



The Mx Group

The Mx Group + Cornerstone

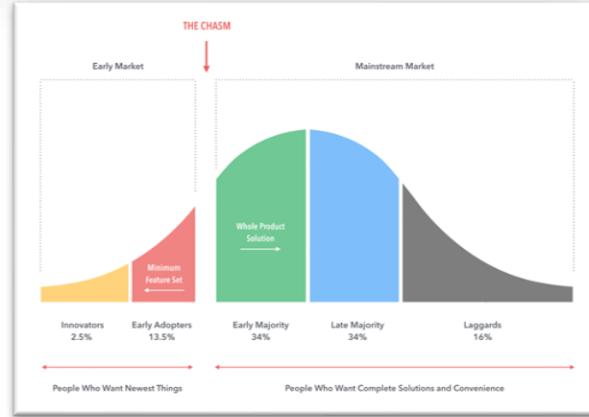
Ideas & Approach to Demand Gen Needs

AREAS FOR DISCUSSION

1. CONTENT ATOMIZATION



2. LAGGARDS CAMPAIGN



3. POWER OF 3 CAMPAIGN



WHAT WE EXPECT TO ACHIEVE

FROM TO

Longer timelines → Nimble and fast

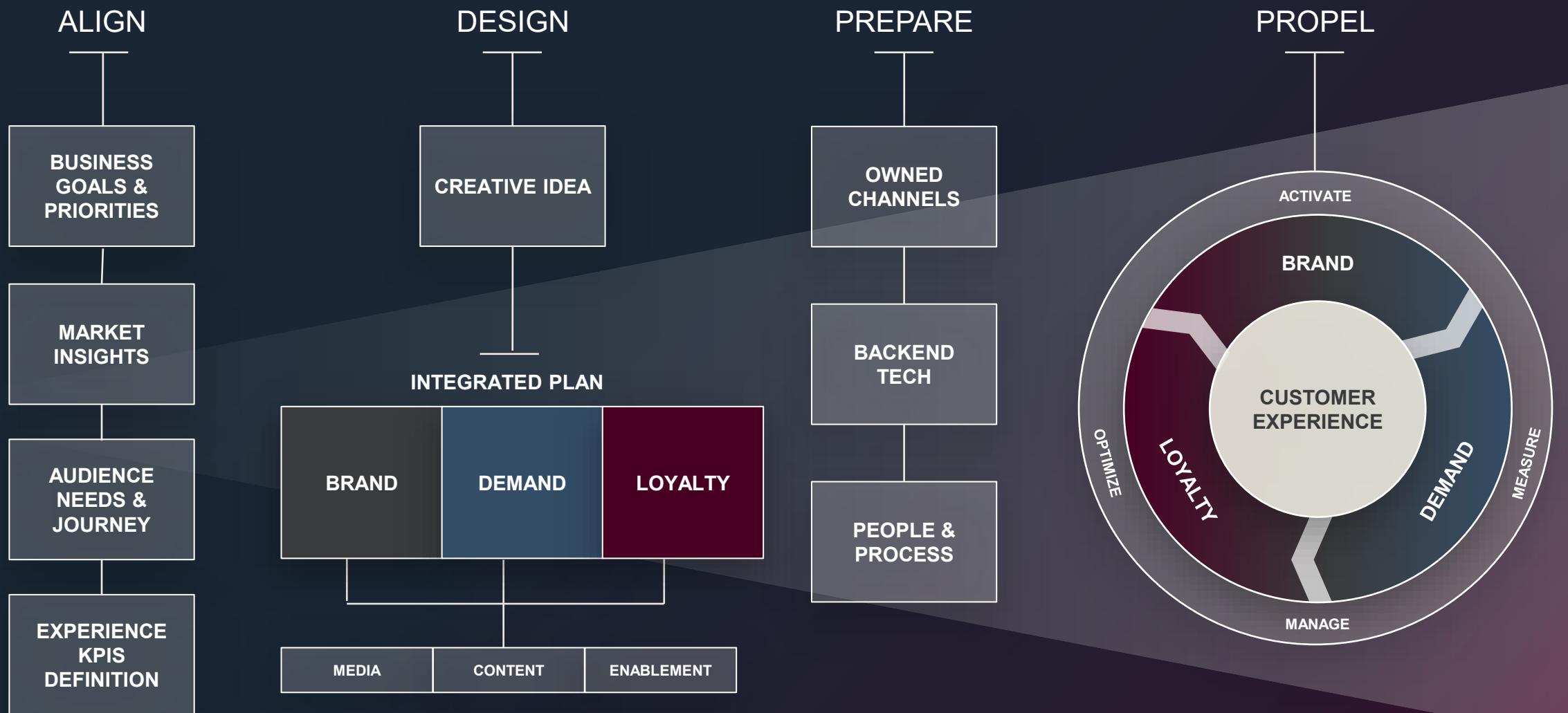
Small team, limited resources → Full service, flexible team

