UPTAKE

RFP RESPONSE
## MAY 2021

PREPARED BY:

The Mx Group
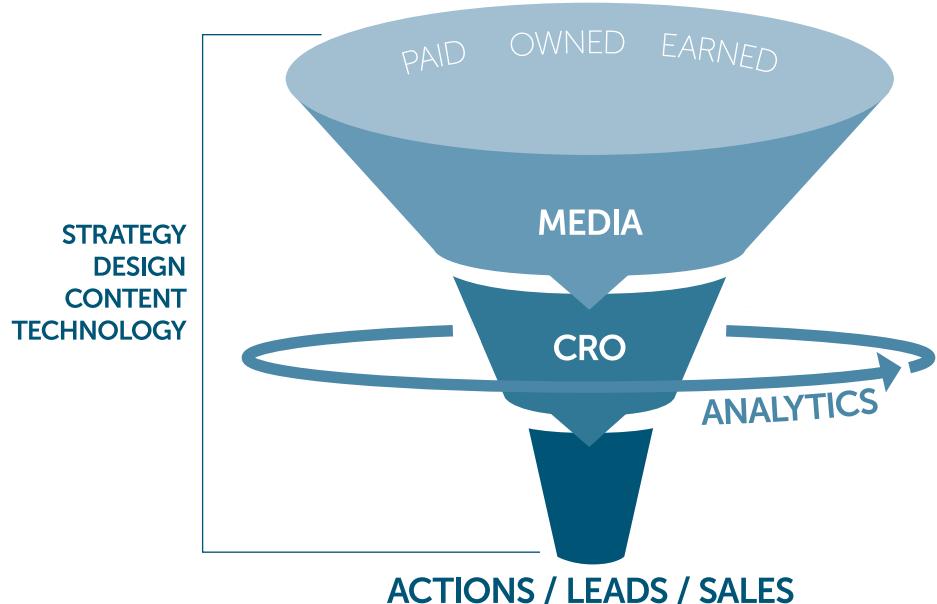
1. FULL RANGE OF DIGITAL MARKETING CAPABILITIES, INCLUDING PRODUCTION CAPABILITIES.

We take demand strategy and plans and activate them through the identification of custom audiences, targeted media strategies, outbound email programs and user journeys that build awareness, drive traffic and generate demand. In terms of production, we have a full creative team on staff including copywriters, content editors, graphic designers, interactive art directors and video producers. Our extensive capabilities in data analysis, hygiene and hydration create insights that lead to ongoing optimization and continual improvement. Our Agile approach includes a framework for testing, rapid iteration and optimization to ensure we are meeting your goals. Our digital marketing capabilities include:

- CONVERSION OPTIMIZATION
- DIGITAL ADVERTISING
- EMAIL MARKETING
- SEARCH ENGINE MARKETING
- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA
- ATTRIBUTION
- TACTIC EFFECTIVENESS REPORTING
- PROGRAM ANALYTICS
- WEBSITE ANALYTICS

The Mx Group takes a comprehensive view of digital marketing to optimize the outcomes across the funnel.

We identify the right mix of paid, owned and earned media that makes the most sense for your business. Our multidisciplinary team of strategists, designers, content creators and technologists collaborates on conversion rate optimization to ensure that digital marketing is generating demand.

STRATEGY
DESIGN
CONTENT
TECHNOLOGY

PAID   OWNED   EARNED

MEDIA

CRO

ANALYTICS

ACTIONS / LEADS / SALES

We have a strategic process to develop engaging content at each level of the funnel.

PITCH	PLAY	PLUNGE
WHAT'S THE ELEVATOR PITCH?	**GIVE PEOPLE A WAY TO INTERACT**	**DEMONSTRATE DEPTH/KNOWLEDGE**
Introduce solutions Highlight benefits Demonstrate key features	Promote stories Encourage interactive exploration Offer "choosing your own path"	Show expertise and thought leadership Personalize the solution Leverage content influencers
CONTENT TYPES:	**CONTENT TYPES:**	**CONTENT TYPES:**
Short-form video Static images/infographics Short-form articles/posts	Short to medium video Interactive tools	Long-form video Long-form articles/posts Ebooks/white papers

2. HOW YOU PROVIDE ANALYTICS AND REPORTING TO YOUR CLIENTS.

It depends on what makes the most sense for the project/relationship. We can provide anything from individual tactic reporting in delivered reports or via interactive dashboards all the way to campaign ROI/effectiveness reporting (assuming we have access to the required raw data).

