

**CHAMBERLAIN
GROUP**



The Mx Group

Demand Generation Pilot Proposal

8/20/21

What we heard

- New business looking to scale B2B
- Potentially very broad target audience but seeing initial traction in Higher Ed, staffing agencies, SaaS start ups
- Biggest challenge is around education and understanding the offering
- Currently driving user acquisition through retargeting campaigns using Google, LI, FB, Twitter
- Primarily working manually for reporting, CRM, marketing automation
- Needs include content, lead gen, website
- Looking for a strategic partner who can work in a flexible manner

The opportunity

FROM:

Limited understanding of BYOB for businesses

Low awareness of Data Mynt

Manual and ad hoc marketing

TO:

→ BYOB is an exciting option for businesses and institutions

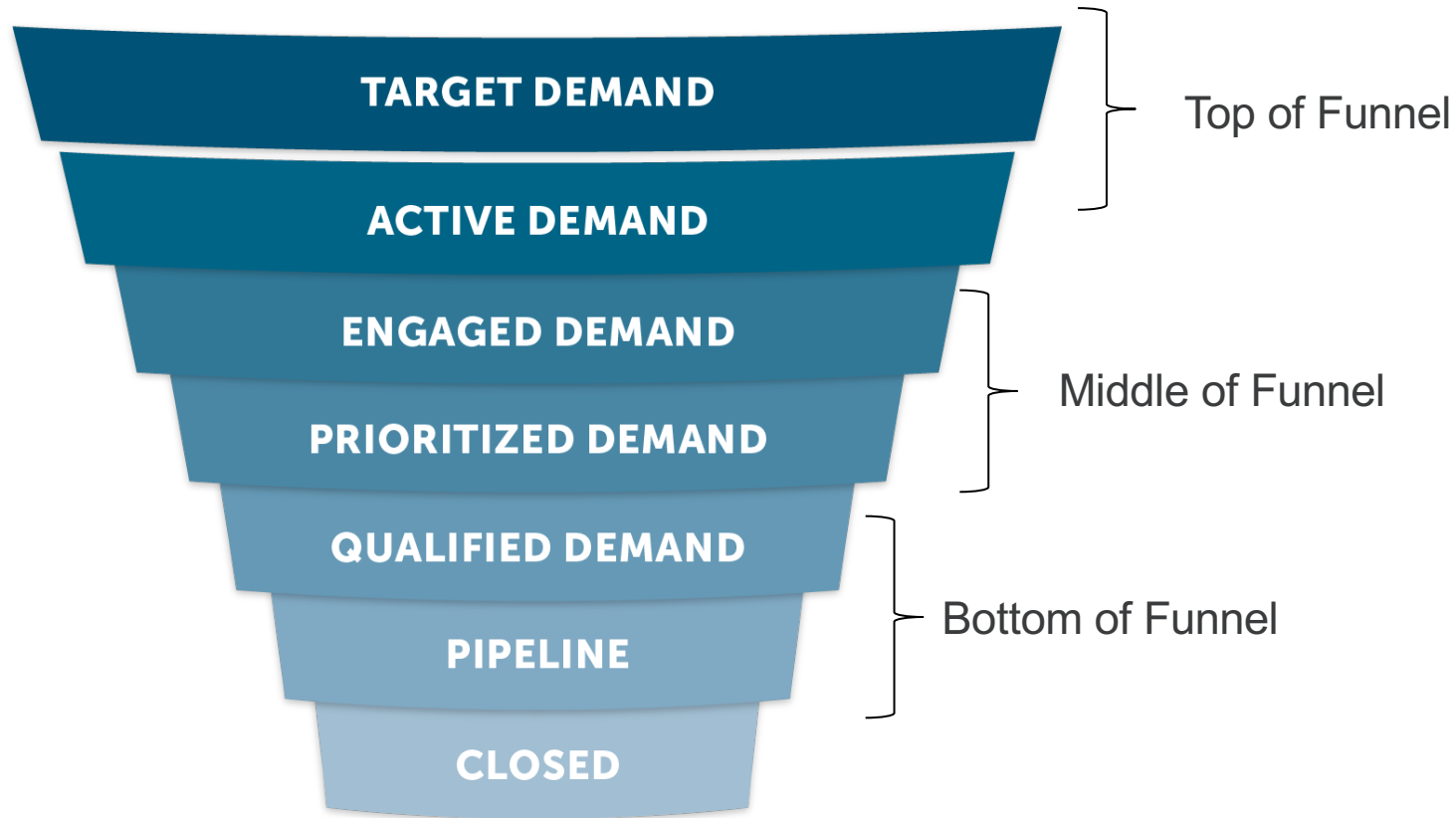
→ Data Mynt is seen as the best option

→ Systematic and scalable marketing engine

The background features a complex geometric pattern of thin, light blue lines. These lines form a series of overlapping circles and intersecting straight lines, creating a web-like or orbital structure. Three small, solid blue dots are positioned at key intersection points: one at the top center, one on the right side, and one on the left side. The overall aesthetic is clean, modern, and technical.

