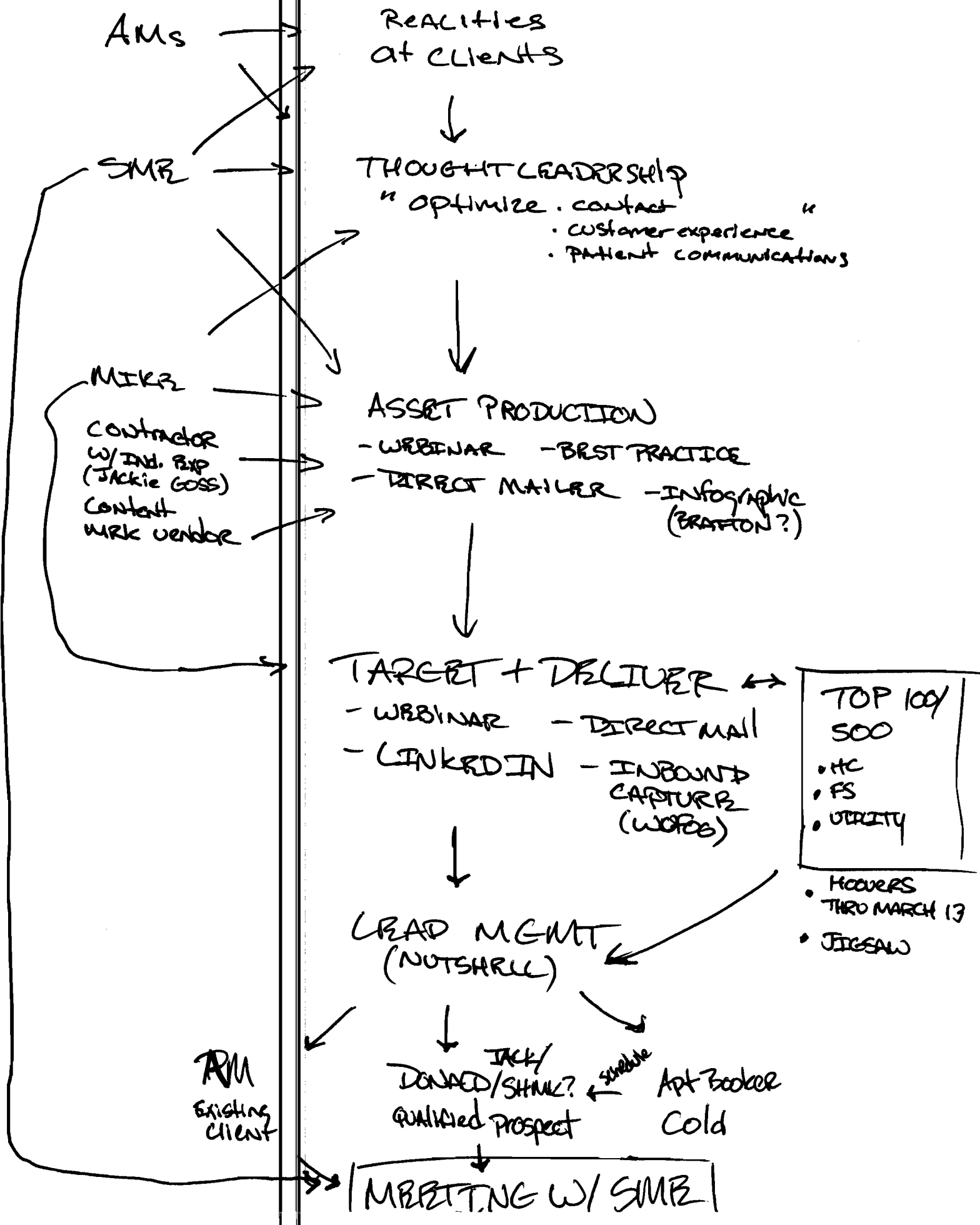
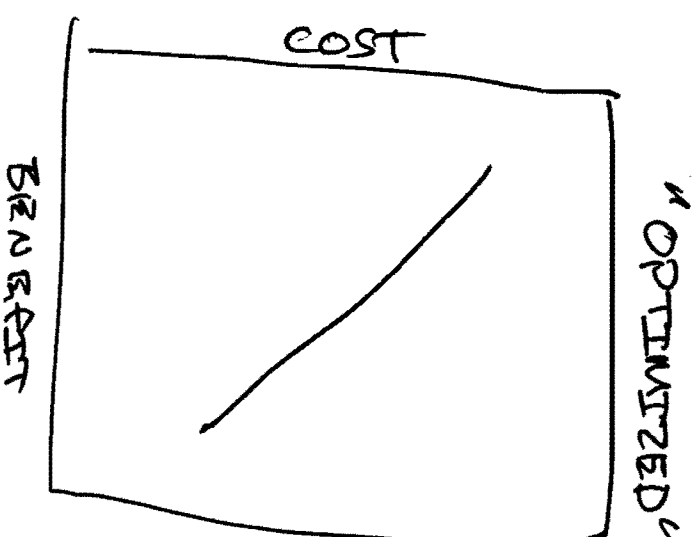
