

magna5

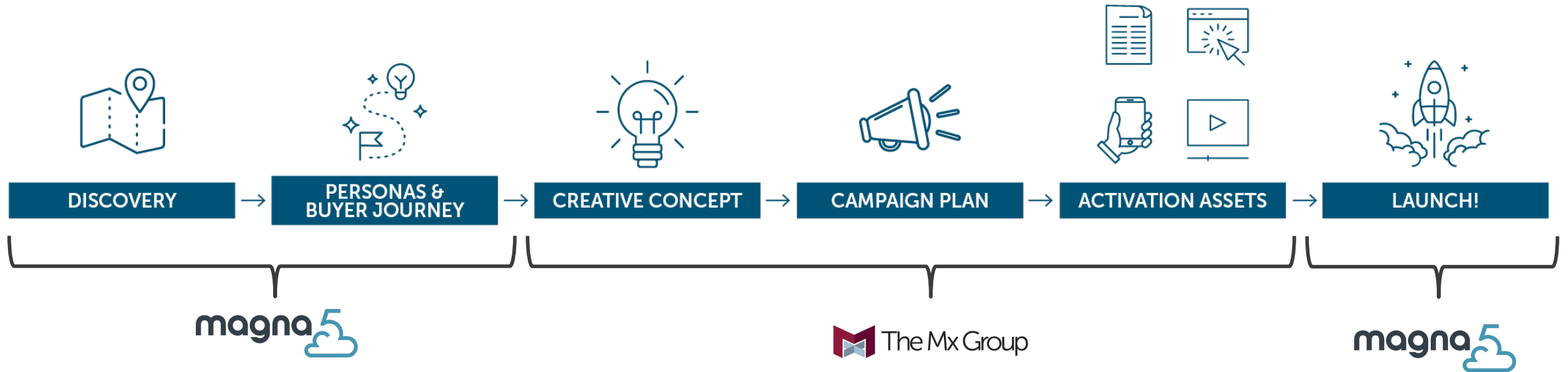


The Mx Group

WHAT WE HEARD

- Organizational changes to narrow the focus of the company
- Now focused on organic growth
- Changes will result in reduction in marketing team
- Scaled down marketing team will remain strong in strategy and marketing operations
- Need help with creative, content, campaign concepts
- Looking for an outsourced marketing agency partner who can work seamlessly with the existing team to develop quarterly solution-based campaigns
- Campaigns will be launched and executed by Magna5

CLEAR ROLES & RESPONSIBILITIES



ASSUMPTIONS

- Magna 5 would provide full briefing including solution and target market/audience requiring minimal additional research by Mx Group
- Mx would develop and present multiple creative concepts (key messaging + visual identity)
- Upon selection of creative concept, a campaign plan would be developed using a baseline bill of materials (based on Managed Security campaign sample sent) and new/interesting tactics to activate our target
- Upon agreement of the assets to be developed, a 2nd SOW would be created for content/asset creation
- Assets would be delivered to Magna5 for launch and execution
- Magna5 would provide metrics back to Mx for evaluation/optimization for the next round

DELIVERABLES

ITEM	SCOPE	RANGE
Planning and Creative Concept	<ul style="list-style-type: none">• Kickoff call and creative briefing provided by Magna5• Light desk research to supplement insights• Concept presentation with 2-3 overarching concepts using adcepts• 2 rounds of review and refinement of selected concept• Digital competitive analysis for campaign concepts (e.g. key words,• Campaign plan with recommendations on channels and tactics using baseline bill of materials plus other ideas• SOW for asset development• <i>Variables: Complexity of campaign, need for additional audience research, depth of paid strategy research</i>	\$25,000-\$40,000
Custom Branded Video	<ul style="list-style-type: none">• Up to 2.5 minutes in length, "Hand" drawing video based off of stock footage/clip art and some custom imagery, develop script, coordinate VO talent, fully produced video. Similar to sample video shared.• <i>Variables: Length, visual style, custom animation needs</i>	\$15,000-\$25,000
Blog post	<ul style="list-style-type: none">• Magna5 provides content, Mx reviews for keywords, creates blog post,• Briefing + SME interview• 2 rounds of client review + QA• 500-800 words + key visuals• <i>Variables: Whether Magna5 provides draft for editing or if needs to be drafted from scratch</i>	\$1,500-\$3,000

DELIVERABLES

ITEM	SCOPE	RANGE
Long form content (mini book/white paper)	<ul style="list-style-type: none"> Magna5 provides initial content for 5-6 pages, Mx reviews and enhances provided content, minimal graphics, cover design, layout, 2 rounds of client review Similar to sample Mini-book and white paper provided <i>Variables: Amount and quality of content provided vs having to create from scratch</i> 	\$6,000-\$15,000
Case Study	<ul style="list-style-type: none"> Magna5 provides case study content/interview transcription, Mx reviews and enhances provided content, design & layout and 2 rounds of client review <i>Variables: Amount and quality of content provided vs having to create from scratch</i> 	\$5,000-\$10,000
Email Nurture	<ul style="list-style-type: none"> Mx creates new content and new images for an existing email template 5-6 emails as part of an overall nurture Copy/imagery provided to Magna5 for uploading and deployment <i>Variables: Complexity of nurture, need for new templates</i> 	\$8,000-\$12,000
LinkedIn Ad Campaign	<ul style="list-style-type: none"> Static or animated ad, image, 2 rounds of client review <i>Variables: Animation</i> 	\$3,000-\$5,000
Webinar	<ul style="list-style-type: none"> Magna5 provides presentation template, Mx generates content and imagery, 2 rounds of client review <i>Variables: Amount and quality of content provided vs having to create from scratch</i> 	\$8,000-\$20,000