Our Approach

Campaign Support across the Funnel



Top of Funnel



Top of Funnel (ToFu)

Awareness Stage (Impressions)

Are we driving prospects to DataMynt.com? Are we increasing awareness of Data Mynt?

Campaigns Used

- Awareness & consideration
- Event campaign
- Launch campaign

Channel Mix and KPIs

- Most often uses integrated channel mix to draw traffic at various intent levels.
- Measures of effectiveness include brand awareness metrics and ultimately website traffic.

Middle of Funnel



Middle of Funnel (MoFu)

Consideration Stage (*Inquiries and AQLs*)

Are we engaging our site visitors? Are we capturing their attention and piquing their interest? Are we sharing valuable information? Are we demonstrating credibility? Are we building consideration? Are we presenting content they are seeking, like solution demos?

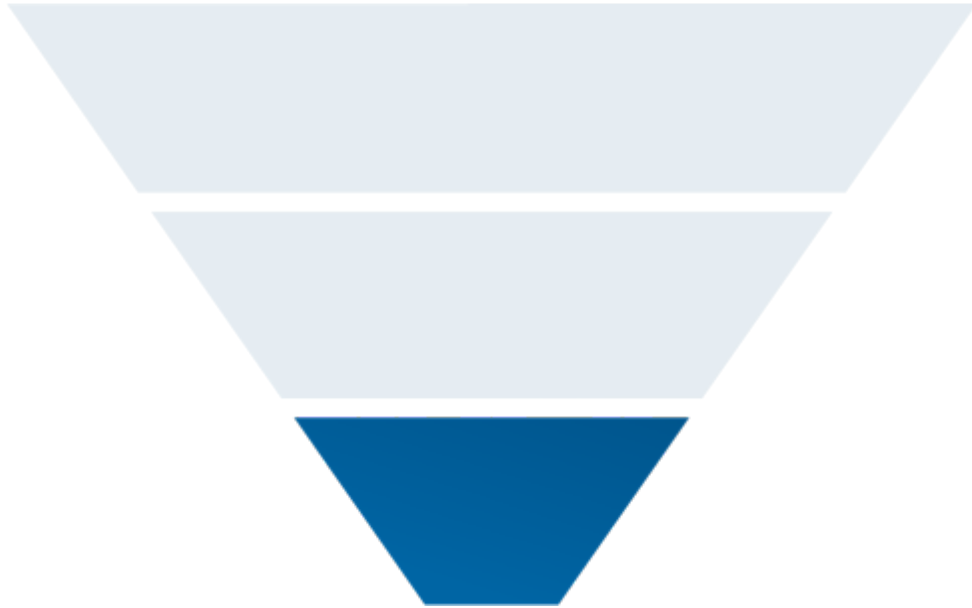
Campaigns Used

- Nurture campaigns
- Personalized site experiences

Channel Mix and KPIs

- Nurture journeys, content, news
- Content engagement, progression through the funnel

Bottom of Funnel



Bottom of the Funnel (BoFu)

Decision Stage (*MQLs and Sales Driven metrics*)

Have we provided enough evidence that we are the best choice? Do we have the right product? The price? The right incentive to entice action?