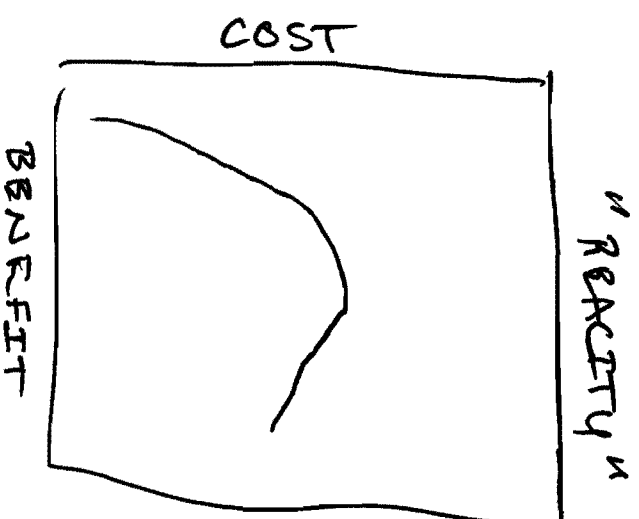
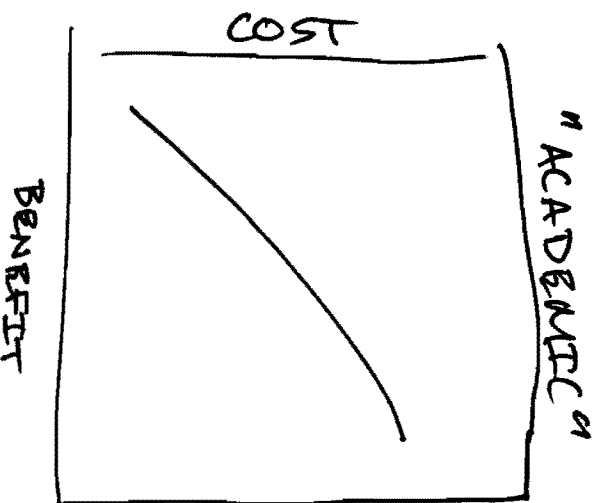