Rationale creative → Creative that connects emotionally

Brand and Demand separate → Meaningful end-to-end buying experiences

2022 Pipeline Impact → Set up 2023 for success

OUR PROCESS: *Customer Experience Engine*



AGENCY ONBOARDING AND DISCOVERY

Mobilizing and aligning the team

STAGE

TASKS & DELIVERABLES

OUTCOMES

Onboarding and Discovery

Audience Needs and Insights

- A series of 3-4 meetings
- Mx will provide an outline for materials, content and meeting agenda/guide
- During the sessions, we will review all provided background materials supplied
- The content we plan to review is represented but not limited to what is listed below:
 - Cornerstone business
 - Cornerstone brand and product overviews
 - Marketing, sales plans
 - Market insights
 - Competitors/competitive insights
 - Target audiences/insights/research
 - Martech overview
 - Goals/KPIs
- Mx internal team mobilization
 - Review of background materials provided and Request for additional materials as needed
 - Extended Mx team review of learnings
 - Setup of client management financial and communications models

- Tabletop buyer personas and buyer journey maps for 2-3 core targets via 2-3 workshops with internal Cornerstone stakeholders across sales, marketing and product to gather insights about a specific buyer role
- Augment with existing Cornerstone data/research
- Synthesize and conclusions with buyer persona profiles and buyer journey maps

- Mobilization of Agency team
- Client-Agency working model
- Discovery Conclusions Summary

- 2-3 Buyer Persona Summaries
- 2-3 Buyer Journey Maps

Need 1: Atomization of Whitepapers



BRIEF

Create more dynamic and engaging content that supports all stages of the buyer's journey.



Experience Planning: Brand to Demand

Campaign: []

Persona: []

	BRAND	DEMAND		
	AWARENESS Perception and preference shaping.	EDUCATION Problem identification and commitment to change.	EVALUATION Solution exploration and requirements definition.	SELECTION Browsing, evaluation and purchase.
Barrier				
Comms Objective				
Touchpoints				
Content				
Enablement				
KPIs				

CONTENT STRATEGY & PRODUCTION

Top Six Tech Trends

The pandemic has accelerated the adoption of remote working and digital learning tools across organisations. With the change in the corporate landscape, organisations continue to leverage technology to bridge the skills gap to enable skilling, upskilling and reskilling. The use of AI and machine learning is gaining momentum, creating more personalised and relevant experiences for employees. AI is also being used to enhance the overall employee experience from 'hire to retire', improving transparency and inclusion.

There are visible shifts taking place in the L&D tools and platforms marketplace. There is a clear move away from the LMS as being the core learning platform to those that are dynamic, promote self-directed learning and personalised learning experiences that employees are looking for (i.e. LXP, micro-learning platforms).