Campaigns Used

- Conversion support – trials, incentives, ROI calculators

Channel Mix and KPIs

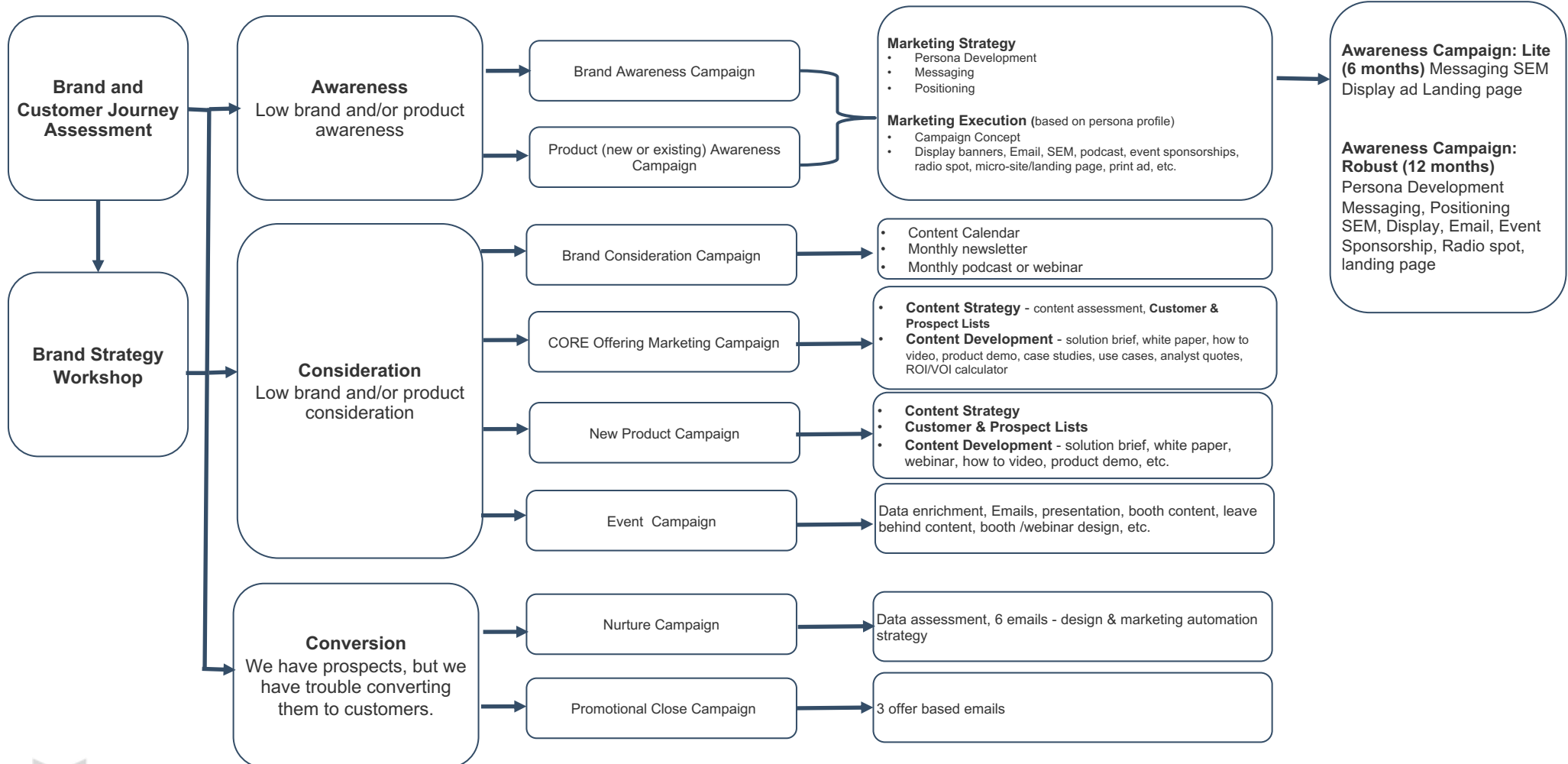
- High intent, lower-funnel content types to aid in ongoing self-service exploration (demos, trials, interactive calculators)
- AQL to MQL conversions

Evaluation

Campaigns by Journey Needs

Scope Considerations

Tactical Options



Getting Started

- Engagement starts with Foundational work (discovery, evaluation, planning)
- Outcome from Foundational work would be a strategic plan and marketing roadmap with recommendations and refined scope for next steps
- Ability to smaller pilot campaigns in parallel to ensure we get to market quickly and to test and learn with the understanding we'd be operating with limited information
- Pricing would be by project, but recommend going into it with the expectation of sustained efforts over time

Foundational work

- Background research and discovery workshop
- Goal/KPI setting
- Demand funnel and waterfall creation (investment model with target benchmarks)
- Market map (define addressable market, prioritization of segments)
- Buyer persona creation (buyers journey insights)
- Customer journey planning
- Platform set up (evaluation and recommendation of CRM, tech stack)
- Customer Experience Planning (persona specific journeys)
- Content audit to identify gaps

- **Cost:** \$50-75k
- **Timing:** 2-4 months

Assumptions:

- Data Mynt provides existing research on market
- Does not include additional primary research. Additional quantitative/qualitative research may be recommended based upon the amount of buyer insights Data Mynt is able to provide
- 3-4 buyer personas

Foundational Work: Market Map Definition

- Addressable Market Definition
- Firmographic Data Identification
- Target Prioritization

KEY	
Ideal Target	
Target	
Unimportant	
N/A	

on

		OIL & GAS INDUSTRY													
		Upstream						Midstream						Downstream	
		Production		Drilling	Well Stimulation			Transportation and Pipeline						Processing	
Sector		Crude petroleum and natural gas	Natural gas liquids	Drilling oil and gas wells	Acidizing wells	Hydraulic fracturing of wells	Servicing Oil and gas wells	Crude petroleum pipelines	Refined petroleum pipelines	Pipelines, not elsewhere classified	Natural gas transmission	Natural gas transmission and distribution	Natural gas distribution	Gas production and/or distribution	Petroleum refining
SIC #		1311	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	67
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	13	29	11	44
Segment 3	Less than \$1 million annual sales volume, 5-10 total employees company-wide, Global locations.	167	16	76	0	3	84	144	17	10	52	22	83	6	78
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	620
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	141
Segment 3	\$10–\$50 million annual sales volume, 100–499 total employees company-wide, Global locations.	5,416	372	2,596	41	14	6,357	244	159	251	776	504	724	585	1,219
Medium voltage water-cooled drive															
Segment 1	\$1–\$10 billion annual sales volume, 1000–4999 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	1,955
Segment 2	\$1–\$10 billion annual sales volume, 1000–4999 total employees company-wide, North American locations.	1,110	72	632	5	6	3,975	143	24	135	120	159	237	98	433
Segment 3	\$1–\$10 billion annual sales volume, 1000–4999 total employees company-wide, Global locations.	23	8	118	0	0	15	3	2	30	13	9	55	108	135

Foundational Work: Buyer Persona Creation

- Buyer identification & definition
- Persona connection by segment
- Buy cycle insights

The image displays four sample buyer persona cards, each representing a different professional segment. Each card includes a profile picture, a name, a title, and a detailed description of their role, industry, and decision-making process. The cards are designed to be visually appealing and informative, providing a clear overview of the buyer's needs and preferences.