3. COMMUNICATION PHILOSOPHY WITH CLIENTS. HOW DO YOU SET THE TEAMS UP TO OPERATE EFFECTIVELY WITH YOUR CLIENT? WHAT IS THE STRUCTURE YOU PREFER?
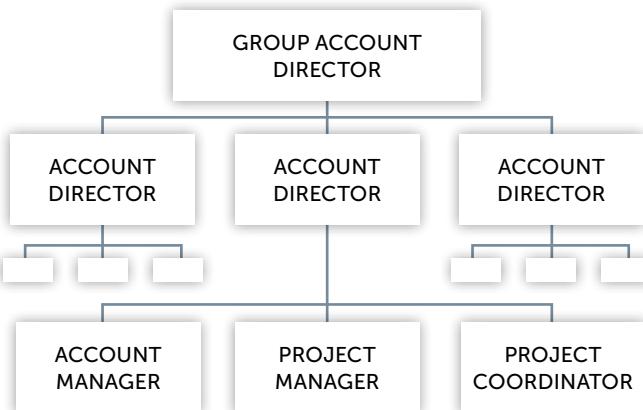
Our Client Services teams act as the day-to-day point of contact with our clients. Our Client Service pros also provide strategic program and execution alignment to our clients' goals, while pulling in SMEs/specialists across Project Management, Creative, Digital Marketing and Digital Experience as needed.

4. PROCESS FOR 1) CAMPAIGN DEVELOPMENT 2) TESTING.

1) Campaign development really begins with an understanding of your goal(s), the audience and the steps along the buyer's journey to achieve your objectives. With those inputs, a campaign strategy can be developed focused on delivering results, with additional tactical plans layered underneath for each production area.

2) Tactical plans will include testing and optimization efforts where budget and medium allow, including determining what aspects of the campaign should be prioritized for testing/optimization based on a multi-variable evaluation framework aligned to macro and micro KPIs.

5. ACCOUNT TEAMS STRUCTURE AND THE TEAM ON THIS ACCOUNT.

ACCOUNT TEAM STRUCTURE

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                    │    DIRECTOR      │
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   │  MANAGER  │   │  MANAGER  │   │COORDINATOR│
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PROPOSED UPTAKE TEAM

LIBBY KOSOWSKI
GROUP ACCOUNT DIRECTOR

MATT BINZ
DIGITAL MARKETING DIRECTOR

ANNE MARIE PURDY
CREATIVE DIRECTOR

MIRO ZUGOVIC
FRONT END DEVELOPMENT DIRECTOR

DANIELLE BLAZEK
SR. ACCOUNT MANAGER

KELSEY JACOBS
EMAIL MARKETING SPECIALIST

JENN HOLLMEYER
SENIOR COPYWRITER

DAVE GENTRY
FRONT END DEVELOPER II

STEPHANIE WILSON
SR. PROJECT MANAGER

KEVIN QUINN
DIGITAL MARKETING STRATEGIST

KYRSTEN BENOIT
SENIOR ART DIRECTOR

6. PROCESS FOR FLEXING UP RESOURCES AND FLEXING DOWN RESOURCES AS NEEDED.

The quick answer to this question is planning. The more we can define early in the process, the better we can accommodate your needs. Initially, that definition will come in the form of a Statement of Work, including a timeline. We will then assign the account team and specialist resources based on the agreed plan.

For ongoing programs, we work in a project-based model, a retained model or a hybrid of both. Our clients choose the model that works best for them. We need to explore with you further to better understand what "flexing down" means for you, but generally we're pretty agile when it comes to accommodating our client's preferred working model. Having said that, the hybrid model is the best way for us to be flexible and yet retain the deep understanding of your business that allows us to deliver the most impact.

Regardless of the working model, we typically have long-term, "partnership" relationships with our clients that include a formal, annual planning process and quarterly business reviews that provide the line of sight necessary to meet their fluctuating requirements and our operating needs.

7. CLIENT WORK EXAMPLES.

vAUTO CASE STUDY

EXECUTIVE SUMMARY

vAuto has been The Mx Group's client for over 10 years, and we have helped them transform their marketing digitally in nearly every way, including a website overhaul to include persona-aligned content paths; creation of interactive tools and A/B and multi-variate testing of key conversion points; setup and utilization of their marketing automation platform; journey management; and creation of a buyer-centric content strategy.

