



# Digital Advertising, Reporting and Technology Transition

*MX Proposal for Upper Crust Food Service*

## What We Heard

- This is an important time for Upper Crust Food Services as you've established yourself as the clear category leader and grown your internal marketing team and capabilities
- In order to continue your growth story, its imperative for you to exercise more direct control of your advertising and dramatically increase your ROAS
- You've invested in best-in-class marketing tools (most recently Datorama)
- You need a partner steeped in up-to-the minute best practices in B2B and digital marketing, who can help you establish a strong data and analytics foundation, support your transition from your previous agency and set you on a solid footing for future success
- MX believes we are that partner!



## How We Can Help

### Our Approach

- We are interested in supporting you long term and believe we can structure a model for that.
- We have structured this proposal as a one-time project that would get you up and running - that can also lay the foundation for ongoing support.
- Immediate term: Consulting and executional project for top priorities as you end work with your current agency
- Focused on establishing solid foundation for data and reporting, grounded in best practices
- Project approach facilitates a more granular understanding of your needs for ongoing support



# Our Approach To Pricing

- Transparency and flexibility on efforts and costs
- Scope organized by workstream with optional additional consulting provided.
- Additional budgetary pricing provided for potential future needs (website transition, ad hoc creative support, etc.) is illustrative and requires further discussion for full pricing.
- Pricing provided is based on our current understanding of your circumstances and systems.
- Project pricing is based on a time and materials basis
- Time and materials engagements are based on number of hours and hourly billing rates. Actual costs billed monthly
- Anticipate that actual costs may vary by up to 15% above or below. Primary unknown variable is time required for acquiring and transitioning data from previous agency.

# Investment Summary

Workstream	Activities and Deliverables	Budget
Digital Advertising Accounts	<ul style="list-style-type: none"><li>Transition Google Ads account from previous vendor to Upper Crust Food Services ownership.</li><li>If not possible, set up a new Google Ads account, owned by Upper Crust Food Services.</li><li>Assess and consolidate Meta ads accounts, if possible to resolve issues arising from consolidating Upper Crust, Campus Cooks, etc. accounts.</li><li>Assess feasibility of migrate data from previous account and, if possible, migrate.</li></ul>	\$8,000
Reporting and Measurement	<ul style="list-style-type: none"><li>Develop a measurement and attribution strategy for Upper Crust Food Services to track effectiveness of marketing and advertising efforts across digital platforms. Define KPIs for campaign, channel, audience levels.</li><li>Setup Google Analytics account owned by Upper Crust Food Services. If possible, migrate data from previous accounts</li><li>Set up Datorama – Inclusive of Datorama environment, dashboards and reporting structures. Integrate with Salesforce, Meta, Google Analytics, and other data sources.</li><li>Overview sessions for Upper Crust Food Services team members.</li></ul>	15,000
SEO (Optional)	<ul style="list-style-type: none"><li>Conduct an audit of Upper Crust Food Services content and website</li><li>Provide recommendations for immediate and ongoing opportunities. Recommendations will be structured for your team to execute. In conversation, we can discuss if there are larger optimization needs that we could support you with.</li></ul>	\$6,000
<b>TOTAL</b>		<b>\$29,000</b>

# Your Expert Team

**Matt Binz**

**Sr. Director, MarTech and Applied Intelligence**

**About Matt:** Matt leads the MarTech and Data & Insights teams at MX, which includes strategy and implementation in areas such as digital strategy; data research and analysis; martech implementations; analytics and reporting; and conversion optimization. His digital marketing experience crosses multiple industries, including manufacturing, construction, retail, nonprofit, education, technology and hospitality. He has led Martech integrations for Zekelman, WHOOP, US Cellular and many other B2B brands.

**Tony Briscolino**

**Sr. Architect, MarTech Engineering**

**About Tony:** Tony has been with MX for more than 20 years, in roles ranging from lead management specialist to programmer to database administrator. He leads the technical team behind MX's global marketing platform, adding a technical perspective to projects and ensuring clients' business goals are met. He has extensive experience managing integrations with various systems, including CRMs like Salesforce and Microsoft Dynamics. He also is a strategic and hands-on marketing automation professional with expertise in platforms such as Marketo, Pardot and Eloqua. Tony is a Marketo, Pardot and Salesforce.com Certified Expert.

**Kevin Quinn**

**SEO/SEM Strategist**

**About Kevin:** Kevin joined The Mx Group in 2019, and he happens to be a happy former client of the agency! With over 20 years of marketing experience, he brings in-depth ideas and insights to his role as a digital marketing strategist. He is an expert in SEO, SEM, social media, and multiple tech and creative platforms. Kevin is a big proponent of testing to optimize customer-facing online experiences. Currently he is working on our major telecom and industrial accounts, informing strategies and optimization recommendations across websites, SEM, SEO, and paid and social media. Kevin is a graduate of the University of Notre Dame, with a BBA in accounting.

B2B Like It Oughta Be.