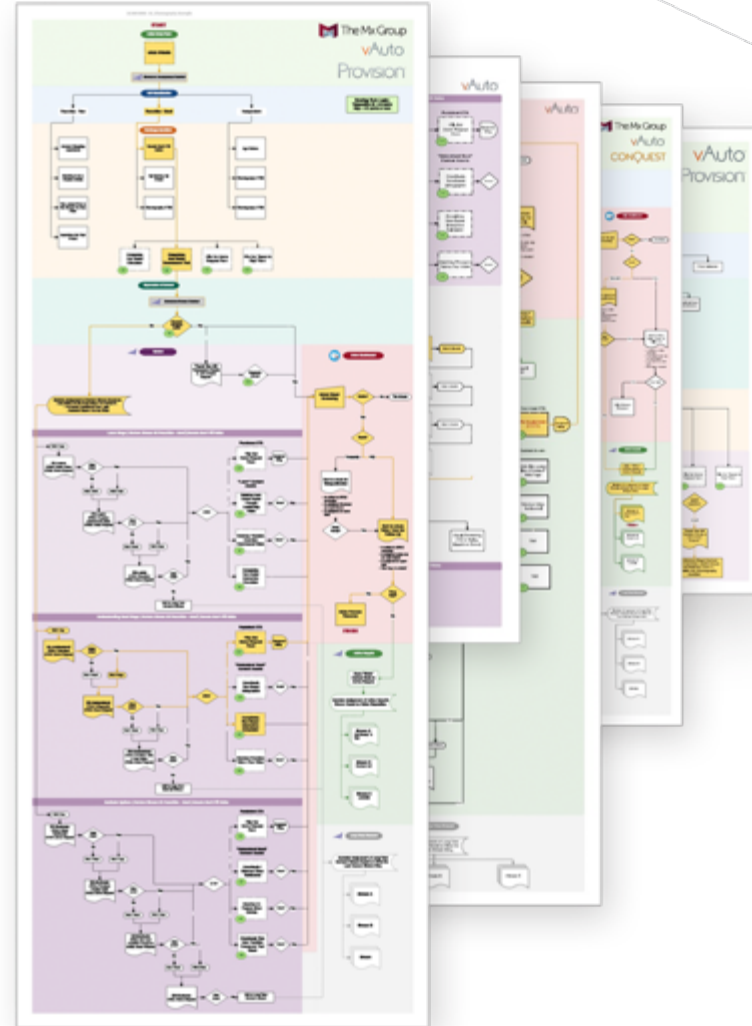
IVAN IT
INDUSTRY: Agriculture, Education, Health-Care/Social Service, Government, Office/Communication, Construction/Manufacturing
FUNCTIONAL ROLE: Information Technology
BUSINESS SIZE: 50-300
BUYER TYPE: Critical Influencer, Specifier
ROLE IN DECISION-MAKING PROCESS: I am the main point of contact for evaluating solutions. I'm likely to appreciate a no-nonsense approach that doesn't involve my whole team's time in the early stages of evaluation. In my decision-making process, I'm seeking out solutions that will expand our capabilities and create a better customer experience while integrating easily with our existing technology. My decision-making process is going to be focused on cost, efficiency and productivity, so I'll need to understand how proposed solutions directly affect those areas. In some cases, I'm the final decision-maker, but at this point I typically include and seek the feedback of my team—including the client or others in leadership roles—to make sure the solution meets their needs in a practical way.

MARY MANAGER
INDUSTRY: Health Management, Legal, Construction, Legal Services, Planning, Insurance Services
FUNCTIONAL ROLE: Business Administration, Business Owner, Office Manager
BUSINESS SIZE: 20-50
BUYER TYPE: Critical Influencer, Decision-maker
ROLE IN DECISION-MAKING PROCESS: I am very involved in the decision-making process. If I am the administrator, I will need to get that approval from the boss, but they'll usually go with what I say as long as it doesn't cost too much. I'm focused on making sure that our business stays in business and we keep delivering the same service we've known for in our community, and I'm not willing to risk that with a new technology. I don't understand the vendor landscape as a small business and write a check and sign, so I may consult some of our team members if the solution will affect them, but ultimately, I run the show. We don't have an IT person, so I'll be the person managing the tech once it's implemented.

