaign messaging focuses on the reliability of Siemens drives in critical applications, centering on what keeps the buyer up at night. Online and offline advertising are supported by a content marketing initiative involving white paper content that educates the audience on the total cost of ownership (TCO) of variable frequency drives.


Siemens Demand Generation Campaign—Real-World Opportunities



Name: _____
Title: Power Plant Technician
Company: _____
Industry: Power Generation
Persona: Larry Leader

Need assistance: Yes
Why are you evaluating: Replacement of an old or failed drive
Evaluation stage: Evaluation
Application: Steam turbines
Time of purchase: 8–12 months
Info needed: General
Telemarketing notes:
 _____ explained that they are currently exploring the feasibility of retrofitting and/or replacing one or two medium voltage drives in their _____ location 8–12 months from now. The _____ provides both water and power to the _____ municipal district using gas and steam turbines. This particular power plant in _____ already has a large number of Allen-Bradley manufactured VFDs in the low-voltage range, but they were open to what Siemens could offer in the medium-voltage range.


Source: EC&M TCO white paper	TM Campaign: Tier 1/Tier 2 follow-up	MQL: Date: 3/10 Assigned to: Tom Shearer Replacing two drives in 12 months	Current Status: Date: 3/14 Action: Forward to local LDAP rep *Note: Follow-up status not selected in Lead Central
---	--	--	---



Name: _____
Title: Maintenance Supervisor
Company: _____
Industry: Chemical/ Petrochemical
Persona: Mike Maintenance

Need assistance: Yes
Why are you evaluating: Replacement of an old or failed drive
Evaluation stage: Evaluation
Application: Pumps
Time of purchase: Immediately
Info needed: Price
Telemarketing notes:
 _____ was very aggressive on information about the current drives they have at their facility. He oversees the operational/maintenance responsibility for the VFDs. This is a mining, warm solution—surface mining facility. Their VFDs are 4160 V and up to 10,000 hp. Currently they have Cutler Hammer drives at their location only because of history or what was already installed on the pumps. MQL because _____ stated that if the drives were cost-effective, they would go with Siemens drives IMMEDIATELY. This would make their facility “run economically,” he stated. He said cost has always been an issue at their location. _____ would be the person involved in the decision-making process. _____ or _____. He also confirmed that _____ the main electrical engineer, would be involved with the process at _____. He sounded very open to speaking with someone about upgrading.

Source: Purchased list—Tier 1/Tier 2 contact append	TM Campaign: Tier 1 follow-up	MQL: Date: 3/14 Assigned to: Jay Mistry	Current Status: Date: 3/17 Waiting for FAM follow-up
---	---	--	---



Persona Type: _____
Title: Electrical Engineer
Company: _____
Industry: Offshore Engineering
Persona: Chris Consultant

Need assistance: Yes
Why are you evaluating: Replacement of an existing drive
Application: Compressors
Time of purchase: Immediately
Previous sales history: Anema Motor—Quantity—1
Info needed: Price
Telemarketing notes:
 FIRST ATTEMPT 02/19/2014 : He said he hasn't read the WP as yet, but thanked me for calling and reminding him to read it! They are currently looking to replace 8 medium voltage VFDs, 2 are for compressors but couldn't remember what the other 6 are for. They talked to the client last week and are pulling numbers together and should be looking seriously within a week. Please call. He is there Mon.–Thurs., 8–5, and Fri. 8–1. Call anytime during those hours.

Source: Previous sales history contact append EC&M TCO white paper download	TM Campaign: Tier 1/Tier 2 follow-up	MQL: Date: 2/19 Assigned to: Nick Kittu Replacing 8 VFDs	Current Status: Date: 2/26 Project handed to sales *Note: Follow-up status not selected in Lead Central
--	--	--	---

This campaign has taken demand generation to a new level, delivering hundreds of fully qualified leads—not just raw inquiries, but real opportunities—many of which have already closed. The campaign has already generated a 172% ROI from closed sales. The opportunities in the pipeline provide realistic potential for much greater ROI.

MAVERICK DCSNext Demand Generation Campaign—Branding

DCSNEXT[®]
Don't replicate. Innovate.