Learning in the Flow of Work

Category	12%	26%	22%	6%
34%	12%	26%	22%	6%

Personalised Learning

Category	14%	26%	30%	6%
24%	14%	26%	30%	6%

Social Learning

Category	20%	14%	20%	8%
38%	20%	14%	20%	8%

Use of Gamification

Category	20%	8%	24%	16%
32%	20%	8%	24%	16%

Use of AI

Category	12%	18%	30%	16%
24%	12%	18%	30%	16%

Mobile Learning

Category	8%	8%	16%	4%
64%	8%	8%	16%	4%

Already Under Implementation

Planned for Implementation Within the Next Year

Planned for Implementation Within the Next Two Years

Might Get Implemented, But Unsure of Timeline

Haven't Thought About It

23 Summary of Findings

edcast by cornerstone



DELIVERABLES – CONTENT ATOMIZATION

STAGE	Design	Prepare & Propel	Distribution
TASKS & DELIVERABLES	<ul style="list-style-type: none">Content strategy for core target audiences including:<ul style="list-style-type: none">Gap analysis of existing contentChannel needs/analysisRecommended content list aligning to buyer journeyContent outline developmentCreative briefing	<ul style="list-style-type: none">Content creation:<ul style="list-style-type: none">Design, copy, development of planned contentRequirements gathering for intended channelsUX/technical design for interactive componentsMultiple rounds of review	<ul style="list-style-type: none">Coordination internally for distribution on owned channelsSupport and planning for paid and earned
OUTCOMES	<ul style="list-style-type: none">Content StrategyRecommended bill of materials with detailed scope/timing	<ul style="list-style-type: none">TBD based on design plan	<ul style="list-style-type: none">TBD based on needs

Need 2:Laggard Orgs Campaign



BRIEF

“Small” campaign(s) for Small- to Mid-Enterprise to gain deeper insights on Laggard segment to set up more scaled efforts in 2023



Test and Learn: Phased Approach



Priorities:

- Highly targeted media (Search, PPC, Display)
- Rapid test and learn approach with continual adjustments based on AB testing
- Start with channels with shorter creative lead times (e.g. search)

Priorities:

- Identify highest-performing messages, CTAs, images/videos by vertical to create champion versions of tactics
- Expand media buy into additional channels / target audiences
- Richer content formats
- Evolve the creative approach based on performance

DELIVERABLES – LAGGARDS CAMPAIGN

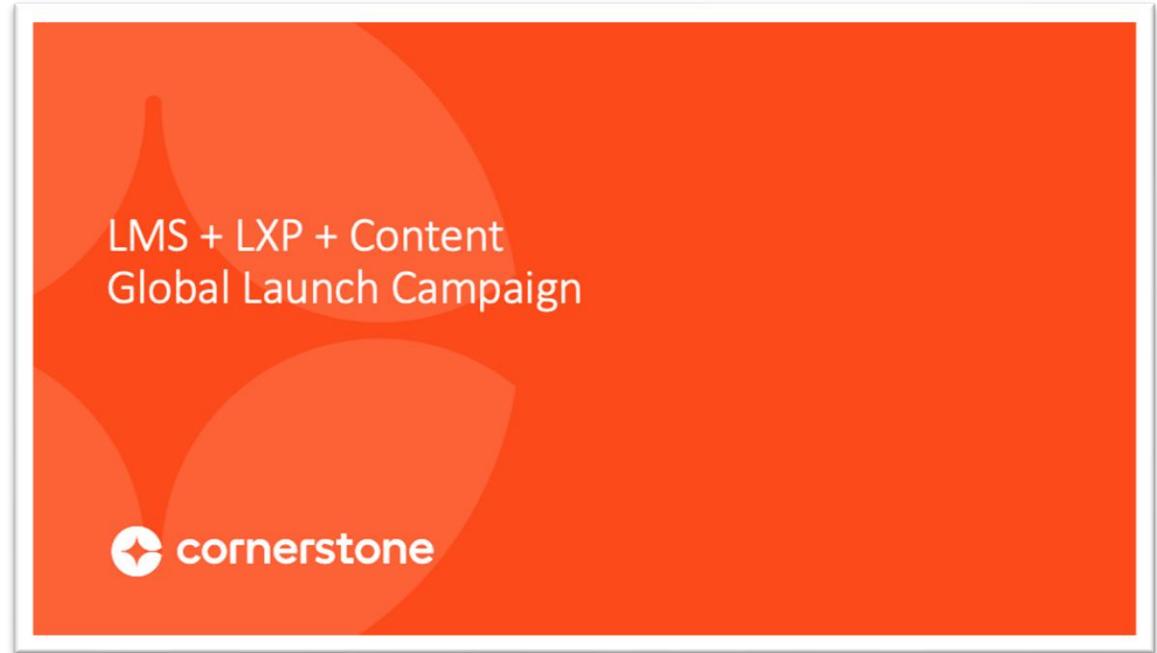
STAGE	Align	Design & Prepare	Propel
TASKS & DELIVERABLES	<ul style="list-style-type: none">Review of existing insights from CRM campaign including participation in Look-Alike analysisData evaluation and recommendation for potential data augmentation (e.g intent data)Overall Test strategy:<ul style="list-style-type: none">Targeting criteriaChannels,MessagingA/B test formatRecommendations on other data sources that would feed into the process (e.g. intent data)Creative brief (production focused)	<ul style="list-style-type: none">Creative:<ul style="list-style-type: none">Creative Concepting (light)Tactical Creative development for a multi-channel campaignMedia<ul style="list-style-type: none">Media buyingTraffickingAsset productionInsights<ul style="list-style-type: none">Live test resultsOn-going review of test resultsRecommendations and adjustments to test strategy	<ul style="list-style-type: none">Review and consolidation of results to date including CRM programRecommendations for 2023 including:<ul style="list-style-type: none">Data strategy (existing, augmenting through 3rd party)Targeting strategyAdditional research and test recommendations (e.g. telemarketing, e-surveys, IDI's)Creation/updating of personas and journey for segment
OUTCOMES	<ul style="list-style-type: none">Aligned test strategyCreative strategy alignment	<ul style="list-style-type: none">Weekly campaign review/resultsOn-going learnings	<ul style="list-style-type: none">Robust insights on segmentRecommendations for 2023New/updated persona and buyer's journeys

