**Sales and Marketing 2025 Plan**

**Currently we spend $5,925/month ($4,200 with Jasmine and $1,725 with ThomasNet prior to ad hoc ad spending etc.). Moving forward here are budget needs (less ad hoc spending):**

**Our Recommendation: $1,248 additional annually (1.8% increase)**

**Includes $5,000 make-right / free services from Thomasnet due to subpar performance this year.**

Basically, status quo with some concessions from ThomasNet due to our 2024 dissatisfaction.

- JS Media (Jasmine) providing LinkedIn optimization and ad hoc “boutique” services.

**$4,200 LinkedIn (unchanged)**

- ThomasNet providing SEO optimization with complimentary facility video (including drone) and $2,500 Google Ad runs to compensate American Circuits for lack of customer satisfaction in 2024. Includes upgrading account manager (from Bonnie to her boss Mike Grugnale) and Keller Haws as our strategy partner. Also includes a 30-day cure period and 30-day cancellation notice to mitigate execution risk.

**$1,829 (roughly $1,200 for SEO and $629** **for points for ad send by region)** **for SEO optimization (**6% increase offset by dissatisfaction complimentary video and google ads)

**$6,029 total/month plus ad spend target (+/- $2,500 monthly)**

**Annual Spend: $102,348**

Benefits

Status Quo is generating more traffic to the website and more forms being submitted.

Consistency on social media builds on previous improvements

We anticipate leveraging a better account manager to really optimize what ThomasNet can do for us.

ThomasNet price increase off set by compensation for 2024 dissatisfaction

Add another video to our B roll and we can test effectiveness of $2,500 worth of google ads.

Risks

ThomasNet execution not improving (mitigated with 30-day cure period and 30-day cancellation clause,

**Other Alternatives**

**Alternative 1:**

* Drop ThomasNet. Partner with JS Media for both LinkedIn Optimization and SEO optimization and ad hoc boutique services.

**$4,200 LinkedIn (unchanged) +$2,000 for SEO optimization  $6,200 total per month (plus ad spend).**

Risks

Lacks the industry knowledge that ThomasNet has

Benefits

Boutique service with a proven service provider committed to our success. Very hands on approach.

We are JS Media’s only customer in our space

**Alternative 2:**

- Drop JS Media. Partner with ThomasNet to collaboratively develop a strategy that incorporates/mixes and matches their cross divisional capabilities (quarterly) based on what current American Circuits situation/focus dictates. Includes upgrading account manager (from Bonnie to her boss Mike Grugnale) and Keller Haws as our strategy partner. Also includes a 30 day cure period and 30 day cancellation notice to mitigate execution risk. (LinkedIn skepticism in cons)

$6,670 / month. Basically, we tap into whatever component of their vast resources and knowledge of the business based on what tweaks to the strategy we agree makes sense to make. Does not include ad spend but does include Thomas Factory Tour Video and Thomas Industry Update newsletter leaderboard sponsorship (a $5,700 value) included at no additional charge.

Tactics may include (depending on what we agree to):

LinkedIn Optimization (ThomasNet has not leveraged LinkedIn over the last year or so and were surprised Jasmine was having such success with it based on their internal tracking)

SEO Optimization

E-books

Page refreshes

(From Mike Grugnale:

“I will commit to being the leading POC for the duration of the contract. Keller will act as the head of strategy along with Bonnie and other team members as needed depending upon the campaign and tactic deployment.

We will amend our T's and C's to reflect the right of cancellation in the unlikely event that you are dissatisfied with our level of service. As per your suggestion, this will include a 30 day cancellation notice and a 30 day cure period.

I will honor the offer of the Thomas Factory Tour Video and Thomas Industry Update newsletter leaderboard sponsorship (a $5,700 value) included at no additional charge.”

Risks

Execution (mitigated by 30 day cure period and 30 day cancellation notice

Benefits

Deep industry knowledge

Broad resources

On the “hot seat” and seem to have a renewed commitment to partner

**Alternative 3:**

- discontinue outsourcing and bring all marketing activities in-house. Move social media to Tony. Doing this may add more credence to adding an inside salesperson (obviously with ability to travel) to drive same-store sales and move potential customers (regardless of how they find us) through the sales cycle.

The cost difference depends on the cost of rep and any investment needed to fill potential gaps in what Tony would stop doing that still needed to be done.

Risks

Typical risks associated with moving from specialists focused on all activities needed to drive success vs potential bandwidth issues as the internal resource has competing priorities.

Benefits

Potential cost savings

Taking a respite from outsourcing, after any outsourcing halo effect, will test assumptions that using specialists to manage social media marketing is not as effective (or equally as effective) as customers finding us in other ways.

May help justify investment shift to a salesperson.