The MAVERICK DCSNext campaign takes a major manufacturing technology issue and brings it to the surface, presenting a vision for the future through high-impact, persona-based branding.




"My name is Pat, and
I have a DCS problem.
I can't upgrade without a plan...
and I can't find a plan that's
proven to work."

Don't worry, Pat. We have the solution:
DCSNEXTSM

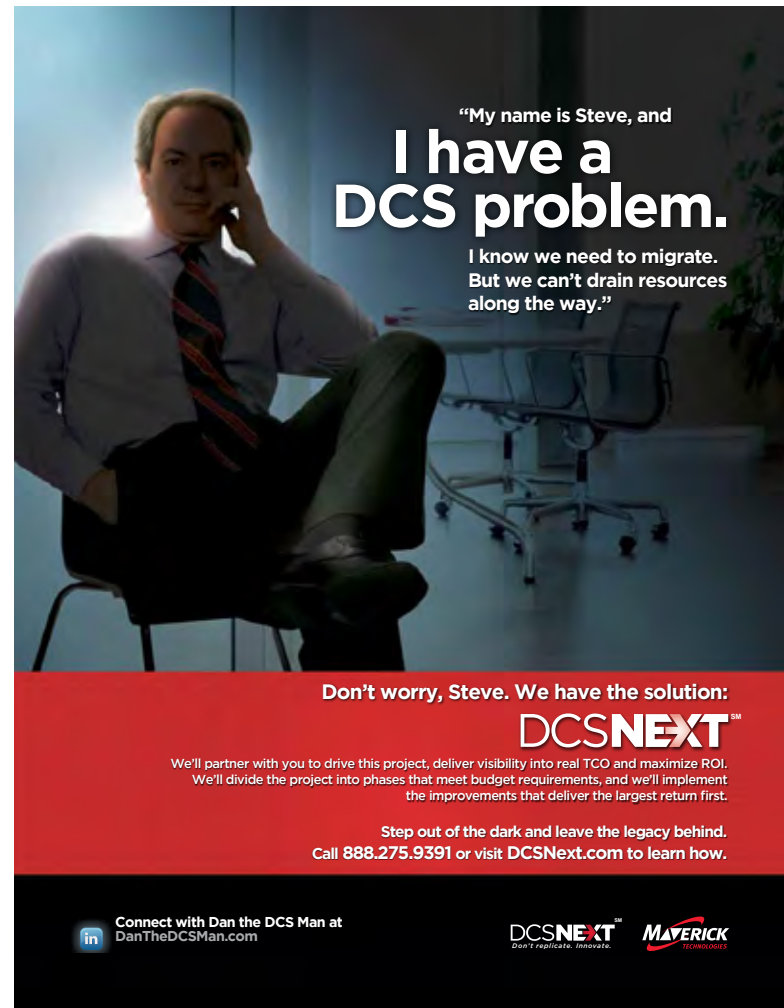
MAVERICK helps you upgrade with confidence—on time, on budget and in scope, maximizing uptime throughout. We eliminate surprises with accurate project estimates—just ask our clients. Whenever you're ready, we'll walk you through our process.

Step out of the dark and leave the legacy behind.
Call 877.913.6579 or visit DCSNext.com to learn how.

 Connect with Dan the DCS man at DanTheDCSMan.com

DCSNEXTSM **MAVERICK[®]**
Don't replicate. Innovate. TECHNOLOGIES

© 2012 MAVERICK Technologies, LLC.




"My name is Steve, and
I have a DCS problem.
I know we need to migrate.
But we can't drain resources
along the way."