We support the brand's SEM and SEO efforts, campaign-oriented social media and digital advertising. We also provide overall program and campaign reporting and analysis to key stakeholders. The digital marketing work we've done for vAuto has driven double-digit increases in lead generation, and our partnership has expanded to additional Cox Automotive brands.

Website before

CHALLENGE
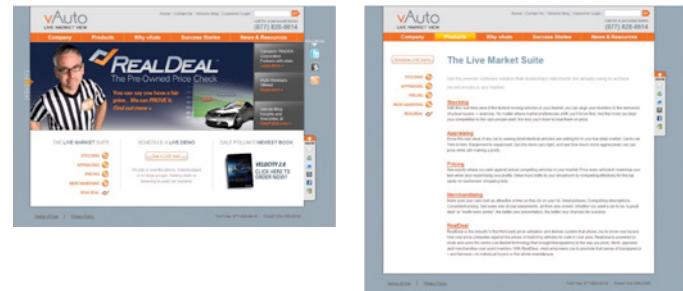
vAuto's sales cycle relied heavily on product demos. And vAuto had a strong record of closing sales after these interactions. So the company's demand generation strategy centered around getting prospects registered for these demos.

Website after

vAuto's website attracted a high volume of qualified traffic and consistently filled vAuto's sales pipeline. Many visitors converted from simply visiting product pages and requesting a demo. But as the market matured, both vAuto's customers and their product portfolio diversified. The results started to decline.

With conversion rates and lead flow trending down, it was time for a new approach — one that optimized web conversions and took full advantage of marketing automation to deliver the right content at the right time to the right contact, driving conversion rates to new heights.

OUR APPROACH

Our recommendation consisted of four core principles.

1   The site needed to speak differently to different audiences. Its content should engage and educate each type of prospect on the different topics that concerned them.

2   The site needed more conversion paths. Without additional opportunities for people to convert at various stages of the buy cycle, vAuto was likely cutting out a significant volume of prospects who might otherwise engage.

3   vAuto needed to use the information received from visitors converting at these varying levels. With it, vAuto could deliver appropriately timed and tailored communications that nudged visitors toward taking a demo.

4   vAuto needed to leverage Marketo to enable, automate, execute and measure every aspect of this new approach.

OUR SERVICES

Marketo database assessment: vAuto already had an instance of Marketo set to sync with their instance of Salesforce.com. We set up the fields required to profile and score prospects, and ensured the appropriate information would sync to the SFA once a prospect met the threshold of a sales-ready lead.

Marketo website setup: Part of the program included all-new website content aligned with different buyer segments and multiple conversion paths. We set up all Marketo embed code and forms on the site to ensure proper behavior tracking and data collection for this new content.
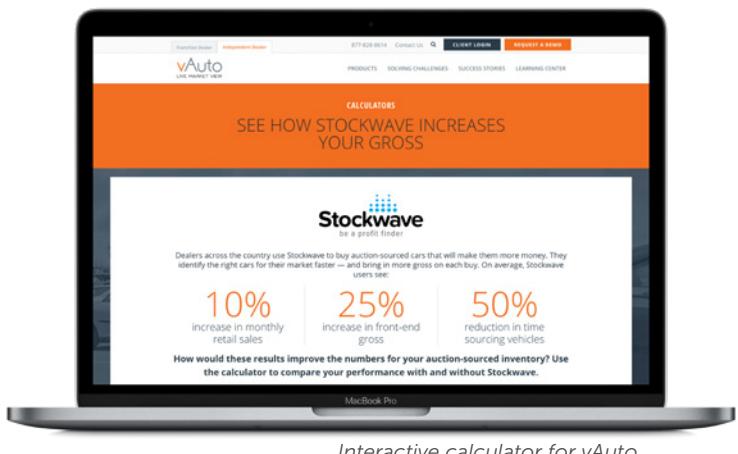
Scoring model development: New content and conversion paths allowed for more sophisticated scoring models that triggered different automation-enabled responses depending on a prospect's place in the buy cycle.

Buyer-centric content strategy: We created detailed content maps to focus on the questions and expectations of buyers. And then we mapped critical content and proof points that would be required to convert leads across the buyer's journey.

