



rolai



The Mx Group

Approach to Agency Relationship

April 21, 2022

What we heard

- Rolai's "Learn, Apply, Solve" approach to learning analytics, data science, machine learning and AI is unique in the marketplace
- Early successes in building platform, courses in the B2B space, including landing a Fortune 500 client
- Preparing to launch new, consumer offering
- Building consumer base will lead to future growth in B2B and B2A (business to academia)
- Need results and demonstrated traction to support next round of funding in twenty months

Your marketing goals

- Launch the B2C offering (1st priority)
 - Establish brand and messaging, audience personas, content strategy
 - Recommend and implement a scalable martech stack to support growth
 - New website incorporating the B2C focus,
 - Drive user growth through content and activities via paid, owned and earned channels (e.g. email drip campaigns, SEO, PPC campaigns)
- Grow the B2B business (after B2C is established)
 - Leverage success of B2C to drive adoption with B2B/B2A through highly targeted marketing

What you need from an agency partner

- Full-Service Capabilities (strategy, creative, digital, demand) that can flex and evolve with your needs
- Ability to work in an agile fashion
- Experienced working with SaaS and startups
- Track record of success

How we would approach it

- The first goal is to establish a strong foundation that enables scalability and flexibility
 - This calls for an early investment in Martech, Branding, and Strategy as well as the onboarding of the core Mx Group team to work with you
- The second goal is to go to market and support the launch of your B2C product with the go-live of your new website and launch of social, search, and email campaigns

Budgetary investment

- The following budget numbers are very preliminary and capture the breadth of what you've identified to do. These are here to facilitate further discussion
- As we go further, the work will be scoped in detail and these numbers will get more precise
- The approach we've laid out has build out and ground work, but that doesn't mean we can't do anything customer facing for several months. We know you want to hit the ground running and can structure our plan to make that happen

Phase	Description	Budgetary Estimate
Discovery	Onboarding of core team, planning, and goal definition	\$30k-50k
Foundations	Build the strategy and tools to go to market	\$205k-360k
Brand, Messaging, Strategy	Brand review - understanding positioning, room for exploration	\$150k-250k
Martech Eval + Implementation	Evaluation, recommendation of right martech stack to meet initial and long-term business needs. Inclusive of CRM, MAP, analytics	\$30k-60k* (does not include licensing)
Personas, Targeting + List Building	Develop core audience personas, audience targeting, audience prioritization for B2C marketing (<i>Data Analyst, Data Scientist, Machine Learning Scientist</i>)	\$25k-50k
Activation	Put Rolai in front of its audience	\$150-300k + \$25-55k/month
Website	Develop overall site strategy, information architecture and navigation, SEO pillars, written & visual content, development, testing & go-live	\$150-300k
Content Development	New content to expand base of personas and markets, thought leadership, videos for social media,	\$15-30k/month
PPC Campaigns	Campaign management, media buy, sponsorships	\$10-25/month (media + agency fees)
Email Campaigns	Create and implement email drip sequences for lead nurture	\$5-10k/month

How we'd team it

- Fractional retained team made up of account management, project management, strategy, creative that can work nimbly and cover day-to-day needs with fixed monthly fee
- Flexible resources to cover production, larger project based initiatives (e.g. website)
- Media budget managed separately



Why we're excited

- Ability to be your full-service marketing partner, bringing strategy, digital, demand, and creative capabilities together to deliver on your goals
- Deep digital expertise not only developing websites, multi-channel campaigns, and content, but driving awareness and targeted traffic through SEO, social, digital, and offline marketing
- Focused on creating an impact for our clients and moving the business forward
- Experienced with SaaS in a wide range of growth stages (WHOOP, Envoy, Uptake, vAuto)