Don't worry, Steve. We have the solution:
DCSNEXTSM

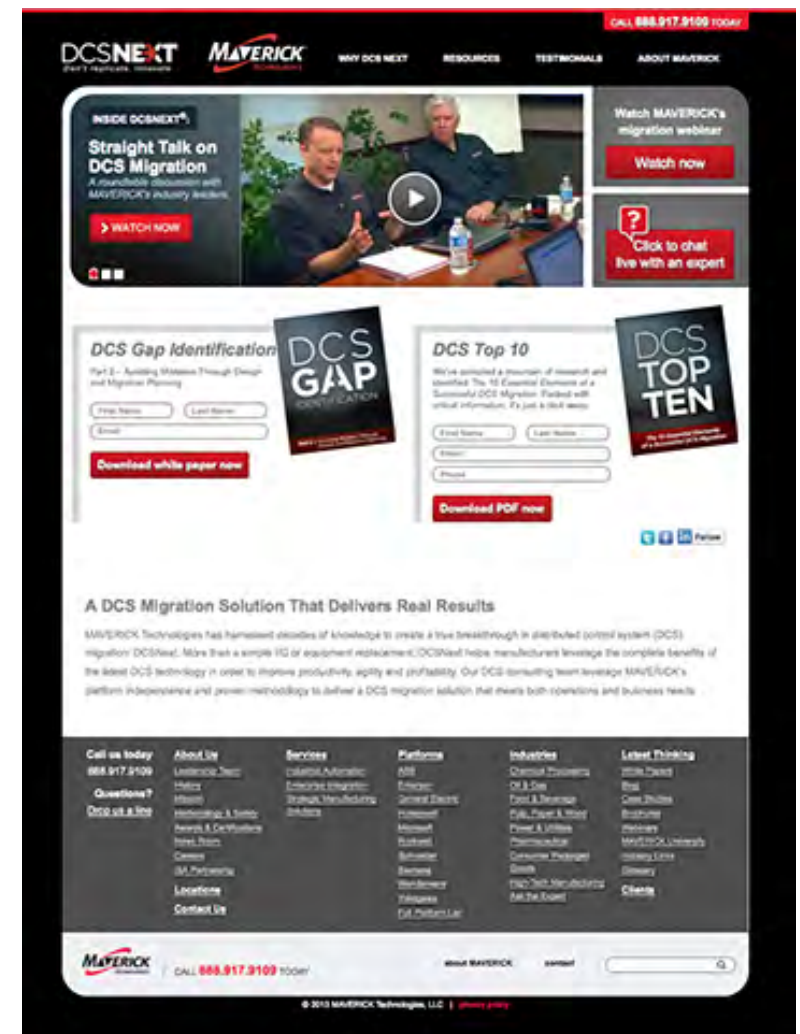
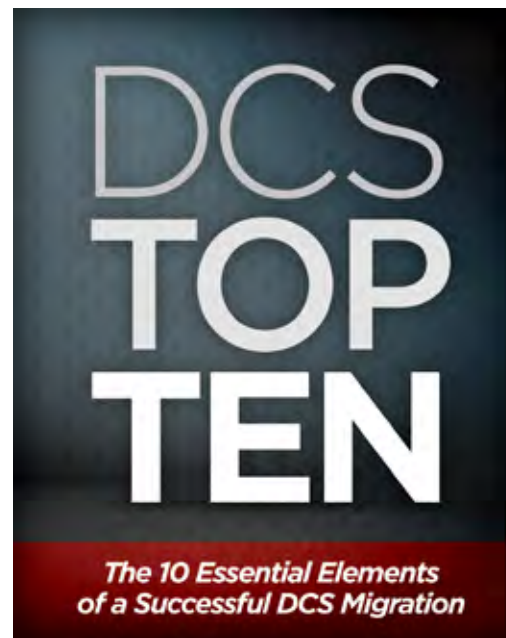
We'll partner with you to drive this project, deliver visibility into real TCO and maximize ROI. We'll divide the project into phases that meet budget requirements, and we'll implement the improvements that deliver the largest return first.

Step out of the dark and leave the legacy behind.
Call 888.275.9391 or visit DCSNext.com to learn how.

 Connect with Dan the DCS Man at DanTheDCSMan.com

DCSNEXTSM **MAVERICK[®]**
Don't replicate. Innovate. TECHNOLOGIES

MAVERICK DCSNext Demand Generation Campaign—Thought Leadership



This campaign involves in-depth thought leadership that delivers real value to manufacturing decision-makers. The DCSNext content portfolio includes white papers, articles in major trade publications and expert videos.