MARKETING MODEL



WHAT DOES IT MEAN TO OPTIMIZE MULTI-CHANNEL
CUSTOMER COMMUNICATIONS ?

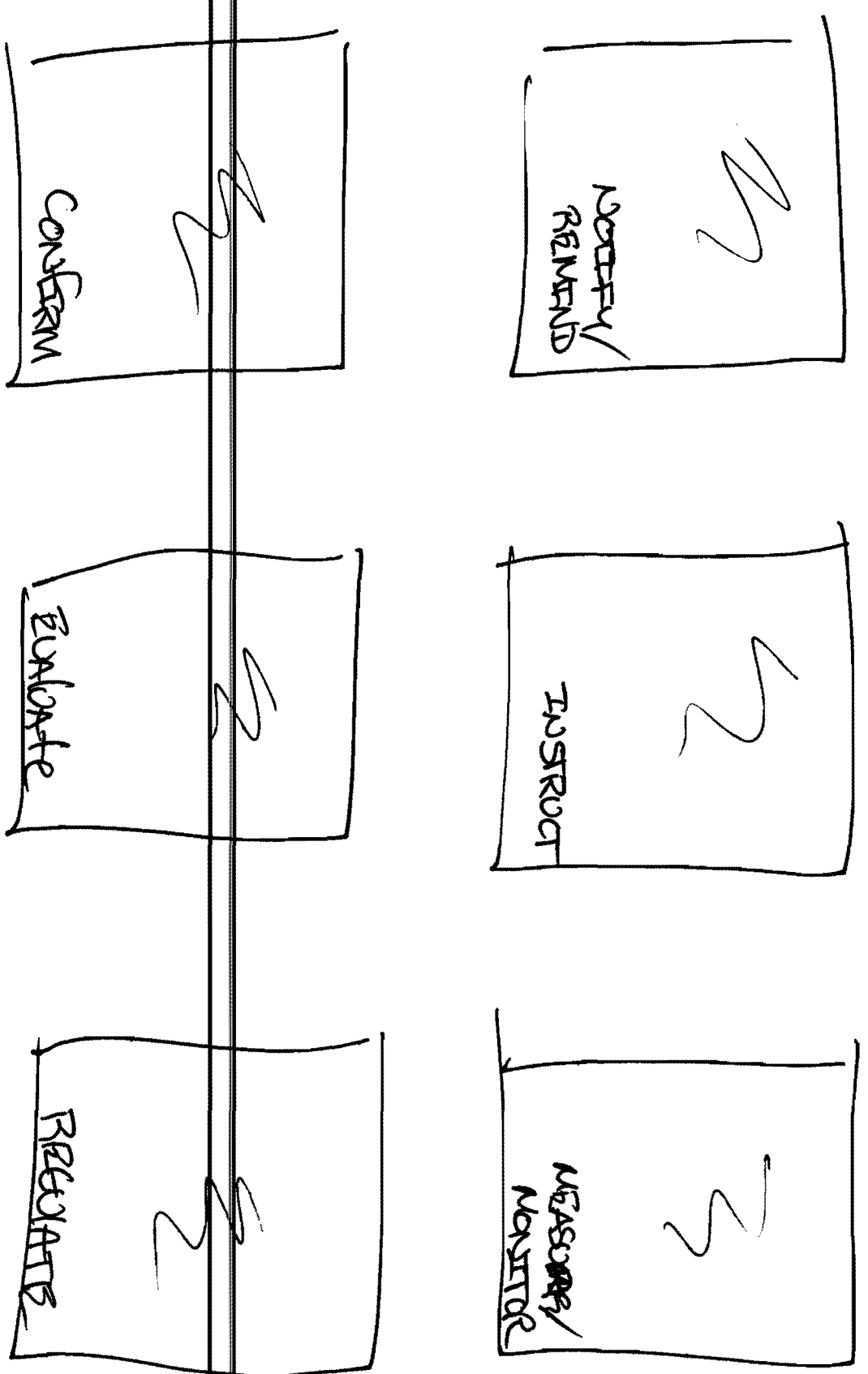


— Some Narrative —

(/ index.php)

NEED TO OPTIMIZE
IF ~~USE~~ MOBILE-CHANNEL COMMUNICATIONS TO:

(Click for Detail)



(index.php)