Journey stream design and mapping: Armed with a deep knowledge of each audience, we mapped out web content and conversion paths, as well as tailoring inbound and outbound multi-step email journeys.

Journey asset creation: We created all assets specified in the journey maps, including all web and email content. This covered a wide range of content types, including video, interactive content, email templates and more.

Search engine marketing: We design, manage and optimize a dedicated search engine marketing program (SEM) to build awareness for vAuto's services via the growing asset library and to drive requests for demos of their software solution directly from search.

Interactive calculator for vAuto

Search engine optimization: We employ a continuous improvement process to optimize vAuto's website for search. After reviewing the data we develop a strategy, including determining potential variants to test, hypothesizing about possible improvements, and laying out a testing strategy. We then implement changes (both technical and content-based) and continue to monitor and optimize over time.

Lead generation content: In addition to the website and nurture journeys, we create additional lead generation content such as blogs, thought leadership, presentations and print advertising.

Attribution and reporting setup: We ensured the correct attribution strategy was in place, and that attribution was set up to sync with vAuto's instance of Salesforce.com — providing the ability to track a specific source all the way through the sales cycle.

Campaign configuration and setup: We completed all campaign configuration and setup within vAuto's instance of Marketo. This included setting up forms and campaign rules to ensure the right prospects got the right automated communications at the right time.

Campaign execution: We are responsible for ongoing campaign execution, including monitoring, reporting and program enhancements such as ongoing A/B testing.

Ongoing conversion optimization: We continue to optimize the website and landing pages for conversion by making user interface and experience changes, conducting usability testing, and making navigation changes. We utilize data and analytics to identify opportunities for improvement and then devise testing strategies. Winning tests are deployed and then we continue to monitor for additional optimization opportunities.

Landing page test variants

45% higher conversion rate

RESULTS

355% Website engagement

25% Qualified leads

USCELLULAR CASE STUDY

EXECUTIVE SUMMARY

UScellular for Business was a brand that was always given little attention compared to its B2C counterpart. The Mx Group was selected as their B2B agency partner to help them drive more demand for their business services, primarily through digital and content marketing.

Our work has included the creation of a new website focused on the customer journey and persona challenges, the implementation of SEM and digital advertising, and the creation of solution-focused journeys and relevant content. The results have been dramatic in terms of re-engagement, leads, conversions and sales.

CHALLENGE

UScellular's business direct team was limited in exposure for their group by a web presence buried as a section of the company's consumer website. Difficult to navigate, the business section lacked a compelling B2B-focused narrative to attract the type of leads the business team was looking for.
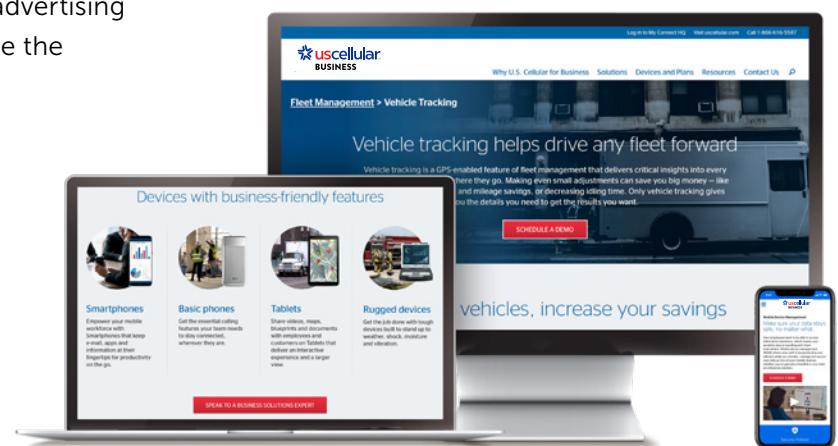
UScellular needed to re-balance marketing investments to drive leads. Historically, UScellular's B2B marketing efforts and budget investments were focused primarily on driving awareness. We realized a shift was needed to optimize the mix between awareness, demand gen and sales enablement.

A new focus brought the business area a dedicated web presence for lead generation, search-optimized content structure and search engine marketing, and digital advertising programs to drive awareness and conversion on the site for multiple buyer personas.

OUR APPROACH

Our recommendation consisted of:

1   Reevaluating the existing B2B webpages, specifically focusing on the customer journey and how the information architecture of the site would need to support that.