MAVERICK DCSNext Demand Generation Campaign—Lead Capture

Straight Talk on DCS Migration Webinar

Drivers for DCS Upgrades

- **Obsolescence**- \$65 Billion of automation systems¹ towards the end of useful life.
- **Failure Rate** - Unscheduled shutdowns and upsets cost \$20B or almost 5 percent of production in the process industries²
- **Connectivity** – exchange process information with business systems.
- **Security** – meet new control system security requirements.
- **Process control or HMI (Human Machine Interface) functionality improvements.**

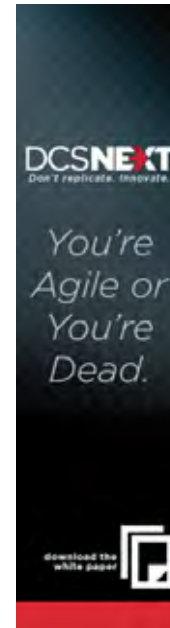
1 – ARC Advisory Group



DCSNEKT
Don't replicate. Innovate.

You're
Agile or
You're
Dead.

download the
white paper



DCSNEKT **MAVERICK** Don't replicate. Innovate. [Why DCS Next?](#) [Resources](#) [Testimonials](#) [About Maverick](#) [Call: 888-817-9109 today](#)

DCS TOP TEN

The 10 Essential Elements of a Successful DCS Migration

We've compiled a mountain of research and identified The 10 Essential Elements of a Successful DCS Migration. Packed with critical information, it's just a click away.

You'll learn about:

- Objective evaluation of possible migration profiles
- Selection of a migration partner
- Receiving funding approval for your migration
- How DCS migration can deliver value, from cradle to grave

You know you need to migrate and avoiding the inherent risk associated with a migration is the key to your success. Register now to download the DCS Top 10.

“68% of control engineers plan to upgrade within the next six months. Knowing how to navigate a migration effectively is the first step.”

— Chad Harper
Director of Technology

Download now

Call us today 888-817-9109 | About Us | Services | Platforms | Industries | Latest Thinking



A multichannel demand generation program leverages a wide range of thought leadership assets, including webinars and white paper downloads, to deliver a steady flow of leads. Tactics encompass print and online advertising, as well as SEO and paid search.

Google DCS migration

Web Videos Shopping Images News More Search tools

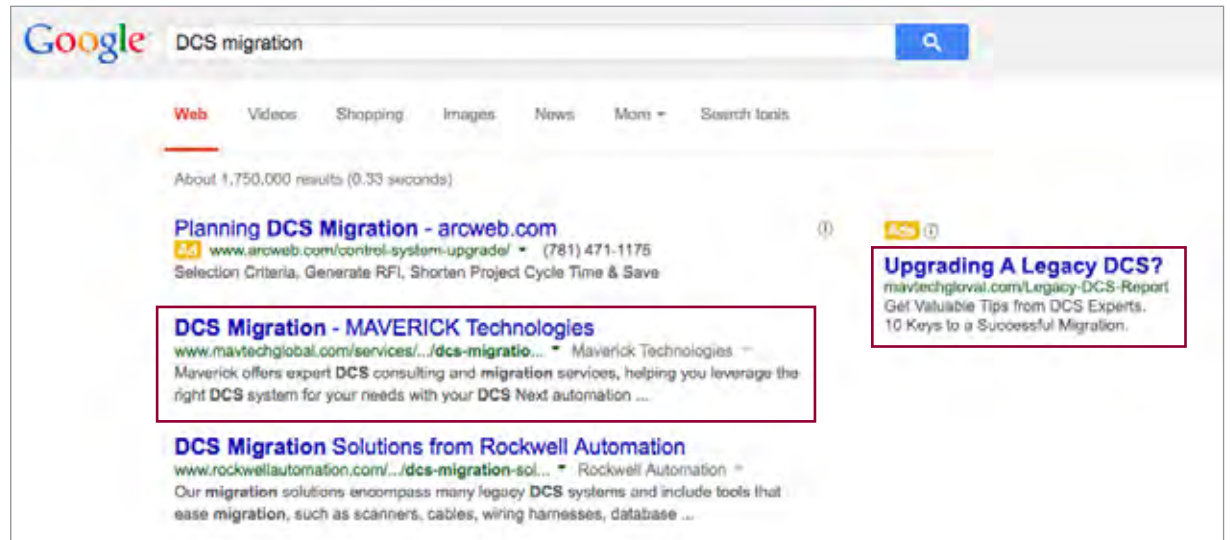
About 1,750,000 results (0.33 seconds)