OWEN OPERATIONS
INDUSTRY: Education, Transportation, Health Management, Construction, Health Care
FUNCTIONAL ROLE: Operations, Business Administration, Business Owner, Office Manager
BUSINESS SIZE: 50-300
BUYER TYPE: Critical Influencer, Specifier
ROLE IN DECISION-MAKING PROCESS: I'm responsible for our operations, in that capacity I am looking for software, services, equipment or anything that supports our processes and workflow. I'm the guy who gets it for us. That means I'm also responsible for how well it works, and its impact (positive or negative) on our productivity, efficiency and overall operational performance. I want a lot of options and don't have a lot of time for too many initiatives. I'm open to change, but only if it's low risk. If I'm certain something will improve our efficiency and effectiveness, I'll pursue it. If it has the potential to cause problems or inconvenience, I'm not interested. I just don't have time to add more to my plate. If you want me to buy from you, don't make me do a lot of work to understand the value. I'll need to decide quickly and confidently and I can't do that if I don't trust that you'll provide maximum value with minimum disruption.

Foundational Work: Customer Experience Planning

- Design persona specific journeys
- Develop rules & logic
To automate processes
- Implement journeys



Website Refresh

- Site content evaluation
- Site design focused on education, nurturing and conversion
- UX/UI for a key pages
- WordPress managed
- Core page templates

- **Cost:** \$75K - \$125K

- **Timing:** 3-4 months

Assumptions:

- Hosting licenses would be held by Data Mynt
- Estimate refinement upon discovery conclusions
- Insights from Foundational work used as foundation for website planning

AWARENESS CAMPAIGN

- Strategic and creative concept
- Refined customer experience plans
- Development of content and assets to support the journey
- Media and channel planning
- Execution and project management of all activities
- Reporting. Insights and ongoing refinement

Costs: TBD – huge variation

Timing:

- Development: 6-12 weeks
- In market: 6 months+

Where we've done it before



\$3.89 billion revenue, publicly traded

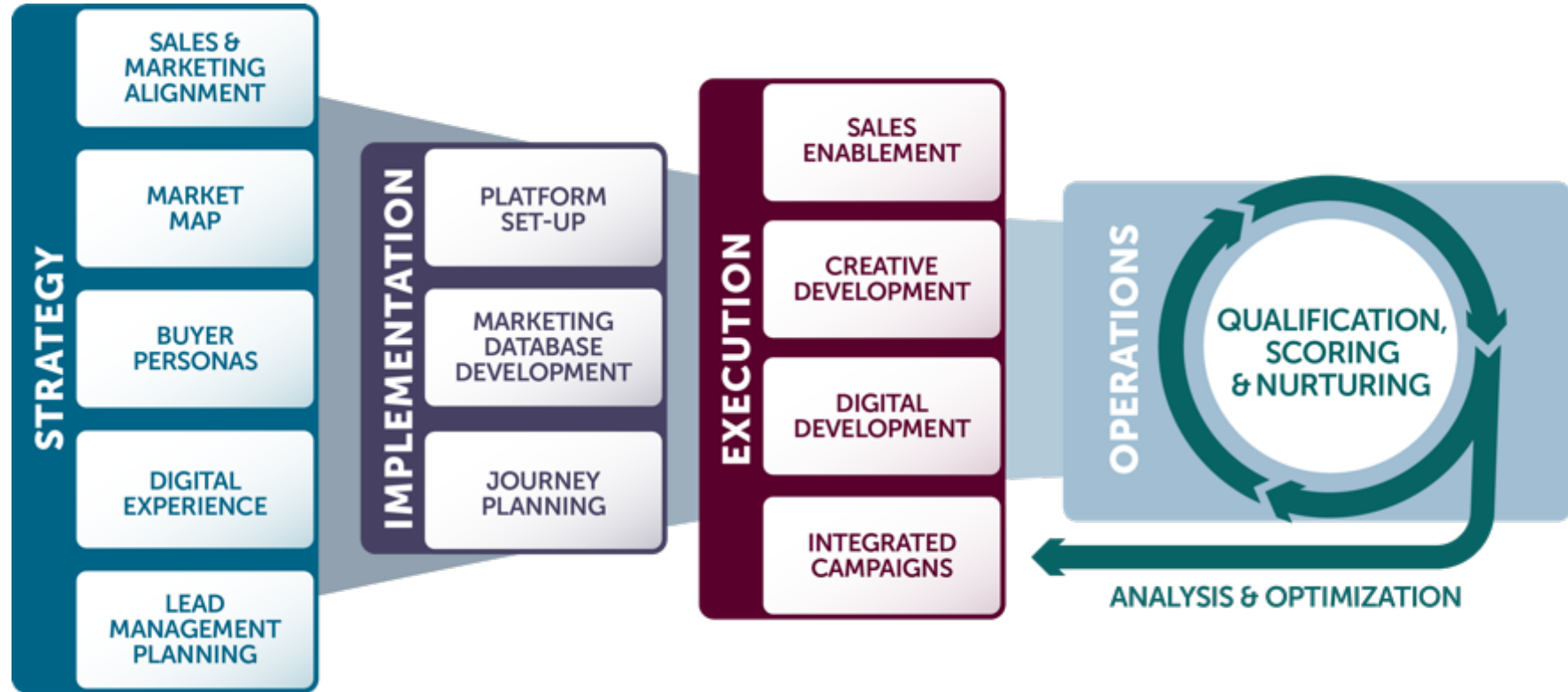
Business division represents \$65 million revenue