2   Implementing SEM and digital advertising programs structured to send users at all stages of the customer lifecycle to relevant content on the new website.

3   Building a framework for data-driven optimization of the website, its content and the digital advertising programs driving traffic in order to increase the quantity but also the quality of the leads entering the UScellular sales cycle.

4   Reengaging with existing subscribers to UScellular email programs by creating new persona- and solution-focused journeys leading prospects to more relevant content and ultimately conversions.

Redesigned UScellular website

OUR SERVICES

Microsite: We led the strategy, design and development of a content-managed, B2B-focused microsite to serve as the content and conversion hub for dedicated campaigns around UScellular's business-focused solutions.

Marketo database assessment and configuration: We evaluated existing nurture streams and optimized for best practice, adding additional custom fields and standardization across all fields such as persona, industry, job function, etc. to leverage in future marketing.

Email journey creation: We created solution interest journey streams with persona-based messages that resonate with the core audience and their unique pain points.

Search engine optimization: We set a framework for ongoing search engine optimization. Our ongoing engagement includes technical and content SEO across the full buyer's journey with each strategic market UScellular is trying to reach.

Attribution and reporting setup: We've leveraged our broad expertise with data attribution and reporting to build a set of reporting dashboards for UScellular stakeholders, each focused on KPIs for each stage of the customer journey. The dashboards pull live data, giving the UScellular team a real-time view across all marketing efforts, with additional insight from Our team for key analysis and decision points.

Search engine marketing program: We set up, manage and optimize a dedicated search engine marketing program (SEM) for UScellular through the use of pay-per-click ads displayed on search engine results pages (SERPs). This program captures interest at all stages of the customer lifecycle, sending users to various destinations based on their intent. These destinations include business-need content for top of the funnel, solution detail and resource pages for the middle of the funnel, and conversion forms for demo requests at the bottom of the funnel.
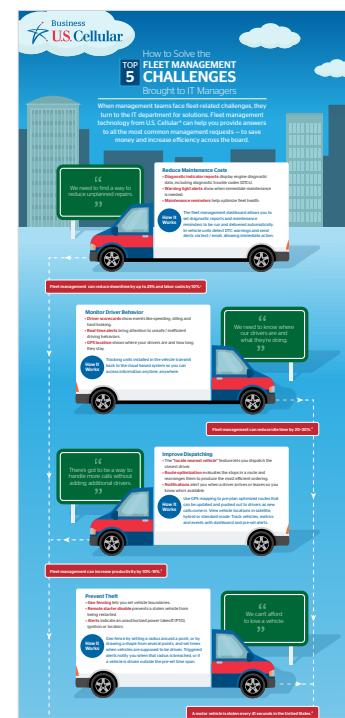
Conversion optimization program: We built an ongoing conversion optimization program for the microsite in order to further tune both the microsite and content direction over time. Using a data-driven approach, We work with key stakeholders at UScellular to prioritize website changes based on actual experiments measured through a series of metrics and performance indicators.
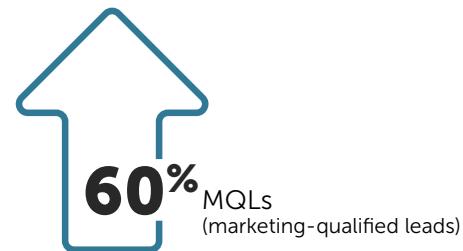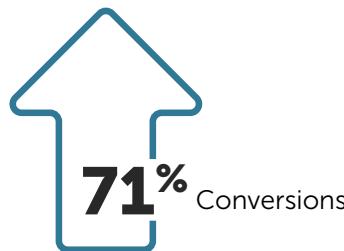
Content creation: We worked with key stakeholders and product owners at UScellular to develop new content to support the customer-centric architecture of the website and direct linked assets from digital media campaigns.

Media content syndication: We distributed persona-based content through relevant media partner channels to drive leads into custom nurture programs.

Persona-based content marketing

RESULTS

Based on data collected since the launch, projected increases in key conversion actions versus the previous year will be:

200% Website sessions

71% Conversions

60% MQLs (marketing-qualified leads)

8. CLIENT REFERENCES.

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THANK YOU FOR THE OPPORTUNITY TO RESPOND TO THIS RFP.

The Mx Group