Planning DCS Migration - arcweb.com
www.arcweb.com/control-system-upgrade/ • (781) 471-1175
Selection Criteria, Generate RFI, Shorten Project Cycle Time & Save

DCS Migration - MAVERICK Technologies
www.mavtechglobal.com/services/.../dcs-migratio... • Maverick Technologies
Maverick offers expert DCS consulting and migration services, helping you leverage the right DCS system for your needs with your DCS Next automation ...

DCS Migration Solutions from Rockwell Automation
www.rockwellautomation.com/.../dcs-migration-sol... • Rockwell Automation
Our migration solutions encompass many legacy DCS systems and include tools that ease migration, such as scanners, cables, wiring harnesses, database ...

Upgrading A Legacy DCS?
mavtechglobal.com/Legacy-DCS-Report
Get Valuable Tips from DCS Experts.
10 Keys to a Successful Migration.





2014 B2 Award-Winning Work

Catamaran PBM 20/20 Video



2014 B2
AWARD WINNER



The Catamaran PBM 20/20 video weaves together the stories of three people—patient, provider and payer—to communicate the company’s vision for the future of health care and pharmacy services. The video is a centerpiece of Catamaran’s Innovation Center in downtown Chicago.



WATCH THE VIDEO: TheMxGroup.com/CatamaranPBM2020

Siemens Perfect Harmony Brochure



2014 B2
AWARD WINNER



The Siemens Perfect Harmony brochure leverages the company's history of innovation, positioning the re-branded variable frequency drives within a broad product line. The brochure has become an important piece of collateral for Siemens sales teams across the globe.

vAuto Conquest Campaign



2014 B2
AWARD WINNER

CONQUEST

NEW CAR INVENTORY MANAGEMENT & PRICING



The Conquest launch campaign positions the product as a revolutionary change in the new car market, creating excitement and momentum. The campaign has helped vAuto exceed sales goals by more than 300%.



WATCH THE VIDEO: TheMxGroup.com/vAutoConquest

JMC Steel Wheatland Fire Sprinkler 100% Steel Campaign



2014 B2
AWARD WINNER



Steel	CPVC
Not compatible with the following:	Not compatible with the following:
<p>...Lava</p>	<ul style="list-style-type: none"> Acetone Antifreeze Dishwashing liquids Flexible wiring & cable Fragrances/perfumes Fungicides Mold inhibitors Grease Cooking oils Molten solder Solder flux Oil- or solvent-based paint Polyurethane foams Sleeving material Spray-on coatings Termiticides Insecticides Solvent cements Caulks Fire-stopping systems Leak detector Mold cleaners WD-40 Pipe clamps Pipe tape Thread sealants
<p>Know better. Know Wheatland. Wheatland Tube</p>	