Sell IoT and value-added services for small- to medium-sized businesses

US Cellular Business Situation

- No alignment and understanding of B2B buying process
- Significant investment in mass brand advertising
- “Stale” product/service messaging and offers
- Limited, siloed marketing technology
- Focus on only two channels

Mx Demand Engine



First, we needed a deep understanding of the target audience

A series of interviews with target SMBs resulted in 3 core buyer personas

- Select verticals and sub-verticals
- Highly defined geography within the US

Personas

MARY MANAGER

KEY THESIS/INSIGHTS

- 1. Mary is a mid-level manager who is responsible for the day-to-day operations of the business. She is a team player and is always looking for ways to improve the business. She is a strategic thinker and is always looking for ways to grow the business.
- 2. Mary is a team player and is always looking for ways to improve the business. She is a strategic thinker and is always looking for ways to grow the business.
- 3. Mary is a team player and is always looking for ways to improve the business. She is a strategic thinker and is always looking for ways to grow the business.

CORE PERSONA INFORMATION

PERSONALITY

- 1. Mary is a team player and is always looking for ways to improve the business. She is a strategic thinker and is always looking for ways to grow the business.
- 2. Mary is a team player and is always looking for ways to improve the business. She is a strategic thinker and is always looking for ways to grow the business.
- 3. Mary is a team player and is always looking for ways to improve the business. She is a strategic thinker and is always looking for ways to grow the business.

HOW TO GET IN TOUCH

HOW TO GET IN TOUCH

OWEN OPERATIONS

KEY THESIS/INSIGHTS

- 1. Owen is a senior manager who is responsible for the day-to-day operations of the business. He is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.
- 2. Owen is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.
- 3. Owen is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.

CORE PERSONA INFORMATION

PERSONALITY

- 1. Owen is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.
- 2. Owen is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.
- 3. Owen is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.

HOW TO GET IN TOUCH

HOW TO GET IN TOUCH

IVAN IT

KEY THESIS/INSIGHTS

- 1. Ivan is a senior manager who is responsible for the day-to-day operations of the business. He is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.
- 2. Ivan is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.
- 3. Ivan is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.

CORE PERSONA INFORMATION

PERSONALITY

- 1. Ivan is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.
- 2. Ivan is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.
- 3. Ivan is a team player and is always looking for ways to improve the business. He is a strategic thinker and is always looking for ways to grow the business.

HOW TO GET IN TOUCH

HOW TO GET IN TOUCH

... and the size of the available market

- We developed market maps to help define and prioritize the size of the market opportunity
- We mapped the size of the opportunity against digital market reach

Market Map

		Sector		Cable premium and national gen	Natural gas north	Utility oil and gas north	Utility north	Hydroelectricity north	Service oil and gas north	Cable premium national	Utility premium national	Hydroelectricity national	Service oil and gas national	Cable premium national	Utility premium national	Hydroelectricity national	Service oil and gas national	Penetration utility	
		SMC #		1302	1305	1306	1309/1310	1309/1310	1309/1310	4002	4003	4009	4002	4003	4009	4002	4003	4009	2003
		Total Location Count		7506	534	1,575	39	41	9,724	791	496	399	1,869	998	1,995	389	2,503		
Target Groups		Demographics																	
Lower-voltage air-cooled drive																			
Segment 1		Less than \$1 million annual sales volume, 5-10 total employees company-wide, United States locations		128	2	25	0	0	6	13	0	0	42	10	36	2		47	
Segment 2		Less than \$1 million annual sales volume, 5-10 total employees company-wide, North American locations		129	6	28	0	1	32	13	4	2	30	13	29	12		66	
Segment 3		Less than \$1 million annual sales volume, 5-10 total employees company-wide, Global locations		167	16	76	0	3	84	144	17	10	52	27	65	6		79	
Medium-voltage air-cooled drive																			
Segment 1		\$100-\$500 million annual sales volume, 100-499 total employees company-wide, United States locations		405	0	7	5	13	802	296	256	38	258	235	407	36		620	
Segment 2		\$100-\$500 million annual sales volume, 100-499 total employees company-wide, North American locations		847	30	354	13	5	1,581	339	344	17	584	260	476	146		1,411	
Segment 3		\$100-\$500 million annual sales volume, 100-499 total employees company-wide, Global locations		1,406	272	2,394	41	14	4,367	244	239	251	776	504	704	346		1,208	
Medium-voltage water-cooled drive																			
Segment 1		\$1-\$10 billion annual sales volume, 1000-4999 total employees company-wide, United States locations		4,393	514	2,823	56	35	4,754	845	470	233	3,706	690	1,793	785		1,958	
Segment 2		\$1-\$10 billion annual sales volume, 1000-4999 total employees company-wide, North American locations		1,185	72	632	5	6	3,975	143	34	131	129	136	237	34		403	
Segment 3		\$1-\$10 billion annual sales volume, 1000-4999 total employees company-wide, Global locations		25	8	108	0	0	15	0	2	30	13	9	56	104		126	