Need 3: Power Of Three Campaign



BRIEF

Build reputation and preference for Cornerstone as THE source for purpose-built talent experience technology by demonstrating the unique value proposition of combined LMS + LXP + Content.



EFFECTIVE CREATIVE

Creatively awarded campaigns are

11x

More efficient at growing market share

75%

Of B2B brands are failing to produce advertising with the potential to drive long-term growth.

Source: "The Link Between Creativity and Effectiveness: The growing imperative to embrace creativity," IPA

Source: "Majority of B2b advertising is 'ineffective'"
A study by the LinkedIn B2B Institute and System 1

Campaign Hierarchy

Master Campaign: []					
Vertical 1			Vertical 2	Vertical 3	
Vertical Specific Need: []					
Persona A		Persona B	Persona C		
Value Prop: []		Value Prop: []	Value Prop: []		
BRAND	DEMAND	LOYALTY	BRAND	DEMAND	LOYALTY
Media, Content, Enablement		Media, Content, Enablement		Media, Content, Enablement	

DELIVERABLES – POWER OF 3 CAMPAIGN

STAGE	Design	Prepare	Propel
TASKS & DELIVERABLES	<ul style="list-style-type: none">• Campaign Stream Planning, including channel, content and messaging strategy for the two segments• Strategic Creative Brief• Creative Concepting	<ul style="list-style-type: none">• Tactical Creative development for a multi-channel campaign• Campaign biz rules and logic• Martech set-up including any scoring implemented• HTML/Set-up in MAP• Digital/Media planning & production	<ul style="list-style-type: none">• Campaign execution per plan• Test and learn phase• Ongoing optimizations• Ongoing reporting
OUTCOMES	<ul style="list-style-type: none">• Audience need-based creative idea to bring the Power of Three to life• Align on a creative concept to bring the idea to life	<ul style="list-style-type: none">• Develop tactical creative elements off of the chosen concept• Support in the execution of the work (as needed)	<ul style="list-style-type: none">• Production, execution and optimization