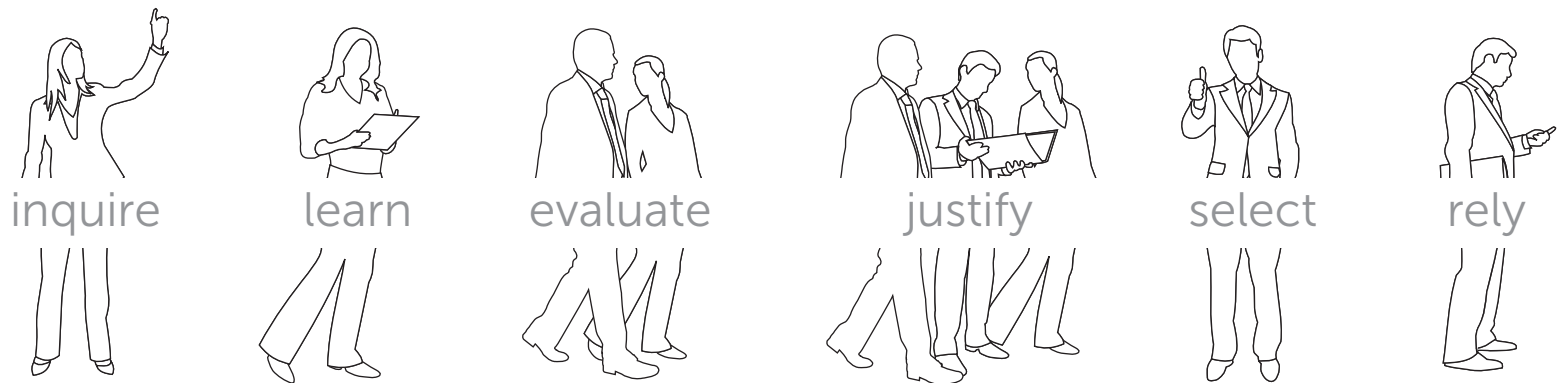
This multi-channel campaign educates contractors and engineers in the fire suppression industry about the advantages of a 100% steel Wheatland fire sprinkler system, helping to drive double-digit sales growth.



