

Proposal

Prepared for:

Dealer360

CompTrackr Market Activation

April 30, 2019



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Dear Mo and Zane:

Thank you for the opportunity to discuss your marketing needs for the CompTrackr product. From our initial discussions we believe our capabilities are a strong fit with your desire to successfully bring CompTrackr to the market and quickly build your client base.

On the following pages you will find our recommendations for your marketing efforts. We look forward to discussing these recommendations in more detail and providing any additional information that you might need to complete your evaluation of marketing partners. Please do not hesitate to ask if there is anything we can do to assist you in your process.

Thank you again for considering The Mx Group.

Regards,
Lisa Everett
Group Account Supervisor
The Mx Group



Your Situation

From our initial conversations with you, we understand the following:

- You are in the process of bringing a hot, new product to market: CompTrackr.
- This is a new product category for the industry. You have no direct competitors and your buyers are currently managing pay plans through a mostly manual process. You need to educate the market on the value your unique solution brings to the dealership to drive interest and awareness for CompTrackr.
- You have aggressive sales goals this year, looking to grow your client base from 100 clients to 300-400 clients by end of year. You need to establish a consistent, controllable demand generation platform to fill the pipeline with opportunities and hit these sales goals.
- You have speaking commitments at several industry events and need content to support your marketing and sales goals.

Our Approach

Our proposal includes the following recommended activities:

Start with an effective messaging platform.

Dealers are inundated with sales and marketing messages promising “silver bullets” – particularly in the technology space. We'll work together to form a consensus on the most effective positioning of your product to ensure our market-facing creative breaks through the clutter and resonates with your potential buyers. In this phase of activity, Mx will conduct a brief discovery and messaging exercise to align your team and ours on the positioning strategy and then present creative paths that deliver that message to the market effectively.

Build content to enable marketing and sales teams.

We'll help arm you and your team with the right marketing and sales content you need to ensure your messages are consistent and aligned with both your strategy and your buyer's mindset. Whether this includes video content, thought leadership presentations or collateral, we will bring creative and strategy together to deliver content that moves buyers to action.

Make your biggest existing marketing asset (your website) work harder for you.

It's no secret that today's B2b buyer spends a considerable amount of time researching solutions independently before reaching out to any solution providers. Serving up content and conversion paths on your website to enable this phase of the buyer journey is crucial to the success of any B2b market activation program. Mx digital strategists will analyze your website and provide recommendations for content and conversion path updates to drive more traffic to your site (if needed) and convert that traffic into engaged and qualified hand-raisers for the sales team. In addition, we'll set up an ongoing optimization program to ensure continued focus and improvement.

Turn on a demand generation journey to drive consistent, controllable activity into your pipeline.

Using some back-of-napkin-math, we estimate you'll need approximately 1200 marketing qualified leads this year to meet your sales goals. We'll work with you to define and shape the market activation journeys required to target your ideal buyers and generate those hand raisers. We'll consider both online and offline touchpoints that are measurable, efficient and aligned with your sales process – this will allow us to optimize your funnel activity and make adjustments as we go to ensure a fast path to success.

Why The Mx Group

We believe The Mx Group is the right partner for your marketing needs. We are looking forward to the opportunity to meet with you to discuss in more detail and to answer any questions that will assist you in your assessment of us. In the meantime, we thought we'd highlight the things that we believe set us apart:

1. **We are B2B:** The Mx Group focused solely on the needs of B2B marketers and their brands. B2B is different, and we have worked exclusively to support B2B companies for more than 30 years.
2. **We are sized for your needs:** It strikes us that you need a partner that can play a strategic, surgical role in supporting your marketing needs. Our team will fit around you — we pride ourselves on our ability to learn your business quickly and act as an extension of your team. And, our disciplined focus on results means our recommendations will always be tailored to exactly what your business needs.
3. **We know the market:** Working with automotive software brands for the past 13 years has given us a solid footing in the market and the landscape. We know the dealer audience (and their unique psyche!) and have had success moving the needle in the space for many clients.
4. **We can craft the creative that works:** Our creative and content teams are laser-focused on marrying strategy, buyer persona insight and effective creative execution. We can not only work with your subject matter experts to leverage their expertise — but we also have the teams to produce effective content, including digital content, presentations, video content, sales enablement tools and more.
5. **We can connect the dots:** Our in-house full-service offering means we are always thinking both big picture and rubber-meets-the-road executional realities. We see our role not as simply just doers, but as strategists and subject matter experts who can bring strategy to life through effective, best-practice program execution.

Proposed Budget

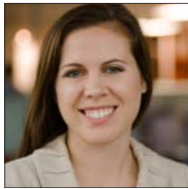
The budget proposed below represents our initial recommendations. Please note these are ballpark budget buckets that can be scaled as needed.

Tactic	Mx Labor	Mx Pass-thru	Total
Positioning and Messaging	\$12,000	\$0	\$12,000
Product Commercial	\$23,000	\$3,000	\$26,000
Assumptions: <ul style="list-style-type: none"> 2 minute motion graphics video Pass-thru costs include voice over talent fee, music licensing, stock images and one time file storage fee 			
Sales Enablement Collateral	\$30,000	\$500	\$30,500
Assumptions: <ul style="list-style-type: none"> 2 presentations, 20-30 slides ea. Presentation scope includes thought leader interview, outline development, slide copy and design 1 collateral piece, 1-3 pages of content Pass-thru costs include small budget for stock images If needed, printing costs for collateral to be quoted separately 			
Demand Generation Journey Strategy and Plan	\$7,500 - \$10,000	\$0	\$7,500 - \$10,000
Assumptions <ul style="list-style-type: none"> Development of journey strategy and maps for 2-3 audience segments 			
Journey Content Development	\$30,000 - \$60,000	\$500	\$30,500 - \$60,500
Assumptions <ul style="list-style-type: none"> Includes design, copy, FED / QA for emails and landing page assets as well as budget for downloadable / interactive assets to support journey Includes building and deploying journey logic in MAP Pass-thru costs include small budget for stock images MAP technology fees not included (TBD) 			
Website Conversion Analysis and Recommendations	\$3,500	\$0	\$3,500
Website Conversion Adjustments	\$10,000 - \$20,000	TBD	\$10,000 - \$20,000