* Same model
Diff. copy
SC44

NEED OPTIMIZE
I WANT TO IMPROVE CUSTOMER EXPERIENCES

5
measure/
survey

3
correlate

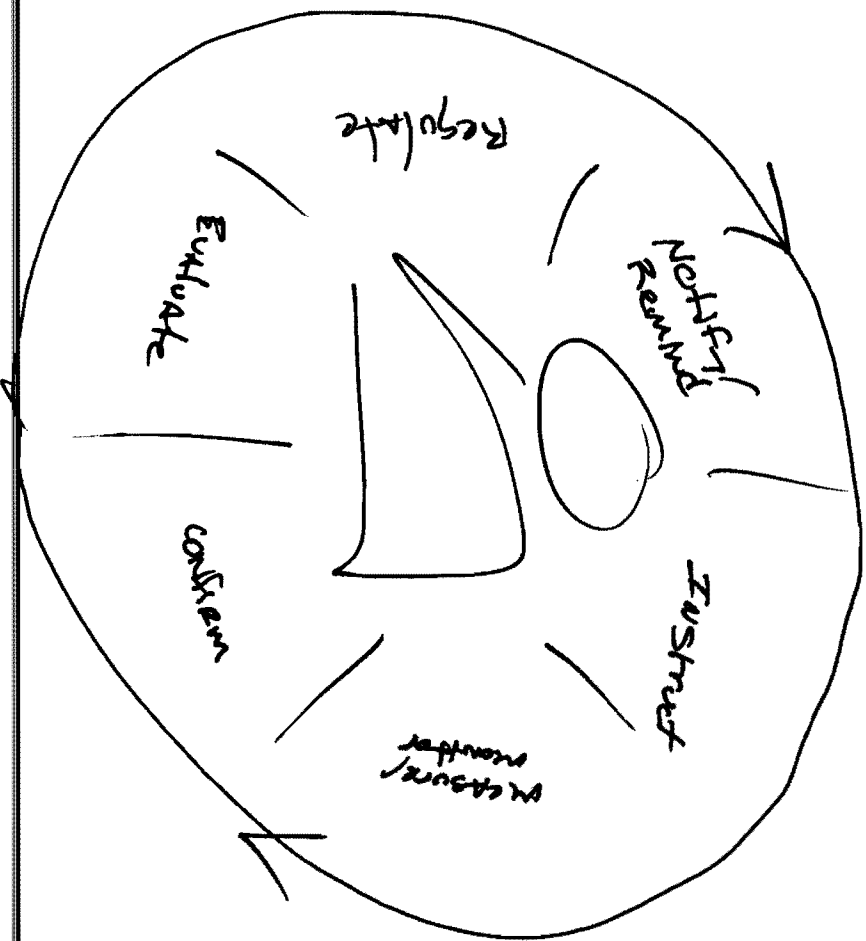
3
detect

3
manage

3
correct

[ETP]

NEW SOLUTION MODEL (VALUE ORIENTATION)



(/ solutions.php)