GETTING STARTED

Approach

- Need to hit the ground running and mobilize quickly
- Provide as much transparency as possible
- Phased approach to SOWs to allow for better refinement and definition of scope
- Budgetary pricing for later phases
- Synergies for working on multiple work streams
- Set dates for 2023 planning

PRICING

Budgetary estimates of the major deliverables include:

PHASE	DESCRIPTION	BUDGET
ONBOARDING & DISCOVERY	Agency mobilization and onboarding across all work streams	\$26,750
PERSONA AND JOURNEYS	Workshops to create 3 working personas and buyers' journeys	\$10,700
CONTENT ATOMIZATION		
CONTENT STRATEGY	Planning of content based on buyer's journey and goals	\$8,000 - \$12,000
CONTENT PRODUCTION	Create new content from whitepapers as identified in content strategy	<i>See ala carte pricing on subsequent slides</i>
CONTENT DISTRIBUTION	As needed – Mx helps get the content onto Cornerstone owned channels	TBD based on discussion
LAGGARD ORGANIZATIONS CAMPAIGN (\$160,000 – \$190,000)		
CAMPAIGN CREATION & DESIGN	Develop media and testing strategy	\$25,000 - \$30,000 (client management)
CAMPAIGN CREATIVE	Creative strategy, concepting, asset production	\$20,000 – \$40,000
MEDIA	Buying, trafficking, reporting and optimization recommendations	\$100,000.00 est.
DATA & INSIGHTS ANALYSIS	Summary recommendations and go forward plan	\$15,000 – \$20,000 + Data costs
POWER OF THREE CAMPAIGN (\$50,000 – \$67,000)		
CAMPAIN STREAM PLANNING	Develop the campaign plan including channel, content, messaging for each audience target	\$10,000 - \$15,000
CREATE STRATEGIC CREATIVE BRIEF	Revise the existing creative brief to layer in brand and audience insights and come to a campaign proposition	\$10,000 - \$12,000
CREATIVE CONCEPTING	Develop 3-4 creative concept territories via ad lobs based on the updated creative brief	\$30,000 - \$40,000
CAMPAIN PRODUCTION & EXECUTION	Design tactical campaign elements and content. Support with production planning and execution as needed.	TBD

CONTENT PRICE LIST (A LA CARTE)

CONTENT TYPE	DESCRIPTION	PRICE RANGE
Simple Motion Graphic Video	Up to 30 seconds in length, uses stock imagery, scripting (curated from existing content from long-form article)	\$5,000-\$10,000
Complex Motion Graphic Video	Up to 60 seconds in length, custom graphics, scripting (original reporting or curated from existing content), possible VO	\$10,000 - \$20,000
Infographic	1 page infographic design	\$8,000 - \$10,000
Infographic Landing Page	Infographic landing page, including development	\$30,000 - \$40,000
eBook	2-3 page high level, eBook as PDF	\$10,000 -\$15,000
Mini-Podcast Series	3 episodes, 9-12 minutes in length, biweekly cadence, includes up to 2 guests + host, development of format, music selection, scripting and audio editing	\$8,000 - \$10,000 per episode
Online Quiz/Assessment	Online survey or assessment to help users assess their current state or future state technology decisions. Includes development.	\$40,000 - \$80,000
Online Calculator	Online tool to help calculate (time, dollars) as a part of the buying process to help overcome specific barriers or provide a point of reference to show value. Includes development.	\$40,000 - \$80,000