Mx Group Overview

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

...creating a unified experience across
the prospect-to-customer spectrum



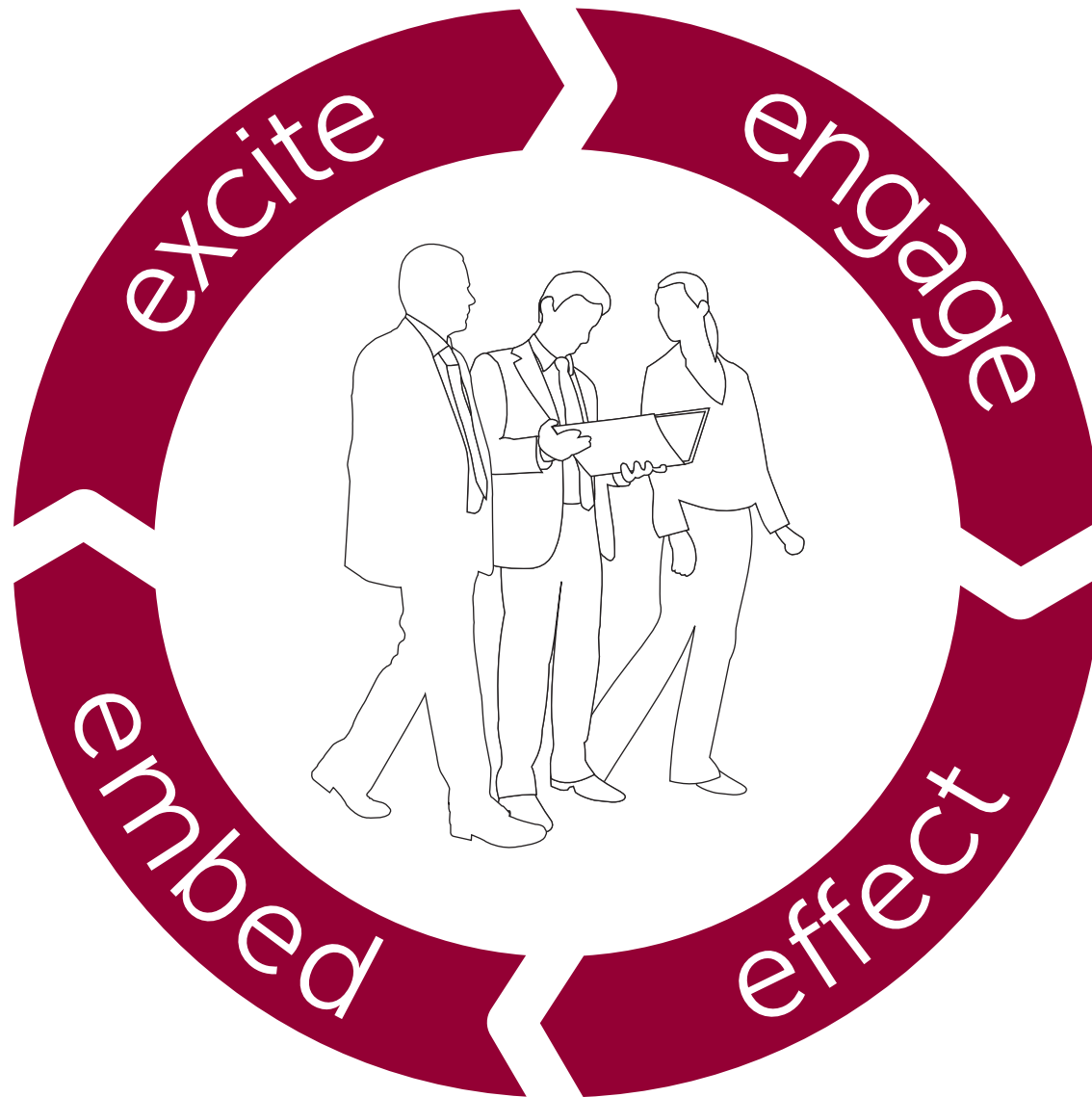
excite

engage

effect

embed

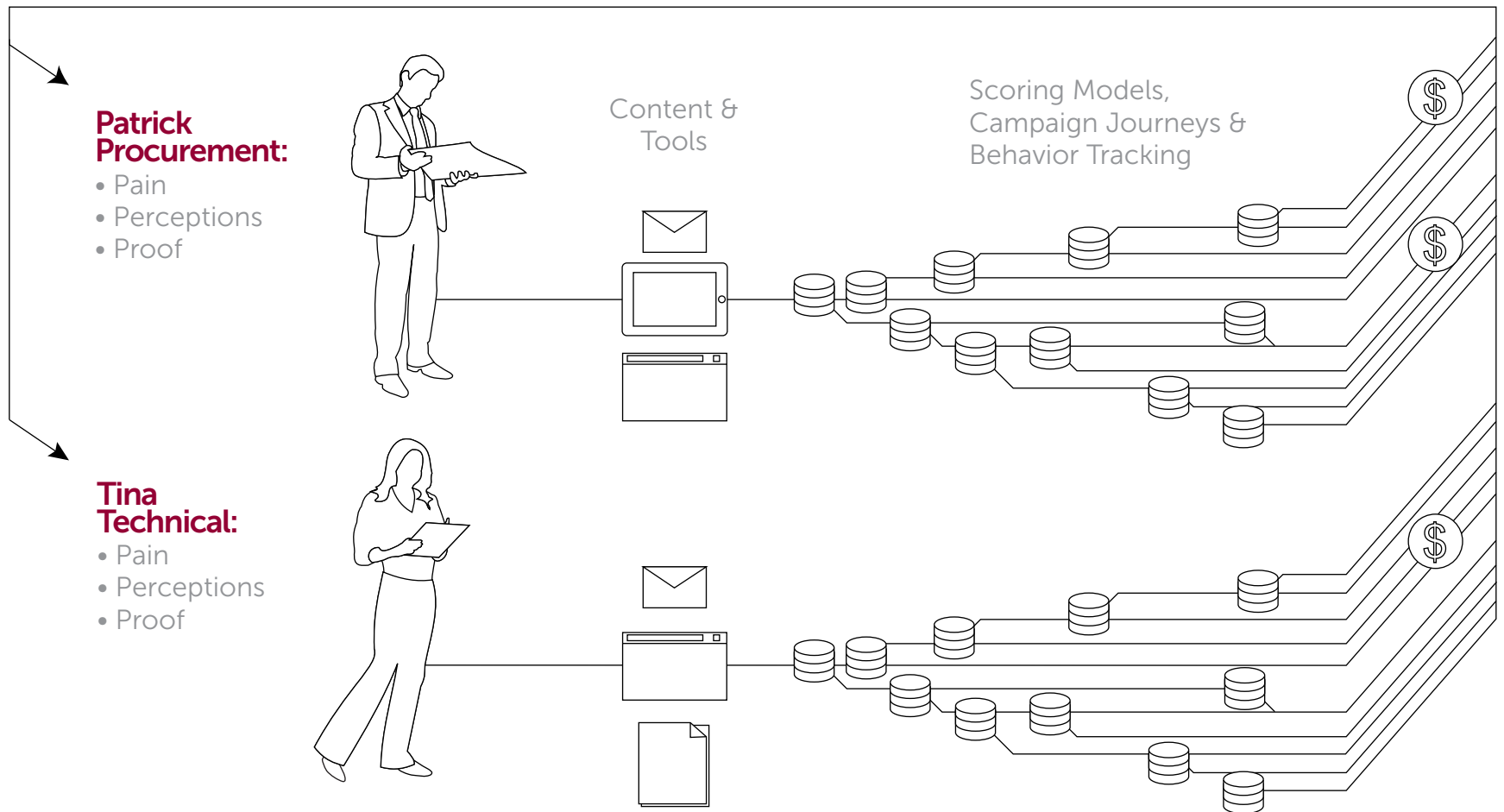
...resulting in a
Total Market Experience™