KEY	
Over Target	
Target	
Unimportant	
N/A	

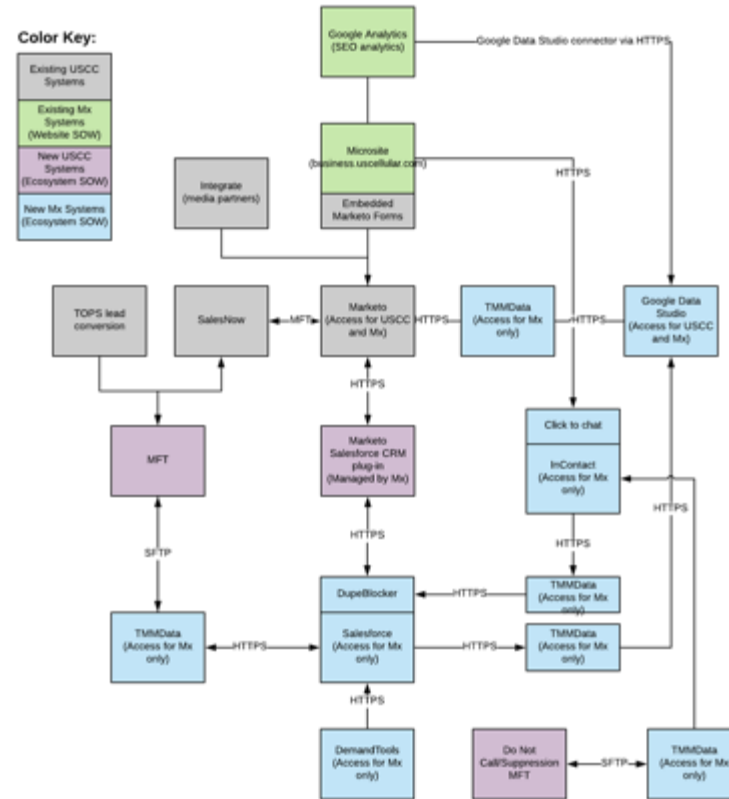
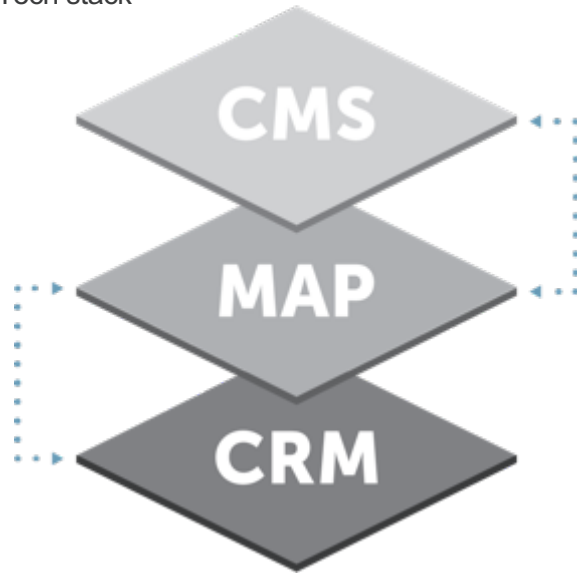
Market Reach

Vertical	Sub-vertical	Ad Targeting Individuals	USCC Identified			Area to Explore Sub-Vertical % Coverage of Vertical
			Unique Businesses	Unique Customers	Penetration	
			1,917	143	7.46%	39.2%
Agriculture	All		752	68	9.04%	
Agriculture	Crop Farming	3,394	288	43	14.93%	
Agriculture	Logging	129	180	8	4.44%	
Agriculture	Dairy Cattle & Milk Prod	347	167	5	2.99%	
Agriculture	Apple Orchards	130	117	12	10.26%	
Agriculture	Forestry	188	112	7	6.25%	
			1,346	145	10.77%	65.9%
Utilities	All		887	123	13.87%	
Utilities	Elec. Power Distr. Elec. Power C	12,883	411	48	11.68%	
Utilities	Water Supp. & Irrigation	1,635	278	58	20.86%	
Utilities	Natural Gas, Dist.	1,505	142	8	5.63%	
Utilities	Sewage Treatment	92	56	9	16.07%	
			9,929	730	7.32%	52.2%
Construction	All		5,213	465	8.92%	
Construction	Plumbing, Heating & Air	23,363	1,496	192	12.83%	
Construction	Com. & Instn. Bldg. Const.	55,000	1,168	79	6.76%	
Construction	Elec. & Wiring Contractors	24,529	1,126	100	8.88%	
Construction	Mech. & Bldg. Equip.	18,827	874	62	7.45%	

With a core strategic foundation, we began implementation

A fully integrated tech stack was architected to enable a path towards a true 1-1 marketing program along the marketing maturity model.