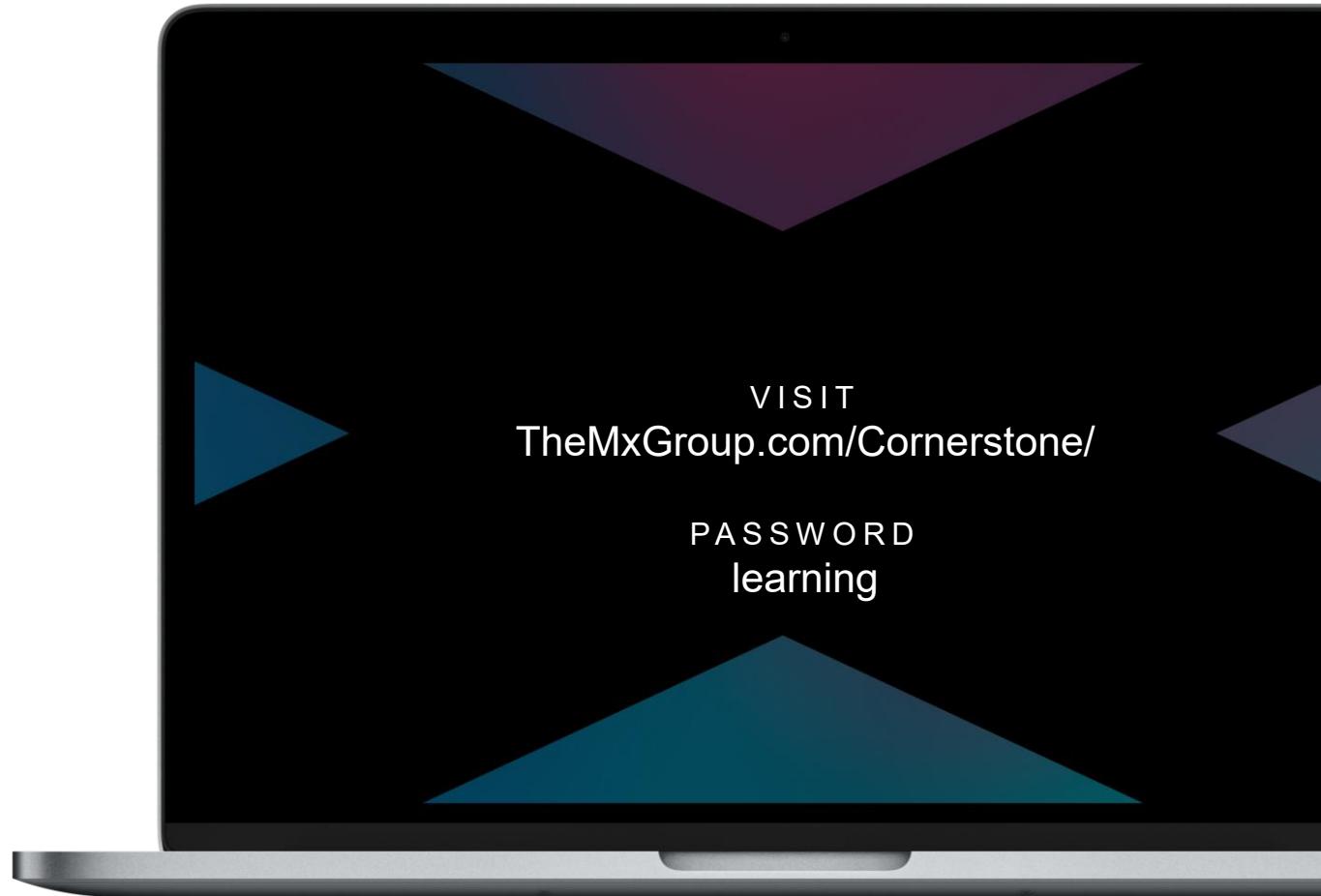
IMPLEMENTATION TIMELINE

A detailed implementation timeline will be developed following the initial content project with confirmed timelines. The following is based on the potential scope and typical project timelines within our agency.

	SEP	OCT	NOV	DEC	JAN
Agency Onboarding and Immersion					
Audience Needs and Insights Workshops					
Content Creation/Atomization					
Laggards Campaign Design Phase					
Laggards Campaign Prepare Phase					
Laggards Campaign Propel Phase					
Power of 3 Design Phase					
Power of 3 Prepare Phase					
Power of 3 Propel Phase					

NEXT STEPS

- Supplier Set Up
- MSA and NDA
- SOW for Onboarding and Immersion
- Schedule initial kick off
- We send a list of background information we'll need
- Block off key meetings for the first few weeks
- Mobilize the team



THANK YOU!