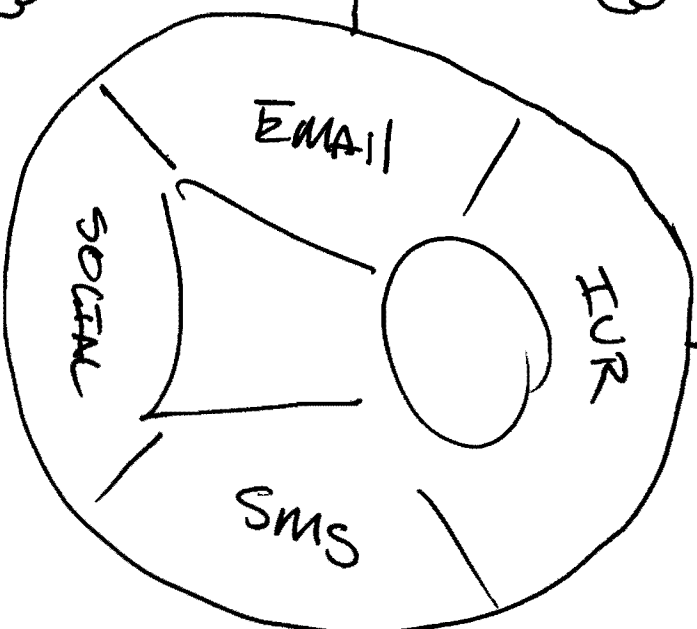
FUNDING STRATEGY

COMPLIANCE MGMT

INSTRUCT → VALIDATE → PRE-EMPT

eVerify
Cost Avoidance

eCONNECT
Cost efficiency



EXPERIENCE MGMT

MEASURE → MANAGE → CORRECT

eTouchPOINT
Revenue Preservation

eRegulate
Revenue Optimization

INTERACT → NOTIFY → CONFIRM

CONTACT MGMT

STATE → ALIGN → REFINE
EVALUATE MGMT

INFRASTRUCTURE

✓ UORSLG-HQ
\$1.5K training

✓ YouTube

✓ Twitter

✓ LINKED IN

\$49.95 / mo / user
10 IN MAIL

✓ 313AVU

\$1K / 1500 leads

✓ Hotshel

\$10 / user mo.

✓ uofeo

\$14.95 / mo
10 FORMS

✓ SEOMoz

\$49.95 / mo
5 sites

~~✓ 1000000s~~

~~\$2.5K / yr.~~

~~MARCH 2019~~

✓ Spoto website (As Needed)

Comp Model

GOAL: 1st Mtgs w/ qualified targets

TOP 500 TARGETS 2013

HC: 50% FS: 25% CEM: 25%

\$100M REVENUE +

MULTIPLE LOCATIONS

DIRECTOR / UP LEVEL +

OPERATIONS, IT, CUSTOMER MGMT

2013

INCENTIVE
BONUS

15 → X%

25 → X1%

50 → X2%

100 → X3%

BASE BONUS

4%

?

PATH TO EQUITY

- \$100M REVENUE
- 1ST TC CLOSE
- ACQUISITION

2%

BUDGET

\$ 4K ICU x 1.5

\$ 4K Booker x 1

\$ 2.5K Content

\$ 1.5K SEO

\$ 14K/mo → \$ 168K/yr

↓

\$ 32K
PROMOTION

* IDEAL
SCENARIO

→

\$ 200K

* CORP VISA/AMEX → TRACK EXPENSE

EXECUTION

- Bootstrap site (responsive)
- Current solutions → services
- Solution graphic
- New solution pages (6)
- Revisit existing copy
- DESIGN for etouchpoint

HIC
Buckley Market

INBOUNDED

WEBINAR

DIRECT

prime follow-up
MANAGE

prime follow-up
MANAGE

Follow-up

DONALD
HIC SMR

invite
SMR

PPPT
Booker



Feedback



MIKE

Market Penetration
Coordinator

- MANAGE
- Q&A

Request
Content

Ideas
Results
Interact

- schedule
idea

CAMPAGNS

SCH
.com



JIN

Dev support

Bootstrap V2

Industry
Experience



Tackle
content

- blog
- 1 PAGES
- WPS

- final edit
- DESIGN

Prod Dev

Dashboard



AS needed
support



AS needed
contractor

Tools

- SEO MOZ
- goto webinar
- JISSAW

Source #1M Revenue

then give me X

- PARTNER (smaller)
- Option Pool?

else go somewhere w/ bigger budget

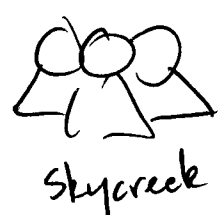
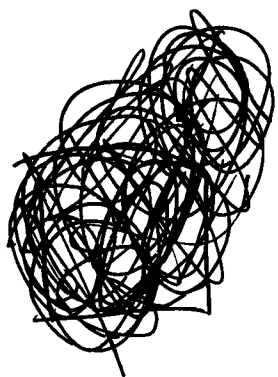
some tie in w/
ZIMBRA

* what manage leads with CRM?