Tech stack



We then started execution

Brochure



Case Study



Field Service Management - U.S. Cellular® for Business

<http://uscellular.com/>

Talk to a U.S. Cellular solution expert about your field service management challenges. Learn more about flexible field service management solutions from U.S. Cellular.

SEM

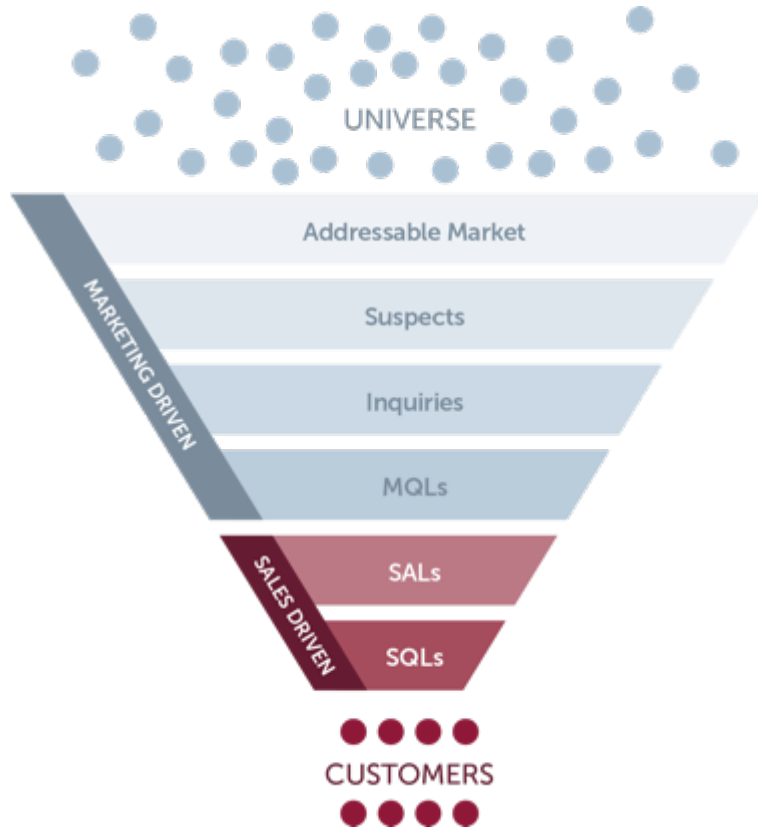
Social



Case Study Video

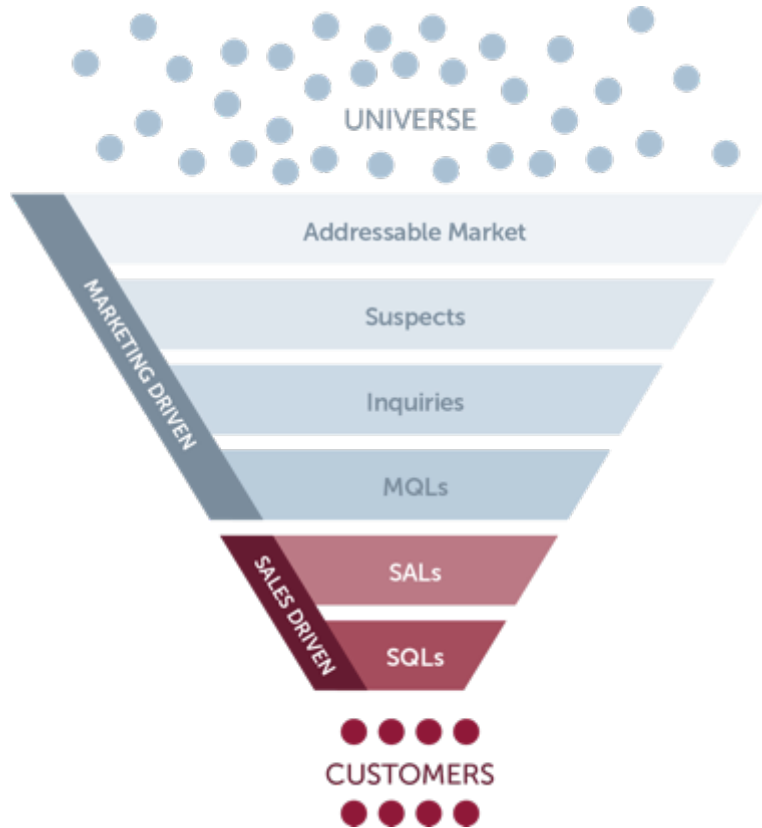


... and delivered it through the funnel



Results

Since our full engagement in September 2019



2x

SITE
VISITORS

96%

OF PIPELINE
CONTRIBUTION

95%

SALES
ACCEPTANCE RATE

DIGITAL MARKETING ROI

757%

LIFETIME VALUE

43%

2-YEAR VALUE



Thank You!