SUMMARY

ITEM	DELIVERABLES	RANGE
PLANNING + CREATIVE CONCEPT	<ul style="list-style-type: none">• Creative Concept• Campaign Plan	\$25,000-\$40,000
ASSET DEVELOPMENT (Mirror of campaign provided)	<ul style="list-style-type: none">• Custom Branded Video• 2 blog postings• Mini Book• White Paper• Case Study• Email Nurture• LinkedIn Ad Campaign• Webinar Deck	\$76,600-\$140,000
AGENCY FEES		\$101,500-\$180,000

- SOW for Asset Development would be developed once the campaign plan is finalized
- More discussions needed to identify what end of the range items would be
- Opportunity for efficiencies with batched asset development and agency's ability to dedicate resources based on expectation of continued work throughout the year

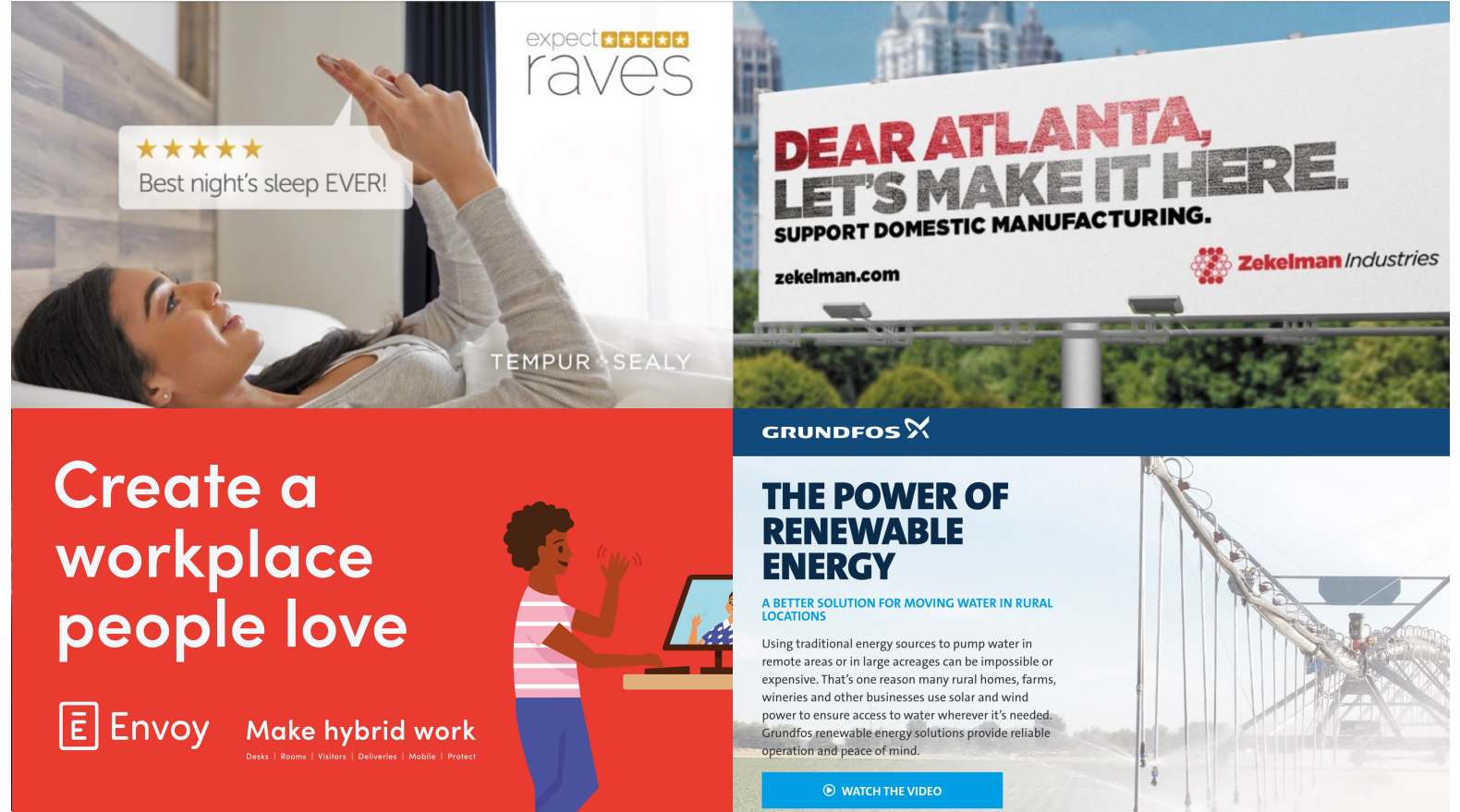
SAMPLE TIMING

	OCTOBER 2				NOVEMBER				DECEMBER				JANUARY				FEBRUARY					
	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22*	11/29	12/6	12/13	12/20	12/27*	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28
Kickoff: Q1 Campaign																						
Creative Concept																						
Campaign Plan																						
Asset Development																						
Launch																						
Kickoff: Q2 Campaign																						

- Approximately 12 weeks from kickoff to launch for full campaign development
- Campaign can be in market quicker with a phased launch if needed
- Multiple campaigns can run in parallel

Why Mx for Magna5

1. Impactful Creative
2. Full-service offering
3. Bottom Line Results



18:1

ROI FROM DEMAND
GENERATION PROGRAM

\$28MM

REVENUE OPPORTUNITY
FROM 1 ABM CAMPAIGN

90%

ADOPTION RATE
OF 1 SALES ENABLEMENT TOOL

THANK YOU