* what are best lead sites

* what are best form mgmt sites

not salesforce



general
market
info

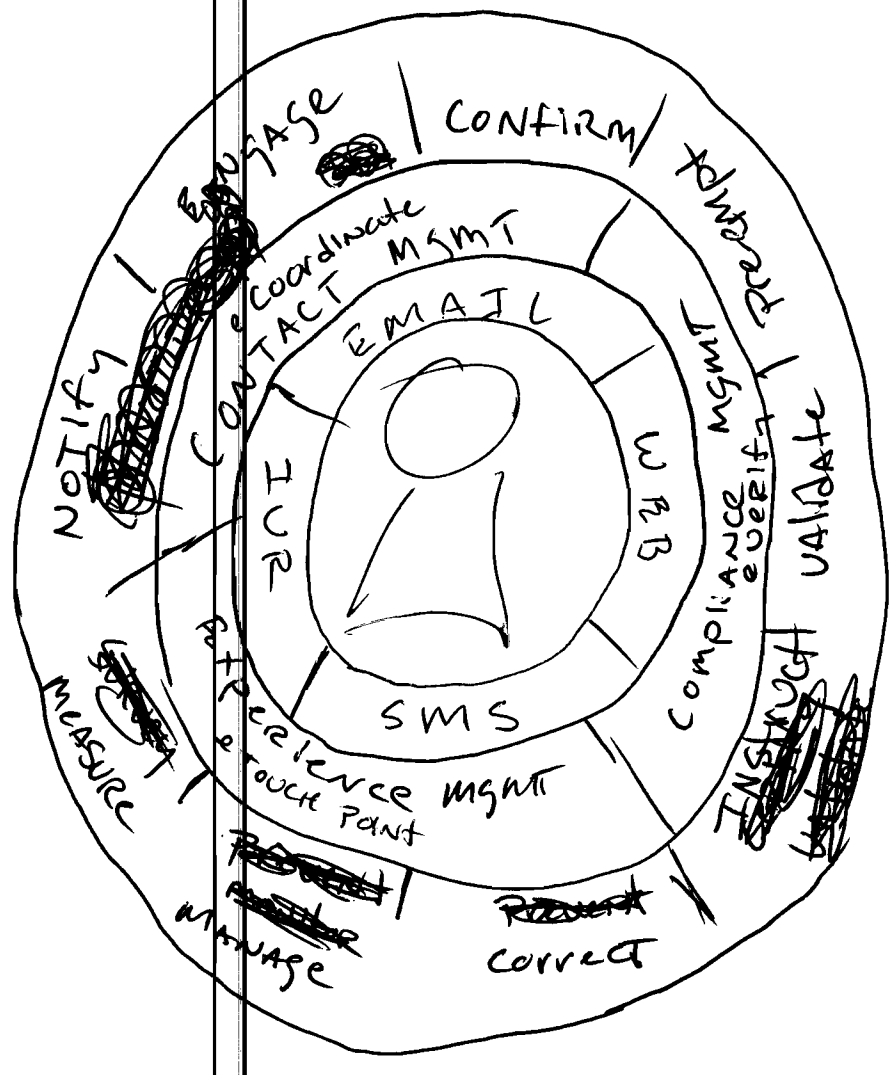
Product Managers
 notify → interact → coordinate?
 vs communicate?

ecordinate → Ties in touchpoint

verify gives us
 IN the compliance space
 smoking cessation

Budget
 30k Site
 \$25k Literature
 15k
 100% Mike Ruffico

Wreck → what's his deal?
 where he wants to go?



TRAFFIC COP is just advanced solution in contact mgmt