...offering a unique
mix of services



...delivered through a persona-based,
data-driven marketing automation platform



...to a diverse mix of B2B clients.





The Mx Group

Established in
1989

Own facility near
CHICAGO

All services delivered
IN-HOUSE

Named 7 years to *BtoB Magazine*
"TOP AGENCIES"





A Space for Creativity & Collaboration

We designed our facility to provide an open floor plan, common areas and work rooms to facilitate creativity, collaboration and efficiency in our process.

The M Index

Aggregate Percentage of Client Contacts in Certain Status

74%

Prospect

13%

Engaged

7%

Sales Ready

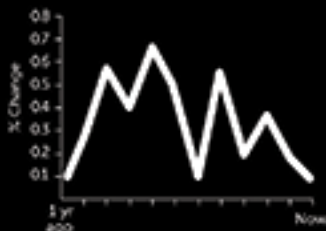
4%

Quoted

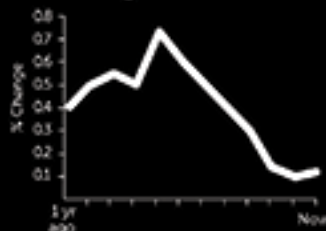
12%

Customer

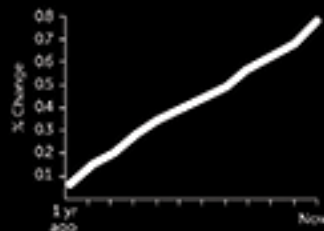
Site Visits



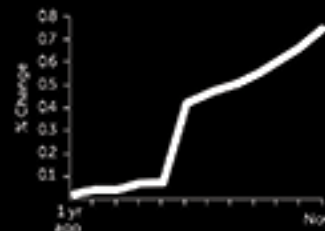
Organic Search



LinkedIn Followers



Twitter Followers



Direct Mail Response Rate

1.85%

Email Clickthrough Rate

5.82%

Telemarketing Response Rate

15.65%

Average Marketing Investment Statistics

\$32

Cost / Lead

\$58

Cost / SRL

\$126

Cost / Quote

\$338

Cost / Sale

In the last

2:55

6,658,925

Google searches

137,200

Apple app downloads

67,025

Android downloads

291,725

Tweets

8,400

YouTube minutes

6,481,475

Facebook likes and comments

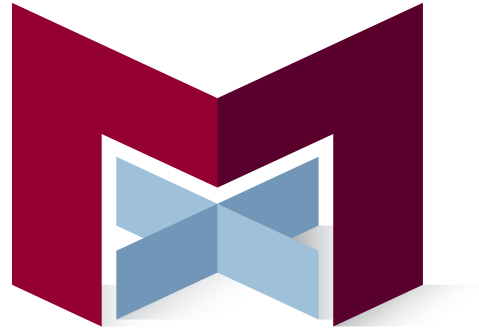
The Mx Index

Data and results are in our DNA. Continually projected on multiple walls throughout the workspace for all employees to see, The Mx Index is a live, aggregate view of critical metrics on client results and industry trends.



Our Recognition

We're not in it for the awards, but it's nice to be recognized.
 And The Mx Group has had its fair share in recent years,
 including "Best in Show" at the BMA Tower Awards.



The Mx Group

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