Assumptions: <ul style="list-style-type: none"> • Includes copy and design for adjustments • May include FED / QA support as needed 			
Ongoing Journey and Web Reporting and Optimization Assumptions <ul style="list-style-type: none"> • Monthly budget to include reporting on journeys and website performance • Assumes 6 months of reporting and optimization • Monthly budget to include minor adjustments. Adjustments outside of monthly budget will be scoped separately as needed 	\$18,000	\$0	\$18,000
Total	\$134,000 – \$176,500	\$4,500	\$138,500 - \$181,000

Your Team

The Mx Group delivers services across multiple disciplines by utilizing talent from cross-functional areas, led by a single-point-of-contact Group Account Director and account management team. The account team invests in developing a deep understanding of our clients' businesses and is responsible for managing workflow and communications with the appropriate team leads. You will have significant direct contact with subject-matter experts (designers, business analysts, demand generation and lead management experts, etc.), but that contact will always be managed by the account team.



Lisa Everett, Group Account Director

Lisa brings over a decade of B2B marketing and project management experience to her clients. During her time at The Mx Group, she has successfully developed and implemented integrated marketing programs to meet clients' strategic and tactical goals. Lisa is trained and certified in the Buyer Persona Institute's 5 Rings of Buying Insight™ research process, and she has led numerous qualitative research initiatives, including buyer persona development, brand architecture and positioning, corporate and product messaging, and sales strategy. Lisa earned her BA in marketing at the University of Wisconsin–Madison.



Sarah LaPalomanto, Senior Account Manager

Sarah joined The Mx Group with major agency experience in the telecom, finance and home services verticals, working with clients such as Cox Business, Scottrade and American Home Shield. She specializes in managing dynamic, data-driven campaigns across all digital and traditional channels — focusing on connecting specific audiences to their optimal journey to drive results. Sarah earned her BBA in marketing from Southern Methodist University, minoring in English.



Emily Williams, Managing Creative Director

Emily has been with The Mx Group since 2008. As managing creative director, she oversees the Design & Content department and provides strategic direction for a diverse client base. Emily leverages 15 years of experience in creative conceptualization, writing, content marketing and social media to lead award-winning comprehensive campaigns for clients in a variety of industries. She holds a B.A. in philosophy and creative writing from Gettysburg College in Gettysburg, Pennsylvania.



Tom Hayward, Creative Director

Thomas brings over 20 years of B2B design experience and brand development to The Mx Group. In his seven years at the agency, he has led multiple successful, award-winning print and digital campaigns for a diverse set of clients. Prior to joining The Mx Group, Thomas served as senior art director at a major B2B publishing company, where he won several Ozzie and APEX design awards. He holds a B.A. in graphic design from Carthage College in Kenosha, Wisconsin.



Matt Binz, Director of Digital Marketing

Matt brings over 15 years of digital marketing, analytics and application design to The Mx Group where he leads the Digital Marketing team. His experience crosses multiple industries, including manufacturing, construction, retail, nonprofit, education and health care. Matt holds a bachelor's degree from Purdue University.



Miro Zugovic, Director of Front End Development & Video

Miro joined The Mx Group in 2006 as a digital practitioner with a background in web development, graphic design, video, 3D and content management systems. He now leads teams of award-winning digital experts, ensuring high-quality results in both front end web development and video, often integrating both to create interactive experiences with impact. A content management system expert, he is devoted to architecting intuitive, highly functional user interfaces clients truly appreciate. Miro holds dual degrees in multimedia production and design and in interactive media.



Christina Coviello, Certified Marketing Automation Specialist

Christina joined The Mx Group in 2011. She heads The Mx Group's marketing automation services with experience in Marketo, Silverpop, Pardot, Hubspot and Eloqua, and she is a Marketo Certified Expert. She began her career as a front end developer (FED) with a background in web design, web development and email development. Christina graduated with a B.S. in studio art from Skidmore College in Saratoga Springs, NY.



Phil Arnold, Motion Graphics Designer

Phil brings ten years of experience in animation and motion design to The Mx Group. He focuses on motion graphics, 3-D animation, visual effects and editing. He began his career at a post house working with ad agencies throughout Chicagoland on video projects ranging from broadcast to interactive media. Phil holds a B.A. in media arts and animation from The Illinois Institute of Art — Schaumburg.

About The Mx Group

Company Information

Company name

Tritech Marketing Inc.,
DBA The Mx Group

Ownership structure

Privately held

Years in operation

32

Office

7020 High Grove Blvd.
Burr Ridge, IL 60527
United States

Primary phone

630-654-0170

Website

TheMxGroup.com

Point of contact

Lisa Everett
Group Account Director
630-292-0408
leverett@themxgroup.com

Total number of employees

115

Recognitions

B2B Marketing #4 US B2B Agency

Best Places to Work in Illinois

5 consecutive years

Chicago's Best and Brightest Companies to Work For®

Chicago Tribune Top Work Places

Top 100 Digital Companies in Chicago

Chief Marketers 50 B2B Marketing Agency Top Shops

BMA Agency of the Year Finalist

Marketo® Sales Partner of the Year Finalist

BMA B2 Awards Winner, multiple categories

BMA Tower Awards Winner, multiple categories



Thank you for considering us!



The Mx Group

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