

Criterion – Recommended Executable Campaigns with Expected Returns:

Total Expected Return = 10 Meetings Per Week

MULTI-CHANNEL OUTREACH:

Quadfecta Outreach Campaign:

LinkedIn Connection Campaign

Expected Return:

75 qualified connections per week

10 leads requesting additional information per week

3 appointments per week

- First LinkedIn connections to start via HCD using Criterion CEO (or high-level) LinkedIn profile.

Outbound E-Mail Marketing

50 leads requesting additional information per week

3 appointments per week

- HCD to build lead lists through LinkedIn outreach campaign
- HCD and Criterion to accumulate all contact lists from trade shows, research, cold-calling, etc. to create new master list to be used for e-mail outreach campaigns.
- HCD will set-up and manage a Autovation.io account for Criterion and run event-centered campaigns to help uncover additional leads to set exploratory meetings with Criterion.

Telemarketing

Expected Return:

20 leads requesting additional information per week

2 appointments per week

1-to-1 Video Outreach

Expected Return:

25 leads requesting additional information per week

2 appointments per week

Other Campaigns (NOT Included in Totals Above):

Sales Training

Expected Return:

30-50% Shorter Average Closing Time

- HCD to work with Criterion to improve the sales process.
- HCD to implement S.P.I.N. Selling model and evaluate current consultative selling approach.

Referral Campaign

Expected Return:

Estimate of 10% of Current Criterion Customer Base to Respond

1-2 Qualified Referrals Each

- E-mail from Criterion to current and past customers.
- HCD to conduct calls with customers who respond, to set meetings with Criterion.
- Criterion to ask for referral and new business.
- Identify best and willing clients for written testimonials.
- Identify best and willing clients for video testimonials.

PPC Ads and Landing Page - Funnel Management Campaign

Expected Return:

2-4 qualified appointments set per week (based on \$400/mo ad spend)

- First draft of landing page to be completed by HCD.
- Each page will be created to target a unique industry or segments.
- PPC (Pay-Per-Click) ads will be created and managed by HCD to drive traffic to each landing page. Ads will be run on multiple social platforms and will initially launch with Google AdWords, LinkedIn, and Facebook. Other platforms which will be considered are; Instagram, Twitter, YouTube, MyOpportunity, etc.

Curated Content Marketing – News Aggregation Platform

Expected Return:

5-10 social follows per post

- HCD will create social connections to news subdomain (tech-news.boomerdigital.com).
- Criterion to create initial subdomain URL and upload base WordPress version to site.
- HCD will format and set up proprietary article re-posting platform and train Criterion to use and manage.